Workshop
AMS lab 18/03/2015
Cooperation among SME’s
Marc Hufkens – Founder/Chairman Flanders’ Bike Valley

Flandes' Bike Valley
Powered by:
Meeting your expectations

1. Brief presentation of Flanders’ Bike Valley

2. Examples of cooperation

3. Challenges for new bottom-up clusters:
   a) Mindset “open innovation”
   b) Trust – coordination – business cases
   c) Managing IP, costs, knowledge

4. Key success factors for clusters/ecosystems – basic elements
Bottom-up Industry cluster
Based on the roadmaps of the members

Open Innovation + co-creation competence “bicycle”
Promotors & Facts

Bert Celis
Co-Founder and CEO
Engineer Material science
+15 yrs exp Innovation / Projects
(Philips – Innovatiecent. Limburg)

Marc Hufkens
Co-Founder and President
+23 yrs exp. Bicycle & Sporting Goods Industries
(RA Company – Ridley)

Complementarity

Founded
Oct 16, 2013

40 members
40 Members

7 Founders

- Ridley
- Bioracer
- Lazer
- Flanders’ Drive
- Voxdale

- Bert Celis
- Marc Hufkens

Complementarity
Bicycle & Cycling / Technology & Experience

- Industry Government
- Sport & Federations
- Mobility
- Flanders' Bike Valley
- Science & Technology
- Safety & Health
- Tourism & Recreation

Technology & Product Innovation + Social Innovation
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Tourism & Recreation
“One platform for global unique USP”

Examples of cooperation (1)

Race circuit Zolder
Cycling Arena Zolder
BMX - Zolder
“Col-mine” Beringen
Windtunnel + company visits
Examples of cooperation (2)

Sport & Federations
Examples of cooperation (3)

Safety & Health

Vehicle to vehicle communication

Sensors in Helmet

BioRacer Motion

Walking robot “Hibbot”

BIKECOP™

ANTI-THEFT TECHNOLOGIES
Examples of cooperation (4)
Examples of cooperation (5)

Science & Technology

- Aerodynamics

- New materials

- Sensors – 3D printing

- Composites braiding technologies

- Hydrophobic DIY

- Theory of Bilayer Graphene Spectroscopy
Examples of cooperation (6)

Industry & Government Networking Hub

KMO's

Industry
Government
Bicycle & sporting good industries

Cycling & sport experience & events
Technology – Automotive - Design industries

Federations
Clusters, knowledge, government

HR – IP – Business services
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4. **Key success factors for clusters/ecosystems** – basic elements
Challenges for new bottom-up clusters:

Mindset “open innovation” (OI)

How many organisations are ok with “open”?

Afraid of losing: IP, market-share, knowledge, talent, control, status, existence, respect….etc.

How to manage in a cluster:

Trust – coordination – business cases
IP, costs, knowledge
Challenges for new bottom-up clusters:

Mindset “open innovation” (OI)

How many of organisations are ok with “open”?

“Open Mindset” only
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This is what we need: magnetism

Quadruple Helix – Ecosystem
Entrepreneurship + funding + talent + infrastructure

Industry “Lead plants”

Critical

Co-creation

Critical
Project Management Strategy

Coopers 'Stage-Gate' OPEN INNOVATION MODEL
What can a cluster do for you?

✓ Set-up of joint projects

✓ Partner Match Making & Brokerage events

✓ BikeVille-Incubator “Innovation Center of the Future”

✓ Joint go-to-market actions & strategy

✓ Platform for government & external relations

  • World class cluster - Network Orchestrator
  • EU Vanguard Initiative “smart specialisation”
  • Co-Sourcing & Pooling -> Social Innovation
  • Talent Pool & Talent Community management
What is FBV looking for?

1) Near-ready technologies
   For ex. smart sensors, coatings, materials, fabrics

2) Incubating companies, concepts and bicycle related investments.

3) Believers in ECO-SYSTEMS and OPEN INNOVATION → cross-fertilization

4) Broadening Bike Valley with European + R.o.w. ambassadors