

# MATCHER

INTERNATIONAL OPEN INNOVATION PROGRAM

PROMOTED BY



COORDINATED BY



WITH THE SUPPORT OF

**Deloitte.**

Officine  
*Innovazione*

- MATCHER Program
  - Objectives, Partners, Timeline
- Phase 1 Corporate Engagement and Challenge definition
  - Benefits for Corporate participants
  - Timeline
  - Presentation Events
  - Corporates Engaged
  - Working Groups
- Phase 2 Call4startups & International roadshow
  - Call4startup
  - International Roadshow
  - Call Results
  - Startup shortlisting and selection
  - Focus on shortlisted startups
- Phase 3 MATCHER International Open Innovation Event
  - 13/11 MATCH.POINT
  - 14/11 BIG.MATCH
- Phase 4 Follow up

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# MATCHER Program

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## What is it?

**MATCHER** is an **open innovation program** involving **40 Corporate** companies from the **Emilia-Romagna** region and **43** innovative **startups and scaleups** selected via an **international** call

## 2019 Topics

**Future of Packaging**

**Healthcare & Wellbeing**

**Smart Mobility**

## Goals



Laying the groundwork for the **collaborative development** of **innovative solutions**



Starting **collaborations** between **Emilia-Romagna region companies** and both national and international **startups (match-making)**



**Strengthening** the regional **innovation ecosystem** and opening it up to **international business relations**



**Promoting** the role of **Emilia-Romagna as a global actor** and as a **innovative and dynamic** region





## PHASE 1

### CORPORATE ENGAGEMENT and BRIEF SHAPING

June–July 2019

**Identification** of  
Corporate partners'  
**technological needs**  
and definition of a **set of**  
**challenges** for the call



## PHASE 2

### CALL4STARTUPS and INTERNATIONAL ROADSHOW

July–September  
2019

**Call launch** and **kick-off** of  
**startup scouting phase**  
with an **international**  
**roadshow**



## PHASE 3

### INTERNATIONAL OPEN INNOVATION EVENT

13/14 November  
2019

Kick-off meeting  
between **Corporates**  
and **selected**  
**startups** to develop  
**joint projects**



## PHASE 4

### FOLLOW UP

November 2019 and  
onwards

**Monitoring** of joint  
projects and partnerships  
between corporate and  
startups **following the**  
**event**

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# PHASE 1

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**Corporate Engagement and Challenge definition**  
**(June – July 2019)**



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Support in **identifying technological needs** and in seeking **solutions**



Support in **matching** with selected startups



**Bespoke** international startup **scouting** based on identified **technological needs**



Support in **planning** and **starting joint projects** with startups



**Brand visibility** at national and **international** level



**Networking opportunities** for further **collaborations** with **program partners**

# Presentation events

Over **146 participants** reached during **3** presentation events to introduce the program to the regional ecosystem

Presentation during R2B 2019

**6 June 2019**

Presentation events held at Serre dei Giardini Margherita

**11-12 June 2019**

MATCHER



3 CHALLENGES



40 CORPORATES



16



19



16

10 PARTICIPATED TO 1+ CHALLENGE

# Corporates Engaged

MATCHER

## Smart Mobility



ALFASIGMA



Barilla

bormioli pharma

CARDIOLINE

Chiesi

CIRFOOD

Coopelios

Elcam MEDICAL

ERGOTEK

EUROSETS

GVM

HNP

Life Is On | Schneider Electric

SANOFI GENZYME

UnipolSai

POL GROUP

coopservice

TOZZIgreen

## Healthcare & Wellbeing

## Future of Packaging



Regione Emilia-Romagna

ART-ER  
ATTRACTIVENESS  
RESEARCH  
TERRITORY



## 1° Working group Future of Packaging

1 July 14:00 – 18:30

Fico Eataly World  
Sala Fondazione Fico



## 2° Working Group Healthcare & Wellbeing

2 July 10:00 – 14:30

Fico Eataly World  
Sala Bora



## 3° Working Group Smart Mobility

3 July 10:00 – 14:30

Fico Eataly World  
Sala Fondazione Fico

**In partnership with:**



**16 multisectoral Corporates** ready to take up the challenge of open innovation with the **Packaging** working group including a range of different application fields



## Corporates:

### Food



### HORECA



### IT Consulting



### Others



### Packaging manufacturer & supplier





**Intelligent  
packaging**



**Interactive  
packaging**



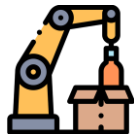
**New packaging  
materials**



**Active  
packaging**



**Sustainable  
packaging**



**Packaging  
optimization**



**Experience and  
premium packaging**



**Social  
packaging**

**Trends  
chosen by  
Corporates**

# Future of Packaging | Relevant Subtrends



## Sustainable packaging



## Interactive packaging



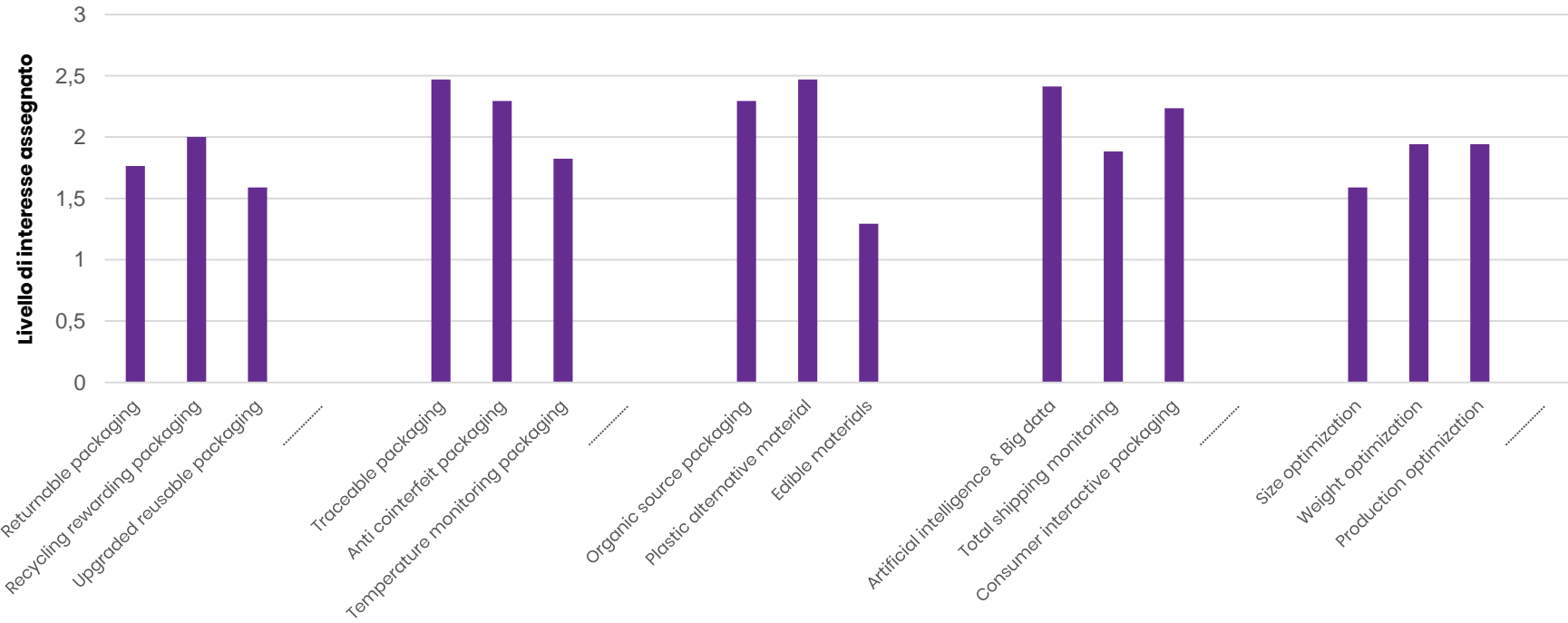
## New packaging materials



## Intelligent packaging



## Packaging Optimization





# Future of Packaging | Sector's subtrends

MATCHER



## Sustainable packaging

### Recycling rewarding packaging

Systems to incentivize packaging recycling

### Returnable packaging

Packaging optimised for reuse business-to-consumer

### Upgraded reusable packaging

Systems for packaging reuse and optimisation for other products.



## Interactive packaging

### Traceable packaging

Packaging tracking and placement technologies

### Anti counterfeit packaging

Anti counterfeit and anti tampering technologies

### Temperature monitoring packaging

Product temperature monitoring technologies



## New packaging materials

### Plastic alternative materials

New natural materials to replace plastic

### Organic-source materials

Packaging made of organic materials

### Edible packaging materials

Materials edible for marine and terrestrial wildlife



## Intelligent packaging

### Artificial Intelligence & Big data

Packaging using AI and Big Data systems to improve product storage and transport

### Consumer interactive packaging

Packaging monitoring interactions with end-users

### Total shipping monitoring

All encompassing monitoring systems based on innovative technologies



## Packaging Optimization

### Production optimization technologies

Packaging production optimisation technologies

### Weight optimization technologies

Packaging weight optimisation technologies

### Size optimization technologies

Packaging size optimisation technologies



**19 multisectoral Corporates** ready to take up the challenge of open innovation with the **Healthcare and Wellbeing** working group including a range of different application fields



## Corporates:

### Pharma



### Packaging



bormioli pharma

### Hospital



### Insurance



### Healthcare services



### Medical Devices



### Food



### Other





**Advanced  
Technology**



**Precision  
Medicine**



**Gene  
editing**



**Nutrition as  
prevention**



**Internet of Medical  
Things - IoMT**



**Wearable  
Devices**



**Digital  
Reality**

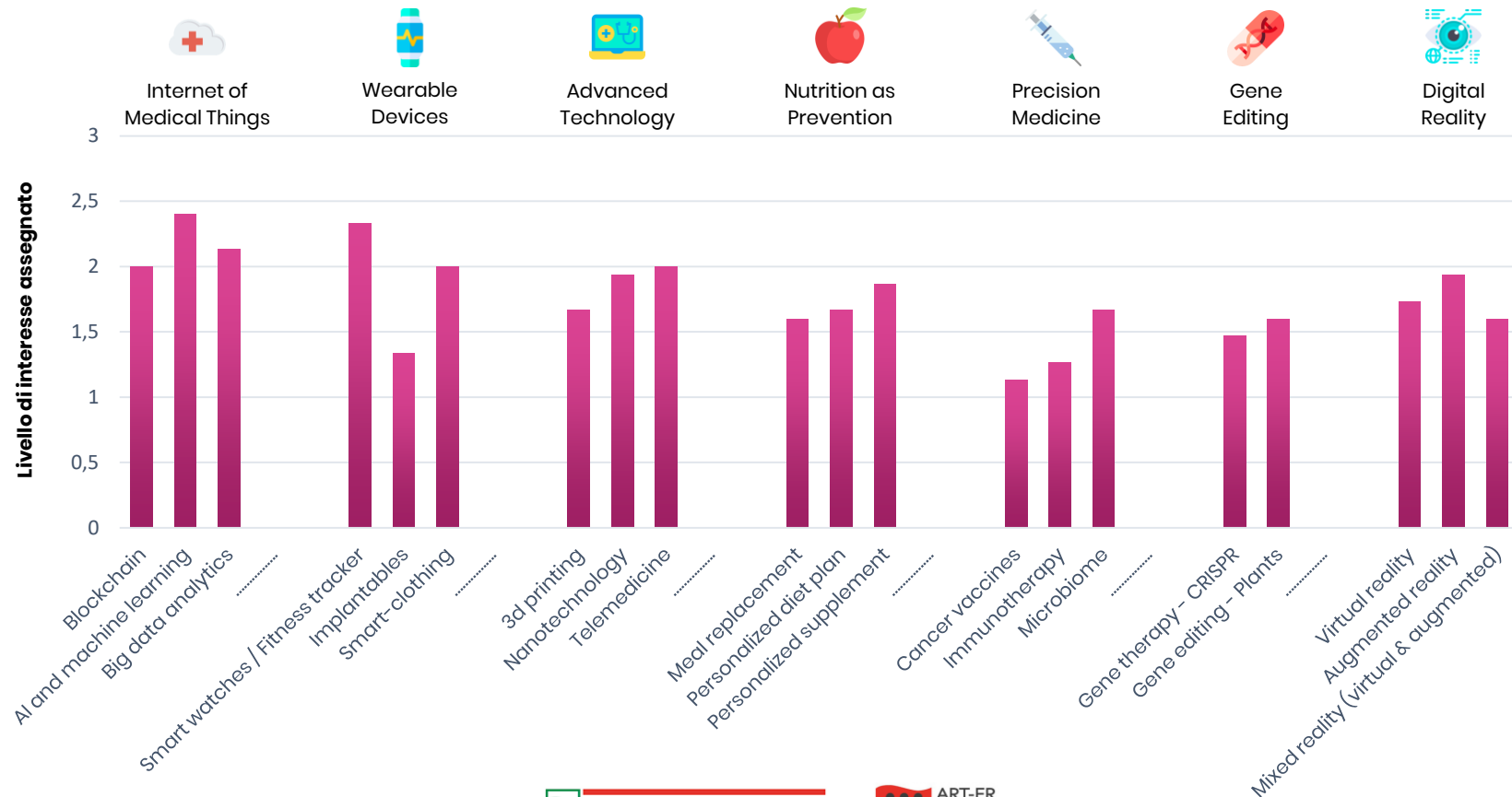


**Healthcare  
Robotics**

**Trends  
chosen by  
Corporates**

# Healthcare & Wellbeing | Relevant Subtrends

MATCHER



# Healthcare & Wellbeing | Sector's subrends

MATCHER



## Precision Medicine



## Nutrition as Prevention



## Internet of Medical Things



## Gene Editing



## Digital Reality



## Advanced Technology



## Wearable Devices

### Cancer Vaccines

Can stimulate the patient's immune response against cancer cells

### Immunotherapy

Through immunotherapy the patient's engineered cells can recognize the tumor

### Microbiome

Association between pathogenesis, phenotype, prognosis and response to therapy

### Meal Replacement

Meal substitute for an healthy balanced nutrition

### Personalized Diet Plan

Personalized diet in line with one's health goals

### Personalized Supplement

Personalized supplements for those suffering from specific nutritional issues

### Blockchain

Useful for managing medical records or clinical trial records

### AI and Machine Learning

Algorithms for clustering data, and organizing day-to-day activities

### Big Data Analytics

Employing data collected by digital technologies to determine recurring patterns

### Gene Therapy CRISPR

Techniques for the modification of certain genes associated with particular pathologies

### Gene Editing plants

Modification of the plant genome to improve its characteristics

### Virtual Reality

By wearing VR sets, patients can evade reality as a form of therapy.

### Augmented Reality

The AR improves the planning of surgical interventions.

### Mixed Reality

Technologies that combine real elements with elements of VR and AR.

### 3D Printing

3D printing of organs, models, pills printed with a combination of ad hoc drugs

### Nanotechnology

Control of therapy delivery and monitoring of its effects thanks to nano-techs

### Telemedicine

Remote assistance for patients.

### Smart watches Fitness

Devices able to map oxygen consumption heart rate, but also seizures

### Implantables

Sensors that allow to measure the effectiveness of the therapies and to change the dosage accordingly

### Smart clothing

Fabrics able to measure and record medical data in real time



**16 multisectoral Corporates** ready to take up the challenge of open innovation with the **mobility** working group including a range of different application fields



Corporates:

## Services

**RILEF**  
SERVIZIO FERROVIARIO ESCLUSIVO

**MMB**  
SOFTWARE

**ITL**  
ISTITUTO DEI TRASPORTI  
E LOGISTICA

**coopservice**

## Aviation

**Aeroporto di Bologna**

## Clean energy

**TOZZIgreen**

**LANDIRENZO**  
GROUP

**FIVE**  
Fabbrica Italiana Veicoli Elettrici

## Insurance

**UnipolSai**  
ASSICURAZIONI

## Supplier manufacturer

Life Is On

**Schneider**  
Electric

**BorgWarner**

**Bonfiglioli**  
Forever Forward

**POGGIPOLINI**

**ELETTRIC80**

## Agribusiness

**CAAB**

## Food

**GRUPPO**  
**CAMST**



**Connected  
Vehicles**



**Self driving cars**



**Electric  
Vehicles**



**Micromobility**



**Long term rental**



**Intermodal  
Transport**



**Smart  
Logistics**



**Innovative  
infrastructure**



**Vehicle  
Pooling**



**Carsharing**

**Trends  
chosen by  
Corporates**

# Smart Mobility | Relevant Subtrends

MATCHER



Electric Vehicles



Innovative Infrastructure



Connected Vehicles



SMART Logistics



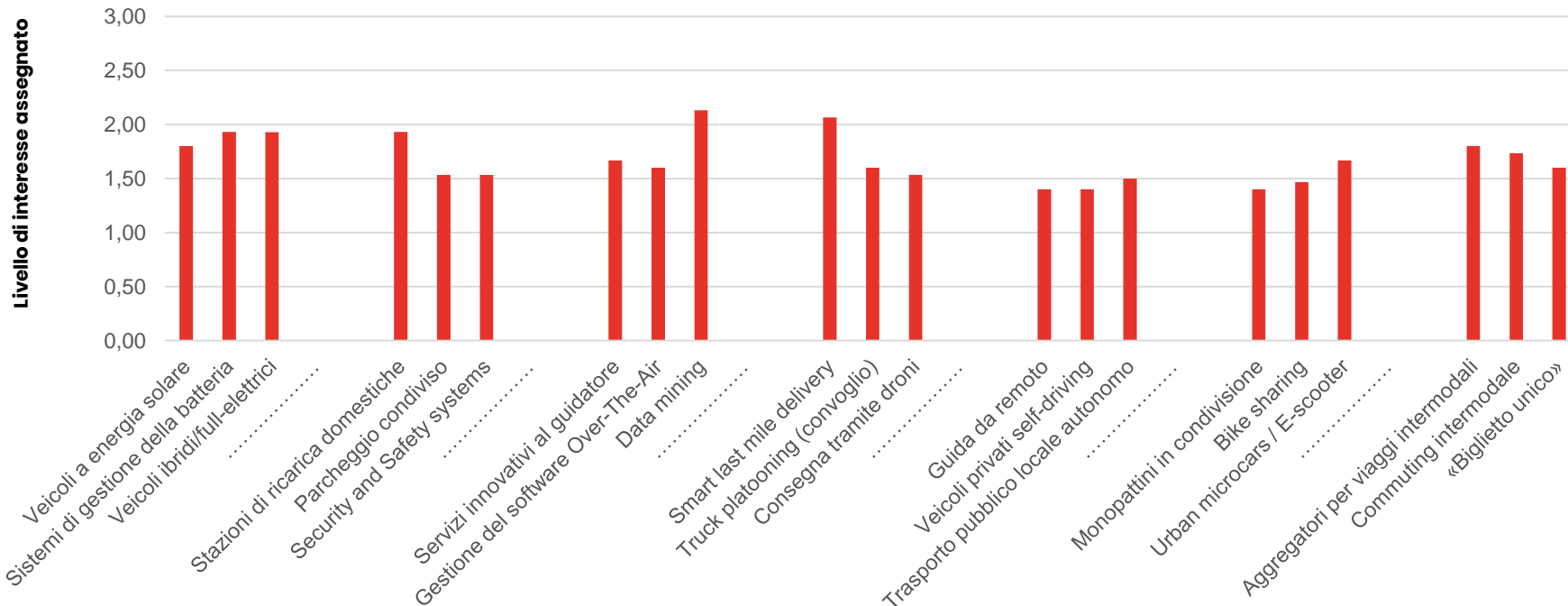
Self-driving vehicles



Micromobility



Intermodal transport





# Smart mobility | Sector's subtrends

MATCHER



## Electric Vehicles



## Innovative Infrastructure



## Connected Vehicles



## SMART Logistics



## Self-driving cars



## Micromobility



## Intermodal Transport

### Solar powered vehicles

Veicoli alimentati da energia solare tramite pannelli fotovoltaici

### Battery management systems

Systems and technologies for improving battery efficiency

### Hybrid or full electric vehicles

Fully electric or hybrid vehicles (electric and petrol)

### Home charging station

Technologies for recharging electric cars batteries

### Shared parking

Parking and sharing systems between private individuals

### Security & safety systems

Technologies for increasing transport safety

### Innovative services for drivers

New services using exponential technologies

### Over-The-Air software management

Software management through the use of wireless network

### Data mining

Information extraction from large amounts of data

### Smart last mile delivery

Technologies and services to make delivery more efficient

### Truck platooning

Technologies for autonomous driving of truck convoys

### Drone delivery

Home delivery of products via drones

### Remote car driving

Remote vehicle driving technology

### Private self-driving vehicles

Technologies, such as lidar and radar, for self-driving vehicles

### Self-driving local public transport

Self-driving buses and subways

### Shared scooters

Electric scooters for urban mobility

### Bikesharing

Short-term rental of electric and mechanical bicycles for a short time

### Urban microcars & e-scooters

Microcar and scooter rental services for urban driving

### Intermodal platforms

Travel planning platforms using multiple means of transport

### Intermodal commuting

Commute planning platforms using multiple means of transport

### Single ticket

Ticketing systems allowing the purchase of a single ticket for a journey using multiple means of transport



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# Phase 2

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**Phase 2 Call4startups & International roadshow**  
**(July – September 2019)**



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## PHASE 4

### FOLLOW UP

November 2019 and  
onwards

**Monitoring** of joint  
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startups **following the**  
**event**

## Scouting and engaging the most promising international and national startups and scaleups via the ART-ER and Deloitte ecosystems

**JUL 15<sup>TH</sup> – CALL  
OPEN**



### International

Open to startups and scaleups from all over the world



### Need oriented

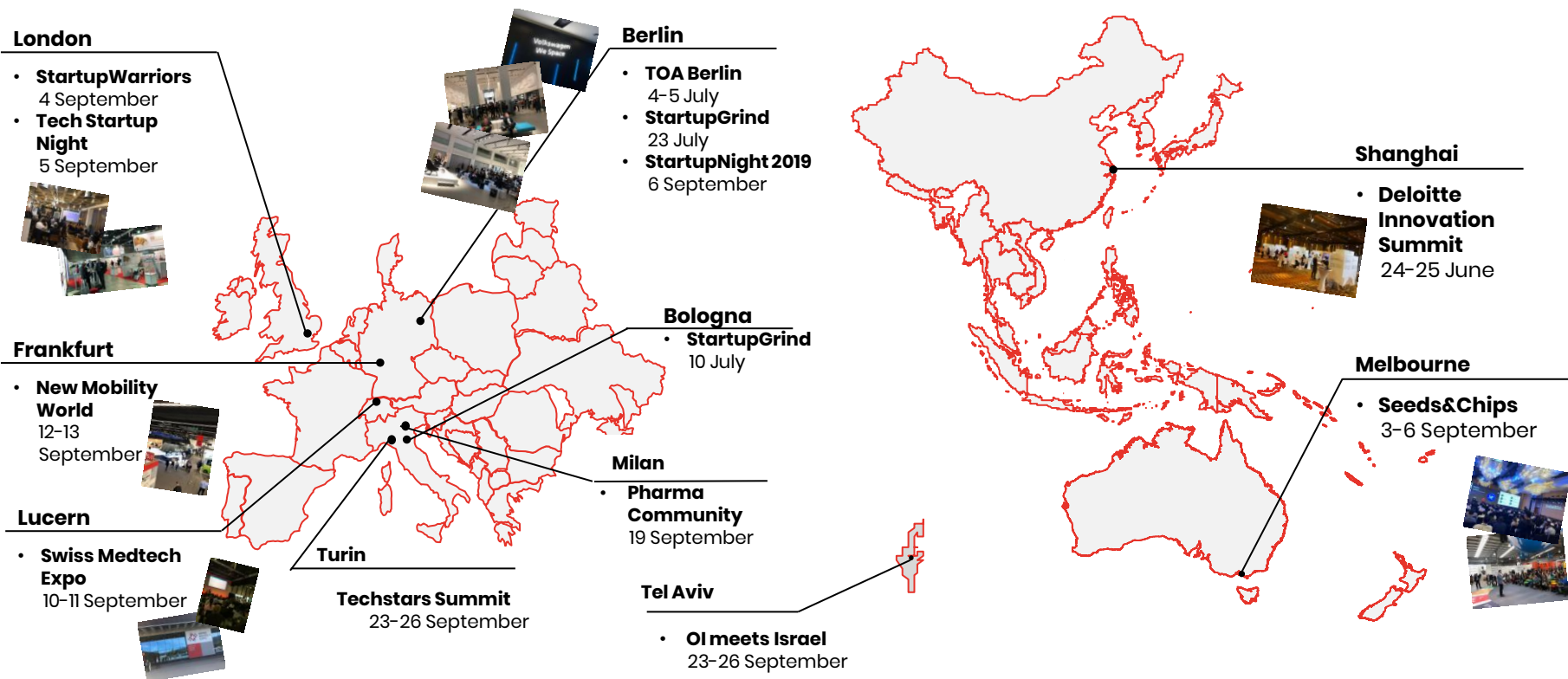
Set up to engage startups and scaleups matching the Corporates' technological needs



### Concrete

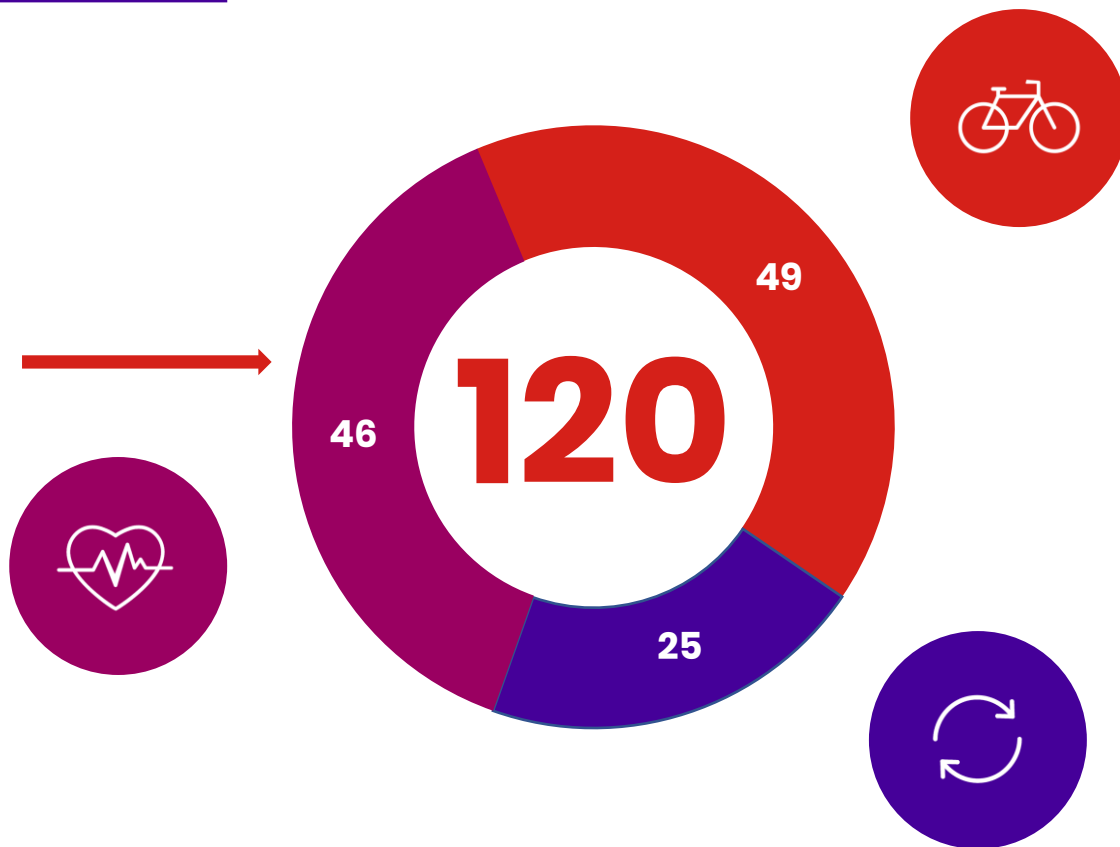
Aiming to foster business matching to start joint innovative projects

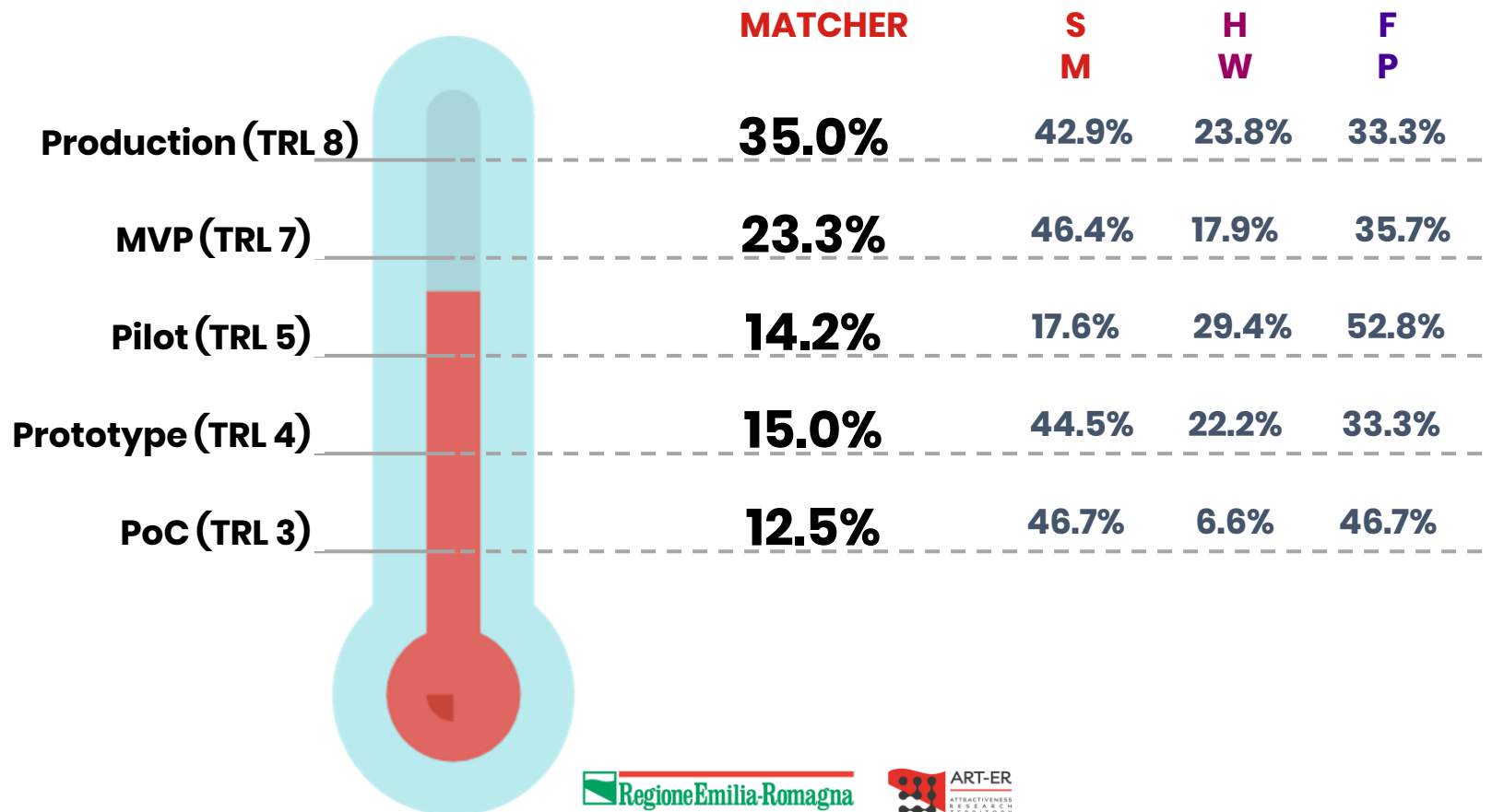
**SEP 30<sup>TH</sup> – CALL  
CLOSE**

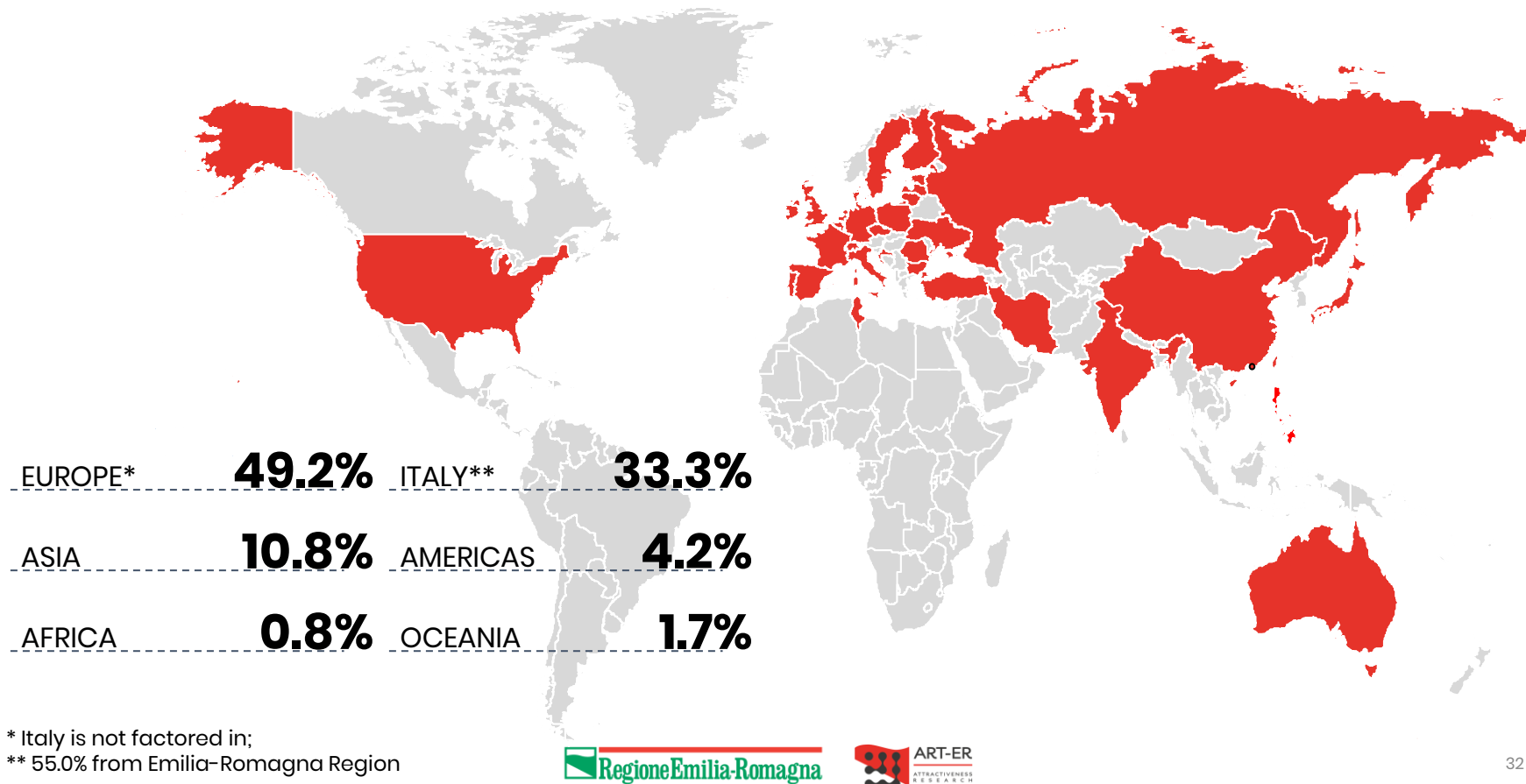


**128** FINALIZED APPLICATIONS

**120** ADMITTED APPLICATIONS











You have already new mobility providers, but there is a lack of awareness. We want to fill that gap.



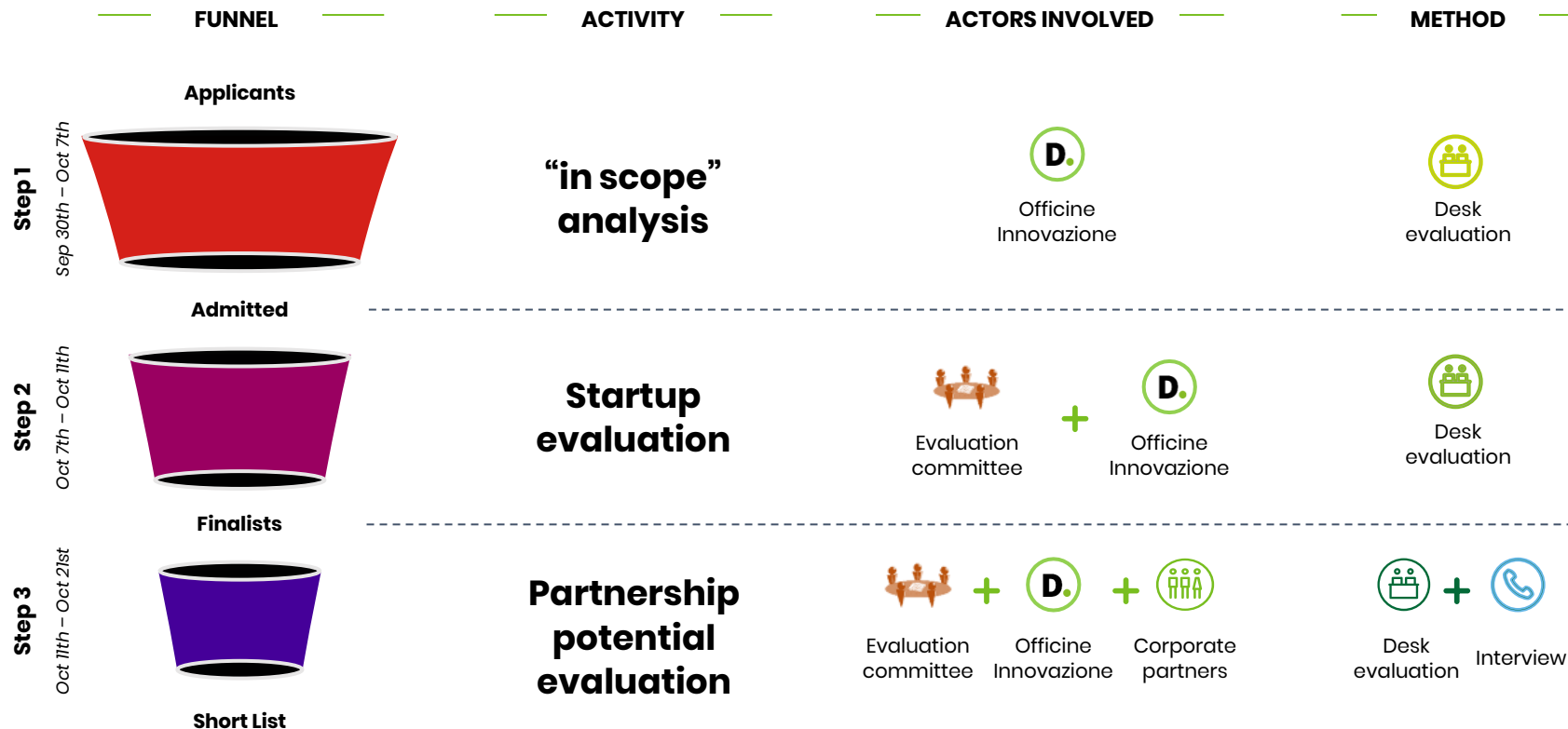
Italy is known as one of the greatest countries leaning towards new technologies accepting innovation. Also considering we are a tech-medical start-up we are able to work with anyone since everyone has patients and cardiovascular problems.

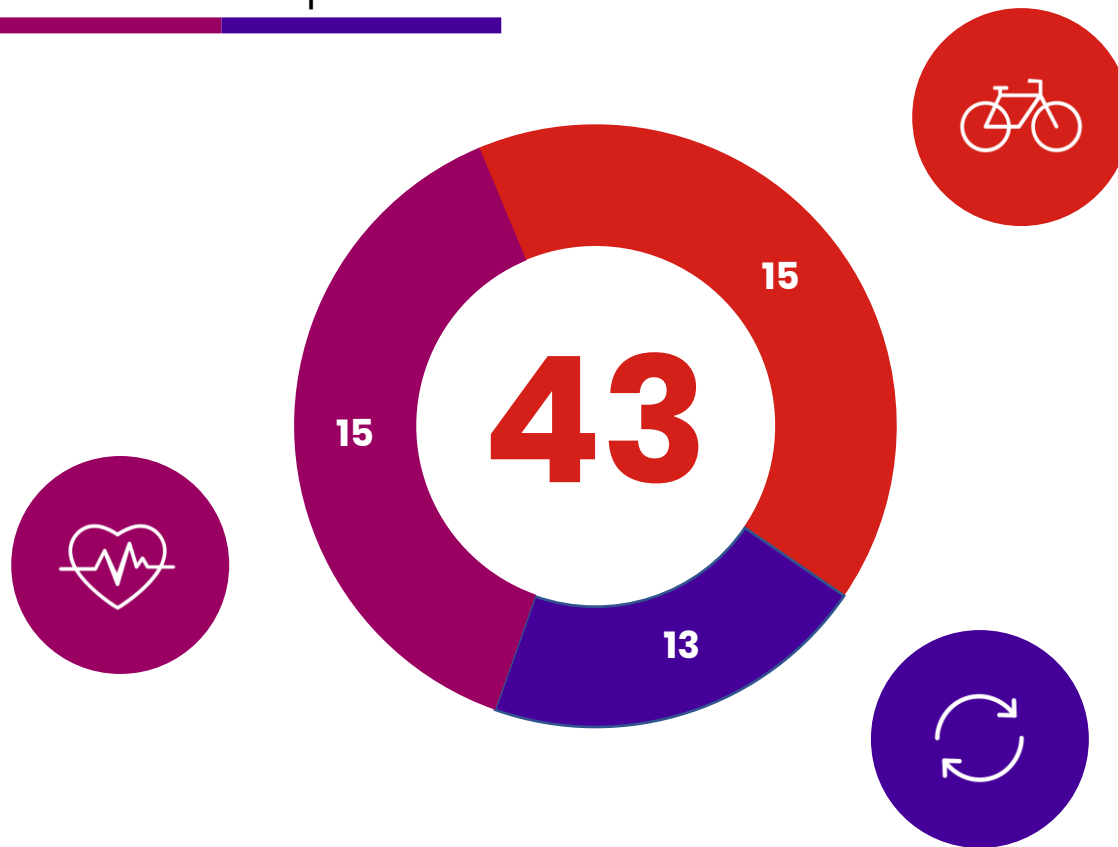


The Emilia Romagna region would be a very strategic starting point for the testing and validation of our material in food packaging since the region is very known for its food production. We would also like to collaborate with experts and universities in this region to boost our research and discover even more possible applications...

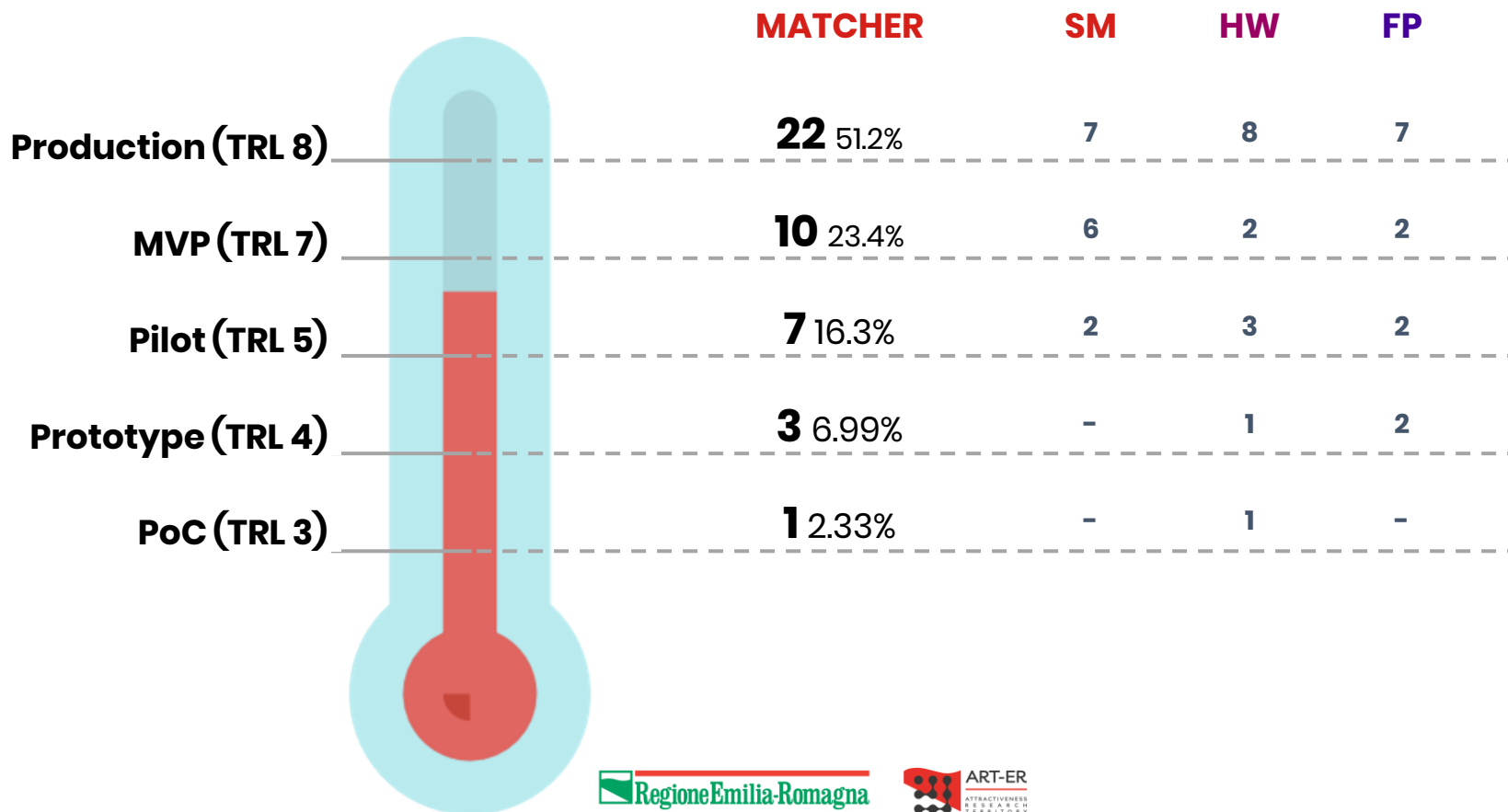
# Startup shortlisting | Evaluation process

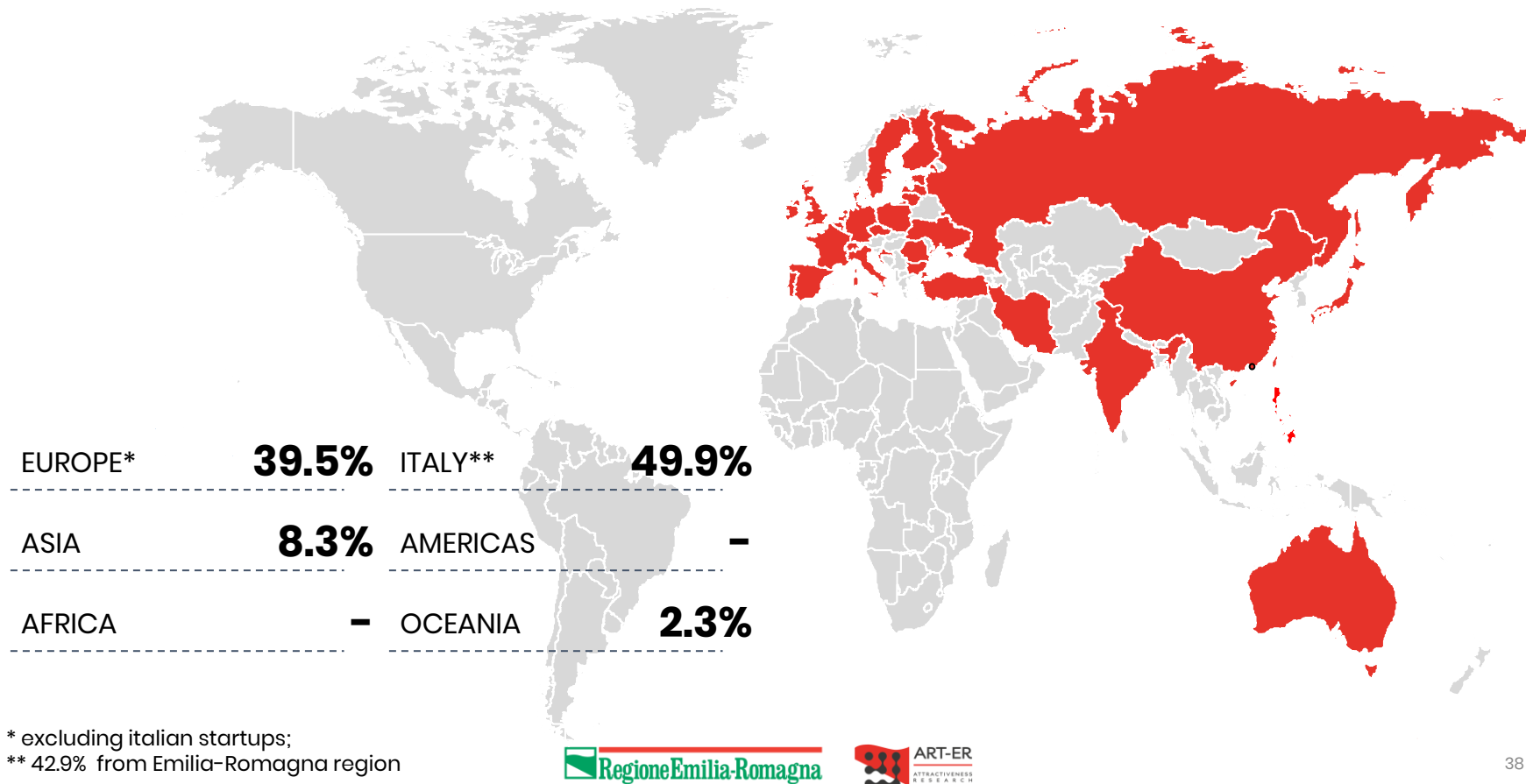
MATCHER











	TRL Average	FTE Average	Women% Average	Capital Total Average	€ Revenue Total Average	<i>best-in-class</i>
SMART MOBILITY	7.2	9	20%	11.0M 733k	2.3M 153k	Scrooser 5M € capital 500k € revenue
HEALTHCARE & WELLBEING	6.7	4	32%	15.3M 1.0M	1.2M 78k	Natura Machines 12M € capital 900k € revenue
FUTURE OF PACKAGING	6.8	28	34%	13.1M 1.0M	123M 9.5M	Tobii pro 123M turnover Paptic 4.7M € revenue

(\*) Based on applications data

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# Phase 3

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**MATCHER International Open Innovation Event**  
**(13/14 November 2019)**





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### FOLLOW UP

November 2019 and  
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**Monitoring** of joint  
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**Smart  
Mobility**



**Healthcare &  
Wellbeing**



**Future of  
Packaging**

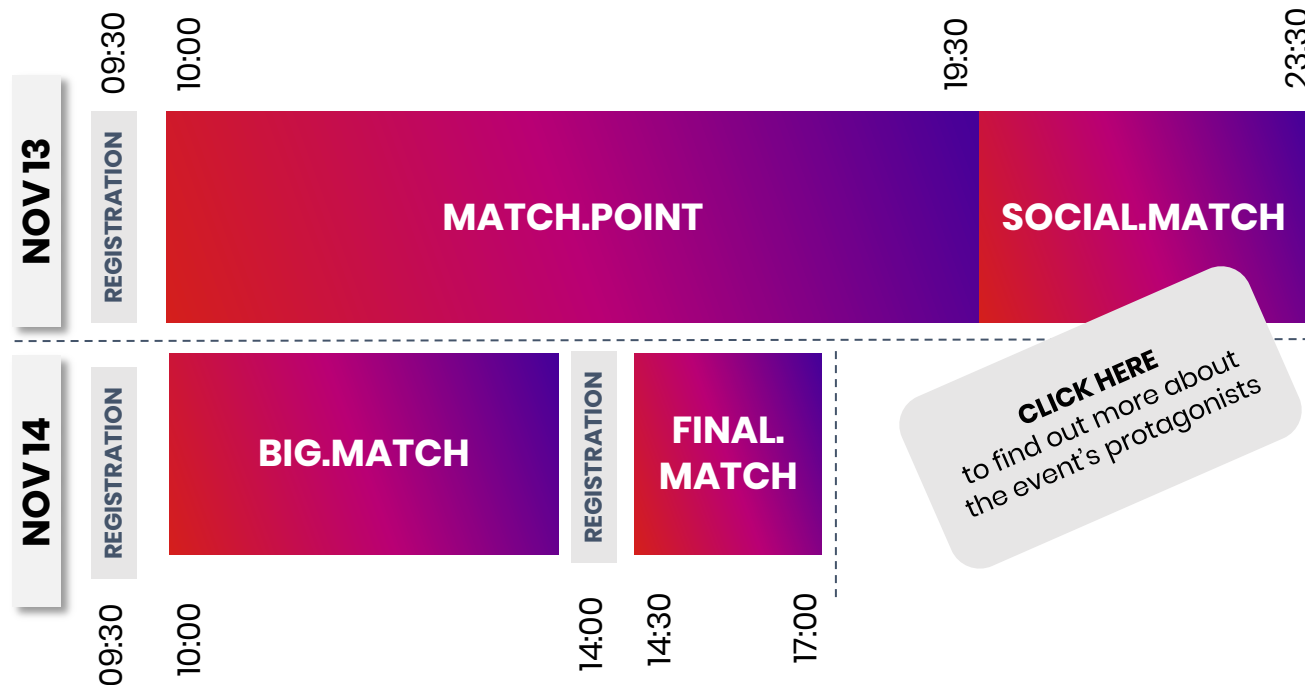
**Relive the event**



**Palazzo Magnani, Bologna  
November 13-14<sup>th</sup>**

Palazzo Magnani | Bologna

Corporates and Startups were involved in each phase of the final event:



## MATCH.POINT

### PITCH SESSION

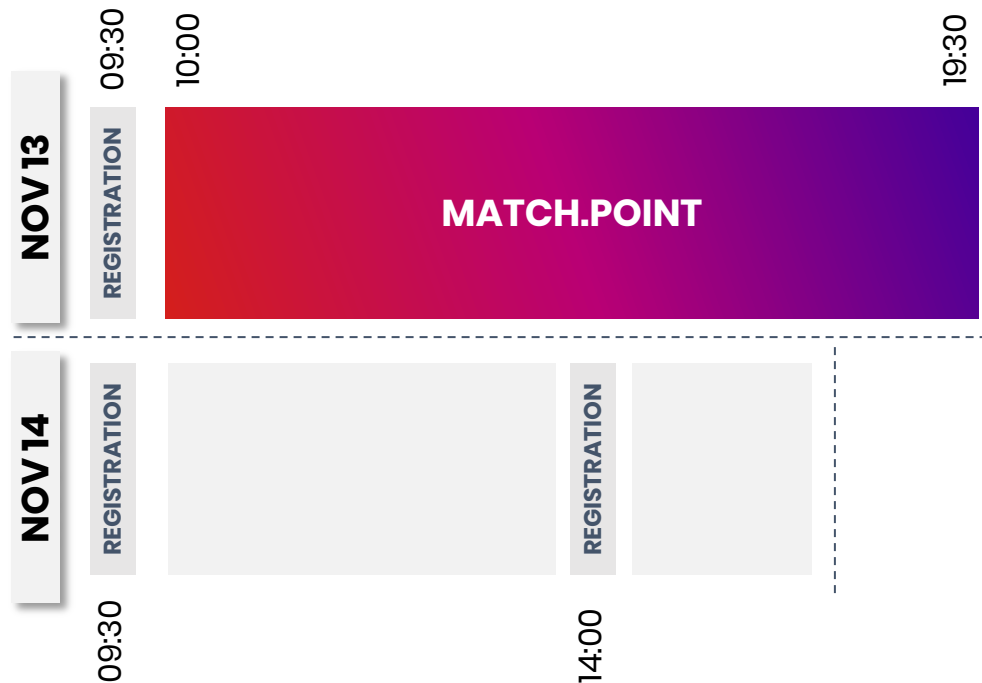
**3** sessions, 1 for each topic

### BUSINESS MATCHES

**218** 15 minutes long meetings

### DEEP DIVE MEETINGS

**40** 30 minutes long meetings



### MATCH.POINT

**153** Event attendees from **12** different countries

**258** face to face meetings to kick start collaborations and joint projects

**24%** of meetings rated very or extremely interesting with high potential for future collaboration by the Corporates.

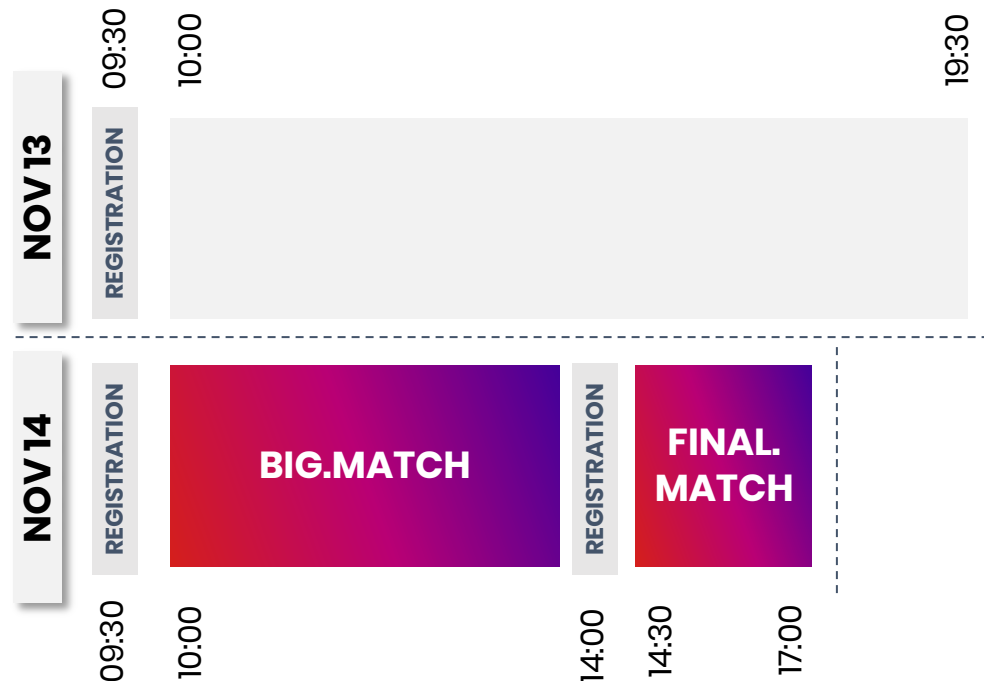


## BIG.MATCH

Brokerage event open to the public to encourage participation from other actors in the regional and international innovation ecosystem.

**142** attendees from **12** different countries

**200 +** one to one meetings



## BIG.MATCH

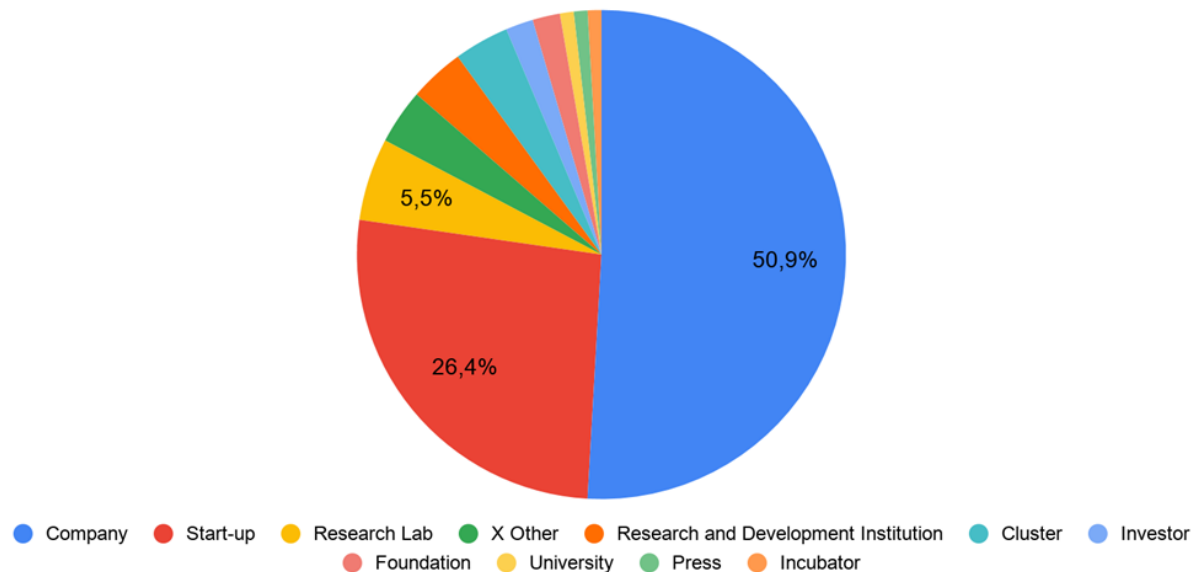
**108** Organisations

**Best represented  
technology sectors**

**27%** medical/ health  
related, biological  
sciences sector

**19%** industrial,  
manufacturing, material  
and transport sector

Type of Organisation

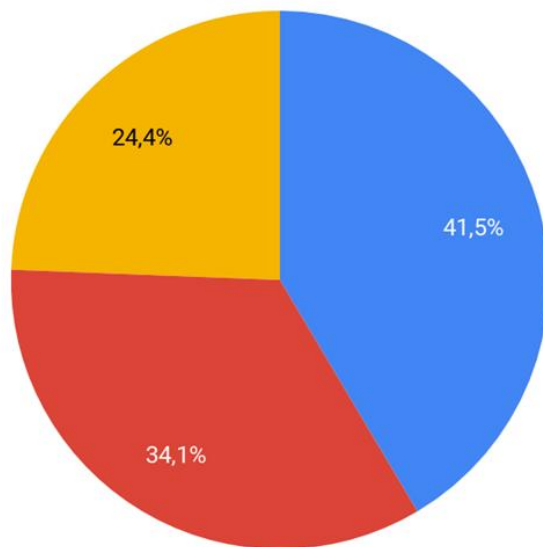




## Event | Best thing about the event

MATCHER

Best thing about the event



● Networking opportunities & contacts ● Event format ● Level of companies





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# Phase 4

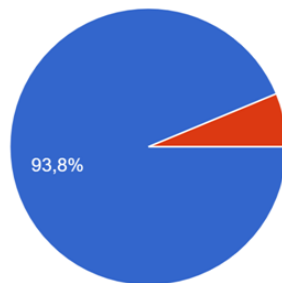
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**Follow up**  
**(November 2019 and onwards)**

Since MATCHER International Open Innovation Event.....

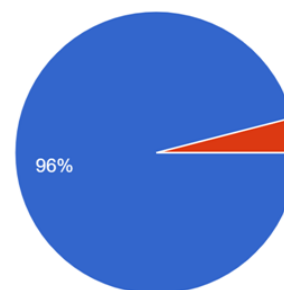
We registered high levels of satisfaction with the event and the program in general.

Would you recommend taking part in MATCHER to another startup?



● Yes  
● No

Would you recommend taking part in MATCHER to another corporate?



● Yes  
● No

## Follow Up | Key Findings

We recorded a **high potential** for the **development of joint projects** following the meetings between Corporates and Startups and amongst Corporates

### Future of Packaging 99 MEETINGS

4% of extremely interesting meetings where an agreement has already been reached

### Healthcare & Wellbeing 94 MEETINGS

18% of very interesting meetings with high potential for future collaboration

### Smart Mobility 65 MEETINGS

Most likely to start a collaboration with another Corporate met thanks to MATCHER

MATCHER



## Follow Up | Future plans

MATCHER

- We will continue to **assess the impact** of the program in the **medium and long term** by monitoring the state of the joint projects and partnerships started by the Corporates and Startups and amongst Corporates.
- We will put forward a **proposal** to include the methodology used to run the program **in the Enterprise Europe Network list** of partnering activities, given ART-ER's role in the network and within the SIMPLER Consortium.
- We are designing a **second edition of MATCHER** to scale up the methodology and apply it to new sectors and take this bold programme even further.



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