Ambient Assisted Living Joint Programme (AALJP)
2008-2013 Visión y Recomendaciones Prácticas

III Foro de Telemedicina & eHealth de Euskadi
16 Noviembre 2011, Vitoria

Juan Carlos Castrosín
Member, AAL Advisory Board

www.aal-europe.eu/
Main EU R&D Technology Funding Actions

**FP 7**
- **FP7**
  - 7y, 2007-2013
  - € 50 billions
  - Up to 10 y
  - Consortium + Individual Teams
  - 5 major Building blocks
  - Several Annual Calls

- **ICT**
  - As FP-7
  - € 9,1 billions
  - Impact on Market 5-10 y
  - Several Annual Calls

- **AAL**
  - 6y, 2008-2013
  - €+600 M (Public-Private)
  - Time to market 2-3 y
  - Total project Budget 1-7 M
  - Annual Call
  - Up to 3M funding
ICT for Ageing Well
A Wider Picture

Research disciplines
Non-ICT

ICT

JPI
More Years, Better Lives

Driven by Member States

EIP Active and Healthy Ageing

FP7 eHealth
FP7 Ageing & ICT
AAL
CIP eHealth
CIP eAgeing

Longer term research
Applied research
Innovation validation
Uptake / deployment

Stages of research and innovation
The overall objective of the AAL joint programme is to enhance the quality of life of older people and strengthen the industrial base in Europe through the use of Information and Communication Technologies (ICT).”

- Better Quality of Life of elderly people
- Strengthening the industrial base in Europe
- Use of ICT – Tools, Systems and Services
Objectives of AAL JP

• Develop products and services for aging well at **home**, in the **community** and at **work**

• **Create critical mass** of R&D and Innovation at European level

• **Create markets** through common and compatible European solutions

• **Include SME’s** at all levels of activities

• **Include Users** at all stages of activities
AAL JP
ICT Applied Research for Ageing Well

- EC participation based on **art. 185 of the EC Treaty** (former art. 169)
  - [now 20+3] Member States

- Total expected AAL JP funding ~ 600 M €
  - **EC funds** ≤ 25 M € per year:
  - Annual call: ~ 60 M €

  **12 - 36 months** transnational projects
  **3 - 10 partners from ≥ 3 MS** with **only 1 coordinator**
  > 1 eligible SME partner
  > 1 eligible end-user organisation

  - **BP, 2 - 3 years** market perspective after project’s end
  - Transnational **Project cost, total budget** = 1 - 7 M€
  - **Maximum** public co-funding from the AAL JP: ≤ 3 M €
Each country commits to a contribution in the virtual pot

Each country funds its own participant within its committed contribution + the proportional EC contribution

EC commits to contribute with up to 23 M€ to the virtual pot

AAL Association
<table>
<thead>
<tr>
<th>COUNTRY</th>
<th>Yearly indicative funding amount in Mio. €</th>
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<tbody>
<tr>
<td>Austria</td>
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<td>Denmark</td>
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<td>France</td>
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<td>United Kingdom</td>
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</tbody>
</table>

23 countries  Approx 35 Mio. €

AAL Partner States Today

20 EU, 3 non EU countries
Comparative Number of Proposals Submitted

<table>
<thead>
<tr>
<th>Call</th>
<th>Number of Proposals</th>
</tr>
</thead>
<tbody>
<tr>
<td>Call 1</td>
<td>117</td>
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<tr>
<td>Call 2</td>
<td>104</td>
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<tr>
<td>Call 3</td>
<td>91</td>
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<tr>
<td>Call 4</td>
<td>107</td>
</tr>
</tbody>
</table>
AAL JP
Call update

– Annual work programme 2008
  • Call-1 for proposals: *Prevention and management of chronic conditions.*
  → Launched in April 2008 (117 submitted) - Start of 23 funded transnational projects ~ Q2 2009

– Annual work programme 2009
  • Call-2 for proposals: *ICT based solutions for Advancement of Social Interaction of Elderly People*
  → Launched in February 2009 (104 submitted) - Start of ~ 30 funded transnational projects ~ Q2 2010

– Annual work programme 2010
  • Call-3 for proposals: *ICT-based Solutions for Advancement of Older Persons Independence and Participation in the “Self-serve Society”.*
  → Launched in April 2010 (91 submitted) - Start of funded transnational projects ~Q2 2011

– Annual work programme 2011
  • Call-4 for proposals: *ICT-based Solutions for Advancement of Older Persons’ Mobility*
  → Launched in March 2011 (107 submitted) - Start of funded transnational projects ~ in process
Project partners in submitted proposals (N=680)
Organisation types in submitted proposals (N=680)

- Research org.: 19%
- University: 9%
- User: 11%
- Other org.: 2%
- Large Enterprise: 10%
- SME: 49%
Recomendations...
“Decalogue”
Recomendations... “Decalogue“

1. Entrepreneur’s Commitment & Involvment: Visionary and Passionate
2. Identify and Size Market Unmet Needs
3. Create a Complementary Expert Team, Share Objectives and Accept Risk
4. Propose an Innovative Product/Solution
5. Understand Deployment and “Who“ will Buy/Pay for your Solution
Recomendations “Decalogue“

6 Produce and Understand a Business Model
7 Develop a Coherent Business Plan
8 “Walk the Talk“ and get Funding: importance and risks of finding good partners
9 Execution and Deployment
10 Understand the Difference between Entrepreneur and Businessperson
Vision & Commitment
Identify Unmet Needs
Expert Team
Innovative Product/Solution
Buyer

Business Model
Business Plan
$/€
Execution & Deployment
Entrepreneur Businessperson
Gracias, Thanks

Data source: AALJP and member’s files
Recommendations and its elaboration is personal opinion

More information on AALJP and Advisory Board members is found at www.aal-europe.eu/

Feel free to contact me should you need further details or additional information: juancarlos.castrosin@piypi.com