



Interreg BSR OSIRIS

PROJECT PERIOD 5

GA 4.2 Transnational Innovation Program

REPORT

GA 4.2 Leader: CONNECT Latvia
LATVIA



EUROPEAN
REGIONAL
DEVELOPMENT
FUND



WITH FINANCIAL
SUPPORT OF THE
RUSSIAN
FEDERATION

CONTENT

1. INTRODUCTION	3
2. WORK PLAN	3
3. RESULTS – Transnational Innovation Programs	5
3.1 Finland.....	5
3.2 Latvia.....	13
3.3 Lithuania.....	20
3.4 Russia	38
3.5 Denmark.....	42
3.6 Estonia.....	45
4. CONCLUSION	50
5. ANNEXES.....	53

1. INTRODUCTION

Smart Silver Lab Innovation Program was designed to support business and social innovation ideas in the sectors of silver economy across the Baltic Sea Region. The Innovation Program aimed to face the challenges of ageing populations through development of new products and services that meet the needs and create opportunities for senior citizens. The Program supported the development of the silver economy – the part of the economy that concerns older citizens and improves the capacity of innovation actors to apply smart specialization approach for tackling the challenges brought about by the ageing of the region’s population. The Innovation Program was linked to the open innovation ecosystem model – Smart Silver Lab – connecting researchers, product and service developers, public institutions, financiers, and end-users with the aim of accelerating product and service development.

Innovation Programs were conducted simultaneously in six project partnership countries according to a common structure developed by all countries’ representatives together. Entrepreneurs, small and medium companies, students and innovators were invited to submit ideas within the defined scope of the program – the silver economy and the regional smart specialization priorities. The Program included individualized mentoring, training sessions, as well as networking opportunities with entrepreneurs from other countries and the final pitch days. Through the Innovation Program project partners provided support for entrepreneurs and innovators for generating and developing smart specialization and business innovation projects within the sectors of silver economy.

The Innovation Programs were run from the 15th March to 15th May 2021, the period of eight weeks. In total, 48 innovative business projects participated at the Innovation Programs in six countries. Out of these, the most developed projects were invited to the second stage of the Smart Silver Lab approach – the Accelerator Program – preparing the products and services for the market uptake.

2. WORK PLAN

Summary of the GA 4.2 Work plan / Methodology

GA 4.2 scope was to implement a Transnational Innovation Program as a specific action organized by Smart Silver Labs for piloting the smart silver framework in project regions using also the transnational approach.

Smart Silver Labs were to coordinate the implementation of innovation program in each project region and to facilitate co-creation and inter-regional business cooperation. Smart Silver Labs were to implement the Innovation program by using previous project outputs and by piloting smart silver

framework. PP7 in cooperation with PP2, PP4, PP8, PP13 and PP11 were to elaborate the innovation program methodology consisting of innovation call for proposal guidelines, supporting documents, application form and annexes.

It was a mandatory requirement that potential applicants had to target through their project at least 1 RIS3 priority tackled under WP1 and had to connect with silver economy opportunities. Potential applicants could also target a RIS3 priority from other project region than their location, but they had to engage it in partnership with an innovation actor from that region. Smart Silver Labs were to launch a call for proposal in each project region and were to organize information sessions for potential applicants. The call duration was set to 45 days, with the possibility to be extended if the case. In the first 2 weeks of the call, assigned partners were to run 2 information sessions in each project region using Smart Silver Lab structure.

PP7 in cooperation with PP2, PP4, PP8, PP13 and PP11 were to organize the assessment process using Smart Silver Lab structure. A triple helix Assessment Panel was to be created. Evaluation was to be made in two steps: regional assessment and transnational assessment. Proposal passing the quality relevance was to enter in the second assessment phase.

At least 30 projects were to be selected to enter the incubation phase. Smart Silver Labs were to coordinate the incubation stage where for a period of 3 weeks interdisciplinary expertise of partners were to be used for exploring different cross-sectorial knowledge and attaching to existing innovation proposed project. Innovative Products or services were to be improved and prepared for acceleration program.

3. RESULTS – Transnational Innovation Programs

The Transnational Innovation Programs were run from the 15th of March to 15th of May 2021, the period of eight weeks. In total, 48 innovative business projects participated at the Innovation Programs in six countries. Out of these, the most developed projects were invited to the second stage of the Smart Silver Lab approach – the Accelerator Program – preparing the products and services for the market uptake.

3.1 Finland

Overview:

The Osiris Innovation Program was organized in spring 2021 by applying entrepreneurial discovery process for generating and improving smart specialization (RIS3) and business innovation projects in Finland, especially in Kanta-Häme region. The focus of the Finnish innovation program was on smart, age-friendly housing and living, yet this focus area was approached with a wide scope including technologies and digital services that improve the living and life quality of the senior citizens. After an application period organized in March-April, nine companies across Finland were selected for the program. The regional SSL was utilized in the team evaluation and selection processes.

The Innovation program was organized between 15th of April and 25th of May 2021, including six 2-hour online events with expert presentations and speeches, workshop activities and group discussions, as well as pitching and expert evaluations. All companies were offered a private mentoring session (1-2h) with a selected mentor (a list of mentors was shared for all companies). The participants were also given voluntary tasks in between the webinars e.g. pitch deck preparation.

Additionally, Riihimäki Business Development Co. as program organizer provided and facilitated the participants with relevant local and international contacts and links to financiers and silver economy actors. There were also several other parties interested in the innovation program, who were following the program activities through social media and mass emails, e.g. Emonum, Carecare and Pelarcon. These parties were also guided and connected with other relevant actors – such as Startmore private equity investor Stefan Haglund, and the Finnish Embassy in Turkey – on case-by-case basis aside the innovation program.

Before the Innovation Program, two information sessions were organized under WP4.2:

The first session was organized on 16th October 2020 by Riihimäki Business Development Co. The main point of the session was to inform about the ongoing Osiris project, and about the becoming work packages, especially about the innovation program. Leena Lemola from RTOY told also about the importance of silver economy and about the prospects. Reima Ojanen from RTOY told about the services that RTOY has for enterprises. Tiina Siika from the Riihimäki Business Association mentioned that Covid-19 has made a negative impact on many business sectors, e.g. on travel and event businesses. She also told about the possibilities to get funding in this crisis.

The second session was organized virtually by CONNECT Latvia on 18th February 2021. Riihimäki Business Development organized one speaker to this event, the CEO of Pelarcon Oy, who introduced their business model and silver housing perspectives to the attendants.

The Innovation Program in Finland included the following events and activities:

15th April, 2021: Orientation day

- Innovation program info
- Business Mentors Finland (non-profit association) introduction
- The program participants' introductions
- 13 participants

3rd of May, 2021: Sales & Marketing (Karoliina Lehtonen, Booming Strategies & Marketing, Juha Haukka, The Regional Federation of Finnish Enterprises in Kanta-Häme)

- Marketing trends from Silicon Valley
- Service design tools: understand your customers
- Customer segmentation and value proposition
- Multi-channel sales and marketing
- Utilizing corporate networks for business development
- Utilization of business alliances in business
- 8 participants

7th of May, 2021: Ready for the World?

- Internationalization (Jani Rusi, WTC Turku & Marko Ylikorpi, Business Finland)
- IPR (Inga Koskinen)
- 7 participants

11th of May, 2021: Transnational Event (David Bell)

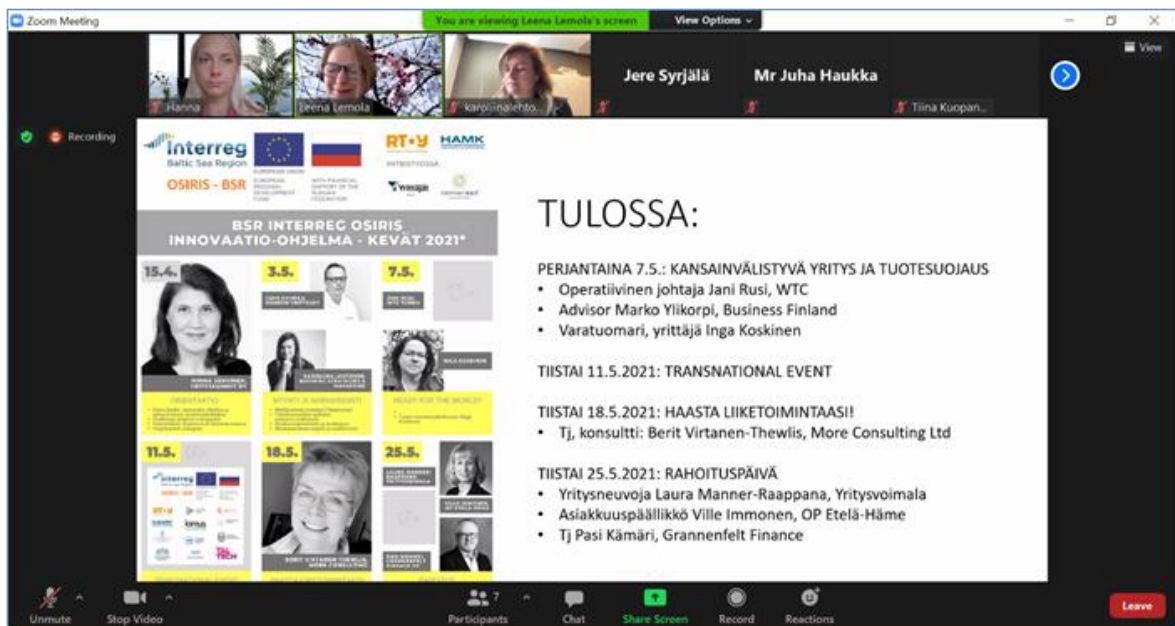
- Networking
- Organized by Connect Latvia

18th of May, 2021: Challenge your Business! (Berit Virtanen-Thewlis, More Consulting Oy)

- Clarifying the business model
- Brand building
- The secrets of pitching
- 6 participants

25th of May, 2021: Financing Day

- Financial calculations for financiers (Laura Manner-Raappana, Yritysvoimala Oy)
- Bank's financial instruments (Ville Immonen, OP Etelä-Häme)
- Financing opportunities for a growth and internationalization (Pasi Kämäri, Grannenfelt Finance Oy)
- 9 participants



TULLOSSA:

PERJANTAINA 7.5.: KANSAINVÄLISTYVÄ YRITYS JA TUOTESUOJAUS

- Operatiivinen johtaja Jani Rusi, WTC
- Advisor Marko Ylikorpi, Business Finland
- Varatuomari, yrittäjä Inga Koskinen

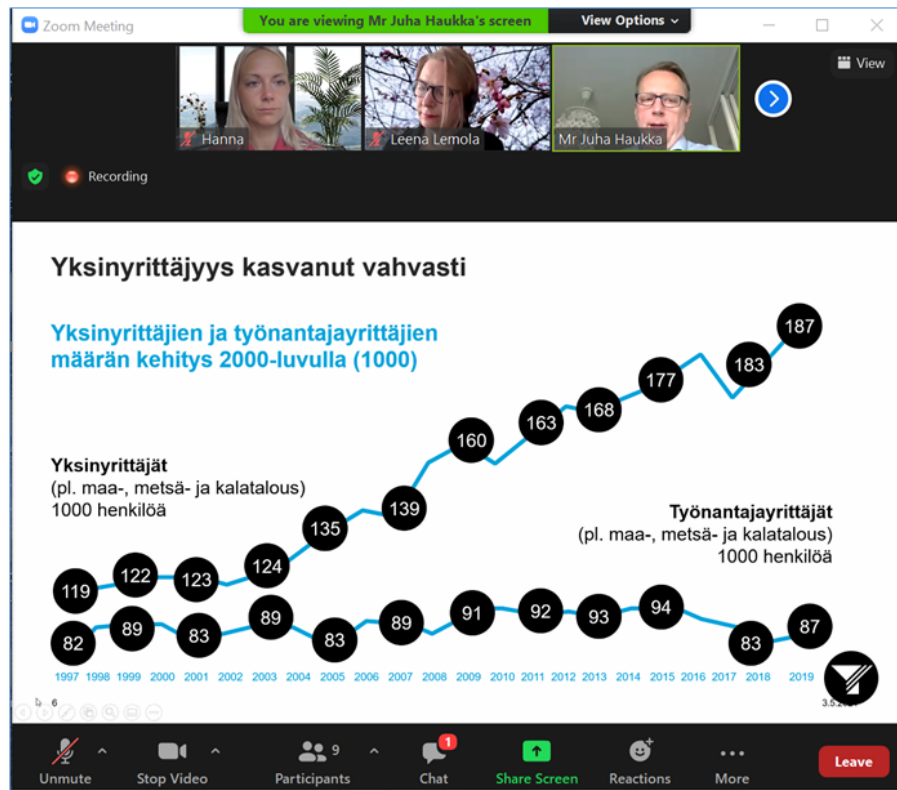
TIISTAI 11.5.2021: TRANSNATIONAL EVENT

TIISTAI 18.5.2021: HAASTA LIIKETOIMINTAASI!

- Tj, konsultti: Berit Virtanen-Thewlis, More Consulting Ltd

TIISTAI 25.5.2021: RAHOITUSPÄIVÄ

- Yritysneuvoja Laura Manner-Raappana, Yritysvoimala
- Asiakkuuspäällikkö Ville Immonen, OP Etelä-Häme
- Tj Pasi Kämäri, Grannenfelt Finance



Zoom Meeting | You are viewing MKY's screen | View Options

Recording

BUSINESS FINLAND PALVELUITA KANSAINVÄLISTYMISEN ERI VAIHEISIIN

VALMISTAUDU

MENE MARKKINOILLE

KASVA, UUDISTA

KYVYKKYYDET, OSAAMINEN JA MARKKINATIETO

KONTAKTIT JA VERKOSTOT

INNOVAATORAHOITUS

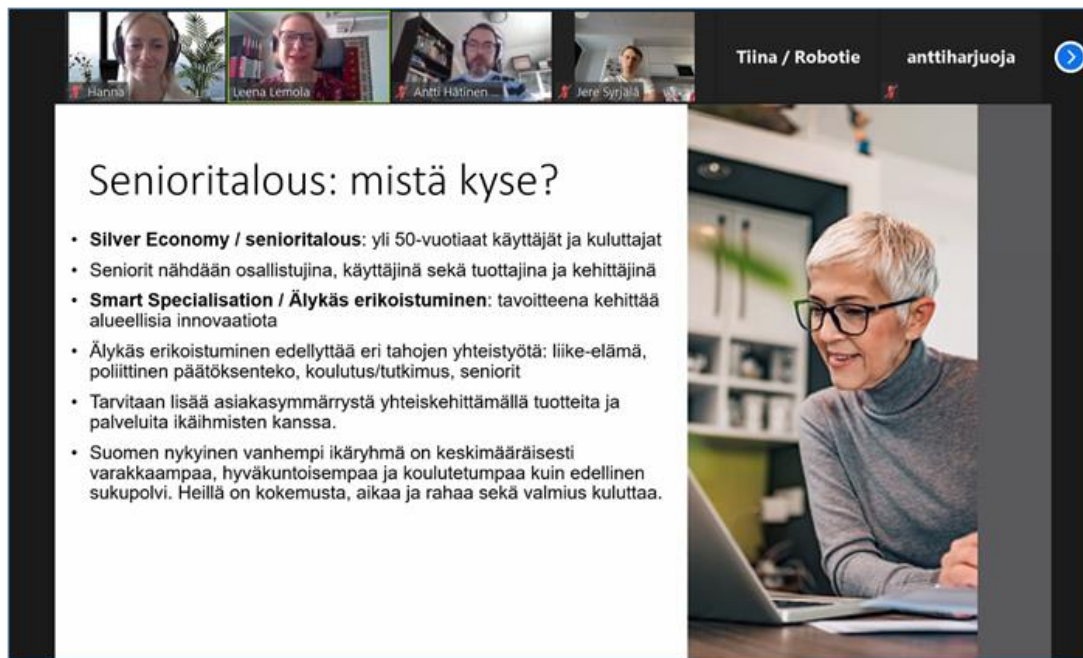
WORLD TRADE CENTER TURKU
From Original Finland
Jani Rusi

Hanna

MKY

Leena Lemola

Unmute | Start Video | Participants | Chat | Share Screen | Reactions | More | Leave



Private mentoring sessions took place during May 2021 – a total of 7 sessions with 4 participants:

- Hovi Group Oy – Satu Kuusisto / OP Etelä-Häme & Pasi Kämäri / Grannenfelt Finance Oy
- Taitekohta Tiina Kuopanportti Oy – Pia Niemikotka / Business Development Hämeenlinna Ltd. / Consulted by Leena Lemola
- NextMile Oy – Pasi Kämäri / Grannenfelt Finance Oy / Consulted by Leena Lemola
- TaskShare – Consulted by Leena Lemola

After all online events, an online survey was conducted for all innovation program participants.

Descriptions of the program beneficiaries:

Henkaus Oy

Contactless vitals monitoring devices based on radar sensor technology and cloud based AI. The solution acts as a pre-screening tool for remote patient diagnosis so that the user only visits the care facility when advised. Needs: Understanding the customer segment, appropriate pricing strategies, as well as getting user feedback.

Oy Interfii Ltd (Robotie)

Service robotics for elder care. Needs: New contacts in eldercare sector, places interested in piloting “Emma” robot.

Hovi Group Oy

HoviKoti provides a ISO9001-certified toolbox for operating Senior Care services. Currently 8 nursing homes in Finland, and Senior Day care services in Singapore and Indonesia. Needs: Wider networks and business expansion. Active participation.

PHZ Full Stack Oy

Business platform for elderly people: Coffea chat portal, where senior people can chat with each other, order meal, order doctor etc. Needs: A channel to develop, and later get publicity and clients to our product.

SenioriSolu Kodit

SenioriSolu™ Kodit provides high quality housing at no exorbitant cost. In practice, SenioriSolu™ Kodit provides, individual and communal rental housing in standard apartment buildings and High-quality wooden house apartments that combine: intelligence, accessibility, scalability, and sustainable construction solutions. Needs: International partners from Europe.

Arctic Smart Village Oy

Creating a sustainable and safe living area. Needs: Possibilities to sell expertise to builders

Taitekohta Tiina Kuopanportti Oy

Legal anticipation consulting. Needs: I want to connect with other entrepreneurs and learn ways to boost my business innovations; contacts and funding. Active participation.

TaskShare Oy

A a mobile platfrom community, where elderly people with weakened physical abilities, and their adult children can hire extra helping hands to help with chores such as yard work, cleaning, and maintenance of a house. Needs: To gain sparring on the idea, practical suggestions on market-entry, and overall guidance on how to identify and understand potential customers better. Active participation.

NextMile Oy

Enabling flexible working in retirement. Needs: Co-founders and funding to be able to get from concept idea through piloting to MVP phase. These participating companies were especially interested in funding instruments and opportunities - e.g. funding opportunities beyond de minimis aid – and in branding, customer segmentation and marketing – e.g. inbound marketing versus account based marketing.

Program format description:

All program events were organized online via Zoom. The events included webinars, workshops, and private mentoring sessions. Such program format was selected to facilitate participation as attending companies are located across Finland. Additionally, due to current COVID-19 pandemic remote activities were highly recommended and the only responsible ways of organizing the program.

Program marketing:

- The SSL was informed about the program, and all SSL members were requested to share the information among their networks.
- Press releases were sent to local newspapers (Kanta-Häme region)
- Social media channels were used to target different target groups: Facebook, Instagram, LinkedIn, which of LinkedIn was the most effective channel while Instagram did not reach potential target groups (academia, business) efficiently enough.
- Mass emails were sent to a wide group of recipients representing all helixes including e.g. universities and vocational schools, business incubators, companies operating in the silver economy related sectors, agencies, associations etc. across Finland. Mass emails were the most efficient marketing tool for the innovation program.
- Organizer's own networks were also an effective channel for marketing.

The program speakers were selected among organizer's networks and through the networks' recommendations. The aim was to include diverse topics and themes to the innovation program, based on the needs of participating companies. The challenge was to meet the needs of all participating companies as the business status range was wide including start-ups preparing to launch as well as well established, and already international family businesses in the other end of the scale.

Feedback summary of the program participants

- Information about the program came at short notice – it was challenging to make time to participate in the program webinars.
- Interesting and versatile topics, themes, and content.
- The international angle of the program was useful and interesting, yet the most important content was about financing opportunities.
- The mentoring sessions were considered useful and of great value, the contents were well tailored for each company – such expert contacts may also serve entrepreneurs/companies in the future.
- Some of the companies - especially those in the early stage - considered that the program offered more visibility and useful contacts for them, while larger, well established companies didn't feel that they gained additional visibility or remarkably contacts.

- Some participants wished that they would have had more time and that they would have been more active during the program. This way, they could have achieved more benefits e.g., networks.
- The program contained diverse topics and events – it offered something new and useful for all participants despite the fact, that the companies in the program were at such different stages.
- Some companies gained new piloting and testing opportunities through the program & its networks.
- New contacts were created by the most active participants in the program - The level of networking seemed to be directly related to the overall activity of the participants. Participants did not network offline / outside the program events.
- The participation to the Accelerator program by the Finnish innovation program teams was low – most teams considered that internationalization was not relevant for them at the moment / in the near future.
- Some teams did not make use of the mentoring opportunity because they did not find it useful at the moment.
- Mentors considered the mentoring sessions good and the business cases interesting.
- Most interesting topics: financing, branding, pitching, and marketing.
- Excellent information and communication, well organized program.

Recommendations for future programs:

- Better prepared and uniform marketing among all project countries to build greater visibility and more international image of the program
- A prize for the program winner may improve the participants level of activity and commitment
- When designing such programs, the focus should be in making it sustainable: what will be left in hand for all actors and participants after the program? (Suggestion by Innovation Program participant)
- Such programs could be organized in one full day instead of several 2-hour sessions. (Suggestion by Innovation Program participant)
- There should be more time and opportunities for open & group discussion with program participants and actors. (Suggestion by Innovation Program participant)

3.2 Latvia

Overview:

Smart Silver Lab Innovation Program and the following Accelerator Program are part of the Interreg program co-funded project “Osiris”, involving partners from Denmark, Estonia, Finland, Latvia, Lithuania and Russia. It is designed to support business and social innovation ideas that are tackling the needs and opportunities within the sectors of silver economy in the countries around the Baltic Sea.

The Innovation Program aims to face the challenges of ageing populations through development of new products and services that meet the needs and create opportunities for senior citizens across the Baltic Sea region. The Program supports the development of the silver economy – the part of the economy that concerns older citizens, and improves the capacity of innovation actors to apply smart specialization approach for tackling the challenges brought about by the ageing of the region’s population. For Latvia, the focus is information and communication technologies, health and welfare technologies, senior employment, and empowerment services, living space development solutions (infrastructure, transportation services, environment, housing, refurbishment).

The Innovation Program is linked into the innovation ecosystem model – Smart Silver Lab – connecting researchers, product and service developers, public institutions, financiers and end-users with the aim of accelerating product and service development.

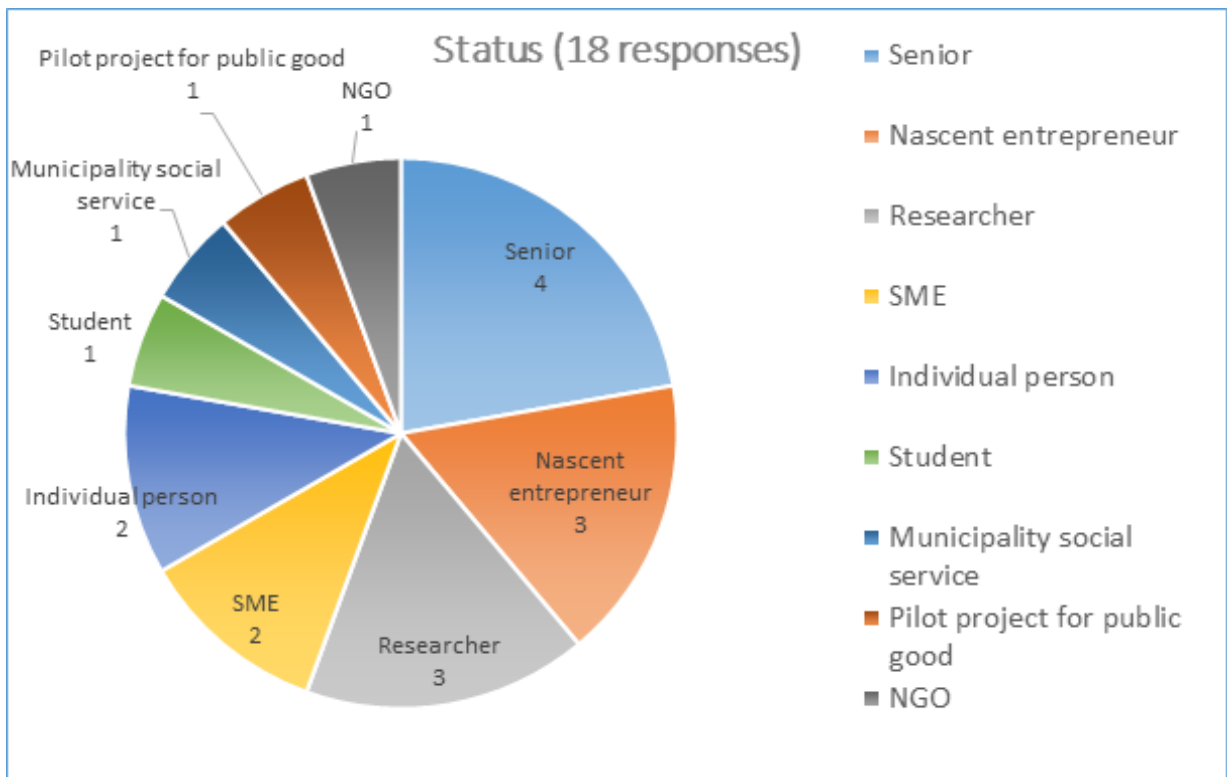
The Program includes individualized mentoring, training sessions to develop the ideas, products, and services, as well as networking opportunities with entrepreneurs from the countries around the Baltic Sea region. Through the Innovation Program we provide support for entrepreneurs and innovators for generating and developing smart specialization and business innovation projects within the sectors of silver economy. Initially it was planned that in each country up to 10 innovation ideas would be accepted to the Innovation Program. Out of these the most developed projects will be invited to the second stage of the Smart Silver Lab approach – the Accelerator Program – preparing the products and services for the market uptake.

Entrepreneurs, small and medium companies, students, and innovators were invited to submit ideas within the defined scope of the program – the silver economy and the regional smart specialization priorities.

The Program in Latvia was run from the 22nd March to 14th May 2021, the period of eight weeks. There were weekly meetings (mentoring, training session or networking) and the final pitch day on the 14th May. The best teams were invited to participate at the following Accelerator Program.

Descriptions of the program beneficiaries:

There were 18 applications received in Latvia and after evaluation by the jury 16 were admitted to the Program. Applicants represented wide range of status as seen in the picture 1.



Picture 1. Status of the applicants to the Innovation Program.

List of the projects is provided in table 1. Most of the projects were in stand-up stage of the business development. Out of 16 teams seven have graduated the Program and presented their business plan at the Final Pitch Day on the 14th May.

No.	Name of the project/ company	Stage*	Type**	Sector	One line description
1	Galvenais	Stand-up	Physical product	Health	An energy bar specially developed for seniors.
2	Digital Senior	Stand-up	Service	ICT	Senior distance learning service.
3	NA	Stand-up	Physical product	ICT/Health	Drug dispenser.

4	NA	Stand-up	Service	ICT	Big data, geospatial planning solutions for municipalities to include seniors and people with special needs.
5	NA	Stand-up	Physical product	ICT/Gaming	A game to promote communication between seniors and young people in the family.
6	NA	Stand-up	Physical product	ICT	Ergonomic computer keyboard.
7	NA	Stand-up	Service	ICT	An application that promotes the social integration of seniors in their places of residence/neighborhoods.
8	NA	Stand-up	Physical product	ICT	Printed instructions to help the silver generation learn e-services faster.
9	NA	Stand-up	Physical product	Energy	Wind turbine.
10	NA	Stand-up	Service	ICT/Active ageing	A platform for seniors who are interested in biohacking - a holistic view of health.
11	NA	Stand-up	Mixed	Community	A group of senior lifestyle and home producers in Bieriņi, starting with the production of author's own felted slippers.
12	NA	Stand-up	Physical product	Recreation	Wind-powered trimaran for recreational use, which can also be used by seniors for sailing and tourist trips.
13	NA	Stand-up	Service	ICT/care	Project "Come back, come back once more" for seniors in care to fill their free time with the participation of children and young people, making the end of life more beautiful.
14	NA	Stand-up	Mixed	Well-being	Implementation of measures to improve the working environment and health of 60plus people who work physically hard on a daily basis.
15	TipTip	Start-up	Mixed	ICT	Online store, where you can buy things created by seniors and people with special needs and learn stories about each author (www.tiptip.lv)
16	NA	Start-up	Mixed	ICT	Remote health monitoring system for seniors and/or patients.

* Stand-up, Start-up, Scale-up

** Service, Physical product, Mixed

Table 1. Business projects proposed by applicants to the Innovation Program.

By applying to the Program, delegates were motivated by:

- Inspiration, connections, ideas;
- Mentor support and finance;
- Moving more quickly towards getting to the market;
- Make sure our idea is viable and someone needs it, meet people who help to develop, international contacts, sharing experience;
- Networking, consulting with experts, to find out aspects that we have not been thinking about until now, get answers on questions where we don't have an answer yet;
- New contacts, similar ideas for co-operation, the possibility of getting involved in the accelerator;
- Financing for the commencement of the construction of the first sample of production;
- Understanding and finding potential partners;
- Mentoring support
- Contacts with partners, channels and maybe even new teammates;
- Financial advice, financial guidance;
- Enrichment of experience, new connections and opportunities, financial support;
- An opportunity to evaluate my project from different aspects, an assessment of the viability of the idea from outside;
- Receive advice on further implementation of the idea, contacts for exchange of experience with Latvian and foreign delegates;
- Support of mentors for further development, new contacts, ideas and opportunities;
- Development of pilot projects in cooperation with public or private bodies;
- Improving the quality of life of seniors;
- Get acquainted with people of similar mindset, learn from others, maybe that's what we can do for each other. Promote and sell my products, develop new contacts, learn about the strengths and weaknesses of competitors;
- I look forward to critical but supportive help in framing and implementing the idea;
- In particular, the advice of mentors and experts, as well as networking, meeting other participants in the project, particularly from abroad, would be desired.

Program format description:

The key idea to develop a content of the Innovation Program was the concept of a company in the centre of the project or business idea development (see picture 2). Each idea sooner or later will be faced by the reality of a business world where companies, and not ideas or products, strive and develop to serve societies. With this in mind authors of business ideas must learn from the very beginning how the company operates and why it is important to make things right from the start. With company we associate many, if not all, things within the business – team and staff policy, finance planning, investments and accountability, social and environmental responsibility,

customer needs and product-market fit, innovation and intellectual property, etc. Four key areas were chosen and the training sessions to cover these areas in detail were organized.

TEAM

TEAM MEMBERS
PARTNERSHIPS
BRAND
INTELLECTUAL PROPERTY
COMPANY
PITCH

MARKET

PRODUCT - MARKET
CUSTOMER NEED
CUSTOMER, USER FEEDBACK
CUSTOMER INVOLVEMENT

COMPANY

FINANCE

FINANCE PLAN
INVESTMENT
FINANCING, FUNDING MECHANISMS

PLAN

BUSINESS PLAN
PURPOSE
BUSINESS MODEL
MILESTONES

Picture 2. Content blocks of the Innovation Program.

Besides the workshops on four key learning blocks an essential part of the Program was dedicated to mentoring. More than 20 experienced mentors were invited to the Program to provide detailed expertise and individual discussions for nascent entrepreneurs based on their actual needs. Up to six mentoring sessions, each running for one hour, were offered to the delegates. It is interesting that around 50% of the delegates used the mentoring opportunity and those who did it, used it very actively. And then there was one transnational networking meeting, where delegates of all six countries took part and got introduced to each other.

In the end of the Program a business idea Final Pitch Event was organized where jury evaluated the presentations of the entrepreneurs and provided feedback according to set criteria. The final event was a milestone for entrepreneurs to look back and set sight forward as they progress towards establishment of their business identities.

Program marketing:

It was for the first time in Latvia to organize an Innovation Program within the sector of silver economy. Therefore, it represented some novelty also in marketing efforts. As of key importance founding members (quadruple helix organizations) of Smart Silver Lab in Latvia were involved as channels to spread the information and encourage recruitment of the delegates to the Program.

Information campaign was based on the Call for Proposals, which was diligently developed together with partners of six partner countries involved. A chapter in the webpage was set up with all information available. Following marketing activities were designed and implemented – press release, newsletters, social media posts, poster (see in the picture 3), short video marketing material, direct e-mails, two information sessions. As a novel marketing activity, lottery was organized to motivate partners spread and share information about the Program (Call for Proposals), which was highly successful, attracting 30 persons or organizations who shared the information to their networks.



Picture 3. Poster of the Innovation Program Call for Proposals.

Feedback summary of the program participants:

Feedback was largely received through the mentoring program. After each of the individual mentoring sessions a feedback form had to be filled both by the delegate and by the mentor. In total there were 35 mentoring sessions arranged where 7 entrepreneurs were mentored by 20 mentors. Some of the most gorgeous feedback quotes from the mentees:

- “A pleasant and fruitful conversation with a person who has experience in the same field. The questions asked by the mentor made me think about things I hadn't noticed or paid enough attention to. I received good advice on various issues that need to be addressed at the beginning of the project in general, as well as on the development of a prototype.”
- “It seems as if I have figured out how to calculate direct, indirect costs, production costs.”
- “The mentor suggested a number of market research strategies and techniques for competing with my product, as well as ways to market the product.”
- “After the conversation, I realized that special attention should be paid to the ergonomic design of the device, as potential users may be people with parkinsonism. The mentor recommended occupational therapists to consult with, and organizations and associations that bring together parkinsonism patients. It was valuable to hear the doctor's opinion.”
- “It seems that Mrs Miķelsone was really aware of all the networks, contacts and opportunities BEFORE our meeting.”
- “The research study is a valuable selling point that substantiates any claims made about the efficacy and effectiveness of the product. If the care centre is interested in such a product, then it is definitely also interested in some practical confirmations about the effectiveness of the product.”
- “I like that Mr Olders is really taking the time and delving into our problems and situations.”

And some comments from the mentors:

- Andris will reflect on the value proposition and work on the wording of the short presentation. He also intends to address Altum for additional financing for the development of the prototype, as well as possibly apply for a presentation to the Latvian and Estonian business angel investment networks to attract finance.
- “The product needs to be tested a bit more in Latvia before thinking about how to bring it outside Latvia.”
- “It is necessary to clarify a specific and concrete direction.”
- The mentor will send the participant samples on the basis of which the participant will process the content of his/her offer letter.
- “The mentee is very active and resourceful, easily perceives information. But afraid to sell the product unless it is perfect.”
- “It is recommended to explore funding opportunities, talk to organizations, you may need to test the idea in a simplified form - Facebook group for seniors.”
- The mentor analyzed the portal tiptip.lv from three points of view - the seller, the potential buyer, the administrator and provided his recommendations for improving the portal.

Recommendations for future programs:

Overall the Program worked out very well. It has to be noted that the Program was run fully online, which naturally brought about both challenges and opportunities. There were more applications received than initially expected taking into account that silver economy has not been widely discussed topic in Latvia so far. Though only 44% of the nascent entrepreneurs graduated the program after the course of two months. Inability to meet in person at least once or a few times during the Program, due to health safety restrictions, has made it more challenging to keep the attention and focus on the activities. To conclude with, seven business ideas were developed into a potentially promising business cases, which could in the near future serve societies in need and the silver economy in general.

Cooperation model developed through the concept of an open innovation eco-system of Smart Silver Lab, involving quadruple helix representation, has shown great potential for further development. In order to bring to the market new products and services in such a specific and demanding markets as silver economy, it is helpful to have connections in various sectors and organizations of society through the quadruple helix approach. Thus it is recommended to keep up the momentum and arrange the next Innovation Program next year.

3.3 Lithuania

Overview:

The Innovation Program focuses on the Silver Economy and encourages innovation for an aging society. Research organizations, business support organizations and entrepreneurs will play an important role in coming together to help ideas become real products and services that address the needs of an aging society. The Digital Silver Lab established in Lithuania will coordinate and implement the selected best projects, providing access to all technical, technological and information resources required by the participants of the innovation program. The program brings together researchers, product developers, investors and consumers in a common network and gives all participants in the innovation program the opportunity to test their ideas and thus accelerate the introduction of innovative products and services, enabling older people to live active, independent and fulfilling lives.

The main tasks of the Innovation Program are:

- Address the challenges of an aging society and improve the growth potential of the Silver economy in the Baltic Sea Region.
- To increase the capacity of innovation actors to adapt smart specialization to regional development

- Explore new entrepreneurial opportunities by promoting the development of new products and services
- Development of user-oriented technological innovations, considering the needs of a specific age

The International Innovation Program aims to improve participants' skills and confidence in the following business development issues:

- Identifying and understanding market and customer needs
- work according to the business model
- team building, explaining roles in the team, building strategic partnerships
- prototype and MVP development
- financial understanding and planning.

Everyone who develops services and innovative products in the field of Silver economy was invited to participate in the Transnational Innovation Program. A certain methodology was used for the selection. The product or service was assessed for compliance with:

1. A smart specialization strategy that focuses on:

- Health and biotechnology solutions (selected to meet the challenges of an aging society and to promote business-science collaboration in the life sciences industry, the creation and development of value networks, and the commercialization of research results)
- Inclusive and creative society (Innovations promote and nurture the creativity of the society, aiming to increase the contribution of creative potential and encourage the development of creative and cultural industries and non-technological innovations).

2. Concerning meeting the needs of an aging population:

- Modernization of the living environment and facilitation of maintenance;
- Travel and Communication Services;
- Employment and Leisure services;
- Health care and wellness services;
- Social care services;
- Early diagnostic and treatment solutions;
- Biopharmaceuticals

3. The idea is innovative.

4. The idea is in line with the idea of social entrepreneurship, according to COMMISSION REGULATION ((EU) No 1407/2013 - <https://eur-lex.europa.eu/legal-content/EN/TXT/?uri=CELEX%3A32013R1407>).

Before application deadline PP4 organized online Regional Information Session on February 19th to present the Innovation Program, to inform possible participants about the possibilities and opportunities in this program. Information session duration was 1 hour where PP4 presented the program, application form, the aim, and transnational possibilities. After this presentation silver economy opportunities were presented to all attendees. This session was recorded and uploaded on Youtube where everyone could reach it. This recording was sent all around universities, innovation parks, companies with invitation to join the program.



On 24th of February Transnational Information session was organised. The duration was 1,5 hours, where Transnational Innovation Program was presented. Representatives from 4-helix sectors made their speeches about the opportunities in Silver economy and innovations.

The entire program:



SMART SILVER LAB INNOVATION PROGRAM

Information Session

24th February, 15.00-16.30 EET TIME

Registration link: https://us02web.zoom.us/webinar/register/WN_krJq3SmqQFWzR5Vd55hckw

Introduction to the Silver Lab: huge potential for business, education and the whole society!
Practical cases

Webinar agenda

- 15.00 - Smart Silver Lab - quadruple helix approach to support development of silver innovation products, **Michael Smærup** (VIA University College)
- 15.10 - Transnational Innovation Program - generating smart specialization and business innovation projects, **Elmars Baltins** (CONNECT Latvia, OSIRIS Interreg project manager)
- 15.15 - Silver start-ups - meaning and long term consequences for wealth and personal well-being, **Arvydas Strumskis** (Managing Partner at Business Angel Funds I, II; LitBAN Founding and Board Member), representing business helix
- 15.35 - Smart textiles and wearable intelligence - promising senior business field, **Kimmo Vänni** (HAMK, Occupational health and social robotics researcher), representing academia helix
- 15.50 - Senior customer driven service design in housing project - Case Pelarcon, **Samuel Kopperoinen** (Entrepreneur, LLM), representing business helix
- 16.05 - Silver Economy. Problems and challenges. Case study of Kuldiga. **Artis Gustovskis** (Kuldiga City Council, Innovation expert), representing public and senior/society helixes
- 16.15 - Q & A
- 16.28 – Closing of the session and welcome to the Innovation Program

PP4 shared invitation to the Innovation program with the link to Transnational Information Session to the universities, associations, and other possible participants. Also PP4 invited business helix representative Arvydas Strumskis to talk about start-ups in Silver economy.



The image shows a Zoom meeting interface. The main content is a presentation slide with the following text:

Smart Silver Labs are for example offering innovation actors:

- ❖ Assessment Committee
- ❖ Innovation program
- ❖ Accelerator program
- ❖ Mentoring Concept

All with involvement of quadruple helix actors

Below the slide, the text reads:

Silver startup
CREATION OF ECOSYSTEM in LITHUANIA

ARVYDAS STRUMSKIS
24 FEBRUARY, 2021

The slide also features logos for Interreg Baltic Sea Region, the European Union, and the Russian Federation. A video feed of Arvydas Strumskis is visible in the top right corner of the slide area. The Zoom interface includes a 'Recording' indicator, 'Audio Settings', 'Chat', 'Raise Hand', 'Q&A', and a 'Leave' button.

Transnational Innovation Program started on March 15, 2021:

- Submission of applications: until 14/03/2021
- Selection of participants: 2021-03-08 - 2021-03-15
- Incubation stage: 2021-03-15 - 2021-05-15

Descriptions of the program beneficiaries:

An expert jury was asked for the selection, which had to get acquainted with the application forms sent by the Participants, (application form:

[https://docs.google.com/forms/d/e/1FAIpQLScLXuY6epubnwqSJ_DiWYvCAQCpPN76TyZ3vwVFac2jlbZ_Q/viewform?vc=0&c=0&w=1&flr=0&fbclid=IwAR35_X-32-EqRAILmfeutsjYFEoyqhpFs8ykiU8-o7gR-GrWMJNz0FqnMd0\),](https://docs.google.com/forms/d/e/1FAIpQLScLXuY6epubnwqSJ_DiWYvCAQCpPN76TyZ3vwVFac2jlbZ_Q/viewform?vc=0&c=0&w=1&flr=0&fbclid=IwAR35_X-32-EqRAILmfeutsjYFEoyqhpFs8ykiU8-o7gR-GrWMJNz0FqnMd0),)

and to assess whether the product or service meets the established requirements of the Innovation Program (Description:

[https://documentcloud.adobe.com/link/review?uri=urn:aaid:scds:US:bf8721ff-2f47-47cb-b186-3123eeddd01b#pageNum=1\).](https://documentcloud.adobe.com/link/review?uri=urn:aaid:scds:US:bf8721ff-2f47-47cb-b186-3123eeddd01b#pageNum=1).)

8 teams were selected in the Transnational Innovation Program in Lithuania:

- Health and technological solutions (6 participants)
- Inclusive and creative society (2 participants).

Teams from the idea to the MVP stage of the product participated in the Transnational Innovation Program.

Innovators expressed their expectations during their participation in the Innovation Program:

- To refine the idea of mentoring lessons
- Product development experience
- Prototyping assistance
- Market research - opportunity analysis consulting
- Search for investment in automation and artificial intelligence development.

Participants also expressed their willingness to participate in the Innovation Program and to make new acquaintances, get acquainted with other projects and present their own, improve competencies, make the necessary contacts for the project, help publicize the project both nationally and internationally.

Below PP4 presents all the projects which were selected to participate in Transnational Innovation Program. During this program one project called “Zive” attracted 250000,00 euros funding for the product development and won the Most Innovative Product Award in the field of Biotechnology (at the Tehnorama 2021 project organized by Kaunas University of Technologies https://www.linkedin.com/posts/neringa-valantine_tehnorama2021-eithealth-innostars-activity-6805145084217061376-Arwe)

Brief presentations of the services and products of the selected teams to participate in the program:

1 project. WAMOBAl

Project stage: idea

Service: WAMOBAl (We_Are_Missioners_Of_Business_Artificial_Intelligence) project's idea is dedicated to supplying adapted to the personal lifestyle medical device for heart failure prevention. It will be useful for elderly patients after heart surgery who are not able to dramatically change their lifestyle. Continuous monitoring of their physiological parameters and predictive AI algorithms could learn when their behaviour damages their cardiovascular system's operation. Thus, the device will inform therapists about their patient's physiological conditions, will warn the patients about probable heart failure and will help insurance companies to recalculate their risks.

The IoT WAMOBAl medical device consists of ML software and patch sensor system with printed contacts, so it makes continuous monitoring convenient and affordable for the patients. The sensor system consists of acoustic and electrochemical sensors which measure the most vital signals (EKG, Blood pressure, glucose, caffeine, and alcohol content in blood). The biggest competitor will be the next generation iWatch, but creators expect that the device will be cheaper and more informative.

2nd project. Application with physiotherapeutic information in one platform

Project stage: idea.

The aim is to create a website / apps with high-quality visual material, list with specialists – physiotherapists, etc.

The idea came after meniscus surgery, it was necessary to do exercises and apply various treatment methods, the doctor gave a leaflet and told to search for the material online. While searching for information online, it was realized that there is no single place where you can find a “strong” platform / site that has the information needed. On the YouTube platform as well, many of the videos are either of poor quality or simple physical marks filmed, but not professional.

The idea is to create a website / apps with high quality visual material, specialists - physiotherapists, etc. With the help of all visual and verbal help, how and what actions should be applied to recover from the operation / to alleviate or reduce the pain / or to exercise healthily.

3rd project. ZIVE

Project stage: prototype development. Service / Product: Long-term heart monitoring

Description: An aging society needs early diagnostic devices at home. Cardiovascular disease causes 17.5 million deaths each year, accounting for 31% of all causes of death (WHO). Disease prevention measures, along with personal monitoring of cardiac activity at home, are becoming increasingly important in ensuring proper health care. Zive has developed lightweight, smart, convenient, long-term (7-30 days) cardiac monitoring devices for home users to expand telemedicine services. The devices record a complete cardiogram, and the results of artificial intelligence analysis allow us to predict the risks of sudden death, stroke, and other serious consequences and begin treatment to prevent them. The Covid-19 pandemic clearly highlighted the importance of obtaining remote patient diagnostic data and the need for remote consultation, which is met by Zive non-invasive cardiac diagnostic devices. The device family consists of 5 CE certified Class II medical devices designed and manufactured in Lithuania.

4th project. Hand trainer

Project stage: idea

Service / Product: Hand trainer

Description: There is a great lack of exercise equipment, especially for those lying-in bed, sitting, which could help restore the mobility of hands, fingers, especially in the event of a stroke. When a person is partially paralyzed or has disturbed hand, finger movements. For rehabilitation after fractures. There is almost nothing to choose from on the market for hand strengthening, occupational therapy at home, and the number of procedures in rehabilitation is very limited. If the person lying down is not like and where to attach the means for exercise, although the person himself is serious and wants to preserve movements as much as possible, strengthen the muscles.

5th project. Online treatment

Project stage: idea

Service / Product: Online treatment

Description: In the face of various risks of the corona virus, seniors cannot participate in full-fledged health care. The goal is to create an IT solution that connects three parties into one: a customer who can complain about anything; medical institutions (attending physician); sickness funds (for reimbursement). It would be sufficient for the client to indicate briefly his / her ailments and the immediate appointment with counselling or

treatment institutions, e-prescriptions and supervision during counselling treatment. Also, you should not go to the doctors when a senior has a cold. This system would integrate readings from health devices (bluetooth thermometer, heart rate monitors) to allow the family doctor to see the client's health status remotely and consult him. The results of the research would also lead to a single location and could be used by all treatment facilities, especially if a medical council is required.

6th project. Handybot

Project stage: prototype development

Service / Product: Handybot

Description: A robotic assistant who can bring items and perform small housework tasks could accompany the elderly or people with reduced mobility as they recover from Covid-19. The risk of contracting Covid-19 patients becomes a problem at home.

7th project. Development of drugs and gene therapies for mitochondrial protection

Project stage: Prototype development

Service / Goods: Development of drugs and gene therapies for mitochondrial protection

Description: We aim to develop drugs and gene therapy technologies for the protection of mitochondria in ischemic and neurodegenerative diseases. Mitochondrial cells regulate many processes, including the mechanisms of cell death. Mitochondrial dysfunction causes some neurodegenerative and cardiovascular diseases, making these organs an important pharmacological target. In the case of cardiac or cerebral ischemia, thrombolysis techniques are used in emergency medicine to restore blood flow. However, reperfusion results in a secondary lesion that results in the spread of the infarct area. Mitochondria are damaged during ischemia / reperfusion, resulting in the death of cells around the ischemic center. Our goal is to protect the mitochondria and stop the spread of the infarct area and further organ damage. This would reduce the residual effects after ischemic disease and / or accelerate the recovery of patients after the disease. Drugs and gene therapies for the treatment of Parkinson's disease are also based on mitochondrial protection mechanisms. During the disease, non-functional mitochondria accumulate in the neurons, which damages healthy mitochondria. In the course of the disease, the cells die and the brain loses motor function. We want to create drugs that stop the effects of non-functional mitochondria on healthy organs.

8th project. free online movie platform with content that promotes people's emotional health

Project stage: idea

Service / Item: Film Platform "Short Cinema"

Description: In this project we will aim to offer creative services to the representatives of the aging society and through special free film programs on the online platform "Short Cinema" we will promote the improvement of people's emotional health and full life. Cinema is not only an entertainment for high-quality leisure, but also a powerfully influenced art form through which it is possible to communicate various current issues of an aging population. "Short Cinema" is a free online film platform, where the latest feature films and short films of European and Lithuanian filmmakers will be presented every month, videos of virtual conversations with filmmakers will be hosted, virtual discussions on films and cinema in general will be organized. This platform is a unique online space where members of an aging society will find quality content. For the time being, it is planned to introduce the platform to the Lithuanian population, and if the need arises, the platform can be adapted in neighbouring countries as well.

Program format description:

As a result of the quarantine, physical contacts are not possible, so it was decided not to delay the implementation of the Innovation Program, but to organize it virtually.



The International Innovation Program included a training and mentoring session and an evaluation of the results achieved.

Training agenda

- The total duration of the training program is 6 hours (period 2021/03/15 - 2021/04/02)
- 3 workshops (one workshop once a week)
- Duration of one workshop 2 hours.
- During the workshop it is planned 2 presentations lasting 1 hour each
- In total 6 presentations each lasting 1 hour.

It was organized 6 group mentoring sessions for all participants and 1 individual mentoring session with each mentor for each participating team.

Seminar topics:

- Silver economy and examples of its entrepreneurial activity
- Elements of business development: (business modeling and MVP, team, partnership)
- Commercialization of business / innovation / social entrepreneurship idea and value creation (market analysis, marketing)
- Prototyping, technical development
- Business financing programs

Week 1, March 18. (Part I + Part II, each last 1 hour)

Part I. The silver economy and examples of its entrepreneurial activity

Part II. Prospects for the development of the silver economy

Week 2, March 25 (Part I + Part II, each last 1 hour)

Part I. Elements of business development: business modeling, team building, partnership, finance. Speaker Dainius Urbanavičius.

Part II. Group session with mentor Dainius Urbanavičius (Q&A, tasks for preparation for individual sessions)

Week 3, April 1 (Part I + Part II, each last 1 hour)

Part I. Prototyping, idea commercialization and value creation. Speaker and mentor Tomas Gadišauskas (Q&A, tasks for preparation for individual sessions).

Part II. Design Thinking. Speaker and mentor Julija Kravčenko (Q&A, tasks for preparation for individual sessions).

Week 4, April 8 (Part I + Part II, each last 1 hour)

Part I. Marketing. Speaker Donatas Jonikas.

Part II. Group session about marketing with mentors

Week 5, April 15 (Part I + Part II, each last 1 hour)

Part I. Financing mechanisms for start-ups. Speaker Andrius Pšemeneckas (Q&A, tasks for preparation for individual sessions).

Part II. Work with investors. Speaker Arvydas Strumskis (Q&A, tasks for preparation for individual sessions).

Mentoring agenda

Weeks 6 and 7, April 14-28 Individual sessions at different times (min 5 hrs)

Individual working sessions with mentors were organized (7 mentors, with dedicated 1 hour for each participant or their group).

The work schedule was prepared with each mentor time slots where each participant could choose the time best for him.

	14 Apr 2021	15 Apr 2021	16 Apr 2021	17 Apr 2021	18 Apr 2021	19 Apr 2021	20 Apr 2021	21 Apr 2021	22 Apr 2021	23 Apr 2021	24 Apr 2021	25 Apr 2021	26 Apr 2021	27 Apr 2021	28 Apr 2021
09:00-09:30															
09:30-10:00															
10:00-10:30															
10:30-11:00															
11:00-11:30															
11:30-12:00															
12:00-12:30															
12:30-13:00															
13:00-13:30															
13:30-14:00															
14:00-14:30															
14:30-15:00															
15:00-15:30															
15:30-16:00															
16:00-16:30															
16:30-17:00															
17:00-17:30															
17:30-18:00															
18:00-18:30															
18:30-19:00															
19:00-19:30															

Week 8, April 29 (1 event 2.5 hours)

Final demo day and Assessment of Innovation Projects

On 29th of April all participants presented their project to the Assessment committee who were composed of smart specialization experts from 4-helix.

The screenshot shows a Zoom meeting interface. On the left, a slide titled "PROBLEM" displays the following text: "~1% PARKINSON'S DISEASE WORLDWIDE" (citing the European Parkinson's Disease Association, 2021), followed by three stacked boxes: "DAMAGED MITOCHONDRIA", "NEURONAL DEATH", and "LOSS OF FUNCTION". The MITOPHARMA logo is visible at the bottom of the slide. On the right, a "Participants (15)" list is shown with names and initials: AM Andrius Milinavicius, GK Gediminas Kulelis, G Giedre, GR Giedre Ramanauskienė, JK Julija Kravcenko, LS Laima Šarėdo, LK Lina Kisielė MITA, NG Nijolė Gaidikienė, PS Pranas Senapėdis/ MITA, SZ Sergej Zacharevskij, T Tausan, VM Vilija Malakauskiene, and ZJ Zilvinas Jancoras. Each name has a microphone icon and a red 'X' icon.



On 11th of May all partners organized a joint session for all participants from all countries - NETWORKING EVENT

SMART SILVER HUB -
Transnational Cluster of Six National Smart Silver Labs

Networking evening for participants of the Innovation Programs in six countries around the Baltic Sea Region

11th May
16.00-18.00 EEST

- Build your networking skills
- Meet people & learn new cultures
- Connections with other countries
- Walk away with something new!

Get ready for the Accelerator Program, that is coming up soon (commencing 24th May and running for four weeks)!

HOST: David James Bell
East of England Regional Chairman for the FSB (National Federation of Self Employed & Small Businesses Limited)

**CO-HOSTS: Madara Mara Irbe
Kristine Berzina**

OSIRIS - BSR

EUROPEAN UNION
REGIONAL DEVELOPMENT FUND

WITH FINANCIAL SUPPORT OF THE RUSSIAN FEDERATION

The dates of the Innovation Program meeting, all the footage of the Innovation Program and the methodology shared by the speakers and mentors can be found online: <https://drive.google.com/drive/folders/1bC8ZWVNYHGcYGDJeW1TZpF83DwJ3sssE?usp=sharing>

Program marketing:

A consistent marketing campaign was chosen for the Innovation Program publicity. PP4 prepared a special one-pager and shared by e-mail to selected opponents. PP4 also prepared special banners for social media (Facebook, LinkedIn). PowerPoint presentation, which was used for video calls with potential participants, innovation Centres, Universities, or social business companies, was prepared also.

KVIEČIAME REGISTRUOTIS Į TARPTAUTINĘ INOVACIJŲ PROGRAMĄ

MES IEŠKOME TAVE! Jeigu turi inovatyvių idėjų, kuri produktai ar paslaugos, kurie padėtų mūsų miestams, sušvelninti pasaulį ir tau reikia pagalbos visą tai įgyvendinti – ši programa tikrai tau.

INOVACIJŲ PROGRAMA → **AKSELERAVIMO PROGRAMA** → **SMART SILVER LAB**

VEIKLOS PLANAS

I ETAPAS. INOVACIJŲ PROGRAMA:
 2021 m. kovo 15 d. – Gegužės 14 d.
 • individualios ir grupinės mokymų sesijos, susitikimai su mentoriais ir ekspertais;
 • tarptautiniai „Networking“ renginiai;
 • finalinis pristatymas vertinimo komisijai.

II ETAPAS. AKSELERAVIMO PROGRAMA:
 2021 m. Spalio 20 d. – Birželio 20 d.
 • diskusijų sesijos tarp užsienio inovacijų vystytojų;
 • inovatyvių produktų komercinimas;
 • tarptautinių ekspertų vertinimas.

III ETAPAS. SMART SILVER LAB PROGRAMA:
 2021 m. birželio 25 d. ir rugpjūčio 30 d.
 • finansavimo paieška;
 • tarptautinė verslo plėtra;
 • integracija į Smart Silver LAB.

1 KAS GALI REGISTRUOTIS?
 Vėdininkai, mokytojai ir mokymosi įmonės, studentai ir visos inovatoriškos sferose patalpių užsiėmimo įmonės, verslo mokytojai, **SVEIKATOS IR BIOTECHNOLOGIJŲ SPRENDIMAI**, ĮTRAUKI IR KŪRYBINGA VISUOMENĖ.

2 KĄP REGISTRUOTIS?
 Užpildyti trumpą registracijos anketą ir aprašyti savo idėjas, pasiekimus bei iššūkus, su kuriais susiduriate šiandien.

3 IKI KADA REGISTRUOTIS?
 iki 2021 m. kovo 15 d.
 Užpildžius anketą su jumis susisieksime, artimiausiu susipažinsime ir kartu aptarsime kylančius klausimus.

4 KAS TOLIM?
 Remiantis pirmomis pateiktomis ir pateiktomis idėjomis, produktais ar paslaugomis, surašysime ekspertų komandą, kuri jums teiks konsultacijas.

REGISTRACIJOS FORMA

DAUGIAU INFORMACIJOS

Contact list where PP4 shared information about the Innovation program:

National Center for Innovation and Business
 Kaunas University of Technology Santaka Valley
 Artificial Intelligence SIC
 Information Systems Design Technology Center

Institute of Health Telematics Science
Institute of Biomedical Engineering
Real-time computer systems center
Knowledge and Technology Transfer Center
ICT Association Infobalt
Visoriai Information Technology Park
Klaipeda Science and Technology Park
Sunrise Valley Science and Innovation Center
Klaipeda State University of Applied Science
University of Applied Social Sciences
Enterprise Lithuania
Startup Klaipeda
Lighthouse Coworking Space
Agency for Science, Innovation and Technology
Lithuania Innovation Center
Klaipeda ID
Association "Klaipeda – my city"
AfriKo organisation
Participants of past Hackathons
Klaipeda University Department of Medical Technology
Klaipeda University Department of Sports, Recreation and Tourism
Klaipeda University Department of Nursing
Klaipeda University Department of Social Work
Klaipeda University Department of Public Health
Klaipeda University health research and innovation center
Klaipeda University Department of Holistic Medicine and Rehabilitation

Link to Facebook event:

<https://www.facebook.com/events/705296363480280/>



2021 M. KOVO 15 D., PIRMADIENIS, 22:59 UTC+01

TARPTAUTINĖ INOVACIJŲ PROGRAMA

Nemokama · Renginys internete

The Event Has Ended
Go to the event link when you're ready to join.

Apie Diskusija

Išsami informacija

- 36 people responded
- Event by lamus and Osiris BSR Interreg project
- Online: docs.google.com
- 2021 m. kovo 15 d., pirmadienis, 22:59 UTC+01
- Price: Free
- Viešas renginys · Visi (įskaitant „Facebook“ nenaudojančius žmones)

Ši programa kviečia kurti inovacijas senstančiai visuomenei sveikatos ir biotechnologijų bei įtraukios ir kūrybingos visuomenės sferose. Svarbų

LinkedIn event:

<https://www.linkedin.com/events/tarptautin-inovacij-programaren6764988383455399936/>



iamus

✓ Attended

Event ended

TARPTAUTINĖ INOVACIJŲ PROGRAMA Renginys internete

Event by lamus

Online

Mar 15, 2021, 12:00 AM - May 15, 2021, 12:00 AM (your local time)

Registration link · https://docs.google.com/forms/d/e/1FAIpQLScLXuY6epubnwqSJ_DiWYvCAQCp-PN76TyZ3vwVFac2jlbZ_Q/viewform?vc=0&c=0&w=1&flr=0&fbclid=IwAR1REOLpMrlvN84VEKFKuQ90hBE971myYJv9_nfAISB3

Laima Šarenda, Eduardas Matvejevas and 6 other attendees

Share More

Home Details Attendees Analytics

Involving the target audience in the publicity of the Innovation Program, such as the support of the Biotechnology Innovation Centre or Universities with the health and biotechnology faculties or ICT association weekly newsletters, has paid off the most:



PP4 selected mentors and speakers according to the needs of the teams that applied for the program. Prototyping specialists were needed, as well as medical and biotechnology issues. Specialists from the Kaunas University of Technologies Biotechnology Center were invited for this purpose. A well-known Lithuanian investment guru Arvydas Strumskis was chosen to address financing issues, who has been working with financing for innovation and technology start-ups for more than 30 years (especially he is involved in promoting Silver economy growth). As well PP4 invited specialists for marketing development, business management and financing consultation based on the level of competencies and acquired achievements.

Speaker from the Lithuanian Innovation Center were also invited to open the first meeting with Innovation program participants and discuss about innovative ideas, business prospects in the field of Silver Economy, and an informative article about the Innovation Program and its benefits was shared after the event:

<https://inovacijos.lt/lt/naujiena/prasidejo-renginiu-ciklas-skirtas-imonems-planuojanciams-kurti-produktus-sidabrinės-ekonomikos-srityje>



Feedback summary of the program participants:

PP4 highlights that the choice to organize the International Innovation Program online was successful. Participants had the opportunity to observe training sessions from their workplaces or even while being in another country. Mentors also responded positively: saving time by organizing trainings and consultations is one of the key aspects of success. The experts replied that regarding recorded information were able to do their job better by evaluating the presentation of each participant. In summarizing, PP4 hopes to be able to organize semi-mixed events in the future and recommends online training, but the final or networking events must be physical meetings.

Recommendations for future programs:

The hardest period in the program was to attract innovators to participate, because during this period in Lithuania were a lot of different programs and Accelerator who also struggled to gather participants. Also, PP4 mentioned that it was very hard because in this Program weren't any prizes involved (money, trip, free services), other programs offered free mentoring, lectures and a winning prize as scholarship, free internship, amount of money and etc. To compete with such programs was very difficult, that's why applied just a few applicants.

3.4 Russia

Overview:

On February 1, 2021, JSC "Technopark of St. Petersburg" announced the start of the application period for participation in the innovation program of the OSIRIS project. The innovative program of the OSIRIS project was an international training program for the entrepreneurs in the silver economy. The main goal of the program was to stimulate the development of projects that help to improve the quality of life of the older generation. The program took place entirely in a distant format.

Applications were accepted from all projects at all stages, including projects at the level of an idea. Startups at a later stage had the opportunity to qualify directly for the Acceleration program. A special condition for participation were the project region - St. Petersburg and the Leningrad region and the knowledge of the English language. The target audience of the projects was aimed to be the age group 55+.

The program focused on projects from various fields of the silver economy, such as: a comfortable urban environment for older people, healthcare and rehabilitation for the elderly, senior property and assisted living, digital goods and services designed specifically for seniors, a social and professional adaptation of older people etc.

Descriptions of the program beneficiaries:

Seven projects took part in the incubation part of the OSIRIS Innovation Program:

Polymorph Nutrients, CEO Oleg Evseenkov - food supplements with increased bioavailability for a healthy and effective lifestyle for elderly people. During the program, the project managed to form a value proposition for a new target group - elderly people. By the end of the program, the project wanted to achieve the investment readiness stage of the project.

Wise age, CEO Polina Krasikova - an expert club of silver age professionals. The project helps to involve competent older people in active creative activities, with the aim of improving their quality of life and changing their role in society. During the program, the project reformulated its structure and made a budget plan for primary funding. As part of the acceleration program, the project is looking for like-minded people and practical ideas for the implementation of the project.

Elderlit, CEO Valentin Polosin - a mobile application for the development of memory, spatial thinking, cognitive skills in augmented reality format, based on the techniques used in geriatric neurology.

During the incubation, the project conducted more than 40 interviews with its target audience. The analysis of which made it possible to refute the initial hypotheses and formulate new ones, as well as to:

- 1) give up the intention to implement unclaimed functions in the product, e.g. VR / AR;
- 2) identify a new segment of the target audience, such as relatives of the older generation (primarily children and grandchildren);
- 3) focus on creating UI / UX as a priority, as a very important part of the product for the 55+ segment;
- 4) revise the focus of the product from exclusively cognitive health to more towards mental + physical health.

As a part of the acceleration, the project was interested in experience exchanging with specialists from Europe, finding out their opinion about the product, and possibly involving them in its development. Project also aimed at better understanding of the foreign audience of 55+, and ideally conducting several interviews.

Voyage Voyage, Irina Dzuina - digital silver age travelers club. During the program, Irina learned how to set specific, realistic goals and work on them. She found new ideas and solutions, as well as new ways for project development. She also managed to gain new relevant knowledge and establish new contacts. As part of the acceleration, Irina wanted to know how the problems of the older generation were solved in other countries, how the silver economy was developing, and how the participants worked on their projects.

Play golf, Tatiana Preobrazhenskaya - a project, which supports the activity, physical fitness and socialization of older people via promoting and organizing golf activities. The project moved from the idea stage to the implementation stage. Social communities have been launched, and the involvement of interested parties continues. The focus from golf only has shifted to an active recreation for the older generation. The project was seeking investments and continuing market research.

GOODLONGLIFE, Anuchin Andrey - physical practices for maintaining the activity and longevity of people 50+. During the program, the project managed to establish new contacts and gain useful knowledge. Also, during development, the project managed to create a landing page - <https://somanautica.ru/goodlonglife>. The project refused to participate in the acceleration program due to the lack of time resources.

FlirtParties, Marina Yanova - speed dating for people 50+ (offline). Within the incubation program, Marina understood the needs of her customers and outlined a plan for the development of her product. The project is now actively developing its marketing strategy and expanding the project team. Marina is seeking investments and mentoring support on a regular basis. In the future, she wants to provide psychological support for her customers. As part of the acceleration, Marina wanted to find new directions for the development of the project, to improve quality of service and increase her professionalism as an entrepreneur.

Program format description:

Within the Innovation program, five workshops were held. The first workshop covered the topic “Trends of the Silver Economy in Russia and Abroad”. The aim of the session was to give participants a clear view of the silver market in the world. The invited speaker Anastasia Lazibnaya gave examples of successful and contradictory business ideas in Russia and abroad.

The second workshop covered the topic of available support measures for “silver” entrepreneurs. Participants received information about various types of financial support provided by governmental and private institutions.

The next three workshops were organized based on the requests of the participating teams, which we aggregated after individual sessions with projects-participants. Each project had one individual session with a mentor and six group sessions. The program included workshops on Customer Development Strategies, SMM and specifics of working with the elderly audience. The best experts of the industry were involved to participate in the program and most of the experts agreed to continue cooperation with projects after the program, and some offered information support within their resources.

Program marketing:

In order to achieve maximum information coverage, a tremendous amount of work has been done. At least 25 partner organizations were involved, including state municipal organizations, universities, various foundations, associations, societies and infrastructure support organizations. Media partners announced the start of filing applications by publications in their social media networks, websites, using mailings, etc.

This strategy gave a positive result and we managed to get 35 applications. We also used the targeted advertising method to attract participants, but unfortunately this method did not bring us any good results.

The network of silver economy experts, which was gained while implementing the OSIRIS project, made it possible to attract the best experts and speakers in this industry. Most of the invited

speakers had already participated in the project before in different roles, so it was easier for us to find the right people to involve.

Feedback summary of the program participants:

We conducted a free-form survey of participants to receive feedback from participants.

Participants noted that the program was relevant, comprehensive, and interesting. Through communication with other participants and their support a society of like-minded people was created. Entrepreneurs benefited from knowledge in the field of marketing and Customer development. Program managers were actively adapting the program structure and content of the sessions and created a very friendly and comfortable environment.

However, the projects noted that there were not enough individual sessions in the program, as well as projects and mentors were not selected depending on mutual interests and the specifics of the project.

Recommendations for future programs:

Perhaps, in the future it will be possible to pay more attention to the homework and different questions from the participants. For example, 2-3 days before the meeting, to announce the guest and collect questions from each participant that could be discussed with the speaker within his competence.

During the meetings, the projects would like to interact more with the speaker, as in the first meeting when everyone was doing the task on the interactive board Miro.

Entrepreneurs noted that after the presentation, they would like to receive direct contacts of the speaker by default, so that each of the participants does not have to contact the program manager. During the workshop, it is not always possible to ask questions, or they require a more detailed answer, or they are too specific for each project to be discussed within the framework of the meeting. It would be also beneficial to organize a common target group panel for a joint CustDev session since all participants have the same target audience.

3.5 Denmark

Overview:

The Osiris Innovation Program was organized by PP11 in the spring of 2021 by applying entrepreneurial discovery process for generating and improving Growth drivers and Smart industry (RIS3) and business innovation projects in Denmark, especially in Central Denmark Region. The focus of the Program was specifically to support the development of the silver economy, defined as the economy that concerns citizens aged 50+, and improve the capacity of innovation actors to apply smart specialization approaches for tackling the challenges brought about by the ageing of the region's population.

After an application period organized in March - April 2021, eight companies applied for the program. The regional Smart Silver Lab was utilized in the team evaluation and selection processes. Four companies were selected for participation in the Innovation program:

- Walker Reminder
- Anyware Solutions
- Gonio VR
- Relift

The Innovation program was organized between 16th of April and 24th of May 2021 and consisted of Grow Sparring session with the companies facilitated by the Danish team.

The Danish team (PP11) consisted of:

- Michael Smærup (Ph.D., Associate Professor)
- Mads Lund Andersen (Associate Professor)
- Birgitte Woge Nielsen (Associate Professor)
- Karsten Thorø (Associate Professor)

Under normal circumstances the Grow Sparring is planned with up to 9 participants placed around a table, preferably standing to conserve energy. The entrepreneur/company and the process consultant (one from the Danish team) should be located at one end of the table, and the other participants, designated "the reflective team", should be located around on the other side of the table. Due to Covid-19 restrictions the Grow Sparring sessions were carried out using the virtual platform Zoom. The reflective team were composed of individuals with different competencies, for that the entrepreneur could get facilitation and input on as many different aspects as possible. The Danish team listened to the company's needs and selected members for the reflective team in order to meet as many of their wants and needs as possible. We made use of VIAs wide range of experts and invited relevant ones to participate and give feedback to the companies.

The Grow Sparring consisted of seven steps with a duration of max 60 min:

Step 1: A brief presentation of the participants around the table.

Step 2: The process consultant framed the process and the rules for this.

Step 3: The company pitched their business idea in 5 min.

Step 4: The company and the process consultant agreed on what the facilitation was about.

Step 5: The facilitation started, and in the first round it was only the company and the process consultant speaking together, where the reflective team were listening to the conversation.

Step 6: One to three times during the process the process consultant called a “time out” to give the reflective team speaking time. When the reflective team talked together, the company representative and the process consultant listened and did not participate in the conversation. The process consultant decided when the speaking time of the reflective team should stop. After this, the conversation continued between the students and the process consultant inspired by the input from the conversation in the reflective team.

Step 7: As a conclusion the process consultant summarized the most important elements from the sparring.

All companies were furthermore offered mentoring session of 1–2-hour durations with a selected mentor recommended by the Danish team. The participants were also given ad hoc advice from the Danish team if needed in between the Grow Sparring sessions and the mentoring.

Before launch of the Innovation Program, one information session was organized:

The session was organized on 5th March 2021 by the Danish Team.

The main point of the session was to provide information on the Osiris project, and about the innovation program itself. Michael Smærup and Mads Lund Andersen presented the Osiris project and Birgitte Woge Nielsen presented the Grow Sparring method.

The Innovation Program in Denmark included the following activities:

27th April, 2021: Grow Sparring with Relift

9 participants

27th April, 2021: Grow Sparring with Walker Reminder

7 participants

28th April, 2021: Grow Sparring with Gonio VR

8 participants

28th April, 2021: Grow Sparring with Anyware Solutions

7 participants

Descriptions of the program beneficiaries:

[Walker reminder](#) is a company who have invented an add-on device that should fit all assistive walkers and should enable the walker to communicate with citizens who have difficulty remembering to use their walker - to prevent falls. Walker reminder's needs and motivation were to come closer to the market e.g. to get contacts in the municipalities and regions in Denmark.

[Anyware Solutions](#) launched their 'Smart Home-as-a-Service' concept, which consists of both a plug-and-play multisensor for lamp sockets or a socket that measures indoor climate, activity in the room and controls the light, as well as a 'digital home services' software platform that automates a wide range of everyday routines for home users. Anyware Solution's needs and motivation were to get advice regarding coming closer to markets in Denmark and the Baltic Sea Countries.

[Gonio VR](#) has innovated a solution in relation to physiotherapeutic training. Using Virtual Reality technology they create completely new possibilities for practice retention, measuring progression and grading severity. The program self-corrects and works on the principle of graduated exposure. In this way, rehabilitation at hospitals etc. is relieved after surgery. Gonio's needs were advice for further development of their solution.

[ReLift](#) has developed a solution which places the elderly and disabled citizens in the right position during toilet visits. ReLift thus creates both human and socio-economic value, by reducing comorbidities as a consequence of an incorrect toilet position. Relift's needs were to get in contact with municipalities and to further develop their solution to a broader target group, by potentially sparring with engineers.

Program format description:

All program events were organized online via Zoom. The events included Grow Sparring sessions, private mentoring sessions and ad hoc advice from the Danish team.

Program marketing:

- The SSL members were informed about the program, and all SSL members were asked to share the information about the Innovation Program in their network.
- The Innovation Program was advertised on the website of VIA University College
- SoMe were used to advertise for the Innovation program (in this case LinkedIn)
- Emails were sent to stakeholders from all quadruple helix representatives e.g. universities, vocational schools, business incubators, companies operating in the silver economy related sectors, municipalities and elderly organisations.

In our case the most effective channel was emails sent to stakeholders who pointed out potential companies for the Innovation Program.

Feedback summary of the program participants:

It was challenging with the online format but in general the feedback from participants, mentors and stakeholders was very positive. Online format makes it possible to save time and to organize Grow Sparring, mentoring and ad hoc advice with short time intervals. Only two companies were interested to participate in the Accelerator program since internationalization was considered not relevant for them at the moment, and they furthermore deemed much of the program too focused on basic parts of business development.

Recommendations for future programs:

The hardest was to attract innovators to participate, because in Denmark there is a lot of different innovation and accelerator programs to compete with e.g. a national competition was running at the time for start-ups best innovation ideas including a prize for the best idea. The relatively low number of applicants showed this. A suggestion could be to offer a prize for the most interesting idea to attract companies/entrepreneurs or to seek cooperation with one of the already established innovation programs.

3.6 Estonia

Overview:

The innovation program was designed in Estonia in order to find new companies who are willing to address the Silver Economy and aid them in their founding or to find companies that already address this market segment and aid them in their growth. Because of the RIS3 goals for Estonia, the focus was primarily on technology companies. However, any company that would address the Silver Economy was allowed into the program. The focus on recruitment was on companies who would want to participate. This ended up being early-stage start-ups who had an idea and a founder but no product market fit or developed product.

Due to the COVID-19 Pandemic, the format was via Zoom. It consisted of six weekly sessions with one mandatory mentoring session per team. Teams were also given the option to have mentoring sessions when they wanted them to get guidance for a particular task or bench-mark.

The primary organizers were Anu Oks, Eric Jackson, and Richard Dreyling. The curriculum was designed by the organizers based on their expertise in startup financing, creating a minimum

viable product, raising startup capital, as well as corporate experience at a major technology company. Mentoring sessions were also conducted by them as well as. In addition to the organizer's expertise, eight different expert speakers on specific innovation program topics were invited to present throughout the six-week period. The final demo day saw four judges, three from Estonia and one from Finland. Teams conducted five to seven minute pitches outlining the problem they seek to solve, their solution, business model, competitors, team and ask.

Descriptions of the program beneficiaries:

PP8 coordinated a Digital Health hackathon where the primary output was the two best Silver Economy ideas were granted participation into the program. During the application period from 01.02.2021-12.03.2021, Six teams applied and three were accepted based upon the criteria. In total, five early-stage startup teams were accepted into the program. One team dropped out due to team membership issues a week after the first session, leaving us with four startup teams for the duration of the six-week program. Slack was the primary out-of-session communication channel between organizers, mentors and the teams.

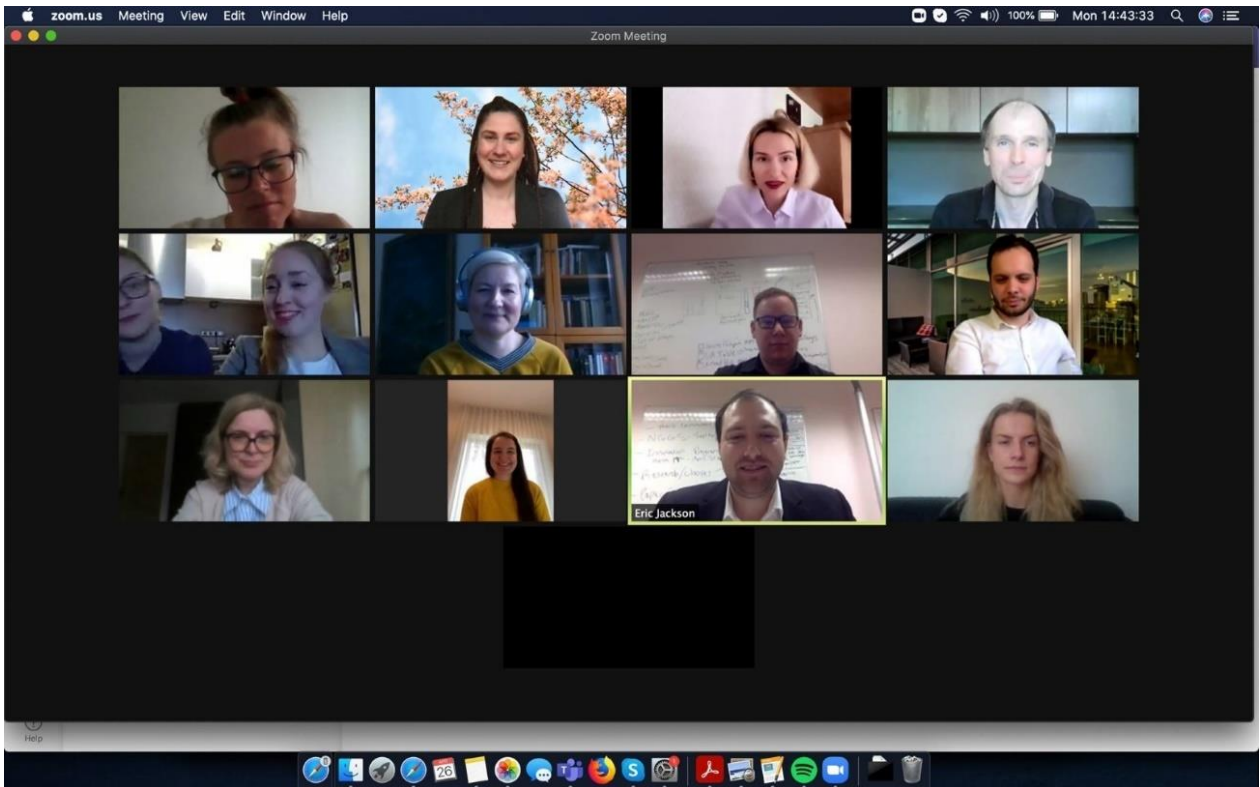
The teams needed guidance on how to find product market fit, find sources of funding, learn how to pitch, and move forward with their companies. All of the teams had ideas that could help the Silver Economy and had properly identified market needs. The motivation of all involved was generally to help elderly people or help solve a large problem. One team had significant experience in elderly care homes and had observed first-hand the problems with monitoring all medication inventory and dispersal with pen and paper. Others tried to solve the loneliness problem, and one the problem of energy expense and usage.

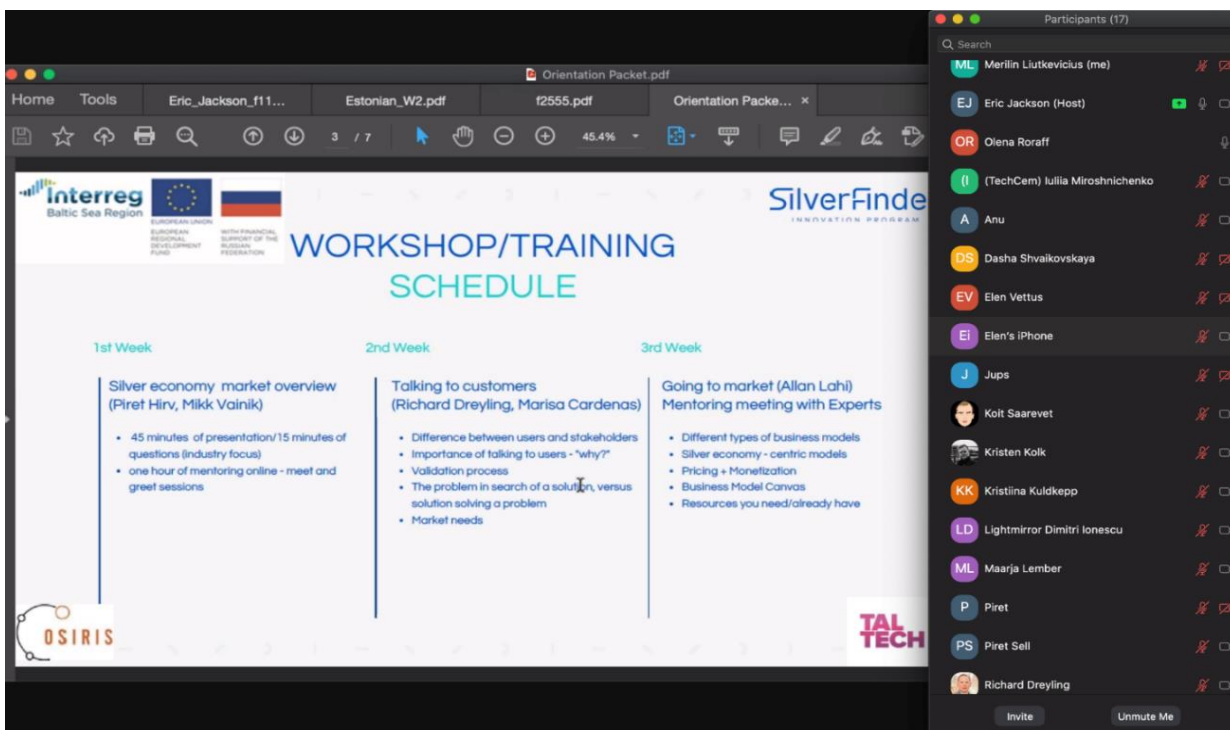
Program format description:

Sessions were conducted via Zoom. This includes the innovation program meetings, the mentoring sessions, as well as the mentoring sessions.

In total, six sessions were held between 19.03.2021 - 26.04.2021. The topics covered were: silver economy market overview, talking to customers, go-to-market strategies, MVP development, legal fundamentals and financing mechanisms, and lastly, pitch training for Demo Day. For each topic, relevant expert speakers, mentors and practitioners from different quadruple helix actors facilitated two-hour knowledge sharing workshops and training sessions, along with multiple afterhours mentorship sessions. Workshop facilitators included representatives from the Estonian Connected Health Cluster, Ministry of Social Affairs, TalTech University, Estonian Business Angel Network, SHINE Seniors, Uplegal Law Firm, SkyRocket Your Team and Agile Coding Club.

On 26.04.2021, PP8 moderated the final SilverFinder demo day where each team pitched their silver economy idea to a jury. The pitches lasted between 5-7 minutes and described the problem, solution (mvp demonstration), business model, . Four jury members from EstBan, Limitless Investments, Estonian Connected Health Cluster and an individual from PP5 decided on the top two teams (ePharmafy ad Semu).





In sum, the program's ultimate output was improving the capacity of participant teams to produce a Minimum Viable Product. In total, the innovation program had 22 participants consisting of 17 startup team members, four organizers/mentors and one social media coordinator.

Program marketing:

To generate public interest for WP4.2 Silver Finder Innovation Program, PP8 distributed the call for applications through a web page (egov.ee) and TalTech's primary social media channels on Facebook and Instagram which combined has over 30 thousand followers. In addition to social media promotion, PP8 coordinated a Digital Health hackathon where the primary output was the two best Silver Economy ideas were granted participation into the program. The hackathon was broadcasted to a public audience on Facebook live and a short presentation on the OSIRIS program and Silver Finder innovation program was given.

The most effective marketing tool was the creation of a short video call for applicants that was shared on TalTech's Facebook page. Having a dynamic call to action attracted early-stage startups to apply not only in Estonia but internationally.

Feedback summary of the program participants:

During the innovation program, teams were provided a feedback Google form for evaluating what aspects of the program they enjoyed and found valuable, and what aspects needed to be improved upon. The teams primarily found the workshops valuable as it exposed them to new information, they previously were unaware of. For instance, understanding the Estonian legal environment for establishing a company and understanding different funding mechanisms available besides private capital (crowdfunding, Prototron competition, etc.).

One major aspect teams wanted improved was the assignment of specific challenges. For instance, challenging teams to get 100 signups for their platform. This way teams are pushed harder and forced to really be proactive and get behind their idea. Creating an uncomfortable environment in this case, would enable teams to grow and think about different strategies for building an MVP in a quick amount of time.

The Silver Finder innovation program utilized two primary online tools: Slack and Zoom. Slack helped to facilitate internal communication amongst participants and Zoom was used for all workshop sessions and the final demo day. Overall, the digital tools were highly effective and there were rarely any problems with the Zoom meetings throughout the program.

Recommendations for future programs:

What worked well for the PP8 during 4.2 innovation program was the use of different types of engaging workshop speakers relevant to the topics at hand. Having outside workshop facilitators provided participants with insightful industry expertise covering a wide spectrum of important topics for creating MVPs, legally establishing a company in Estonia, how to raise financing, etc. Participants were eager to ask questions from these stakeholders, as their first-hand expertise with Silver Economy development brought forth a wealth of knowledge for teams to have access to. In terms of online tools, Slack was key facilitator for getting every team on the same page in terms of schedule and updates, while providing an instant access link to mentors and organizers. This platform is highly recommended in the future.

More attention should be paid to understanding the dynamics of entrepreneurship and business development. As the innovation program is intended as a way for teams to understand silver economy market dynamics better through consumer research, business modeling, crafting an engaging pitch, etc. it truly is in the beginning stages of a startup's development. Consequently, targeting already established ICT companies for the innovation program seems counterintuitive as their maturity level is established enough to where they don't need the type of mentoring an innovation program usually provides.

4. CONCLUSION

Smart Silver Lab (SSL) Innovation Program was conducted within the framework of the Baltic Sea Region Interreg program project “Osiris”. SSL Innovation Program was designed to support business and social innovation ideas in the sectors of silver economy across the Baltic Sea Region. The Innovation Program aimed to face the challenges of ageing populations through development of new products and services that meet the needs and create opportunities for senior citizens.

Innovation Programs were conducted simultaneously yet independently in six project partnership countries - Denmark, Estonia, Finland, Latvia, Lithuania, and Russia - according to a common structure developed by all countries’ representatives together. Entrepreneurs, small and medium companies, students, and innovators were invited to submit ideas within the defined scope of the program – the silver economy and the regional smart specialization priorities. The Program included individualized mentoring, training sessions, as well as networking opportunities with entrepreneurs from other countries and the final pitch days. Through the Innovation Program we provided support for entrepreneurs and innovators for generating and developing smart specialization and business innovation projects within the sectors of silver economy.

The implementation of the Innovation Program was realized in five main stages:

- 1) Development of innovation program methodology;
- 2) Innovation call for proposals launching;
- 3) Information sessions;
- 4) Assessment of business innovation proposals;
- 5) Incubation.

Stakeholders or innovation actors representing quadruple helix (QH) (academia, business, policy makers, and society/senior citizens) will use the output of A4.2 Organizing Transnational Innovation Program in planning, designing and organising financing for future innovation programs (also applicable to business idea validation programs, incubation programs and acceleration programs) that tackle the needs and opportunities of senior citizens with the aim to improve the quality of life of ageing population. The output was one of the first-of-a-kind pilot activities in the region that dealt with the designing and implementing of innovation programs concerned with the sector of the silver economy.

Regional innovation strategies envisage various concrete activities and operations for regional development. Organizing innovation programs (as well as incubation and acceleration programs, business idea validation and entrepreneurship training programs, etc.) are an important element to these strategies. Applying a smart specialization approach in designing innovation programs is a helpful tool to exactly tackle regional needs. This was successfully tested when convening the transnational innovation program of the Osiris project where regional smart specialization priorities

were combined with the common horizontal priority - silver economy - to create and develop entrepreneurial solutions.

In practice, all stakeholders benefited from the innovation programme in many ways:

- QH innovation actors or stakeholders were actively engaged in the innovation program; they learned a lot about the silver economy from each other, shared best practices, and exchanged tacit knowledge
- QH innovation actors such as entrepreneurs and SMEs have been actively working on tackling senior citizens needs and opportunities to capture Silver Economy market opportunities
- the stakeholders gained new connections and networks
- during the program networking, facilitating new connections and cross-border mentoring were crucial
- the role of senior citizens was highly valued, recognized, and appreciated throughout the programme; the importance of their role in society was recognised
- the program also encouraged senior citizens to participate in the open innovation development processes with enterprises
- researchers provided characteristics of the silver economy, which was valuable for enterprises and financiers, as well as to the policy makers
- innovators/enterprises worked with their ideas in order to tackle senior citizen's needs and to capture vast market opportunities
- the mentors had a good opportunity to connect with the decision makers and other stakeholders
- RIS3 authorities and policy makers were involved as key influencers and guided the activities which supported entrepreneurs and SMEs in innovation development processes to meet the challenges of population ageing
- the program outcomes have been shared with the wider audience in reports and social media channels.

For the practical use of the experiences gained during this activity to apply in the future innovation programmes, the following aspects need to be highlighted:

- There should be all quadruple helix representatives and Smart Silver Lab (SSL) members involved in the programmes
- Reports, research and information about specifics of the silver economy should be delivered
- Networking, facilitating new connections and cross border mentoring are crucial
- Senior citizens' role should be highly valued, recognized and appraised throughout the programme

- Innovators and entrepreneurs have to work on tackling senior citizens needs and opportunities whereas mentors and experts should help to exploit vast market opportunities
- Policy makers should be involved as key influencers and also guided to find out that entrepreneurs and SMEs are capable of solving many social and community challenges

5. ANNEXES

Annex 1: Program outline of the OSIRIS Innovation Program – of JSC "Technopark of St. Petersburg" (PP13)

Format	Date	Time	Topic	Speaker
Preliminary events				
Information session №1	13.11.2020	11: 00-13: 00	Ideas contest “New technologies for the older generation” + Information session for the OSIRIS Innovation Program	Elena Klimshina, coordinator of the OSIRIS project at JSC "Technopark of St. Petersburg", Fedorova Oksana, manager of the OSIRIS project at JSC "Technopark of St. Petersburg"
Information session № 2	18.02.2021	11: 00-13: 00	Information session of Innovative program OSIRIS	Elena Klimshina, coordinator of the OSIRIS project at JSC "Technopark of St. Petersburg", Fedorova Oksana, manager of the OSIRIS project at JSC "Technopark of St. Petersburg"
On-line pitch session	12.03.2021	11: 00-13: 00	On-line pitch session for selection of projects for the Innovation Program	Elena Klimshina, coordinator of the OSIRIS project at JSC "Technopark of St. Petersburg", Fedorova Oksana, manager of the OSIRIS project at JSC "Technopark of St. Petersburg"
Program activities				
Workshop №1	17.03.2021	11: 00-12: 30	Silver market trends in Russia and abroad. Examples of business cases	Anastasia Lasibnaya, founder of the portal “Baba-Deda”
Workshop №2	24.03.2021	11: 00-12: 30	Available support measures for “silver” entrepreneurs in St. Petersburg	Lyubov Diaghileva, family Lawyer, Senior Lecturer at the Department of Civil Law of the St. Petersburg Law Academy
Workshop №3	31.03.2021	11: 00-12: 30	Engagement tools and peculiarities of working with the age audience	Ekaterina Usanina, head of the “STARSHIE” department at the Dobry City Petersburg Foundation
Workshop №4	16.04.2021	11: 00-12: 30	Customer development: instructions for use	Igor Rozhdestvensky, General Director Martal St. Petersburg, Ph.D. Sciences (Leningrad State University 1988), PhD (University of Western Ontario 1995). Formerly: CEO, Business Incubator Ingria, Head of Marketing Department, Nyenskans LLC, Advisor to the First Vice-Rector for Academic and Scientific Work of St. Petersburg State University, Managing Partner, Ixmas Ventures Foundation, Commercial Director, Skolkovo Technopark
Individual mentoring sessions (7 sessions)	18.03.2021-23.03.2021	-	First meeting, building a roadmap of the project	Maxim Makarov, Business Consultant and Mentor of the ITMO University Accelerator
Workshop № 5	28.04.21	11: 00-13: 00	Social media marketing	Dmitry Voronov, marketing specialist at JSC "Technopark of St. Petersburg"
Group mentoring sessions (6 sessions)	07.04.21 - 20.05.21	-	Traction meeting, the exchange of experience	Maxim Makarov, business consultant and mentor of ITMO University Accelerator

Annex 2: List of publications of JSC "Technopark of St. Petersburg" (PP13)

1. <https://ingria-startup.ru/vnutrennee-sobytie/innovacionnaja-programma-proekta-osiris/>
2. <https://ingria-startup.ru/vnutrennee-sobytie/informacionnaya-sessiya-osiris/>
3. <https://ingria-startup.ru/news/sostojalas-informacionnaja-onlajjn-sessiija-proekta-osiris/>
4. <https://www.facebook.com/ingriastartup/posts/3775123099202476>

Publications of PP13 partner organisations:

1. <https://profvector.spb.ru/onlayn-ekskursii/09-02-2021-AO-Tehnopark-Sankt-Peterburga-obyavlyaet-start-podachi-zayavok-na-uchastie-v-innovacionnoy-programme-proekta-OSIRIS/>
2. <http://ktzn.gov.spb.ru/press/news/59352/>
3. <http://петроньюс.рф/news/59260/>
4. <http://spbtp.ru/technopark-peterburga-programma-osiris/>
5. https://crpp.ru/news64/startovala_podacha_zayavok_na_uchastie_v_innovatsionnoy_programme_proekta_osiris.html
6. <https://www.facebook.com/ФОНД-Социальная-Экономика-340778783136472/>
7. <https://gorodzovet.ru/spb/innovacionnaja-programma-proekta-osiris-event8391692>
8. https://vk.com/clubsocp?w=wall-108405149_1232
9. <https://nauka.spbu.ru/drugie-konkursy-spbgu/item/1625-otkrylsya-priem-zayavok-na-inkubatsionnyuyu-programmu-dlya-nachinayushchikh-sotsialnykh-predprinimatelej.html>
10. https://mrm.ranepa.ru/news/?ELEMENT_ID=391987
11. https://vk.com/ranhgs51?w=wall-52605280_402
12. <https://archive.sendpulse.com/u/NjkwOTcxOA==/85qq4/>
13. <https://etu.ru/ru/studentam/studencheskie-novosti/mezhdunarodnaya-innovacionnaya-programma-osiris>
14. <https://www.facebook.com/PARUS6.11/posts/5051517611587555>
15. <https://www.facebook.com/groups/1097966153562630/permalink/5870350069657524/>
16. https://vk.com/mcpp.tosno?w=wall-143030046_1183
17. <http://nb-forum.ru/news/otkrito-besplatnoe-mezhdunarodnoe-obuchenie-predprinimatelei-v-sfere-serebryanoi-ekonomiki>
18. https://www.facebook.com/permalink.php?id=1764263090559381&story_fbid=2865421857110160
19. [http://marchmont.ru/Technology-Innovation/Innovation/23143-OSIRIS-Information-Session-\(February-18-2021\).html](http://marchmont.ru/Technology-Innovation/Innovation/23143-OSIRIS-Information-Session-(February-18-2021).html)
20. <https://www.spbume.ru/ru/viewanons/3086/>
21. <https://www.asi.org.ru/news/2021/02/15/regions-v-peterburge-zapustili-programmu-po-obucheniyu-serebryanoj-ekonomike/>
22. <https://vecherkaspb.ru/novyj-biznes-podderzhit-starshee-pokolenie/>
23. <https://mailchi.mp/18267dd5681b/cfepg1vg1n-2022241?e=d89f550ff4>
24. <https://www.facebook.com/postgraduateSZIU/photos/a.106686817886370/188656256356092/?type=3>
25. https://m.vk.com/wall-187371649_475

Post releases:

1. <https://vecherkaspb.ru/proekty-dlya-serebryanogo-vozrasta/>
2. https://vecherkaspb.ru/pressarhiv/2021_06/N056_686_07062021.pdf (page 6)

Annex 3: Landing page – Innovation Program of JSC "Technopark of St. Petersburg" (PP13)

<http://osiris.ingria-startup.ru>



The screenshot shows the landing page for the OSIRIS innovation program. At the top, there are logos for OSIRIS, Interreg Baltic Sea Region, the European Union, and the Russian Federation. A navigation menu includes links for 'На главную', 'OSIRIS', 'Условия участия', 'Регистрация', 'Программа', and 'Контакты'. The main heading reads '15 марта - 18 июня / 2021' followed by 'Инновационная программа OSIRIS.' and a 'Подать заявку' button. Below this is a section titled 'Какие проекты могут принять участие?' with four categories: 'Стадия' (Projects at any stage), 'Ограничения' (Region: St. Petersburg and Leningrad Oblast), 'Сфера' (Target audience: 55+), and 'Язык' (English speaking).

15 марта - 18 июня / 2021

Инновационная программа OSIRIS.

Подать заявку

Какие проекты могут принять участие?

- Стадия**
Проекты на любой стадии, включая стадию идеи
- Ограничения**
Регион проекта - Санкт-Петербург и Ленинградская области
- Сфера**
Целевая аудитория вашего проекта – население 55+
- Язык**
Желательно наличие в команде человека со знанием английского

Annex 4: Advertisement of Innovation Program – VIA University College (PP11)

This advertisement was put on PP11 / VIA University College's website to attract companies and entrepreneurs:



Gratis Innovationsprogram til forretnings- og innovationsideer indenfor velfærdsteknologi

I forbindelse med EU-projekt OSIRIS tilbyder VIA University College i perioden 15. marts-15. maj 2021 et gratis innovationsprogram til dig som ønsker støtte til dine forretnings- og innovationsideer uanset udviklingsstadiet.

Du kan indsende din projektidé uanset om du lige er startet ud med indledende tanker, eller er klar til at gå til produktimplementering. Du tilmelder dig ved at klikke på linket nederst på siden, udfylde en kort formular og uploade et pitch.

Hvis du bliver udvalgt tilbydes du omkostningsfrit Growth Sparring med eksperter fra VIA's Studentervæksthus og udvalgte forskere fra VIA's forskningscentre målrettet netop din idé på én af følgende datoer:

15. marts, 18. marts, 13. april eller 16. april

Du vil desuden blive tilknyttet en mentor, som kan tilbyde sparring og vejledning

Du kan ansøge på følgende link:

<https://www.via.dk/efter-og-videreuddannelse/uddannelsestilbud/konferencer/gratis-innovationsprogram-til-forretnings-og-innovationsideer-indenfor-velfaerdsteknologi>

For spørgsmål i øvrigt: Mads Lund Andersen / mlua@via.dk eller Michael Smærup / mism@via.dk