



Media Information

Find out how to join the revolution at www.innovationtoday.net

→ The Publication for Innovative European SMEs

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→ Our strategic partners...



SMEs GOING GLOBAL ■ SMEs GOING GLOBAL ■ SMEs GOING GLOBAL





Thomas Edison once said "When you have exhausted all possibilities, remember this - you haven't". In the 21st Century, more than ever, these words must ring true to us. 25 years ago, most people even in developed societies were passive computer users at best - now we all walk around with them in our pockets.

How did we get this far? Quite simply, through innovation. From Da Vinci's prototypes to Galileo's telescope right through to Tim Berners Lee's invention of the internet, individuals have always strived to innovate.

Certain mavericks have had the good sense to realise that markets and industries need to be in a state of constant evolution if, indeed, the wheel's revolutions are to turn.

Covering innovations across various sectors, Innovation Today answers the call of the **European Commission's Horizon 2020 funding programme.**

Innovation Today is *the* publication that connects innovative SMEs with global organisations, from academia to investors. Covering innovations in various sectors, the publication caters for European SMEs "going global" at Phase 2 and 3 funding levels. Thomas Edison was right. Innovation Today is concerned with celebrating SMEs across Europe that exhaust possibilities and indeed themselves in search of creating something truly innovative, today. ■

→ The 3 Phases of the SME Instrument...

Phase 3



Commercialisation
Prepare for Market Launch

The SME will receive extensive support to help polish its concept into a marketable product, and have access to **networking opportunities**. The EU will not provide funding during this phase.

Phase 2



Demonstration, Market Replication, R&D Concept to Market-Maturity (1-2 years)

The SME will further develop its business proposal through **innovation activities** and draft a more developed **business plan**. The EU may contribute EUR **0.5million and 2.5 million*** and business coaching.

Phase 1



Concept & Feasibility Assessment Idea to Concept (6 months)

The SME will draft an initial **business proposal**. The European Union will provide EUR **50,000** in funding and business coaching.

Why invest in

1. Raise your profile to an extensive innovation network across Europe and beyond.
2. Gain key partnerships with key organisations.
3. Access cross-border opportunities.
4. Collaborate within the knowledge triangle: academia, research and business.
5. Build relationships with key decision-makers for future business relationships.
6. Attract foreign direct investment.
7. Ensure alignment and branding within key sectors for innovation.
8. Champion "open innovation" and access partners through knowledge transfer.
9. Attract funding for specific projects.
10. Gain a presence at all major innovation events worldwide.



Universities

Academic Institutions have a greater need than ever before to connect with SMEs for R&D purposes.

Innovation Today works in collaboration with the global university community, the University Industry Innovation Network and the Joint Research Council of the European Commission and is distributed to SMEs across Europe to R&D Specialists,

entrepreneurs, science parks, academia and to attendees at international innovation events, helping you, the higher education institution, reach SMEs effectively.

The section on 'Academic Innovation' in the publication is there to highlight the importance of Universities in the R&D process and beyond. ■



Science Parks

As centres of research and scientific discovery, you'll know how important it is to get exposure to stage 2 & 3 SMEs to further your commercial interests.

This is why Innovation Today is in association with the European Commission and International Association of Science Parks members such as UKSPA and is distributed and dedicated to

SMEs seeking to 'go global' for skilled labour expertise. This will help secure foreign direct investment and fulfil occupancy of Europe's elite SMEs involved in the innovation process.

The 'Scientific Innovation', 'Technological Innovation' and 'Business Innovation' sections of the publication are your platforms to highlight the importance of science parks to SMEs. ■



Open Innovation

In a world where knowledge transfer comes as standard, more and more companies have come to realise that in-house research is not enough in and of itself.

Innovation Today will give companies the opportunity to highlight their innovation policy, as well as on the 'Corporate Collaborations page' of the Innovation Today website.

This will be used by global companies to enable them to gain partnerships with R&D specialists, entrepreneurs, academia and many more, in order to advance product development and innovation through collaboration.

The idea of open innovation is in the very genetic make-up of Innovation Today. ■



Innovation Today is in association with the European Commission, the Joint Research Council of the European Commission, the UKSPA, the European Enterprise Network, the World Economic Forum and the University Industry Innovation Network and is distributed to SMEs across Europe, to foreign direct investment agencies, key decision makers in global organisations, R&D Specialists, entrepreneurs, science parks (IASP), academia and attendees at international innovation events to help you reach them. ■

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→ Distribution:

Distribution Worldwide in Print and Digital and also downloadable by NFC
25000 Printed & 100000 Digital Copies which will be distributed as follows:-

- Europe's Most Innovative Entrepreneurs, Start-Up's and SMEs
- Chief Innovation Officers
- Heads of Innovation
- R & D Departments
- Innovation Centres & Hubs
- Global Universities
- Global Science Parks
- Research Centres & Labs
- Global Companies will receive multiple copies.
- Centre points of European Countries will provide distribution.
- Library Copies will be provided for students In Universities
- Members of European Parliament
- Members of EEN UIIN IASP UKSPA World Economic Forum
- We will be Media Partners to events organised by the above partners including International UIIN Conference, Innovate UK World Innovation Conference and numerous Innovation Events throughout the year.
- Innovation Today will highlight Investment and Venture Capital opportunities.

→ Rates:

⇒ Standard Options One page showcase

Special option positions available on request **POA**

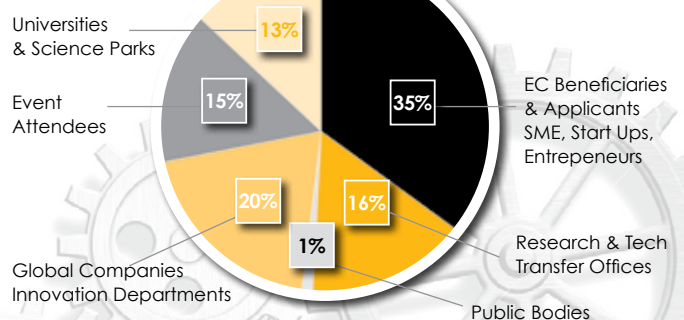
⇒ Double page showcase

Special option positions available on request **POA**

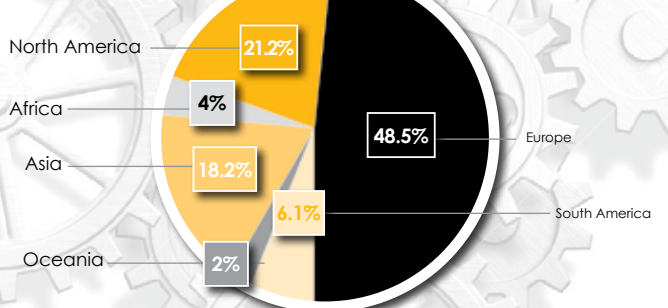
⇒ Cover..... **POA**

Distribution Breakdown

→ Organisational



→ Geographical



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