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Service design, Exploitation, and Dissemination

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Authors (Partner)	Meticube – Sistemas de Informação, Comunicação e Multimedia, Lda. (METI)			
Responsible Author	Jürgen Bund	Email	juergen.bund@meticube.com	
	Partner	METI	Phone	+351 962406400

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1 Introduction

The BrainAble Project started in January 2010, with the partners: Fundació Barcelona Digital Centre Tecnològic; Graz University of Technology; Universitat Pompeu Fabra; Meticube – Sistemas de Informação, Comunicação e Multimédia; Guger Technologies OEG; AbilityNet; Fundació Privada Institut de Neurorehabilitació Guttmann.

The project's main objective is to help to improve the quality of life of people with disabilities by overcoming the two main shortcomings they suffer - exclusion from home and social activities.

This will be achieved using an ICT-based human computer interface (HCI) composed of BNCI sensors combined with affective computing and virtual environments, developed in the duration of BrainAble.

To support the introduction of the BrainAble project in its target markets, a network of Project Sponsors will be created. This network will be constituted by important stakeholders in the several scopes that this project reaches.

In each of those areas, the key players will help with the penetration of the BrainAble project, or any of the project outcomes, in their own ecosystem, by providing assistance in the form of tangible or intangible resources. In return, the project will provide to those same players the chance to be branded as social responsible as well as innovative.

2 Target Markets

At this moment, and according to the project's objectives and goals, several target markets were already identified. These build the ecosystems that will be tackled in the Sponsoring Programme.

2.1 Telecommunication Companies

These companies are present, virtually, everywhere. They provide services considered fundamental for a modern society. Taking advantage of their proximity to the client and the client's home (they already "enter" in our homes, everyday) these service providers will be able to add value to and increase the range of their products with the adoption of the concepts of Ambient Assisted Living, Independent Living and e-Inclusion in their offer.

2.2 Health Care Services and Products Providers

Not focusing in providing, per se, a health care product, but as a part of a service, for example, in a package.

2.2.1 e-Health / e-Inclusion

With the latest advances in technology these service providers' prominence is constantly growing. These companies seek to deliver the best range of products and/or services (from simple and more economical to more complete) to persons, companies or institutions as

final users, trying to differentiate themselves from the competitors. The BrainAble system will add value to and increase the range of their offer.

2.2.2 Nursing Home Services / National Health Care Systems

This system can provide a great improvement in disabled people life's independence. These institutions would benefit from the costs reduction with care providing.

2.3 Insurance Companies

Insurance companies look forward to provide health care solutions that are able to provide "security feelings" and ease of mind to the customer, and services that can guarantee that their customer's health is maintained through, for instance, social inclusion.

Also, with the improvement of the user's independence, care providing costs can be significantly reduced.

2.4 R&TD Institutions

The technological developments achieved in the BrainAble project, in its various forms, can be a starting point or a component for new and existent products or services or for new and existent projects and research activities.

In BrainAble we will further investigate communication standards for combining BCI technology with Aml, VR and social network technology.

2.5 Videogames Industries

The current evolution to more immersive and user centred user interfaces in the video games industries provides another possible application for the technical developments of this project.

And also, users and developers are always looking for the next (best) way of interaction with the offered interfaces.

2.6 Advertising and Brand Promotion

The entertainment features and the capability to provide immersive interaction to the users can also be used to advertisement and brand promotion. More lifelike and immersive interaction can provide a better connection between the user and the brand.

2.7 Home Automation and Control Companies

Providers of this type of services are interested in providing the best user interface for each user, and that applies to users with any type of disability.

3 Possible Sponsors

Next list of potential Sponsors is presented, covering the entire range of markets already presented.

Throughout the duration of the project, several dissemination actions were undertaken. Those actions, and the feedback provided in each contact, provided the data necessary to elaborate this first list.

Name	Country	Type	Webpage
Access Technologies	DE	SME	http://www.accesstechnologiesgroup.com/
AIT	AT	R&D	http://www.ait.ac.at/
Blizzard Entertainment	US	Large Company	http://www.blizzard.com/
BSC Computer GmbH	DE	SME	http://www.bscgmbh.de/
Centro de Computação Gráfica	PT	R&D	http://www.ccg.pt/
CISCO GmbH	DE	Large company	http://www.cisco.com/
DFKI GmbH	DE	R&D	http://www.dfki.de/
dotUI	US	SME	http://www.dotui.com/
Enocean Alliance	DE/int	Association	http://www.enocean-alliance.org/
Enocean GmbH	DE	Large company	http://www.enocean.com/
EVIA, PT para la vida independiente y accesibilidad	ES	Association	http://www.idi.aetic.es/evia/
GlobalCaché	US	SME	http://www.globalcache.com/
Health Cluster Portugal	PT	Association	http://www.healthportugal.com/
INGEMA	ES	R&D	http://www.ingema.es/
Instituto Pedro Nunes	PT	R&D	http://www.ipn.pt/
ISA SA	PT	SME	http://www.isasensing.com/
ISR – Instituto de Sistemas e de Robótica	PT	R&D	http://www.isr.uc.pt/
OpenURC Alliance	US/int	Association	http://www.openurc.org/
PLUX Lda	PT	SME	http://www.plux.info/
PT Inovação SA	PT	Large company	http://www.ptinovacao.pt/
Sociedade Portuguesa de Inovação Lda	PT	SME	http://www.spi.pt/
Telefonica	ES	Large company	http://www.telefonica.com/
TIC.Salut	ES	Catalan Cluster	http://www.gencat.cat/salut/ticsalut/
Trace Center	US	R&D	http://trace.wisc.edu/
TriDiVisions Lda	PT	SME	http://www.tridivisions.com/
T-Systems GmbH	DE	Large company	http://www.t-systems.de/
VICOMTech	ES	R&D	http://www.vicomtech.es/
ZigBee Alliance	US/int	Association	http://www.zigbee.org/

Table 1: Possible Sponsors.

Though the majority of these listed institutions have already been contacted, others, due to similarities encountered, have been considered since they are obvious candidates for the desired collaboration.

4 Sponsoring Programme

4.1 Sponsoring Activities

4.1.1 Initial Approach

For the past months, several contacts have been established, in the course of the project's dissemination actions. In those encounters, taking into consideration the feedback obtained, it was possible to have a better vision of what would be necessary, from both parts, to establish a successful and profitable cooperation.

Some outputs of those meetings:

- The Sponsoring has to be easy to achieve;
- Some partners can provide their components for the duration of the project, in exchange of publicity in every written form of BrainAble's dissemination;

- The Sponsor must be able to present the results their hardware/software/components achieved, and mention that are a BrainAble Sponsor;
- Some Sponsors have interest in becoming early adopters;
- Sponsoring solely for mutual promotion was also discussed.

As can be seen, several types of sponsoring are desired, taking into account the differences between every institution. But the general feedback was that the BrainAble Project has to provide more tangible data about it, so that what Sponsors can provide and benefit from this cooperation can be clearly defined. In conclusion, the outcome from the 1st Year Project Review will provide useful information in order to effectively achieve concrete Sponsoring Agreements.

4.1.2 Timeline

From the beginning of the BrainAble Project, dissemination activities were undertaken. Those provided a clearer vision of what to expect for the Sponsoring, and also a first list of possible Sponsors. And according to the feedback provided, output from the 1st Year Project Review will be extremely important.

From M01 to M12: Definition of the Sponsoring Agreement Programme took place. **Table 1** was attained.

From M12 to M15: every Partner will continue working in **Table 1**.

From M15 to M16: With the needed input available, **Table 1** will be revised by every partner, in what concerns its own needs.

From M15 to M30, every Partner will continue in selecting possible Sponsor, updating **Table 1**, and contacting them.

The steps by which the Sponsoring Programme should be made are listed next.

4.1.3 Evaluation of the Sponsorship

The Partner will be responsible for continuously monitor the Sponsoring Agreement suitability, by measuring, the Sponsor performance, and its present importance for the research, development and exploitation activities in BrainAble.

After the Sponsoring Agreement is established, reports will be provided by the Partner to the PB, in order to:

- Consider changes in the present Sponsoring;
- Evaluate the pertinence and suitability of that Sponsoring.

These reports will be provided in a regular basis in intervals defined case-by-case.

4.1.4 Sponsoring Procedures

For successful Sponsoring, the following steps will be undertaken, by each and every BrainAble partner:

1. Every partner will identify their needs, and respective possible sponsors that can help overcome them;

2. WP7 leader will provide support to Partner in finding possible sponsors;
3. Partner, with the support of WP7 leader, contacts Sponsor;
4. WP7 leader will provide support to Partner in elaborating an initial sponsoring agreement;
5. WP7 leader will start a discussion, in which PB will approve or reject the sponsoring agreement proposal;
6. Partner will contact, with the support of WP7 leader, the Sponsor;
7. A final sponsoring agreement will be settled between Sponsor and partner, based on the Sponsoring Agreement Template (see below), taking into account the specificities of each sponsoring;
8. WP7 leader will start a discussion, in which PB must approve or reject the final sponsoring agreement;
9. Partner will be responsible for maintaining the relationship, if necessary, with the support of WP7 leader.
10. Partner will provide to PB a regular report regarding the relevance and suitability of the Agreement.

4.2 The Sponsoring Agreement

The sponsoring agreement will clearly define:

- The scope of the agreement;
- The involved parties in the sponsoring activity;
- In what form consists the sponsoring;
- The benefits for the Sponsor;
- The duration of the agreement;
- IP rights;
- Confidentiality;
- Commercial rights, after the project – if applied.

A template for the Sponsoring Agreement can be found in Annex 1.

5 Sponsoring Types

The sponsoring will come, mainly, in one of these types: Hardware; Software; Know-How and Promotional Activities.

5.1 Hardware

In this type of sponsoring, what is intended is that the Sponsor contributes to the Project with hardware components that will be used in the research and development phase, and, if agreed, later on in the form of a product. This contribution can assume one of the following forms.

The Sponsor will:

- Provide all or some of a kind of hardware components needed for free;
- Provide the hardware for free for the duration of the project, for testing purposes;
- Provide a significant discount in the hardware acquisition. The discount will be negotiated in a case-by-case basis.

5.2 Software

As with Hardware, Software Sponsors will be providing software that will be used in the duration of the BrainAble Project, and, if agreed, after the end of the project, in the form of a product. That can be done in one of the following forms.

The Sponsor will:

- Provide all or some of a kind of software components needed for free;
- Provide the software for free for the duration of the project, for testing purposes;
- Provide a significant discount in the software acquisition. The discount will be negotiated in a case-by-case basis.

5.3 Know-How

In this case, the Sponsor will supply the Project with significant knowledge owned by it. This knowledge can also be used to extend our exploitation capabilities.

If necessary, the knowledge will be off strictly restricted access only to the project.

5.4 Promotional Activities

With this type of sponsoring, it is expected that the Sponsor will actively promote the BrainAble Project and its partners in a broad and significant way, including establishing exploitation synergies. No specific form of promotion is predefined, and its pertinence will be evaluated in a case-by-case basis.

5.5 Human resources

Human resources sponsoring is intrinsically connected to the above mentioned. By providing sponsoring in the form of Hardware, Software, Know-How and Promotional Activities, human resources will always be involved.

Nevertheless, Human Resources in the form of a workforce can also be considered as a type of sponsoring.

6 Sponsor Benefits

Innovation and Social Responsibility are two of today's keywords when it comes to define an institution public image.

It is easy to understand that in the present global economy, where costumers expect the best, sometimes disregarding small price differences, innovation is increasingly taken as the attribute that provides a positive differentiation between competitors.

Also, the ecosystems where BrainAble will thrive are directly or closely related with the improvement of life quality of people. Adding the fact that a social awareness is increasingly growing, the social responsibility branding of an institution is growingly more important.

Sponsors, being associated with BrainAble, will have these attributes attached to them.

In return for the Sponsoring, the BrainAble Project will promote the Sponsor throughout its dissemination activities. What and the scope of these promotions must be clearly defined in the Sponsoring Agreement.

The Sponsor can have its logo or name, quoted as **Sponsor**, in the Project's:

- Website - <http://www.brainable.org/>;
- Audio and/or visual presentations;
- Posters;
- Flyers/Leaflets;
- Other.

7 List of Key Words/Abbreviations

AmI	Ambient Intelligence
BNCI	Brain/Neuronal Computer Interface
HCI	Human Computer Interface
ICT	Information and Communication Technology~
PB	Project Board
VR	Virtual Reality

Annex 1 – Sponsoring Agreement Template

I. PARTIES INVOLVED

The present Sponsoring Agreement is between:

[**Partner legal designation**], from now on designated as [**partner name**], established in [address], represented by [name and position];

and

[**Sponsor legal designation**], from now on designated as **SPONSOR**, established in [address], represented by [name and position];

and

BrainAble Project Coordinator, **FUNDACIO PRIVADA BARCELONA DIGITALCENTRE TECNOLOGIC**, from now on designated as **COORDINATOR**, established in ROC BORONAT 117, 08018 Barcelona - SPAIN, represented by Mr Carles FRADERA RIERA, Managing Director.

II. PURPOSE

The purpose of this Agreement is to establish a form of cooperation between the parties involved, in which both will settle a set of benefits for the other. The parties are obliged to use all possible means to fulfil the terms of this agreement, throughout the entire duration of the same.

The **SPONSOR** will support the BrainAble project, directly or through supporting [**partner name**].

The [**partner name**] will manage the relationship between him and the **SPONSOR**. Also, [**partner name**] is responsible to verify if the terms and obligations specified in this Sponsoring Agreement are fulfilled.

The **COORDINATOR** will manage the relationship between the BrainAble Project and the **SPONSOR**. It will also represent the Project's interest in this Agreement.

III. DURATION

This Agreement is valid for the period of [years/months]/until the date [date].

Changes in the duration of this Agreement must be accepted by all the parties and requested, in written form, with thirty days prior notice.

Either party can terminate the Agreement upon [days – to be defined in each case] days written notice without penalties or liabilities.

IV. SPONSORING

In the scope of this Sponsoring Agreement, the **SPONSOR** will:

- *Provide # of components; discount of %; ...*

In what concerns Hardware/Software, it must be clearly defined what happens to those components in the end of the project. Also, the terms of the use.

V. BENEFITS FOR THE SPONSOR

In the scope of this Sponsoring Agreement, the [**partner name**] will ensure the following:

- *Provide # of components; discount of %; ...*

What happens when this Agreement ends must be clearly defined. Also, the terms of the use.

VI. IP RIGHTS

The pre-existing IP of **SPONSOR**, [**partner name**] and **COORDINATOR** is not affected by this agreement.

Must be clearly defined.

VII. CONFIDENTIALITY

Each party will treat and maintain as strictly confidential all the sensible/privileged/confidential information obtained in the scope of this Agreement.

Both parties will use the sensible/privileged/confidential information strictly for the use defined in the scope of this Agreement, abstaining of using it out of this context, either for personal or third-party benefits, unless clearly defined in this Agreement.

VIII. COMMERCIAL RIGHTS

Define the commercial rights of what will be developed; products with components that where developed together, etc., when the project turns into a commercial project.

IX. APPLICABLE LAW

This Sponsoring Agreement shall be construed in accordance with and governed by the laws of the same country by which the BrainAble Project is regulated. To what not implicit in this Agreement, the same laws applies.

X. SETTLEMENT OF DISPUTES

The parties endeavour to settle disputes amicably.

All disputes arising out of or in connection with this Sponsoring Agreement, which cannot be solved amicably, shall be finally settled under the Rules of Arbitration of the International Chamber of Commerce by one or more arbitrators appointed in accordance with the said Rules.

The place of arbitration shall be Brussels if not otherwise agreed by the conflicting parties.

The award of the arbitration will be final and binding upon the parties.

Nothing in this Sponsoring Agreement shall limit the parties' right to seek injunctive relief or to enforce an arbitration award in any applicable competent court of law.

XI. CONTRACTUAL DOCUMENTS

The following documents are part of this Sponsoring Agreement:

- a)
- b)

[Place], [date]

([partner name])

(SPONSOR)

(COORDINATOR)