

# HOW I LEARNED TO STOP WORRYING AND LOVE EU FUNDING

*Horizon Europe and Strategic Importance for Corporate Growth*

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**HORIZON EUROPE**

— EU RESEARCH AND INNOVATION PROGRAMME —

# A Lesson From The Great One

*"I skate to where the puck is going to be, not where it has been."*

- Wayne Gretzky -

# There's No Such Thing as Free Lunch (1/2)

*"To create a competitive advantage or to maintain one, the company has to have a global strategy - eventually."*

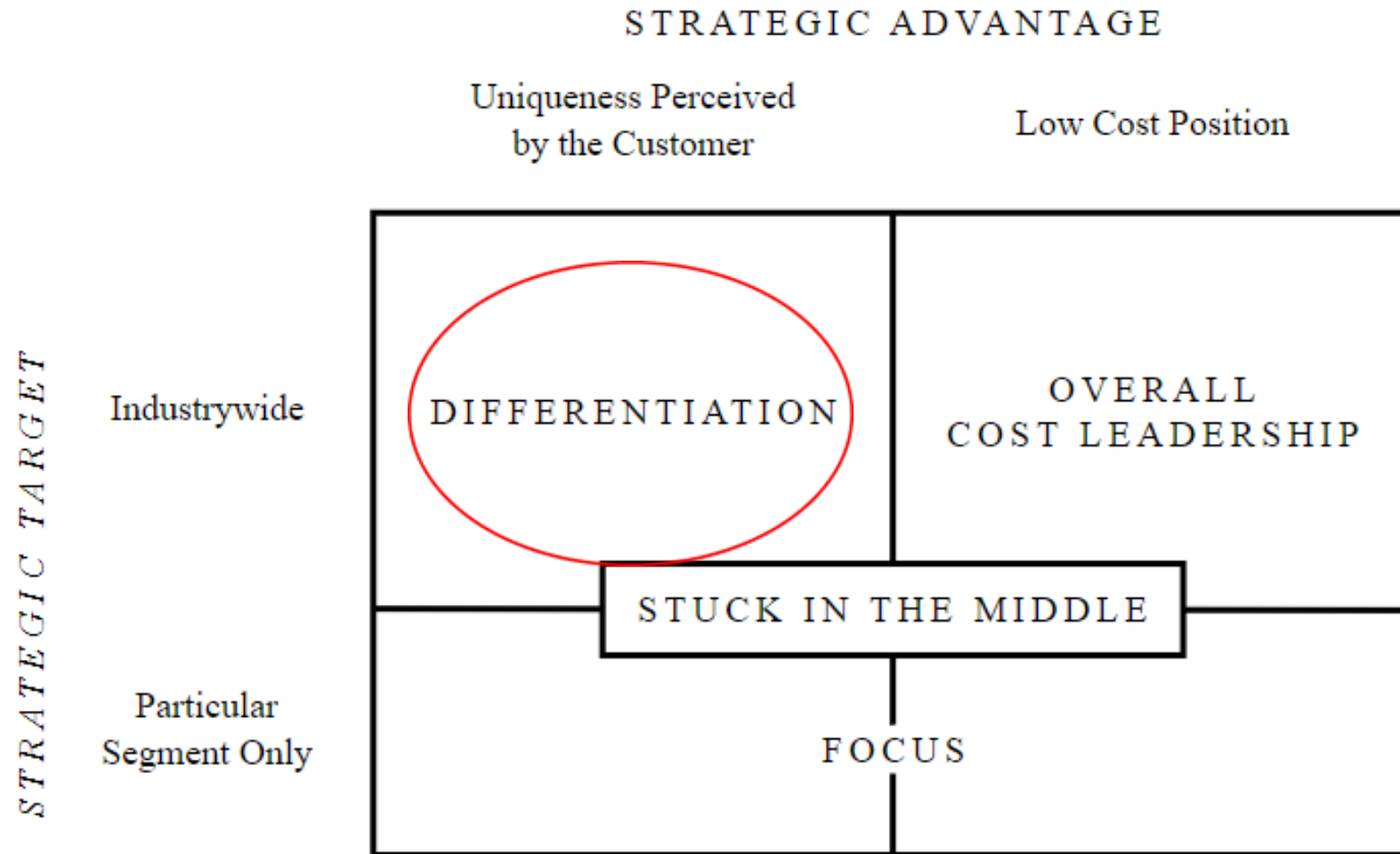
- Michael E. Porter -

## There's No Such Thing as Free Lunch (2/2)

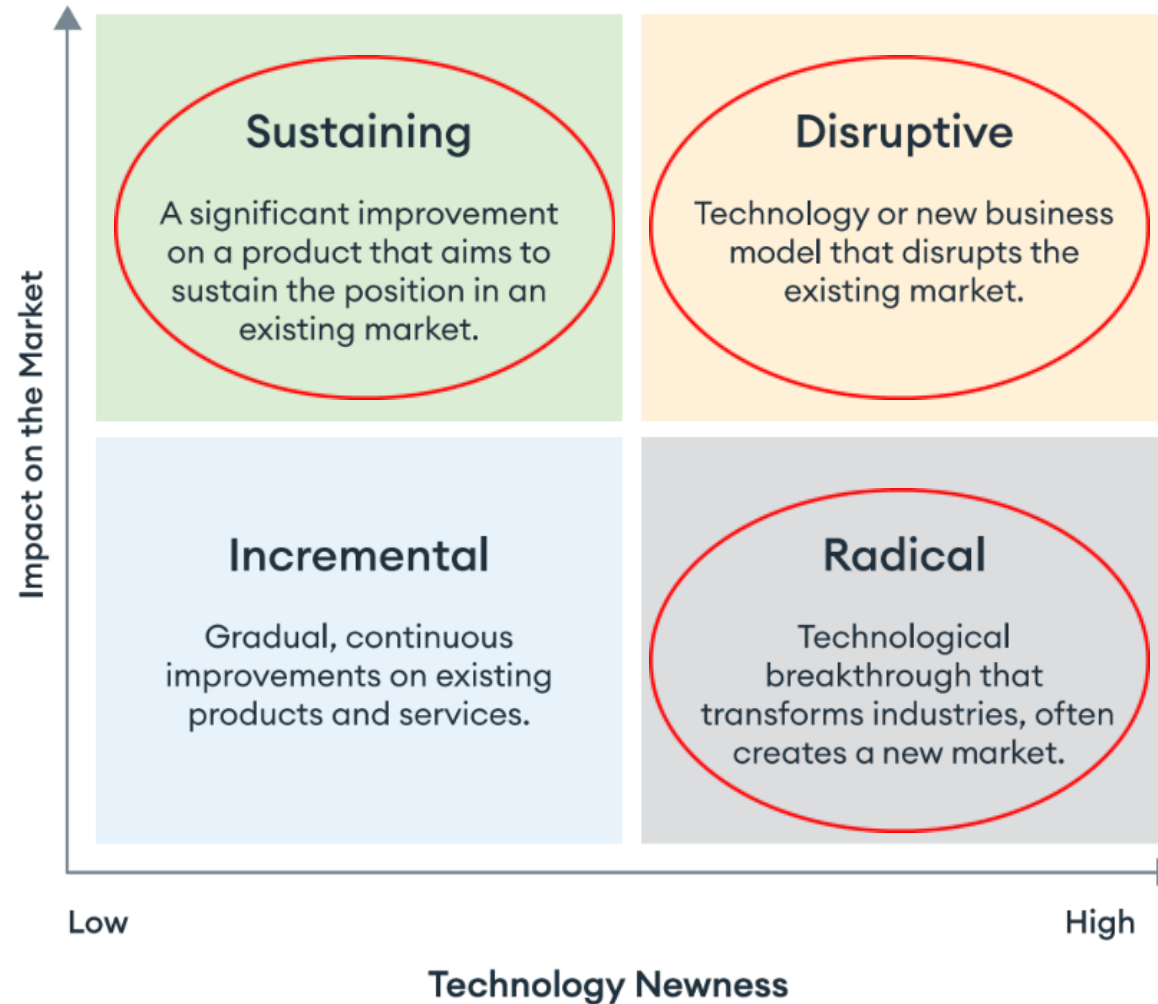
*"To achieve a competitive advantage the company has to severely question its own business strategy unless it already has at least one foreign unit screening the state of art technology or developing beyond it."*

- Michael E. Porter

# Three Generic Corporate Business Strategies



# What is Your Type of Innovation (=New Value Creation)?



# Company Perspective

*#Law #Forces #Dynamics #Stronghold*

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# Let's Not Forget the Truth Out There

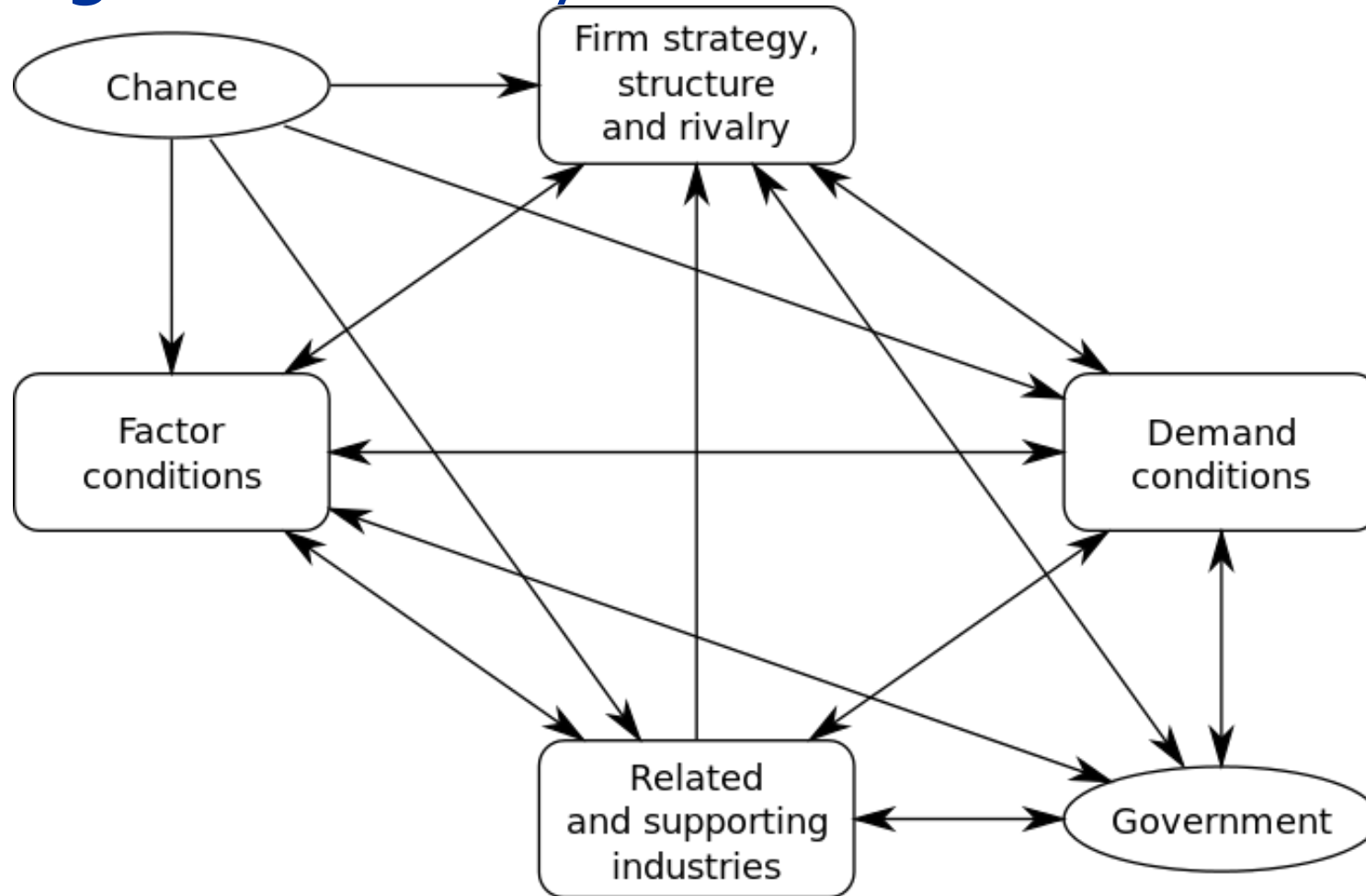
## *5 § Toiminnan tarkoitus*

*Yhtiön toiminnan tarkoituksena on tuottaa voittoa osakkeenomistajille, jollei yhtiöjärjestyksessä määrätä toisin.*

- Corporate Law: 21.7.2006/624 -



# The Diamond Model: 4 Sets of Interrelated Forces Affecting Industrial Dynamics



# 4 Key Components to Form a Stronghold (1/2)

## **Firm Strategy and Rivalry**

Commitment

Competition

Champions

Capacities

Creativity

Culture (corporate)

## **Demand Conditions**

Quality (astute buyers)

Quantity (mkt size, number of buyers, mkt growth)

# 4 Key Components to Form a Stronghold (2/2)

## Related and Supportive Industries

Coordination

Communication

Collaboration

Co-Innovation

Closeness

Culture (same type)

Commitment (goals, industry)

## Production Factors (limitations lead 2 innovation)

Capital

Labor

Infrastructures (basic, advanced, specialized)

Intellectual Property

Natural Resources

# Competitive Advantages in Parallel Examination

## COMPANY (Depth of Value Chain)

Basic products/services

Machinery

**Specialized production factors**

Services



## COUNTRY (4 Stages of Centricities)

(Basic) production factors [*Progression*]

Investments (cost efficiency) [*Progression*]

**Innovation (differentiation) [*Progression*]**

Wealth [*Regression*]

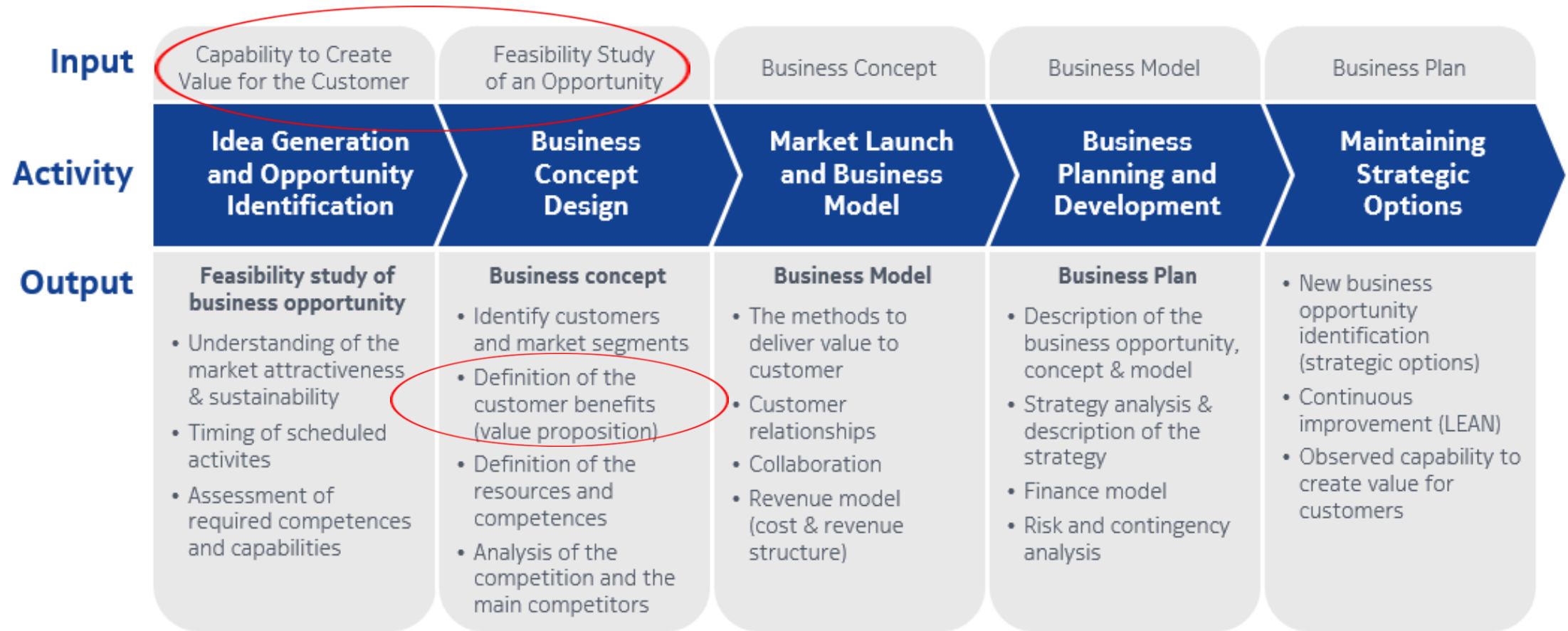
# Let's Put the Long-Term Business Goals Into Action

*#Ecosystems #Statistics*

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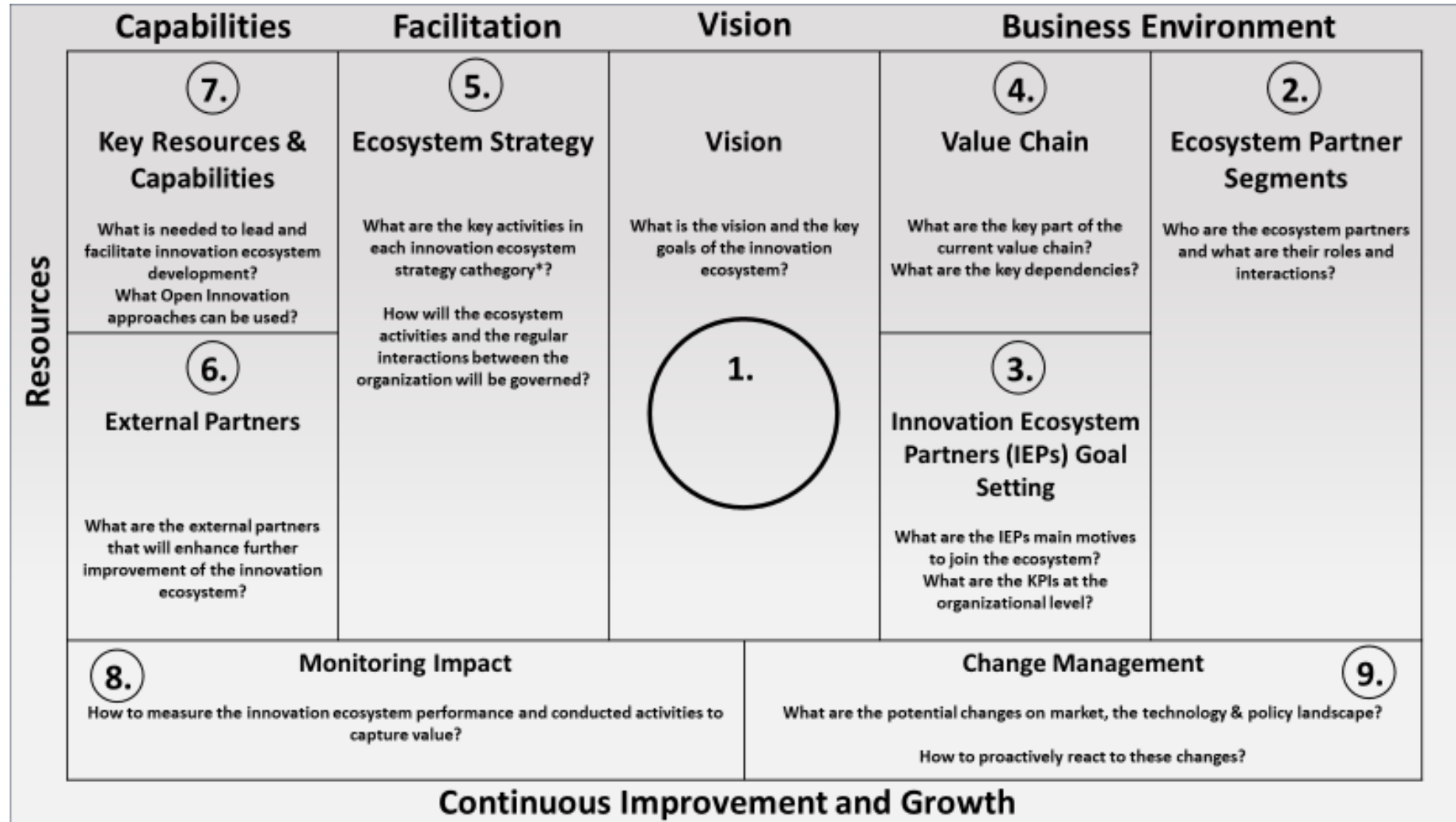
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# Accelerating Business Opportunity Development via Ecosystems



Source: Virtanen, M. and Pellikka, J., 2018. Integrating the opportunity development and commercialisation process. International Journal of Business and Globalisation, 20(4), pp.479-496.

# Systematic Approach on Ecosystem Building and Partner Selection



Source: Pellikka et al. 2021. Fostering Innovation Ecosystem Development-Tools and Practices.

# HE Cluster 1 (Health) – 27 Topics in '23 (750M€ of 8.2B€)

1. Staying healthy in a rapidly changing society

2. Living and working in a health-promoting environment

3. Tackling diseases and reducing disease burden

4. Ensuring access to sustainable and globally competitive health-related industry

5. Unlocking the full potential of new tools, technologies and digital solutions for a healthy society

6. Maintaining sustainable and globally competitive health-related industry



# Innovative Health Initiative (IHI) – 2.4B€

- The Innovative Health Initiative (IHI) is a public-private partnership (PPP) between the European Union and the European life science industries.
  - ✓ COCIR (medical imaging, radiotherapy, health ICT and electromedical industries)
  - ✓ EFPIA (biopharmaceutical industry)
  - ✓ EuropaBio (biotechnology industry)
  - ✓ MedTech Europe (medical technology industry)
  - ✓ Vaccines Europe (vaccine industry)

# Top Beneficiaries in '21- (Horizon Europe | CL1/Health)

## FINLAND – COMPANIES

iSTOC – 489K€

Spinverse – 407K€

NHG Finland – 406K€

## FINLAND – OVERALL

University of Helsinki – 4.8M€

Tampere University – 2.3M€

University of Oulu – 2M€

HUS – 1,4 M€

## EUROPE – COMPANIES

Fabentech (FR) – 6.8M€

Metriopharm AG (CH) – 6.7M€

Exevir Bio (BE) – 6.6M€

## EUROPE – OVERALL

Coalition for Epidemic Preparedness Innovation (NO) – 35M€

Agence Nationale De La Securite Sanitaire (FR) – 22M€

Umweltbundesamt (DE) – 17€M

# Official Public Support Services at Your Fingertips

- ✓ *Official mandate gives access to confidential information and data at the national and EU level.*
- ✓ *Public support services are available free of charge to all interested in the EU Horizon Europe.*

## National Contact Points (NCP)

- Expert on the content and themes of the Work Programmes and calls
- Monitoring of the Finnish HE participation within their respective HE theme/subprogramme

## Programme Committee delegates and experts (PC)

- Represent Finland (positions, views) in different HE Programme Committees
- Key experts in Finland participating in the preparation of HE Work Programmes

A black and white portrait of Arthur Schopenhauer, an elderly man with a white beard and mustache, wearing a dark coat and a white cravat. The background is a plain, light-colored wall.

*"Talent hits a target no one else can hit;  
**Genius hits a target no one else can see.**"*

*- Arthur Schopenhauer (1788-1860) -*