

## PROJECT PROFILE

### Accelerating innovation in the European technology industry

Innovation and going to market requires more than just creation of technology. Successful business is based on the principle of providing customers with products and services that they need and are willing to pay for. Companies need a product development process, which systematically searches for the fit between product, technology and market. The ITEA2 ACCELERATE project has been established to boost the competitiveness of European industry. The Accelerate consortium sees a unique opportunity for ICT technology itself to play a pivotal role in supporting and guiding companies in their internationalisation aspiration, to accelerate the business.

#### Benefits of Acceleration

For most ICT-intensive system builders, the challenge is not in the delivery and engineering of the software but in the go-to market process. Accelerate addresses the go-to-market challenges in several ways.

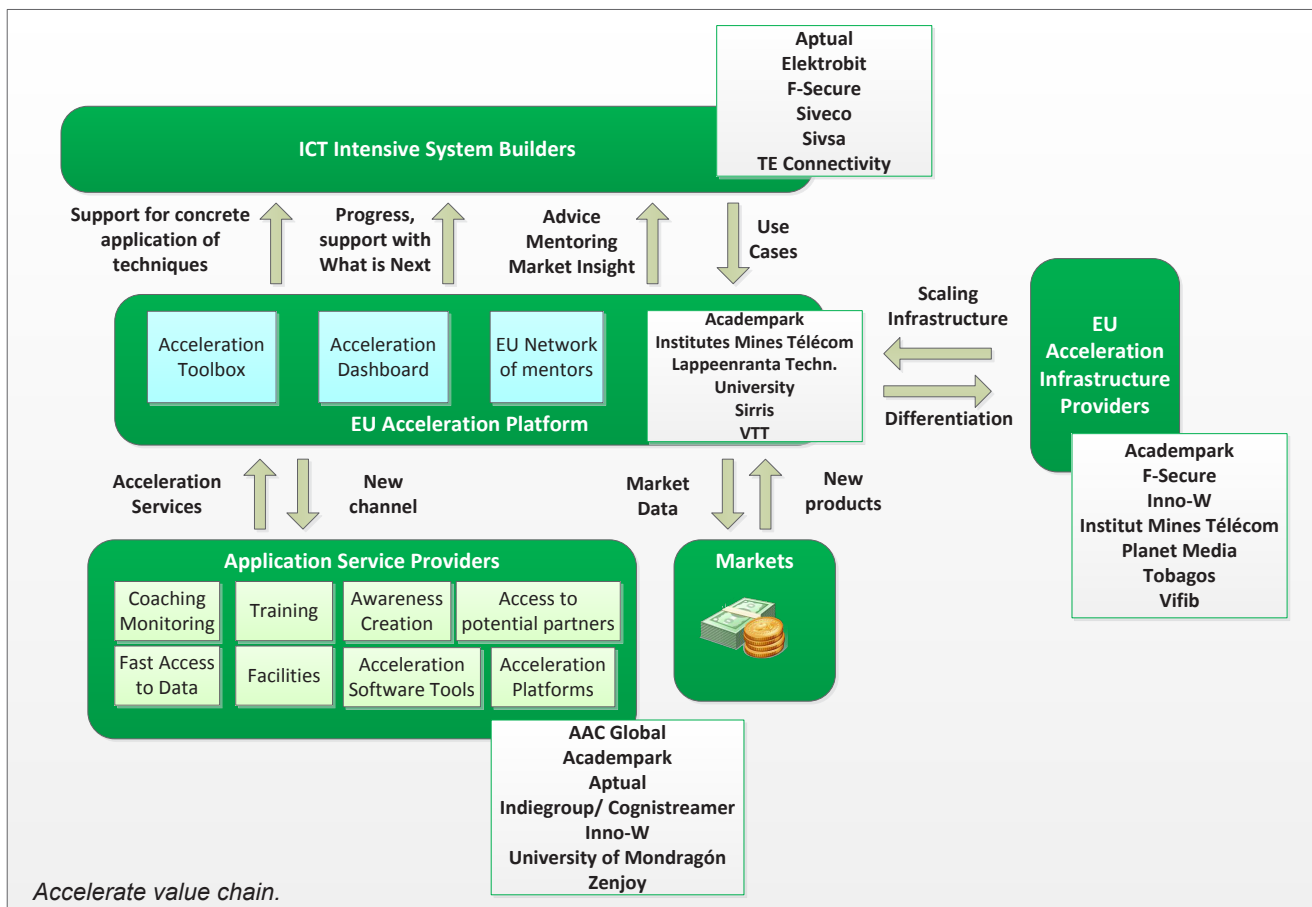
Accelerate will provide for the acceleration of the projects of EU's ICT industry a more systematic and repeatable approach that will lead to more successful market introduction of both start-ups and new product development initiatives in established companies.

Accelerate will establish a new value chain for the acceleration services in the EU ICT sector. Several consortium partners will develop new and innovative acceleration services and will extend their solutions into the emerging market of "Acceleration Services" for high tech companies.

Accelerate will enable a wide-scale knowledge transfer by utilising advanced technologies and thus supporting companies in their go-to-market process. To achieve this goal, the project will define and deliver innovative ICT technology based solution to support the transfer of acceleration knowledge in Europe.

#### Methodology for acceleration & Acceleration Dashboard

Accelerate will build a methodology for the acceleration of European companies. It aims to help high-tech companies to monitor and measure their progress and make strategic decisions, such as "What should be the strategic focus at this stage of acceleration?" Innovative associated KPIs (Key Performance Indicators) will be developed as a follow-up for the specific go-to-market efforts of a company.



Accelerate value chain.

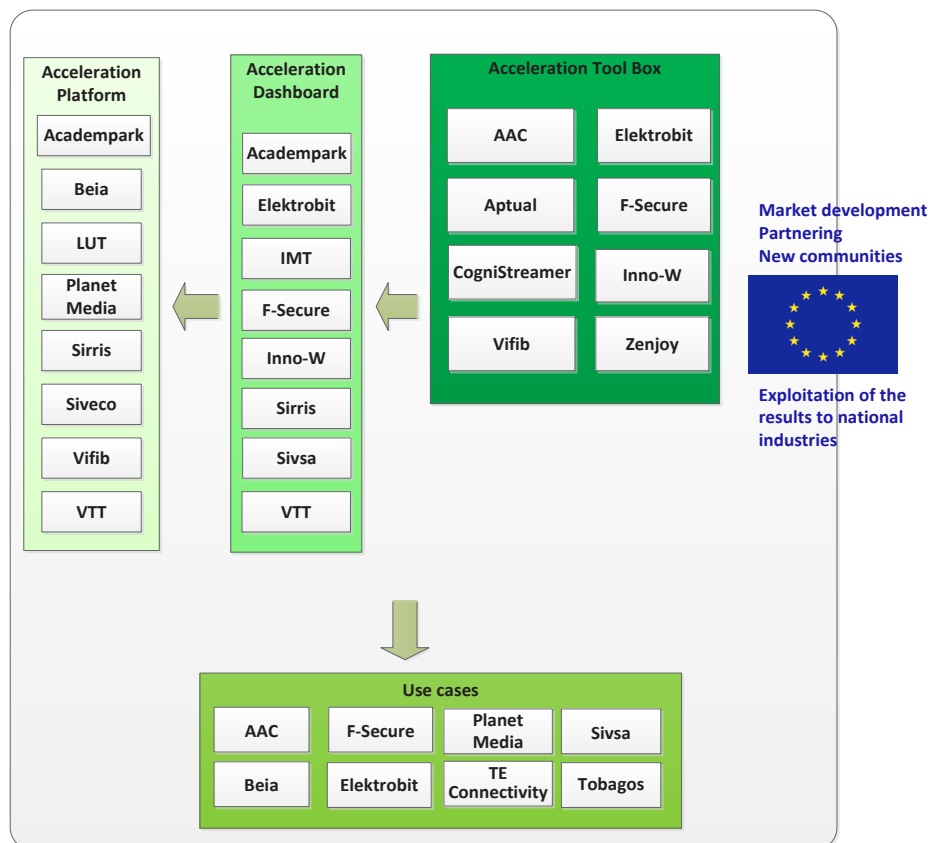
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The Methodology will be supported by an Acceleration Dashboard that can be instantiated to the specific context companies. An Acceleration Toolbox will provide a set of services and ICT tools to support the concrete application of acceleration techniques that will enable consortium partners to develop new and innovative acceleration services, e.g. acceleration decision support dashboards.

### Exploiting results

Accelerate will create an EU-wide Acceleration Platform that aims to set up and enable a scalable value chain for ICT acceleration services in Europe. It will establish a network of mentors, service providers, materials and tools to prepare for wide awareness creation and application.

The Accelerate project offers many possibilities to exploit the results, such as the commercial exploitation of the Acceleration Toolbox. It is expected that the project will allow various tools to enter a commercialisation phase during or after the project. The umbrella structure of the project will also play an important role in exploitation since its mission is to commercialise the tools and services as a unique solution.



*Accelerate results.*

## ACCELERATE (ITEA2 2014)

### Partners:

#### Belgium:

Cognistreamer  
Sirris  
TE Connectivity  
Zenjoy

#### Finland:

AAC Global  
Aptual  
Elektrobot  
F-Secure  
Inno-W  
Lappeenranta University of  
Technology  
VTT Technical Research Centre of  
Finland

#### France:

Institut Mines Télécom  
Tobagos  
Vifib

#### Spain:

Planet Media  
Sivsa Soluciones Informaticas  
University of Mondragón

#### Romania:

Beia Consult International  
Siveco Romania

#### Russia:

Academpark

Project start: September 2013

Project end: November 2016

Project website:  
[www.accelerateproject.eu](http://www.accelerateproject.eu)

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