

Launching the KICs - Delivering new solutions to the European innovation landscape

BARCELONA, 2-3 JUNE 2010

Dr. Udo Bub



- **Interim Node Director**
EIT ICT Labs – Node Berlin/Germany, Member of Management Committee
- **Vice President Innovation Development**
Deutsche Telekom Laboratories (Corporate R&D, Innovation Center)
- **CEO**
EICT GmbH - European Center for Information and Communication Technologies, a PPP for collaborative innovation management
- **Personal Background**
Electrical Engineering and Computer Science (TU Munich, Carnegie Mellon), 16 years of work experience in Science, Tech- and R&D-Management incl. Commercialization and Marketing of R&D Results, University Lecturer, Helped re-invent corporate R&D for DT when starting up Deutsche Telekom Laboratories (T-Labs)



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Role of Deutsche Telekom in EIT ICT Labs

- **Building up EIT ICT Labs on the node/KIC level**
 - Consortium leader for the German activities
 - Coordinating the ERI activities within the Node Berlin
 - Coordinating of innovation activities on the KIC level
 - Operating the Berlin co-location centre
- **Providing knowledge and experience for driving Education, Research and Innovation**
 - i.p. in the industry oriented Thematic Areas Smart Energy Systems & Green ICT, Intelligent Transportation Systems, etc.
 - i.p. in the Competences Future Network Technologies, Software (Cloud, XaaS, Engineering), HCI, ICT Architectures, Security, Media
 - Entrepreneurial Programs, Disruptive Innovation, New Business Models, General R&D Management
 - Insights from building T-Labs and EICT as brand new innovation concepts for university industry collaboration



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Entrepreneurship and new business creation: EIT ICT Labs' point of view

Overcome fragmentation. Exchange best practice (and beyond).
Connect people and ideas. Establish Innovation as a mindset.

- Successful innovation results from the interaction between entrepreneurs, industry partners and academia - following the paradigm of open innovation
- Large companies can enhance their innovative capacity by spinning out specifically disruptive innovations – finding the right people is crucial. Large companies can also fund good ideas without VCs.
- EIT ICT Labs will drive entrepreneurial education, provide potential entrepreneurs with ideas and facilitate the creation of industry partnerships to drive the European ICT landscape - establish Entrepreneur Support Systems to facilitate

