

## i3B newsletter – July 2014

Welcome to another newsletter of i3B Foundation. Before you leave for a well-deserved summer vacation, we want to update you on the latest news regarding i3B initiatives, projects, participants and upcoming events. A lot has happened since the previous newsletter of February 2014. Happy reading, and see you at *Measuring Behavior* on **27-29 August** and the next i3B Café on Friday, **19 September!**

### Welcome to Simon Haafs, our new Managing Director

We would like to introduce Simon Haafs MBA as the new Managing Director of i3B Foundation. His background is in cluster development and innovation at amongst others the Amsterdam Economic Board. Furthermore Simon has extensive experience in subsidy acquisition and consultancy, project development and project management. For more information, please check his LinkedIn profile. Simon is available full-time for i3B. Simon will approach all participants in the near future to arrange an introductory meeting. You can reach him at [simon.haafs@i3b.org](mailto:simon.haafs@i3b.org) or 0317-473300.



### Collaboration with NWO

Scientists at Wageningen UR's Animal Sciences Group, Environmental Sciences Group and Agro technology & Food Sciences Group are working with i3B to prepare proposals for ICT research on animal and human behavior. Outlines have been discussed with the board of NWO Exact Sciences and will be elaborated in the coming months. We will therefore invite relevant i3B companies for a workshop to investigate participation in these projects.

i3B preliminary furthermore discussed a structural cooperation with NWO. One scenario is to set up a joint program, consisting of several projects with the support of companies and social organizations. The most ambitious scenario is to elaborate a plan to set up an Advanced Research Centre. To get a sense of the idea please compare the recently opened Advanced Research Centre for Nanolithography. <http://www.arcnl.nl/>

### i3B participants meeting and i3B Café

Two participant meetings with i3B Café were held in the first half of 2014, with interesting speakers:

- On 7 March, guest speaker Alan van Griethuysen presented NPEX, the Netherlands Participation Exchange, which offers a new concept for financing of SME companies. More information is available on [www.npex.nl](http://www.npex.nl).
- On 23 May, Frans Steenbrink (Motek Medical) gave a fascinating presentation of D-Flow, Motek's software package for human motion analysis and the design of real-time feedback systems for rehabilitation medicine.

The next participants meeting will be held on **19 September** at the i3B headquarters in Wageningen. The topic is presumably apps and cloud computing. The meeting will start at 15:30 h, followed by the i3B Café starting at 17:00 h. If you have preferred topics for future participant meetings, please contact Simon Haafs.

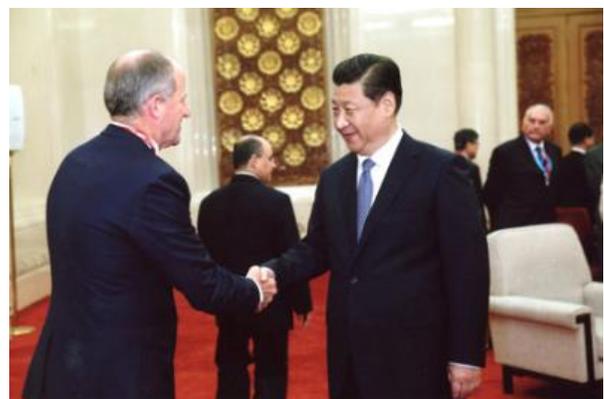
### Business development

i3B acts as a matchmaker between its participants and large companies in relevant domains and industry sectors, in order to bring supply and demand in our field together. For organizations who have signed a participation agreement, i3B is exploring different formats: workshops, seminars, publications, exhibits, etc. Here is an update on recent initiatives:

- Animal breeding. On 25-10-2013, i3B organized a workshop with Breed4Food ([www.breed4food.com](http://www.breed4food.com)), a consortium of Dutch animal breeding companies and Wageningen UR. During the workshop, Breed4Food members presented the requirements for behavioral and physiological monitoring in pigs, cows and poultry. Next, i3B participants from Eagle Vision, Noldus IT and TeleMetronics Biomedical presented their technologies and tools. Follow-up actions are in preparation. The breed4food program continues in 2015. The program will likely be utilized to set up an i3B field lab for livestock.
- Human factors in defense and security. Five i3B companies (TMSi, Inertia Technology, Green Dino, Eagle Vision, Noldus IT) and one knowledge institute (HAN) are preparing a joint proposition for Thales in domain of human factors in defense and security. This initiative is coordinated by Kees Nieuwenhuis (for Thales) and Arjan Veenboer (Noldus IT, for the i3B companies). A follow up meeting with Thales is scheduled in September.
- Human factors in Chinese aerospace and automotive R&D. In June, i3B chairman Lucas Noldus visited aerospace and automotive research institutes in China, to present products and integrated solutions from i3B participants for human factors research. This has resulted in several sales proposals in which multiple i3B companies are involved.
- Creative industry. On 5 March, board members Jan van Erp and Lucas Noldus represented i3B at the CLICK.NL matchmaking event in Amsterdam, where they presented the technology of i3B participants to potential collaborators and clients in the creative sector. This resulted in several prospects for i3B participants.
- Health innovation. On 13 March, i3B Foundation and several participants (Artinis, TMSi, Noldus IT, Wageningen UR) were present at Health Valley Event in Nijmegen, demonstrating their latest ICT-based innovations for health research and practical application.
- Consumer behavior research in China. On 25 April, Prof. Raoul Bino served as keynote speaker at the opening of the COFCO Health and Nutrition Research Institute in Beijing. In a joint effort of Wageningen UR and several i3B companies, Dutch technology and training is supplied to Chinese food researchers.
- Sensory and consumer science in Thailand. On 7 May, Lucas Noldus gave a talk about "Measuring Consumer Behavior", featuring i3B projects and technologies, at a seminar in Bangkok organized by the Thailand Management Association, a network organization of 600 companies. This resulted in several sales leads.
- Shared exhibition booth. More and more i3B companies are discovering the benefits of booth sharing. Joint product displays at conferences or tradeshow are a simple way to increase exposure without increasing cost. Measuring Behavior and Neurovation conferences are possible opportunities. Please inform us on the conferences you would like to attend, where we can set up a joint i3B proposition.

### **i3B at high-profile conference in China**

On 2-3 June, the International Conference on Engineering Sciences and Technology (ICEST 2014) was held in Beijing, China, organized by the International Council of Academies of Engineering and Technological Sciences (CAETS). The conference program featured keynote speeches by high-profile speakers, including Xi Jinping, President of the People's Republic of China, and Irina Bokova, Director-General of UNESCO. Prior to the speeches, Lucas Noldus and the other CAETS representatives met with president Xi and Ms. Bokova to discuss international cooperation in science and engineering. During the conference, Lucas Noldus gave a talk on "ICT for Brain, Body & Behavior: a new model for co-creation of innovative measurement and



analysis tools for translational health research”, presenting how public-private partnerships in research on ICT, brain and cognition can accelerate the development of novel research tools. The talk included examples from two i3B projects, SenseWell and FOCOM.

### Measuring Behavior 2014

On 27-29 August, the 9<sup>th</sup> edition of Measuring Behavior, the international conference on methods and techniques in behavioral research, will take place in Wageningen. Many i3B-related activities will take place at the conference, such as oral papers and posters by i3B researchers, exhibits by i3B companies and demonstrations of i3B projects. One of those is the SWEET consortium, including TNO, VicarVision, Noldus IT and University of Twente, who will demonstrate their Crowd Emotion Monitor. For more information and registration, see <http://www.measuringbehavior.org/mb2014/home>. We hope to meet many of you at the conference!

If your i3B participation is silver level or higher, you can participate for free. I3B participants can exclusively use this link to register. <http://www.measuringbehavior.org/mb2014/registration/ticket-i3b>

### Transatlantic Neuroscience

On 15 to 19 November, during the annual meeting of the Society for Neuroscience in Washington, DC, Dutch and American neuroscientists, neurotech entrepreneurs and policy makers will gather at the partnering event “Transatlantic Neuroscience: opportunities for scientists and entrepreneurs”. This event, jointly organized by i3B Foundation, Neurofederation and the Netherlands Office of Science and Technology aims at matchmaking and partnering between promising young neuroscientists and ambitious entrepreneurs on both sides of the Atlantic.

### Scientific Advisory Board

On 22 April 2014, our Scientific Advisory Board met at TNO in Zeist. The board discussed its mandate, tasks, responsibilities and benefits. Furthermore, it discussed how it can interact with and contribute to i3B projects. We expect to benefit greatly from the SAB’s expertise and advice. We hope that i3B participants will meet board members at i3B Café meetings and other i3B events. Their names can be found on [www.i3b.org/content/governance](http://www.i3b.org/content/governance).

### Calendar of events

Please mark the following events in your agenda:

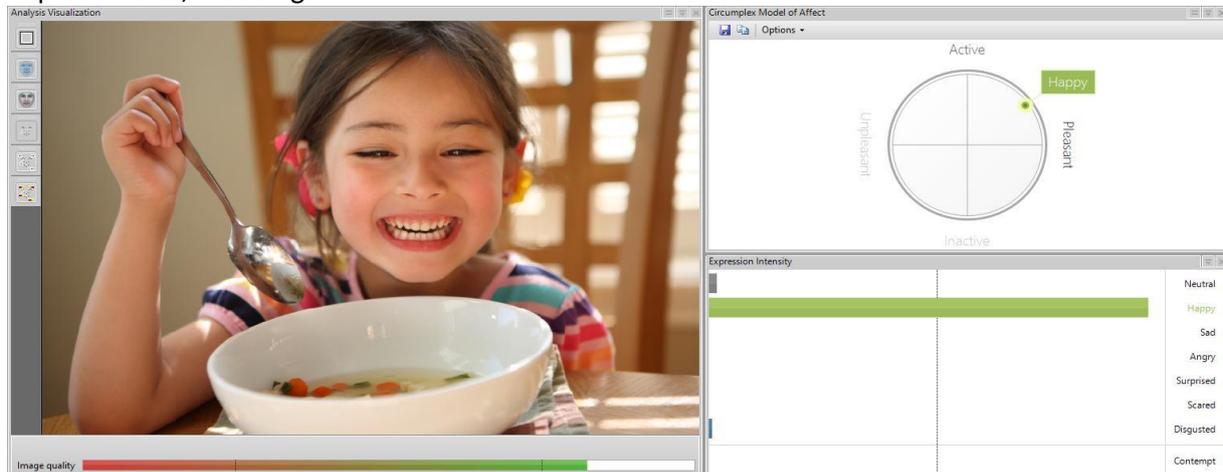
Date	City	Venue	Event
27-29 August	Wageningen	Hof van Wageningen	Measuring Behavior 2014 conference ( <a href="http://www.measuringbehavior.org">www.measuringbehavior.org</a> )
19 September	Wageningen	i3B office	i3B Participants Meeting + i3B Café
6-7 October	Utrecht	Geldmuseum	Neurovation 2014 conference ( <a href="http://www.neurovation.nl">www.neurovation.nl</a> )
18 November	Washington	TBD	Transatlantic Neuroscience partnering event
12 December	TBD	TBD	i3B Participants Meeting + i3B Café
18 December <b>NEW DATE!</b>	TBD	TBD	i3B Annual Symposium 2014

## Product news from i3B participants

This section highlights product news from i3B companies relevant for other participants in our network. Product news for the next newsletter is welcome in the mailbox of [yvonne.leander@i3b.org](mailto:yvonne.leander@i3b.org).

### FaceReader 6.0

Noldus IT and VicarVision have released FaceReader 6.0, the newest edition of the well-known facial expression analysis and emotion detection software tool. Version 6.0 offers a lot of new features and improvements, including:



- Play audio with stimulus
- Independent variables
- Define groups for analysis
- Compare responses to stimuli
- Circumplex model
- Arousal measurement
- Analysis of contempt
- Improved Action Unit Analysis
- Improved East Asian model
- Simplified calibration
- Project wizard
- Increased analysis speed

For more information, see [www.noldus.com/facereader](http://www.noldus.com/facereader).

### Motek Medical

We would like to congratulate Motek Medical and ForceLink, both specialists in medical devices for the international rehabilitation market, who will join forces and merge on the first of July 2014 under the name of Motekforce Link. International headquarters will be in Amsterdam, The Netherlands.

Motek Medical is currently a leading force in developing clinical products for the medical and research market, using various rehabilitation technologies. Its expertise lies in system integration and real-time feedback on human performance using interactive and dynamic Virtual Reality systems.

ForceLink is a key-player in developing and producing instrumented treadmills with augmented reality. Their products are used for sports and research on human locomotion and the clinical rehabilitation market.

Barry Hes, CEO of the new company, says: “by combining our knowledge and expertise on both hardware and software we will be able to take the next step in rehabilitation technology, offering clinically relevant solutions for a large range of patient populations.”

## Project news from i3B participants

This section highlights news about research and innovation projects relevant for other participants in our network. Project news for the next newsletter is welcome in the mailbox of [yvonne.leander@i3b.org](mailto:yvonne.leander@i3b.org).

### What drives our appetites?

i3B participant Artinis Medical Systems is a partner in **Nudge-it**, a new EU project that aims at understanding how early life experiences may affect food choices in adulthood. The £7.4 million program will be conducted by experts from 16 institutions across six European countries, the US and New Zealand. The research, led by the University of Edinburgh, will examine how eating habits develop and the influence of hunger, cost, stress and exercise on food choices. A mixture of brain imaging, behavioral studies and laboratory experiments will be used. Researchers will also interview families in their homes to understand the social and economic factors that affect people's eating decisions. Artinis Medical Systems is involved in the development of new wearable brain imaging techniques making it possible to measure in people's own social-economic environment instead of in the currently used MRI scanner. The ultimate goal is to provide better evidence for public health policies aimed at promoting a healthy diet. For further information: [www.nudge-it.eu](http://www.nudge-it.eu) or [marianne@artinis.com](mailto:marianne@artinis.com).



## Subsidy calls

### MIT

We would like to put emphasis on the MIT R&D cooperation projects call. The weblink is attached in the table, stated hereunder. A call with a relatively easy accessible subsidy of max. € 200.000. Our famous football player Robin van Persie, would call it an 'inkopper'. It's an excellent opportunity for i3B participants to cooperate in a joint project. In the introductory meeting with Simon Haafs, he will discuss this opportunity with you in detail. The weblink is attached in the table hereunder.

### Horizon 2020

i3B participants can review the included table for relevant open and upcoming calls in horizon 2020. We listed the most relevant calls for i3B participants up till 2015. Rijksdienst Voor Ondernemend Nederland prepared guiding notes for Horizon 2020. Besides an introduction, the guiding notes give an overview of relevant calls/topics in 2014/2015. If you have Horizon 2020 ambitions, this is a must read. <http://www.rvo.nl/sites/default/files/2014/05/Horizon%20Wegwijzer%20Calls%202014-2015.pdf>

Horizon 2020 announced furthermore two new instruments:

**Fast Track to Innovation (FTI)** provides funding for close-to-market, business-driven projects and is open to proposals in any area of technology or application. Applications are not restricted to SMEs but require strong business involvement in small consortia (3-5 organisations). FTI should promote trans-disciplinary and cross-sector cooperation. The aim is to reduce time from idea to market, stimulate the participation of first-time applicants to EU research funding, and increase private sector investment in research and innovation. The FTI budget for 2015-2016 is euro 200 million. FTI will be open for applications from 6 January 2015.

**Innovation prizes ("inducement prizes")** are designed to deliver breakthrough solutions to problems of societal interest in Europe (e.g. ageing society, public health, etc.). In an open competition, a cash prize is awarded for the accomplishment of a challenge. The target is defined and specified through award criteria, but without prescribing how it should be achieved. The innovation prizes will start in late 2014 / early 2015, with a total budget of euro 6 million.

The first calls of Horizon 2020, the European Commission's € 71 billion funding program, have already passed. If you are involved in a consortium that needs SME participation in our domain, you should consider proposing **i3B Innovations BV**, the SME subsidiary of i3B Foundation, as a consortium partner. i3B participants can then be 'attached' to i3B Innovations BV and benefit from the H2020 subsidy without having to become a full partner in the consortium, and the consortium benefits from having access to the technologies of multiple SMEs at once. Contact [simon.haafs@i3b.org](mailto:simon.haafs@i3b.org) if you want to discuss this opportunity.

An overview of open and forthcoming subsidy calls related to ICT, brain, body and behavior:

<b>Relevant national and international calls for i3B participants</b>			
<b>Deadline</b>	<b>Agency / Program</b>	<b>Topic</b>	<b>Website</b>
9/12/2014	Topsector Agri&Food	PPS Agri & Food	<a href="http://www.tki-agrifood.nl/download">http://www.tki-agrifood.nl/download</a>
8/28/2014	Horizon 2020	Fighting crime (behavior detection)	
9/11/2014	EU	R&D for MKB	<a href="https://www.eurostars-eureka.eu/">https://www.eurostars-eureka.eu/</a>
9/12/2014	Min EZ	PPS Agri & Food	<a href="http://www.tki-agrifood.nl/downloads">http://www.tki-agrifood.nl/downloads</a>
9/22/2014	MIT	Top Sector topics for SME R&D cooperation	<a href="#">mit regeling</a>
10/2/2014	Horizon 2020	Integrating science & society (science education)	
11/12/2014	Horizon 2020	Pharma, neuro: diabetes & macular degeneration	<a href="http://www.imi.europa.eu/content/imi-2">http://www.imi.europa.eu/content/imi-2</a>
3/31/2015	Horizon 2020	Mobility for growth (transport)	
4/21/2015	EU	Innovative medicines Initiative (pharma, neuro)	<a href="http://www.imi.europa.eu/content/imi-2">http://www.imi.europa.eu/content/imi-2</a>
9/25/2014	EU	Networking, information, education in health	<a href="#">3rd health program</a>
12/16/2015	Horizon 2020	Innovation in ICT	<a href="#">horizon SME instrument</a>
	Province	Agri, Food or Feed SME's to purchase 'knowledge'	<a href="#">foodvalley</a>
9/4/2015	Horizon 2020	FETFLAG 3 Human Brain Project; model of Brain in super computer	<a href="#">horizon</a>
21/4/2015	Horizon 2020	ICT 20 Smart learning environments	<a href="#">horizon</a>
21/4/2015	Horizon 2020	ICT24 Innovative Robotics solutions for healthcare	<a href="#">horizon</a>
21/4/2015	Horizon 2020	ICT 30 Internet of things netwerk activities	<a href="#">horizon</a>
4/2/2015	Horizon 2020	Galileo2 more accurate GPS signals; precision livestock	<a href="#">horizon</a>
21/1/2015	Horizon 2020	INNOSUP 7,8,9 Open innovation management SME	<a href="#">horizon</a>
2015	Horizon 2020	SFS 8 Resource efficient eco innovative food production	<a href="#">horizon</a>
2015	Horizon 2020	IT.1 Smaal business innovation research for transport	<a href="#">horizon</a>
2015	Horizon 2020	INSO 9 e mobile e government applications by sme's	<a href="#">horizon</a>
14/10/2014	Horizon 2020	PHC 11 new diagnostic tools; in vivo medical imaging tech	<a href="#">horizon</a>
21/4/2015	Horizon 2020	PHC 21 healthy aging with ICT	<a href="#">horizon</a>
14/10/2014	Horizon 2020	PHC 22 promoting mental wellbeing in ageing population	<a href="#">horizon</a>
21/4/2015	Horizon 2020	PHC 25 ICT systems for integrated care	<a href="#">horizon</a>
21/4/2015	Horizon 2020	PHC 27 patient self empowerment supported by ICT	<a href="#">horizon</a>
21/4/2015	Horizon 2020	PHC 28 predictive computer modelling used by patient	<a href="#">horizon</a>
21/4/2015	Horizon 2020	PHC 30 digital presentation of health data to improve diagnoses and treatment	<a href="#">horizon</a>
24/2/2015	Horizon 2020	SFS 1 assessing sustainability of terrestrial livestock production	<a href="#">horizon</a>
24/2/2015	Horizon 2020	SFS 16 Tackling malnutrition in the elderly	<a href="#">horizon</a>
31/3/2015	Horizon 2020	MG 3.6. Safe and connected automation in road transport	<a href="#">horizon</a>
21/4/2015	Horizon 2020	REFLECTIVE 6 Innovation Ecosystems of digital cultural assets	<a href="#">horizon</a>
27/8/2015	Horizon 2020	FCT 1 tools for analysing big data on forensic investigation	<a href="#">horizon</a>
27/8/2015	Horizon 2020	FCT 2 Advance easy to use forensic tools at the scene of crime	<a href="#">horizon</a>
27/8/2015	Horizon 2020	FCT 15 role of new social media networks and their use for public security purposes	<a href="#">horizon</a>
2/10/2014	NWO	TA Innovatieve Publiek private samenwerking in ICT	<a href="#">NWO</a>

## Participant in the spotlight.

In the following newsletter we would like to put a participant in the spotlight; entrepreneur/scientist story with a personal 'touch'. Possible questions are;

- Who is... intro
- How did you start as an entrepreneur/scientist
- Added value/challenges/success of your company
- Added value/chances i3B
- Best advice you ever received/Golden tip

In the following newsletter prof. dr. Leon Kenemans will be in the spotlight. If you would like to propose a candidate, please feel free to contact us.

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