

# inov'dia

8 and 9, December 2011  
Laval (France)



**International Program  
on Smart Mobility**

Register online at [www.inovdia.fr/international](http://www.inovdia.fr/international)

**UNT**  
Laval (Mayenne) Technopole  
Innovier & Réussir



ATLAMPOLÉ  
Espace d'Innovation

**ORION**

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## PRESENTATION OF THE EVENT

### International Program on Smart Mobility for transport & ICT

Existing transport systems have to be optimized: increasing the capacity, security and multimodality are becoming essential issues. It's the smart mobility challenge which associates actors from the transportation industry and ICT.

**INOV'dia 2011 international program gathers startups, labs, global corporations, investors and local governments around smart mobility.**

We are in contact with global corporations such as *Veolia, PSA, Valeo, Orange, Alcatel, Microsoft, HTC and others.*

### INOV'dia 2011 is part of the Open Innovation European Project



Open innovation allows organizations to look beyond their internal resources to develop new products, services and sources of revenue. The aim of the [Open Innovation Project](#) - a 3 year, multi-million euro initiative - is to deliver a diverse program of activities to promote these principles across the UK, France, Germany, Ireland and Belgium.



### INOV'dia : The innovation event in West of France



Inov'dia is co-organized by 3 Science parks: **Laval Mayenne Technopole, Oryon & Atlanpole.**

Since 2009, INOV'dia is the innovation regional meeting in West of France. For its 3<sup>rd</sup> edition, the event will take place on **December 8 & 9, 2011 in Laval.**

It gathers all innovative actors such as startups, consultants, technological & research laboratories.

**300 participants** are expected to the Inov'dia event!

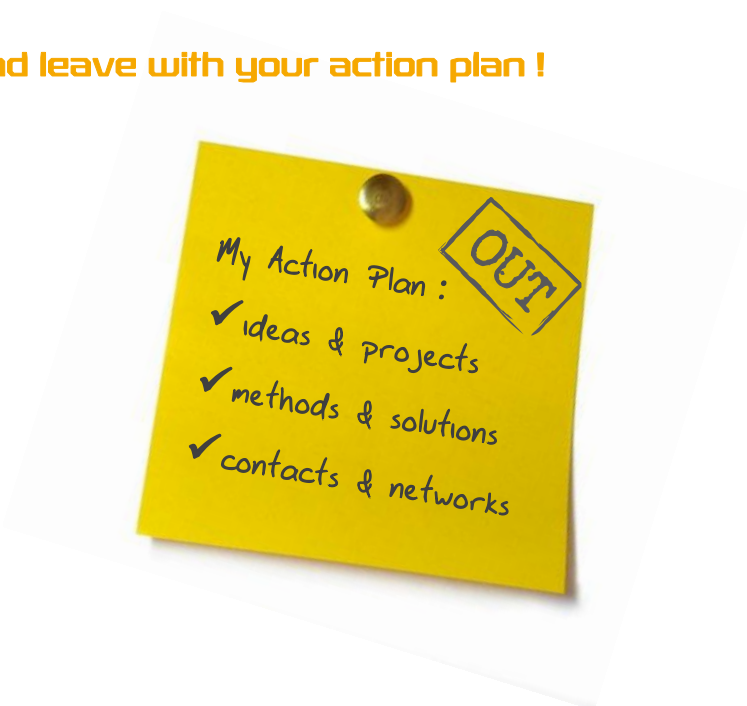
# Presentation

## Why to come ? What to bring ? What's next ?

### INOV'dia 2011, a 4-star event !

- ★ Participate to the international pitch contest and convince investors & global corporations to meet you in B2B.
- ★ Meet potential clients and partners.
- ★ Experiment an international business trip.
- ★ Monitor competitors activity and technology development at international level.

### Come with your business kit and leave with your action plan !



### What's next ? INOV'dia after-sales services to implement your action plan !

Since innovation is not just a 2-day process, we ensure you a tailor-made follow up service to help you to implement your action plan. You will have a dedicated contact point to support your international development and provide you with useful information and contact. To lead you to innovation and success, our 3 main values are **openness, professionalism and creativity !**

## Program Day 1

### 07 Dec. - INOV'dia Welcome Event

**19:00** Get Together Cocktail & Laval Festival of Lights

### 08 Dec. - INOV'dia Day 1

**9:00** Opening Conference Speech & Show

**10:30 - 12:00** International Show Case on Smart Mobility

- International pitch competition on smart mobility/Transport ★
- International pitch competition on smart mobility/ICT ★



**12:00 - 15:00**

#### Inov'café

*Innovation in re-creation*

#### Inov'dating

*Develop your business network in 20 x 2 minutes*

#### Inov'design

*Meetings with French designers at your service*

#### Inov'forum

*Exhibition of local innovation service providers*

**15:00 - 16:30** Innovation in Practice *[Choose 1 workshop]*

*You must choose 1 of the afternoon workshops but may not attend it all if you are selected for B2B meetings with global corporations, local government and/or investors, following the pitch competition. ★*

- Apply for an existing European call for proposal on smart mobility
- Induct show : Tomorrow's urban electric and robotic vehicles
- Visit a Technical Center on advanced composite materials and processes for the Transportation industry (CEMCAT)
- Visit a Virtual Reality platform (CLARTE)

**16:30 - 17:30** Closing Conference Speech & Pitch Awards

**17:30** Cocktail

**20:00** Diner in city center

## Detailed program – Pitch Competition

### International pitch competition

Inov'dia 2011 international program gathers startups, labs, global corporations, investors and local governments around smart mobility.

3 minutes to convince! Present a 3-minute pitch in the morning and convince a jury of investors and global corporations to meet you in B2B meetings in the afternoon.



Once you register online, you will receive a list of specific interests or technological needs expressed by the global corporations' members. You will have to create your technological offer on the online directory - [MySpeedMeetings](#) - so that it can be reviewed by all participants in order to plan one-to-one meetings. Also, the best pitches will be rewarded at the closing conference speech.

Only 20 competitors will have the opportunity to pitch in each category :

- Smart Mobility / Transport
- Smart Mobility / ICT

The non-selected applicants will have the opportunity to be part of the public and monitor competitors activity and technology development at an international level.

*Contacts have already been taken with Veolia, PSA, Valeo, Orange, Alcatel, Microsoft, HTC...*

Deadlines :

- Deadline for registration and creation of your pitch competitor profile on the online participant directory : 15th of November
- Result of the competitors preselection : 22nd of November

MySpeedMeetings :

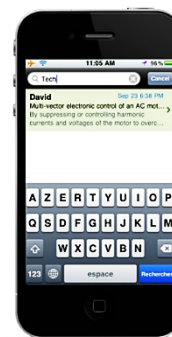
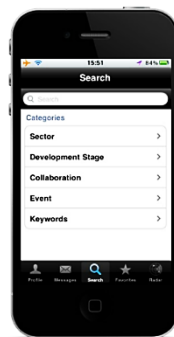
#### 1. Enter your profil



On their personal profile page, users can :

- Toggle On/Off their geolocation : allows to manage personal visibility.
- Describe the Products / Services / Expertise they are looking for (Need) or the one they propose (Offer).
- Keep track of their Personal publications

#### 2. Enter the keywords of your interest



- Search by Keywords
- Sector of activity: Aerospace, IT...
- Development stage of a product or service.
- Type of collaboration : License, for sale, contract, joint-venture...

## Detailed program – Inov' & co

### Inov'dating

Meet 20 other participants and develop your international business network in 40 minutes. You may identify your next client or partner by exchanging business cards with local and international companies, laboratories, consultants, etc.



### Inov'café

Inov'café, a space dedicated to re-creation, is designed to facilitate off-exchange between participants. We invite you to participate in games and activities aiming to stimulate creativity, idea generation and practice problem-solving techniques. This space will be designed by students from ESPL Angers



### Inov'design,

Considering user's expectation, cost constraint, new technologies and product life cycle, design is the tool you need for a successful innovation. We have selected French designers whose mission will be to offer solutions and improvements to your existing or future products or services, within a 30 minute-appointment.

### Inov'forum

Meet local innovation service providers: experts in technological transfer, property right, funding of R&D activities, innovation management, etc. On their booth, they will provide you useful information, documentation and advice.



### Inov'expo

Organised by La Lettre API (1st regional economic media) and the CCO (Western Communication Center), the Territoire Innovation Awards – Trophées Territoire Innovation - aims to present the new faces of Loire Valley economy, to facilitate exchanges and to highlight innovative entrepreneurs. For the last 2 years, the event has presented 350 competitors and 17 winners were nominated by a jury of partners.

### Mayam

30 engineer-students from Arts et Métiers 53 will compete during 4 days to solve actual companies' problematic with ICT. The fourth and last day of the competition will take place at the Inov'dia event where the students will have access to the forum exhibitors to answer their questions. They will have the whole day to work an innovative concept, before presenting their result to a professional jury and be able to win the challenge.



## Detailed program – Afternoon Workshops

You must choose 1 of the afternoon workshops but may not attend it all if you are selected for B2B meetings with global corporations, local governments and/or investors following the pitch competition :

- **Apply for an existing European call for proposal on Smart Mobility**

Several FP7 calls dealing with Smart Mobility are open until 2012 mid first semester. EU-projects offer valuable opportunities to companies seeking international expansion and fundings. This 1h30 workshop will be spent on jointly designing draft proposals. Each participant will be asked to send a 1 slide presentation of its ideas, competences and needs around mid November.



- **INDUCT show : Tomorrow's urban electric and robotic vehicles**

During Inov'dia, you will have the opportunity to attend a demonstration of two urban electric vehicles designed by INDUCT company. CYBERGO, autonomous shuttle: a robotic electric vehicle especially designed for transporting 6 to 8 passengers in cities, without any human intervention. MODULGO, 4 wheel-mobile phone : a low cost urban electric vehicle designed from telematics technology and car sharing solutions.



- **Visit a Technical Center on advanced composite materials and processes for the Transportation industry**

The CEMCAT mission is to improve companies' competitiveness by optimizing or integrating composite technologies for the realization of innovative products. The center works in association with companies such as Renault, PSA, Airbus, Sotira and Hutchinson. The main characteristic of its industrial equipment is its size conceived for the manufacture of full-size composite parts. The CEMCAT carries out services such as management of R&D projects, development of a new process and its optimization, assistance in the design of composite products.



- **Visit a Virtual Reality platform**

As one of the main actors of the Laval Virtual Reality Cluster, CLARTE offers a 3D working environment for companies and researchers. Definitely one of the largest virtual reality centre in Europe and the only one in France offering free-access for companies, these equipments (SAS3+ , SASLab, Workbench & Collaborative room) help companies to improve their competitiveness by reducing time to market. CLARTE offers 3 services: Virtual Reality equipments at company disposal, Virtual Reality applications & peripherals development, skillness and expertise on Virtual and Augmented Reality.



## Program Day 2

### 09 Dec. - INOV'dia Day 2

**8:30** Breakfast

**9:00 – 12:00** B2B Session and Innovation in Practice

- B2B meeting Session

Meetings with international development experts : Regional or international companies & labs  
Meetings with preselected clients & partners : EEN, lawyers, designers & marketing consultants

- Innovation in practice

09:00 - 10:30 International Development Toolbox : How to run a successful business in France?  
10:30 - 12:00 Replace R&D by C&D : Collaborate & Develop

**12:00 – 13:30** Poster display around a Lunch buffet

**13:30 – 15:00** B2B Session and Innovation in Practice

- B2B meeting Session

Meetings with international development experts : Regional or international companies & labs  
Meetings with preselected clients & partners : EEN, lawyers, designers & marketing consultants

- Innovation in practice

INDUCT Show : Tomorrow's robotic vehicles  
CEMCAT : Visit a Center on Composite Materials for the Transportation Industry

**15:00 – 15:45** Closing Conference Speech & Action Plan Session

What's next ? INOV'dia after-sales service to implement your action plan !  
Further questions, networking support & soft landing service

### 10 & 11 Dec. - Week-end in France

**You want to spend the week-end in France ?**

Book a Loire Valley tour or visit the Christmas market in Paris.

*Just ask the INOV'dia travel agency !*

## Travel information and accomodations

### Travel Information

Inov'dia Smart Mobility International Workshop will take place on **December 8 & 9, 2011** in **Laval** (west of France).

You may travel to Laval by train directly from Paris, London and Brussels stations, or from Paris Roissy (CDC), Rennes and Nantes Airports.

#### By flight to Rennes Airport :

- Edinburgh Airport 4h00
- Dublin Airport 3h30

#### By train to Laval Station :

- Paris Roissy Airport 2h30
- London St-Pancras station 4h30
- Bruxelles Midi Station 4h30
- Rennes Airport 0h30

#### Shuttles on December 8 (depending on demand) :

- Rennes Airport 1h00
- Nantes 2h00
- La Roche-Sur-Yon 2h40
- Laval (train station and Hotels)



### Inov'dia day 1 will take place in the Salle des Ondines

Salle des Ondines (5 km from Laval)  
Place Christian d'ELVA  
53810 CHANGE

### Accomodations in Laval

<u>Hôtel Ibis Laval Le Relais d'Armor</u> +33 (0)243 538 182	<u>Hôtel Campanile Laval Ouest</u> +33 (0)243 690 400	<u>Hôtel Kyriad Laval</u> +33 (0)2 430 28 888	<u>Hôtel Périer du Bignon</u> +33 (0)243 660 202
<u>Hôtel B&amp;B Laval</u> 08 92 78 29 29	<u>Hôtel de Paris</u> +33 (0)243 561 206	<u>Marin'Hôtel</u> +33 (0)243 530 968	<u>La Gerbe de Blé</u> +33 (0)243 531 410

## Registration and contact

### Registration



Register online at [www.inovdia.fr/international](http://www.inovdia.fr/international)



Smart Mobility International Workshop 8 and 9 December, 2011 (Prices include all meals mentioned in the program)	Without VAT HT	VAT Included TTC
<b>First person registration</b>	<b>130 €</b>	<b>155,48 €</b>
<b>Following registration(s)</b> (2 <sup>nd</sup> person and followers from the same company/organisation)	<b>100 €</b>	<b>119,60 €</b>
<b>Member registration</b> (Member of Laval Mayenne Technopole, Oryon and Atlanpole, providing a Member Code)*	<b>50 €</b>	<b>59,80 €</b>

\* Useful contact to obtain a Member Code :

[julie.arzobide@laval-technopole.fr](mailto:julie.arzobide@laval-technopole.fr) ; [poujade.c@oryon.fr](mailto:poujade.c@oryon.fr) ; [lefalher@atlanpole.fr](mailto:lefalher@atlanpole.fr)

### Deadline

**Only 20 competitors will have the opportunity to pitch.**

- 15<sup>th</sup> of November : Deadline for registration and creation of your pitch competitor profile on the online participant directory.
- 22<sup>nd</sup> of November : Result of the competitors preselection.

### Contact

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