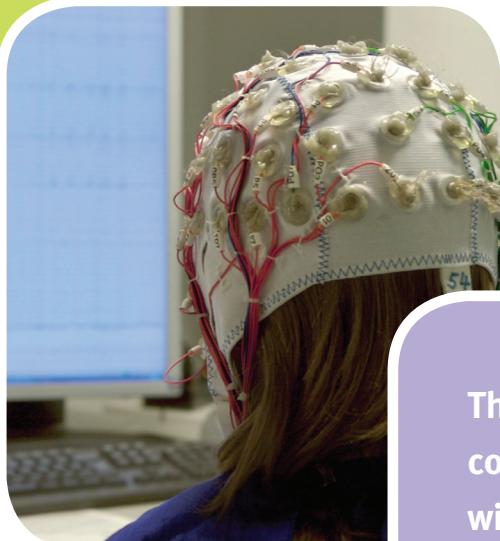
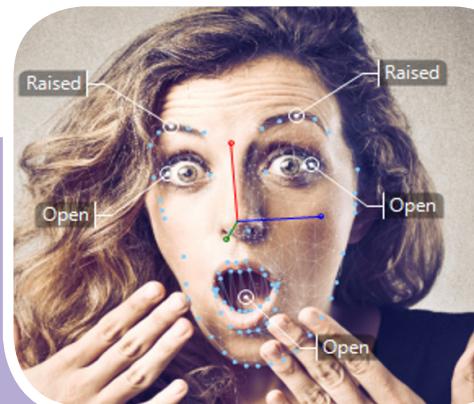


ICT for Brain, Body & Behavior

Work Plan 2018



The i3B network strives for collaboration and impact with innovative ICT solutions to monitor brain, cognition, physiology and behavior.



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EXECUTIVE SUMMARY

The i3B innovation network is in a transition period. i3B strives for more collaboration and impact with our innovative ICT based solutions on brain, cognition, physiology and behavior. We will focus therefore on specific applications domains in line with needs of participants, and will collaborate in small groups (SIGs) to reach the required impact. Resulting also in more financial resources for the i3B foundation, to run the network. The strategy and expected results for 2018 are:

Strategy 2018

1. **Focus and impact.** i3B will focus her attention to specific domains; monitoring animals, workload and healthy lifestyle.
2. **Organization.** Special Interest Groups (SIGs) on these domains form the core of the i3B network. All i3B activities are aligned with SIGs .
3. **Agenda's.** SIGs will influence, set innovation agenda's on these domains, if possible with help of national and EU networking subsidies.
4. **Projects.** The i3B foundation will be more often beneficiary in projects.
5. **Expansion.** Retain and expand i3B with larger companies and knowledge institutes in line with SIG goals. The oral agreement with Thales to join thanks to the SIG model of collaboration gives us confidence for the future.
6. **Collaboration.** Look for cross overs, close collaboration with other innovation networks.

Activities

1. **Connect.** i3B will organize several SIG meetings and three events.
2. **Innovate.** i3B will submit two network enhancing projects in 2018 with i3B as a beneficiary and will perform project matchmaking for participants.
3. **Promote.** i3B will publish three newsletters, 25 posts on LinkedIn groups, and will be present with booth/pitch at three events.

4. **Coach.** i3B will coach Bereslim and Biovolt. i3B will organize an innovation workshop for i3B participants.
5. **Career.** -
6. **(Field) Labs.** Feasibility and application for EFRO fieldlab application for animal monitoring. No other lab activities.
7. **Expand.** Add large(r) companies, compensate for and retain knowledge institutes in line with SIG strategy and added value partners. Evaluate the hiring of business developers in 2017 to add more partners, projects.

Result

These activities should lead that i3B forms a more and more successful innovation system with societal and business impact on monitoring healthy lifestyle, animal monitoring and workload.

I would like to reach out to every single one of you in the i3B network from, student to scientist, entrepreneur, board members and above all clients who will make this inspiring journey in 2018 possible. I am looking forward to connect and innovate.

Enjoy reading,

Simon Haafs
Managing Director i3B

10 November 2017

CHAPTER 1

INTRODUCTION

1.1 Ambition

ICT for Brain, Body and Behavior (i3B) aims to be the European independent network of ICT companies and knowledge institutes in the field of brain, cognition, physiology and behavior.

'Our participants jointly investigate, develop and commercialize software tools and practical solutions for accurate measurement, powerful analysis and meaningful feedback.'

A selection of ICT solutions out of the i3B network to illustrate the abilities of the network:

Healthy lifestyle



Flavour - Emergency room serious game and an E-learning game for WARchild in Sudan.



Noviosys - Prencare product monitoring pregnant women.



i3B consortium - E-monitoring for fall risk estimation of elderly



HvA - Advancement of ball handling skills supported by technology.



i3B consortium - Development of real-time emotion applications (books, music, food) based on neuro and physiological measurements



V Lab - Virtual Reality in a dance environment.



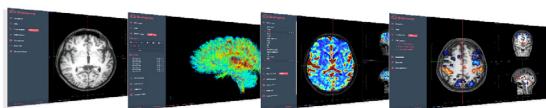
Mindmedia - NeXus (qEEG Brain Mapping, Neuro-feedback, Biofeedback).



Vicarvision - Emotion recognition software for the elderly in a nursing home.



HvA - iBeacons in the city allow sending localized motivational messages for active living.



Advantis - Brainance assists the physicians to achieve a more timely and accurate diagnosis of severe diseases such as brain tumors, Alzheimer's and Multiple Sclerosis.



i3B consortium - Simulator to measure consumers' buying behavior in a virtual supermarket.

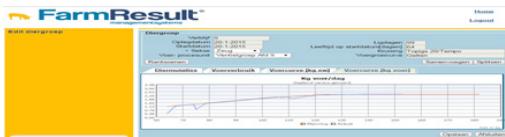


Man machine interaction.

Animal monitoring



Wageningen UR - Laying hen tracking.



Farmresult: Management software and data acquisition software for livestock farming.

Workload



i3B consortium - Driver behavior simulator.



Elitac - Ergonomic body posture advisor.

1.2 Mission

The i3B mission is to connect science and business, innovate through joint R&D projects, accelerate business and train and foster career opportunities within the network, facilitated by (field) labs.

1.3 Application domains

The i3B participants jointly investigate, develop and commercialize software tools and practical solutions for accurate measurement, powerful analysis and meaningful feedback with societal impact in four main application domains: Health, Food, Mobility and Security.



Figure 1. Application domains.

Within these overall application domains, i3B focusses on monitoring:

1. healthy lifestyle
2. animals
3. workload

All activities in 2018 will be focused on these specific application domains, compare chapter 3

1. Healthy Lifestyle

Healthy Lifestyle i3B joined forces with Health Valley and Food Valley NL in the European funded project C.I.A.L.E. (Connect, Innovate, Accelerate, Learn and Expand). Thanks to this cooperation, the participants form as it were, the largest SME network in the east Netherlands region as part of the C.I.A.L.E. project a Healthy Lifestyle innovation agenda is established. The purposes of the innovation agenda are to connect businesses around the Healthy Lifestyle theme, to realize joint funded R&D projects and to realize healthy lifestyle innovations: a priority for 2017 and onwards. The innovation agenda is available upon request.

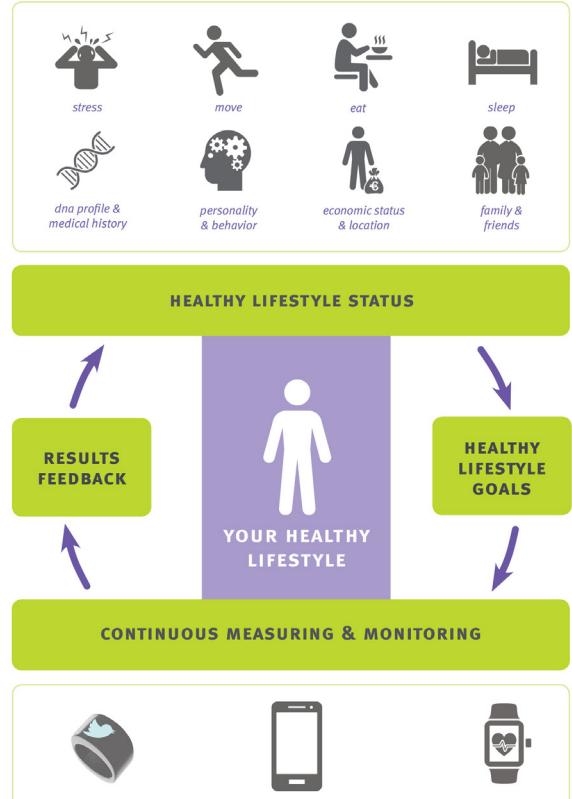


Figure 2. ICT solutions for a Healthy lifestyle.

Figure 2 gives a schematic overview of your healthy lifestyle cycle. Your health status is determined by factors like how much you move, eat, sleep, socially interact and your DNA profile. Ultimately the (R&D) efforts lead to an integrated, user friendly sensor based ICT solution to continuously monitor your healthy lifestyle and goals and provide meaningful and motivating feedback on your healthy lifestyle.

2. ICT based solutions to measure, interpret and predict animal behavior

ICT based solutions to measure, interpret and predict animal behavior. Our participants jointly investigate, develop and commercialize software tools and practical solutions for accurate measurement, powerful analysis and meaningful feedback on animal behavior. Animal behavior is studied in a wide variety of ways. Wildlife monitoring solutions are key to preserve endangered species. In livestock, pigs, cows and chickens are monitored with sensors and camera images for growth, fertility and health. For example, forage and antibiotics may be tailored to the needs and the welfare of the individual animal (figure 3). The great promise of this so called precision livestock farming is higher revenues combined with sustainability and more attention for animal welfare. There are also risks: if the farmer looks at the situation of the stable via a tablet or mobile phone, this could lead to less contact with the animals at the expense of animal welfare. The smart technologies also contribute to the further expansion and industrialization of livestock production but also for a possible niche market, such as organic meat from the region.

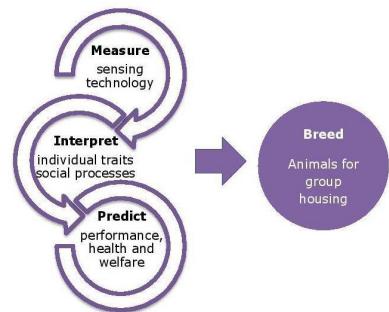


Figure 3. Measure, Interpret and Predict animal performance, health and welfare.

The translational aspect of human and animal behavior will be addressed.

3. Workload monitoring

Determine cognitive, mental (stress) workload for drivers. Drivers like in cars, trains, boats and airplanes. The need exists for a non-invasive, objective, validated, automatic measurements of cognitive workload. Participants like Thales, NLR, MARIN, Noldus IT, Eaglescience, Elitac and others collaborate to set the human factors ambition and develop (R&D) programs to tackle the challenge.



Figure 4. Workload monitoring.

1.4 Strategy

i3B organized strategy sessions in 2017. A Lego serious play strategy session was organized in September with Executive and Supervisory Board members. The program and a full report of this strategy session is available upon request. With executive board members i3B also executed a SWOT analysis. The SWOT summary is stated hereunder. From the confrontation matrix, also part of the SWOT analyses, i3B derived the strategy for 2018, which is described in the six bullet points stated hereunder:

SWOT

Strengths

1. Unique network due to cross-overs ICT, Brain, Body & Behavior.
2. Ability to connect Science and Business.
3. Strong domain focus, scientific values and high quality innovative products.

Weaknesses

1. Strong dependence on a few big financiers.
2. Weak financial base, low manpower.
3. Limited track record of projects from which i3B is paid.
4. Few larger companies with impact among i3B participants.

Opportunities

1. Global attention for Brain/Body/Behavior, Sensor Technology, Internet or Things and our application domains.
2. Growing need for joint/open innovation and public-private partnerships and urge/coercion from NL government and subsidies towards more public-private partnerships.
3. Grant for i3B by taking part in R&D projects because SMEs do not like business as dissemination.
4. Special Interest Groups/Mini clusters in startup phase.

Threats

1. Slight willingness to pay for i3B services.
2. Increasing competition with other cluster organizations.

Strategy 2018

1. Focus & impact

The i3B application domains are in health, food, mobility and security. i3B will focus her attention to more specific domains, in line with needs, application domains of our participants; monitoring animals, workload and healthy lifestyle. Please compare paragraph

1.3 for details. The aim is to achieve more matches between science and business, more joint projects leading to more social and business impact for the i3B network.

2. Organization; Special Interest Group model

i3B established Special Interest Groups (SIGs) on monitoring workload and animals in 2017. The SIG collaboration model is characterized by a demarcated ambition/innovation agenda, a relatively small group of i3B participants that trust each other, with knowledge and impact in the specific domains and last but not least a mentality of getting things done. The SIG review was positive. Preparations for a third SIG on Healthy Lifestyle have started, expected to be launched mid-2018. i3B aligns all activities, organizing match-making events, promotion and realizing valorization projects within SIGs, please compare chapter three activities for details.

3. Set, influence innovation agenda's.

i3B was founded by the National Initiative Brain and Cognition. Herewith i3B is closely connected to the The Hague strategic agenda's. i3B would like to set, have however more influence on innovation agenda's, leading to more impact for the i3B network. The strategy is that SIGs define their own demarcated ambition/innovation agenda's and apply for so called (EU) network subsidies. These subsidies enable parties to prepare innovation agenda's and form, expand the SIG network with relevant other partners in the Netherlands and Europe. The innovation agenda forms the umbrella for follow up valorization projects. When the value of the innovation agenda is recognized and backed up by the relevant partners, the social and business impact can and will be significant.

The status of the innovation agenda's and network subsidy applications differ per SIG. The SIG workload prepares a white paper, expected to be presented January 2018. The SIG animal monitoring aims to apply for a network subsidy beginning of 2018. On healthy lifestyle i3B has a running cross over project, C.I.A.L.E. in which a limited innovation agenda was prepared. As a follow up action, i3B also submitted a European Science and Technology (COST) network application on Food & Health. Result is expected in January 2018.

4. Expand i3B network with larger companies, knowledge institutes

In recent years the i3B network grew substantially, mainly with knowledge institutes and small companies. Science and business matches and joint projects were however mostly realized with a very limited number of larger SME companies within the i3B network. With these larger parties was a fit with knowledge institutes on innovation roadmap, means, continuity requirements etc. Unfortunately three knowledge institutes decided recently to cancel their participation in i3B, with this in mind. This makes the financial basis of i3B fragile. i3B is in transition and confident for the future. The main reason is the new focus and the SIG model of collaboration. Most promising is the oral agreement with Thales to join i3B, based on this new SIG model of collaboration. The strategy is to

further expand the network with larger companies. It makes matchmaking and establishing joint projects more opportune. The larger companies are merely selected based on added value to realize innovation agenda's, valorization projects agreed within SIGs.

5. Expand number of projects in which the i3B foundation is financed.

In the past i3B performed mainly matchmaking for participants to join (EU) project consortia. The i3B foundation was first time project partner in 2016 to connect the i3B ICT network with Health and Food innovation networks (C.I.A.L.E. project). Benefits of being a project partner are amongst others; recognition, promotion, influence on innovation agenda's, realizing cross overs and herewith strengthening the network and multiplying the financial means contributed by participants.

In 2017 we were able to submit a Science and Technology network (COST) application on ICT and Food and were partner in a Horizon 2020 project. The role of i3B in these projects was setting a innovation agenda, business modelling and dissemination. Results of these applications are expected January 2018. For 2018 i3B focusses on submitting again two network enhancing grants with i3B as main partner & i3B will execute matchmaking for projects initiated by other parties. i3B strives also to get a limited role in these projects.

6. Look for cross over, close collaboration with other innovation networks.

i3B participates in other innovation networks '*with closed wallets*'. i3B works together with other innovation networks in projects to realize cross overs. i3B would like to expand this type of project collaboration. Last but not least we will also investigate even closer types of collaboration with other networks.

These activities should lead that i3B forms a more and more successful innovation system with societal and business impact on monitoring healthy lifestyle, animal monitoring and workload.

CHAPTER 2

ECOSYSTEM

The diagram below is a schematic representation of the i3B model of collaboration between knowledge institutes, high-tech companies and end users. The collaboration is aimed at joint research, development and commercialization. The i3B network can utilize (field) lab facilities to exchange ideas, develop prototypes, test and finally introduce to the world innovative ICT solutions for brain, body and behavior.

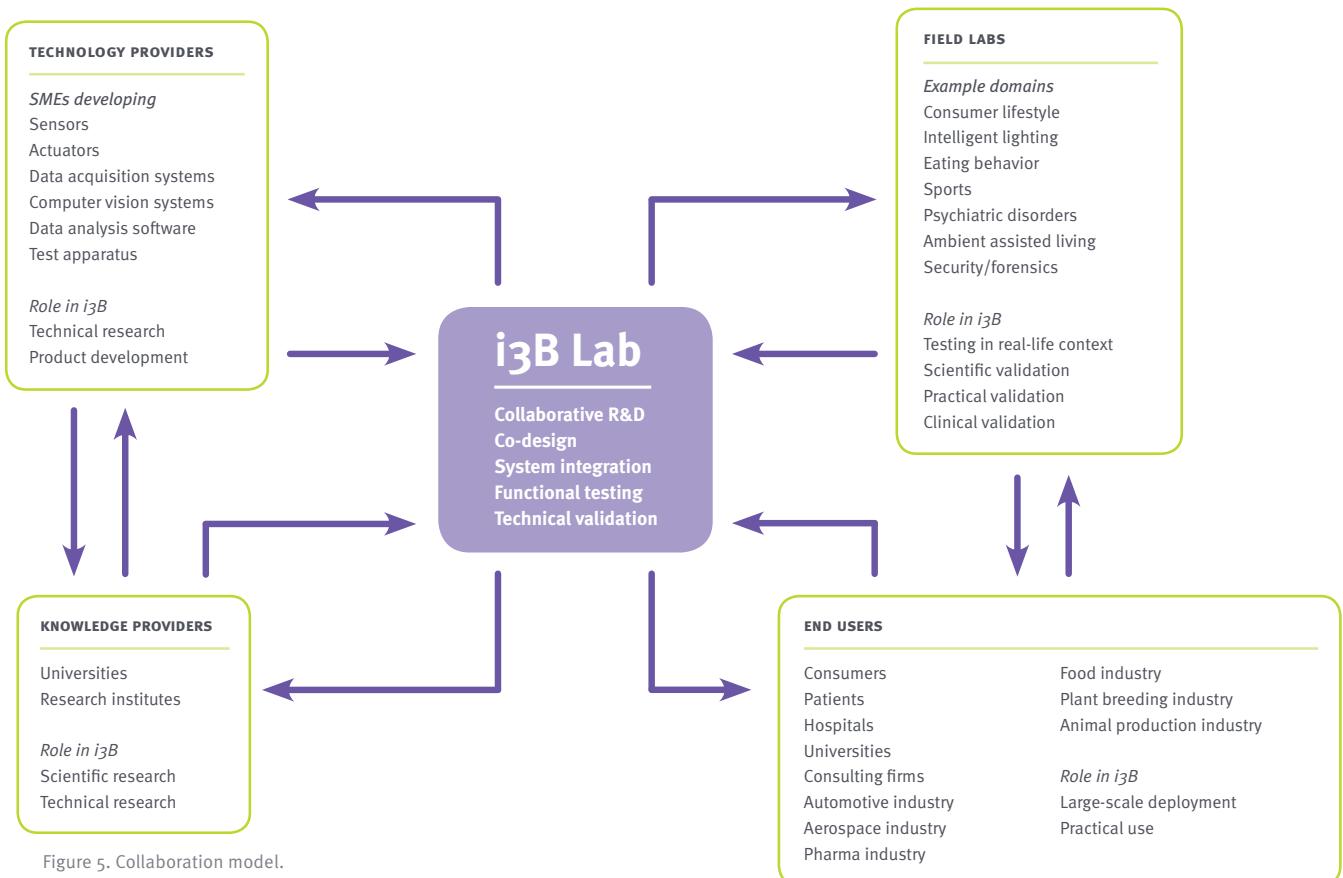


Figure 5. Collaboration model.

2.1 Companies

Technology providers (i.e. businesses) are the participating high-tech companies that develop ICT tools (hardware or software, components or systems) with which specific brain, body and behavior aspects can be measured and analyzed. The design of these tools is based on the research conducted by our knowledge providers.



2.2 Knowledge providers

Research at universities and institutes (knowledge providers) from different disciplines results in scientific knowledge about brain, cognition, physiology, and behavior, the measurements needed for this and the desired read-out parameters. The knowledge institutes in the i3B network also provide the latest knowledge in sensor technology, computer vision, artificial intelligence, Internet of Things and Big Data analysis.



2.3 End users

i3B collaborates closely with end users (user centered design) to develop innovative ICT solutions. Eventually, i3B tools are sold to consumers, hospitals, universities, and companies.

2.4 Network and sector organizations, alliances

This category comprises network organizations, platforms and associations that collaborate with i3B to strengthen the innovation capacity in the domains of Food, Health, Mobility and Security.



2.5 i3B Lab

In the i3B Lab the prototypes of the technology providers are tested in relevant but small-scale lab environments with representative test subjects. The prototypes are technically validated, debugged and iteratively improved. As soon as they are robust enough they are offered to the next link in the chain: field labs.

2.6 Field labs

Field labs are controlled environments, modelled after the real world. In these domain-specific research facilities, the i3B tools are validated in field tests, clinical studies and valorization with end users before they are launched commercially.

The labs can either be linked to i3B (such as the Restaurant of the Future for food choice and eating behavior), or they can be independent, such as the Philips Experience Lab for consumer lifestyle, and Sportinnovator Centre Papendal.

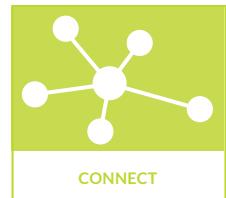
CHAPTER 3

WORKPLAN

The i3B Foundation undertakes a range of activities for the benefit of participants and end users. Every paragraph starts with a definition of the activity, the added value for the network, and finally a provisional but non-exhaustive overview of activities in 2018. The activities concern:

3.1 Connect

The network connects science and businesses to exchange ideas, knowledge and trends and to collaborate. i3B organizes events like i3B Café, annual symposium, seminars, symposia, thematic workshops, brainstorms and joint tradeshow presentations.



Added value for the network:

- Collaborate with business, knowledge institutes, end users, government.
- European network. The i3B network comprises companies from the Netherlands, Sweden, the Czech Republic and Poland. Companies from other countries are welcome to join.
- One stop shop to exchange ideas and build trust with partners to collaborate.
- Connect scientific disciplines like computer science, electronic engineering, neuroscience, and psychology.
- Get access to the latest technologies.

Workplan 2018

i3B focusses on specific domains; monitoring animals, workload and healthy lifestyle, compare paragraph 1.3. i3B established Special Interest Groups (SIGs) on monitoring workload and animals in 2017. The SIG collaboration model is characterized by a demarcated ambition, a relatively small group of i3B participants with knowledge and impact in the specific domains and last but not least a mentality of getting things done. The preparations for a third SIG on Healthy Lifestyle have started, aligned with our running C.I.A.L.E. project. We would like to launch the SIG healthy lifestyle mid-2018. In chapter 5 (Governance) the current SIG members are listed.

In 2018 all activities are aligned with these specific domains and pre-agreed within SIGs/C.I.A.L.E. project. i3B will organize SIG meet ups, approximately two to three times per year per domain. i3B will not organize any stand-alone events in 2018. Pre-scheduled events in 2018 are a hackathon on healthy lifestyle in January 2018, an i3B matchmaking event on animal monitoring in May 2018 and a drivers workload event in September 2018.

Results

- i3B will organize a minimum of three Special Interest Group meetings per domain in 2018.
 - i3B will organize a minimum of three events in 2018:
 - a. Hackathon on healthy lifestyle,
 - b. Matchmaking event on animal behavior, and
 - c. Workload/human factors event.
- All events are pre agreed within our Special Interest Groups and C.I.A.L.E. project.
- Launch new LinkedIn Groups to share online on monitoring healthy lifestyle, animal behavior and workload.

3.2 Innovate

i3B participants become partners in regional, national or European R&D project consortia with financial support from programs such as Horizon 2020, ITEA and INTERREG. The i3B innovation portfolio consists of an R&D project overview with new project ideas, submitted applications and successful and rejected applications.



Depending on the number of i3B participants involved in an R&D project, strengthening the collaboration and impact of the network, i3B can provide support services like:

1. **Partner search.** National and international partner search to complete your R&D consortium.
2. **Consortium building.** Align the visions of knowledge and business partners on the scope of an R&D proposal.

Examples are the 'IPC' subsidy application where 20 SMEs of i3B collaborate to develop innovative ICT solutions to monitor brain, body and behavior. Furthermore in an EU funded project C.I.A.L.E. where the full i3B ICT cluster is connected with a Food and Health innovation network to realize cross overs related to healthy lifestyle.

3. **Dissemination.** i3B can write the dissemination plan for an R&D proposal and can carry out dissemination activities in a project: organize workshops and events, write newsletters and spread results through channels like social media.

4. **Valorization and business modelling.** i3B assists with finding new business models for the valorization of scientific knowledge. A typical example is a European Cooperation in Science and Technology (COST) networking grant recently submitted on ICT and Food.
5. **Other services upon request.**

The added value for the network:

- Expand collaborative research with high-tech companies and knowledge institutes.
- Access to new R&D facilities with unique instrumentation.
- Share (field lab) facilities.
- Increase sales of research products to knowledge institutes.
- Develop jointly integrated ICT solutions.
- New network for knowledge institutes, increase of PhD students and equipment, resulting in new scientific knowledge.
- Companies benefit from their new network contacts, gaining ideas and the possibility to develop innovative ICT solutions for Brain, Body and Behavior.

Workplan 2018

i3B wants to realize (international) network projects in the specific domains healthy lifestyle, animal behavior and workload in 2018. i3B should be a beneficiary in these projects and projects are well aligned with SIG priorities. The focus is first of all on network enhancing projects because it enables the network to connect with relevant parties in the Netherlands and Europe and set, influence innovation agenda's. Typical subsidized costs for network projects are for meetings, travelling, setting innovation agenda. Based on the established networks, international consortia are quickly formed for follow up valorization projects.

The status and approach per domain:

- **Healthy Lifestyle.** Besides the running C.I.A.L.E. project on healthy lifestyle, i3B submitted a COST (www.cost.eu) research and innovation network application on Food and ICT. i3B is also a dissemination partner in a Horizon 2020 application on Healthy Lifestyle. Results are expected in January 2018. In 2018 the i3B foundation will proactively initiate a Food & Cognition EFRO cluster and network application with deadline February 2018. i3B will also connect, perform matchmaking for our participants to projects initiated by other parties.
- **Animal monitoring.** In consultation with the animal SIG, we investigate three network strengthening applications: the EFRO cluster & network subsidy application with deadline February 2018. The project is already pre discussed with the subsidizing

- authority. Other options are a lectoren platform network subsidy and an EFRO field lab subsidy for the CARUS facilities in Wageningen.
- Workload.** The SIG expects to present a first version of the workload white paper in January 2018. By the end of 2018 the SIG will submit a project application on strengthening the network or a valorization project.

Results

- i3B submits a minimum of two network enhancing projects in 2018 with i3B as a beneficiary.
- i3B performs project matchmaking for at least eight unique i3B participants.

3.3 Promote

i3B companies develop new ICT products for brain, body and behavior. Typical R&D project results are products like DriveLab and the Virtual Shop. i3B promotes these products in relevant domains and industry sectors, by attending, presenting, or booth sharing at conferences and organizing matchmaking events with end users.



Added value for the network:

- Get exposure of novel products and prototypes to press contacts, prospects and customers.
- Export of expertise, research methods, techniques and tools to emerging markets.
- Receive discounted services for product development and commercialization.
- Share booth solutions at conferences.
- Promote i3B integrated solutions and create the business environment that positions the i3B participants to sell their innovative ICT for brain, body and behavior products.
- Promote i3B participants as subcontractors in R&D projects: SMEs can deliver their ICT products to the project consortium without being a consortium partner in the R&D project.

Workplan 2018

A strong i3B brand will enhance name recognition, potential member referrals from current i3B participants and international awareness of the network, which will facilitate business development for participants. i3B will publish three newsletters, 25 posts on LinkedIn groups and will promote the i3B network with a booth/pitch at three events related to healthy lifestyle, workload and animal monitoring.

Results

- Publish three newsletters, 25 posts on LinkedIn groups, present with booth/pitch at three events.

3.4 Coach

i3B wants to educate and offer learning, coaching courses for participants and end users for example in the use of products and systems, R&D methodologies, certification and entrepreneurship.



Added value for the network:

- Train students, researchers and entrepreneurs at reduced fees.
- Learn with participants you already trust, accelerating the learning process.
- Learn with participants from the same i3B domain, who understand your business and research.
- Learn, coached by other entrepreneurs who were already successful in exploring the path.

Two learning examples:

- Assistance with product certification (e.g. Medical CE, Class 1) for developers of hardware products.
- Assistance with product localization (e.g. Chinese software user interface).

Workplan 2018

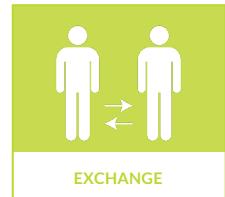
i3B organizes a pilot coaching program on innovation in 2017/2018 in close collaboration with innovation networks Health Valley, Food Valley NL and innovation consultancy firm DOON. The i3B staff participated in a '*train the trainer*' course in 2017 and organized a win a coach competition. The consortium pre-selected 6 applicants who joined the innovation coaching day in 2017. After pitches, the jury selected the two best innovations for coaching support: Bereslim and Biovolt. The companies Bereslim and Biovolt will receive coaching in 2018. The pilot will be evaluated in 2018. The aim is to preserve the training knowledge for the i3B network. i3B would like to organize a coaching '*canvas*' session for all entrepreneurs from the i3B network at the end of June 2018, again with above mentioned partners. The coaching session will only be organized if at least 50% of the network companies participate. The coaching will be linked to SIGs.

Result

- Coaching for companies Bereslim and Biovolt in 2018.
- Evaluate pilot innovation program.
- Organize an innovation workshop day for i3B participants.

3.5 Career

The exchange of human talent like students, researchers, or entrepreneurs within the i3B cluster contributes to knowledge transfer, attracting and maintaining talent for the network and the development of new innovative ICT products.



Added value for the network:

- To attract and maintain human talent for the participants in the network and realize knowledge transfer.

Workplan 2018

- Career has low priority in 2018 with the limited personnel capacity of the i3B foundation.

Result

- Nihil.

3.6 (Field) labs

The i3B network can utilize i3B (field) lab facilities to exchange ideas, develop prototypes, test and finally introduce innovative ICT solutions for Brain, Body and Behavior to the world.



Added value for the network:

- Testing your product in new application areas, like sports.
- Design, management and exploitation of joint laboratory facilities.
- Availability of a repository with annotated reference data sets.
- Recruiting of test subjects for experimental studies.
- Usability testing services for product developers.

Workplan 2018

- i3B will investigate the expansion of the CARUS Animal Monitoring lab in Wageningen by an EFRO field lab subsidy, as stated in paragraph 3.2. Besides this project, i3B will not organize any other activities for the i3B lab or other field labs.

Results

- Feasibility check and if feasible application of EFRO field lab application for animal monitoring lab (as stated in paragraph 3.2). No other activities for the i3B lab or field labs in 2018.

3.7 Network

i3B expands the international network with participants that add value to the network. i3B also promotes the network with a higher brand awareness with end users and participants.

Added value of a large and coherent network:

- Larger (societal) impact of the i3B agenda.
- Attract funding for R&D projects.
- Attract more end users for business creation.
- Attract (European) participants that add value to the network.
- Receive higher discounts for joint purchase.



EXPAND

i3B wants to expand the network with:

- European based companies to be able to form European R&D project consortia. In European programs like Horizon 2020, as a rule of thumb, a ‘maximum’ of three SMEs per European country can participate.
- SMEs with large R&D personnel capacity to collaborate, besides the SMEs with main interest to utilize i3B as a platform to sell their products. By doing this, i3B can connect relevant networks and build strong R&D consortia.
- SMEs that add value to the network to be able to develop and promote the best ICT solutions for Brain, Body and Behavior. i3B wants to attract participants that bring new technology, new know-how, new measuring and influencing behavior solutions and participants that enable new market access opportunities for the network.
- Large companies and knowledge institutes to participate.
- Participants active in domains monitoring healthy lifestyle, animals, and workload.

Workplan 2018

- In recent years the i3B network grew substantially, mainly with knowledge institutes and small companies. Science and business matches and joint projects were mostly realized, however with a limited number of larger SME companies in the i3B network. There was a fit between these participants on innovation roadmap, means, continuity, and impact. A few knowledge institutes participants decided not to continue the participation due to the limited number of matches and joint projects.
- i3B decided end 2016 to hire a business developer for two days a week with the goal to expand the network, realize extra projects. i3B was not able to find the right candidate. Instead i3B gave two project development assignments to consultants; 1. review COST application, and 2. Develop project '*bronst detection*' with SIG consent. i3B still awaits the COST application result. The other assignment is still running. Mid 2018 we can evaluate if the approach leads to new projects, new participants and possible next steps.
- i3B opened the network for large companies 1,5 years ago. i3B is proud to announce that mainly due to the new SIG organizational approach the first oral agreement with a large company, Thales to join i3B is a fact.
- The anticipated growth in signed additional participation agreements for 2017 were not realized due to the fact that the anticipated business developer was not hired. i3B was however still able to expand participant revenues for 2017 with over 15%. For details compare Chapter 4 on Finance.
- The strategy for 2018 is to further expand the network with larger companies, to retain current and compensate for the loss of with new knowledge institutes. The selection and approach of new participants will be completely based on added value to realize the Special Interest Groups goals. In this transition period towards the Special Interest Group organization of the network, the aim for 2018 is to realize a participants fees revenues of 100.000 euro.

Result

- Add large(r) companies.
- Compensate for and retain knowledge institutes.
- All acquisition in line with Special Interest Group ambitions.
- Realize participants fees of 100.000 euro.

3.8 Results

Ambition	Results by 31 th December 2018
Connect	<ul style="list-style-type: none">— i3B will organize a minimum of three Special Interest Group meetings per domain in 2018.— i3B will organize a minimum of three events in 2018:<ol style="list-style-type: none">a. Hackathon on healthy lifestyle,b. Matchmaking event on animal behavior, andc. Workload/human factors event.All events are pre agreed within our Special Interest Groups and C.I.A.L.E. project.— Launch new LinkedIn Groups to share online on monitoring healthy lifestyle, animal behavior and workload.
Innovate	<ul style="list-style-type: none">— i3B submits a minimum of two network enhancing projects in 2018 with i3B as a beneficiary.— i3B performs project matchmaking for at least eight unique i3B participants.
Promote	<ul style="list-style-type: none">— Publish three newsletters, 25 posts on LinkedIn groups, present with booth/pitch at three events.
Coach	<ul style="list-style-type: none">— Coaching for companies Bereslim and Biovolt in 2018.— Evaluate pilot innovation program.— Organize an innovation workshop day for i3B participants.
Career	<ul style="list-style-type: none">— Nihil.
(Field) labs	<ul style="list-style-type: none">— Feasibility check and if feasible application of EFRO field lab application for animal monitoring lab (as stated in paragraph 3.2). No other activities for the i3B lab or field labs in 2018.
Network	<ul style="list-style-type: none">— Add large(r) companies.— Compensate for and retain knowledge institutes.— All acquisition in line with Special Interest Group ambitions.— Realize participants fees of 100.000 euro.

CHAPTER 4

FINANCE

The table below gives an overview of the i3B foundation budget: past, current and future.

	2012	2013	2014	2015	2016	2017	2017	2018	2019
REVENUES						Budget	Prognosis	Budget	Budget
Participant fees ¹	0	74,500	79,750	100,303	95,763	150,000	117,500	100,000	100,000
Services	0	0	0	0	0	0	0	8,000	10,000
Subsidies ²	40,000	40,000	0	0	17,000	40,000	40,000	42,000	60,000
Total in euro	40,000	114,500	79,750	100,303	112,763	190,000	157,500	150,000	170,000
EXPENSES									
Personnel ³	37	78,137	39,340	102,962	105,962	150,000	115,000	115,000	120,000
Sales ⁴	0	2,975	2,764	10,369	9,514	15,000	28,000	15,000	20,000
Office ⁵	0	3,500	5,650	10,641	0	0	0	0	0
General ⁶	6,174	15,381	13,714	9,113	9,463	12,500	9,500	10,000	10,000
Project costs ⁷						12,500	12,000	10,000	20,000
Total in euro	6,211	99,993	61,468	133,085	124,939	190,00	164,500	150,000	170,000
Result in euro	33,789	14,507	18,282	-32,782	-12,716	0	-7,000	0	0
Equity in euro	33,789	48,296	66,578	33,796	21,620				

¹ Participation fees by companies and knowledge institutes.

² Subsidy revenues, project management of R&D projects.

³ Personnel - director, secretary, marketing (includes freelancers), business developers.

⁴ Sales - Symposia visits, stands, gifts for speakers.

⁵ Office - accommodation, office supplies.

⁶ General - accountant, advice.

⁷ Project costs are part of EFRO subsidy.

Explanatory notes

— *Financial statements 2012-2016*

Financial statement figures based on approved accountants report.

— *Prognosis 2017 (31-12-2017)*

— Revenues

- Participants. The revenue was set for € 150.000 for 2017. The ambitious revenue goal was based on hiring a business developer for 2 days a week in 2017. i3B was not able to attract a proper candidate. i3B lowered the revenue ambition during 2017 to € 120.000, which was practically achieved.
- Subsidy. The approved European C.I.A.L.E. subsidy is €92,000 for 2,5 years, started in May 2016. The revenue prognosis for 2017 is €40,000.

- Expenses
 - In the course of the year, i3B decided to hire two business developers on project basis instead of a business developer on the payroll (12K). The primary goal for the new business developers was to realize projects. The idea was that once a project was successful, new parties would join i3B or pay success fee.
 - Project costs. i3B hired an innovation coach in line with C.I.A.L.E. project plan (10K).
 - i3B hired a consultant to assist with financials (3K), partly also lowering accountant costs.
- Expected result

The reason for the anticipated result of €-7,000. i3B invested in business developers capacity to establish new R&D projects, amongst others the COST project. Once projects will be successful, i3B expects that new participants will join the network in 2018 or pay success fee.
- Expected equity

€14,500 per 31 December 2017.

Budget 2018

- Revenues
 - Participants. At the end of 2017 three faculties of knowledge institutes unfortunately ended their participation, worth €25,000. i3B thanks these knowledge institutes for their support in the last three years. The ambition for 2018 is set at €100,000. This is based on already secured revenues of participants €95,000 plus commitments by new participants of €5,000⁸.
 - Services. i3B submitted a COST application in 2017. i3B will charge a success fee to non i3B participants who joined proposal, if proposal is a success. Total value €3,000 euro. i3B would like to expand on this service in the future. i3B made a introduction fee arrangement with innovation consultancy firm DOON Anticipated total value of €5,000 for 2018 based on agreed assignments with Noldus IT and VISIO
 - Subsidy. €35,000 revenues of the approved C.I.A.L.E. subsidy allocated to 2018 + €7,000 anticipated of already submitted applications, MIND project in Horizon 2020 and the submitted COST application with results expected in January 2018. i3B also plans to submit a new EFRO application, similar to C.I.A.L.E. project, with deadline 18th of February 2018.
 - Summary.

Secured revenues: €130,000 already secured revenues (95K + 35K)
 Anticipated revenues €20,000 anticipated revenues (5K + 3K + 5K + 7K)
 Total revenues €150,000

⁸ New participants receive a 50% discount in the first year and join on average mid-2017.

- Expenses
 - C.I.A.L.E. project costs to hire entrepreneurship trainer (€10,000). Likely to be paid by Health Valley NL.
 - Board compensation if positive result end 2018 (max. €4,000).

- Expected result

Nihil.

Based on recent years i3B doesn't expect large growth in participant revenues. The limited growth is based on anticipated new participants who add value to Special Interest Groups. This should also compensate for partners that leave outside the Special Interest Groups span. i3B expect and would like to expand revenues from services, mainly the success fees for initiated projects. i3B will closely monitor the budget to enable to take measures swiftly!!!

Prognosis 2019 and further

- Revenues
 - Participants. The assumption is that current participants will continue to participate in the network with a minimal growth of the network.
 - Services. i3B wants to expand on the success fee revenues from non i3B participants joining projects initiated by i3B, or where i3B did matchmaking for projects initiated by others.
 - Subsidy. Subsidy project revenues will grow, up to the same level as participant revenues. i3B will also continuously investigate more structural financing from the National Initiative Brain & Cognition and municipality of Wageningen.
- Expenses
 - The personnel ambition is to maintain the current staff members (1,3 fte) and to hire on project basis business developers who establish new projects.
 - Other expenses are extrapolated.

CHAPTER 5

GOVERNANCE

i3B is a foundation with a not-for-profit organization. The i3B governance is shown in the organogram below. The green blocks at the bottom are the six activity lines.

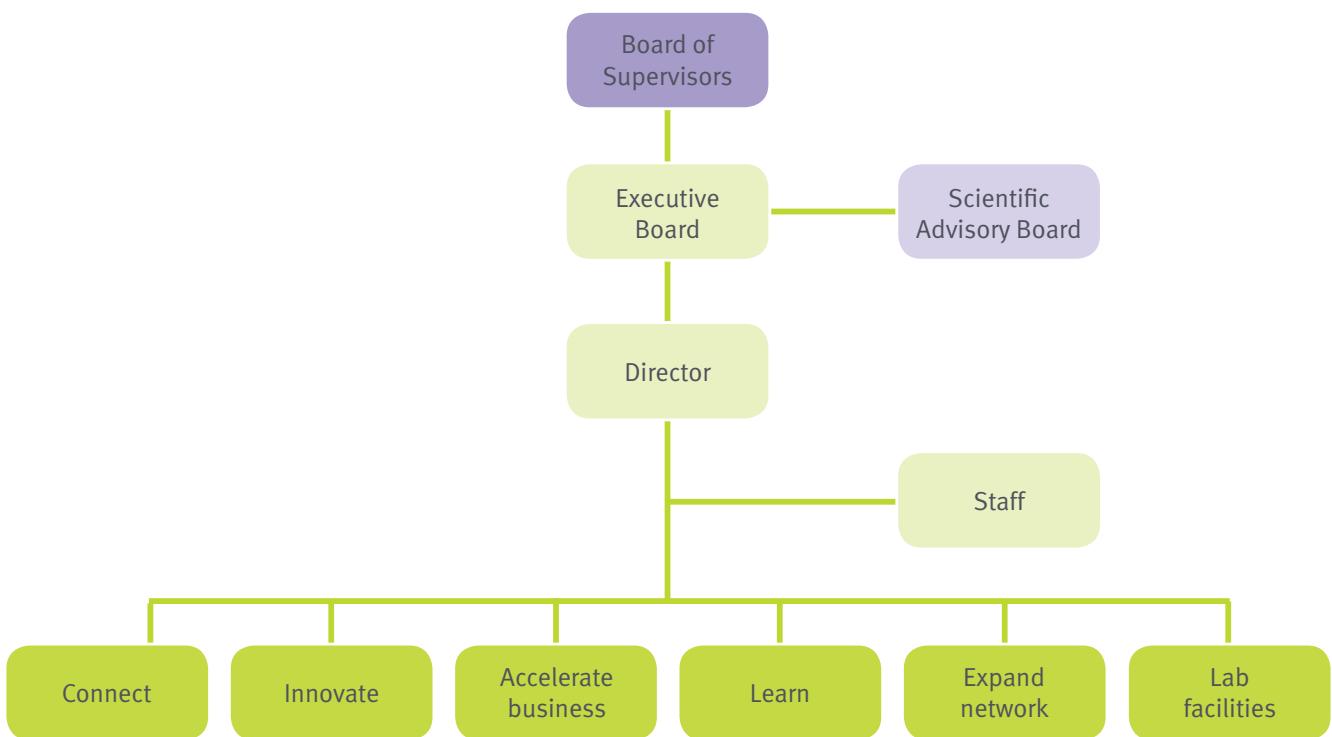


Figure 6. Organogram

Staff

Simon Haafs, *Managing Director*

Jan-Pieter Meijering, *Communications Associate*

Hiring external staff

Business developer business (*vacancy, start 2019*)

Secretary, Marketing associate (*start 2019*)

Executive Board

Lucas Noldus, Noldus Information Technology, *chairman*

Ron van Rossum, Stichting Kinderpostzegels Nederland, *treasurer*

Jan van Erp, TNO, *secretary*

Nico Delleman, Sport Innovation Support & Network, *member*

Marc Grootjen, Eaglescience, *member*

Board of Supervisors

Leon Kenemans, University Utrecht, *chairman*

Menno van Manen, Wageningen UR, *member*

Hans Abbink, Almende BV, *member*

Rob Heinsbroek, National Initiative Brain & Cognition, *member*

Scientific Advisory Board

Egon van den Broek

Toon Cillessen

Matt Coler

Peter Desain

Bert Don

Vanessa Evers

Rainer Goebel

Kees de Graaf

Jaap Harlaar

Leo den Hartog

Paul Havinga

Frans van der Helm

Hermie Hermens

Dirk Heylen

Bob van Hilten

Ralph Jaspers

Mina Johnson

Pieter Jonker

HansKorteling

Ben Kröse

John-Jules Meyer

Kees Nieuwenhuis

John van Opstal

Herbert Prins

Nick Ramsey

Jacomine Ravensbergen

Maarten van Sinderen

Monique Smeets
Jacques Terken
Jan Theeuwes
Hans van Trijp
Peter Veltink
Remco Veltkamp
Bart van de Warrenburg
Willem Verwey
Richard Wezel
Carolina Weerth

Special Interest Group i3D – ICT voor Diergedrag, Diergezondheid, Dierenwelzijn

Kees Lokhorst, WUR
Lenny van Erp, HAS Den Bosch
Hans Hopster, WUR
Corné Kocks, Aeres
Andrew Spink, Noldus IT
Gerard van Essen, i3B
Simon Haafs, i3B
Annemarie Rebel, WUR
Richard ten Cate, FarmResult

Special Interest Group – Human Factors

Emily Jacometti, Flavour
Andrew Spink, Noldus IT
Marc Grootjen, Eaglescience
Lucas Noldus, Noldus IT
Rolf Zon, NLR
Johan de Heer, Thales
Kees Nieuwenhuis, Thales
Leo Hoogendoorn, TMSI
Peter Renden, Haagse Hogeschool
Wendie Uitterhoeve, MARIN
Jos van Doorn, MARIN
Simon Haafs, i3B
Saskia Monsma, HAN
Merijn Klarenbeek, Elitac
Jan van Erp, TNO
Erno Hermans, Donders
Colin Guiking, MARIN

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