# Oslo Startup Day:
# How to fund your research

28 April, 2022

Pakkhuset

os!o
Business Region

# Oslo Business Region

Oslo Business Region is your go-to place for startups and the startup ecosystem in Norway.

We connect people, companies, industries and cities to create opportunities for sustainable business growth in Oslo.

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# Agenda

**09:00 - 09:05 - Welcome from Oslo Business Region**

**09:05 - 09:15 - Introduction to the Regional Research Fund by Anne Solheim, Regional Research Fund**

**09:15 - 09:30 - How to find your way in different funding schemes by Eirik Andreassen, Digital Norway**

**09:30 - 09:40 - Break**

**09:40 - 09:55 - Startup experience by Ingrid Skrede, Ludenso**

**09:55 - 10:00 - Wrap up**

**10:00 - 10:30 - Mingling and networking**

# Anne Solheim

Regional Research Fund

# RRF Oslo
Regional Research fund Oslo

Oslo start up day, april 28, 2022

Anne Solheim
RFF Oslo
Oslo municipality

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www.regionaleforskningsfond.no/en/rff-oslo

# Regional research fund Oslo (RFF Oslo)



- The **purpose** of the RRF is to strengthen the research capacity of the regions through grants for research and innovation and mobilisation to increase R&D efforts

- Each county (fylke) has its' own RRF, and all have their own priorities. 11 funds in all.

- **Who can apply in Oslo:**
  - **Private sector**: Companies with registered business address and in the Municipality of Oslo. Must also have economic activity in Norway.
  - **Public sector:** Municipal undertakings and agencies in the Municipality of Oslo, and state owned undertakings with business address in Oslo

- In 2021 RRF Oslo funded:
  - 25 qualification projects
  - 7 regional innovation projects

*Photo: Nofima*

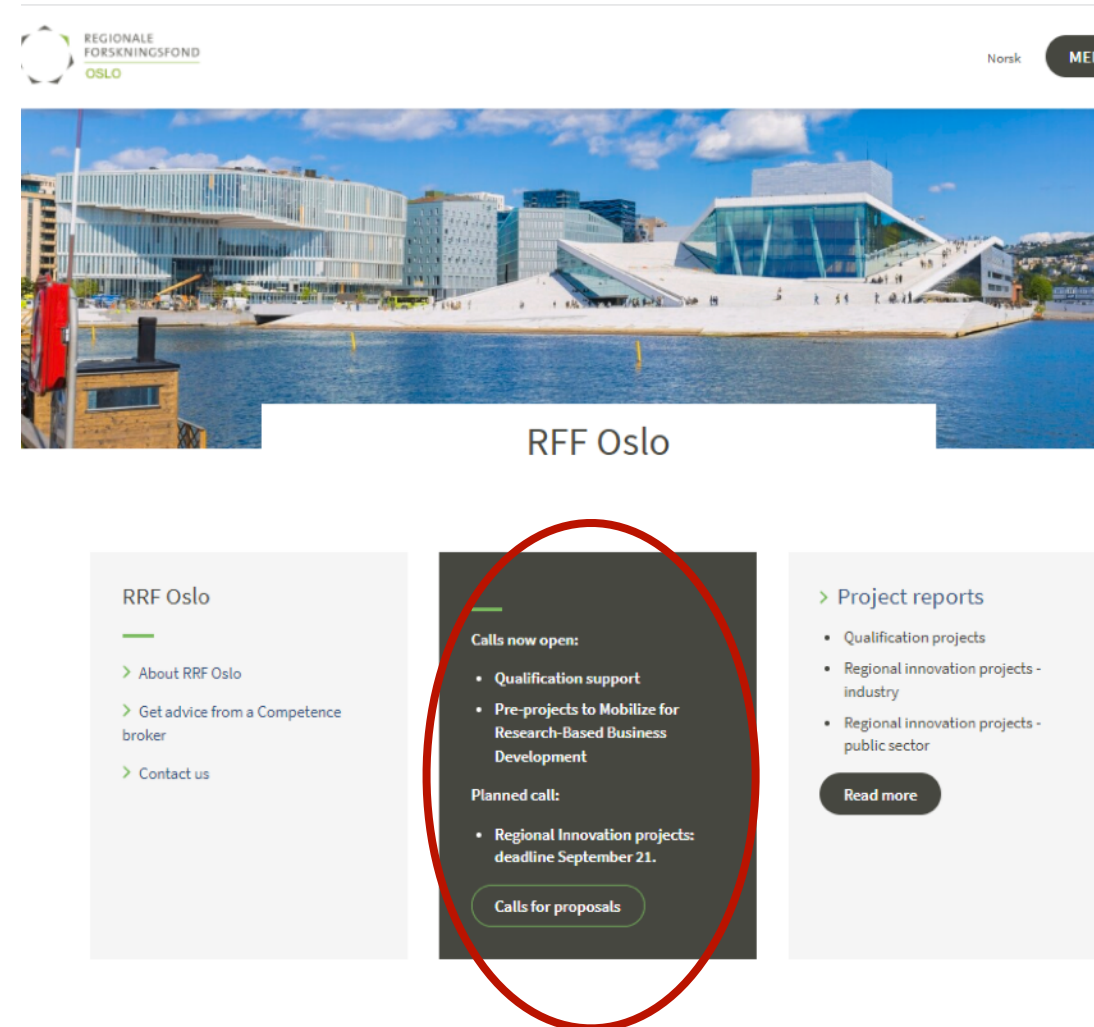*Foto: NOFIMA*

# Our calls in 2022

▶ 5 million NOKs for **qualification support**
- Open call, 2 cut-off dates, May 12 and November 16
- Funding pr. project:  100'-350' Knok
- Up to 50 percent funding pr project.
- Project duration: 3-12 months

▶ 15 million NOKs for **regional innovation projects**
- Deadline 21.september at 13:00
- Funding pr project: 1-2 million NOKs
- Up to 50 percent funding for industry and state enterprises
- Up to 70 percent funding for municipality
- Project duration: 6-36 months

▶ In Oslo we publish our calls in Norwegian and English

# RRF Oslo, priority areas 2022



Photo: Over Easy Solar

❯ Solutions for the green transformation:
- Climate, environment, emission-free solutions
- Circular economy
- Energy technology

❯ Digitalisation and digital transformation

❯ Sustainable services

❯ Health and life sciences, welfare and the care sector

❯ Formative years and knowledge

# What we look for in a research project

❯ The innovation idea

❯ How research will contribute to verifying or strenghtening the innovation idea

❯ Sustainability – how will the innovation idea make the company more sustainable (UN sustainability goals)

❯ Link to our areas of priority

❯ Project plan and research competencies of the partners

❯ Requirements for own financing: cash or paid person-hours. All project costs must be in the partners' official accounts.

*Photo: Safedesign*

# Tips for your proposal

▶ We only evaluate what is written in the application, and only the attachments we ask for. (No point in putting in anything else)

▶ Use only the templates provided at the bottom of the call. Make sure you answer each of the questions in the templates.

▶ Space is limited in writing your project description (5 pp for qualification support, 10 pp for innovation project), but you still have to «make sense» and explain the **why, what** and **how**…

▶ Make sure you include all the mandatory attachments.

▶ We will only process applications handed in through the website.

▶ We receive a lot of applications, and we can reject applications that do not meet the formal requirements of the call.

## Create application

Applications for Qualification support 2022 should be created on My RCN Web. Application templates should be filled and uploaded in the application.

**Create application**

## Download templates

- ⓧ W 2022 prosjektbeskrivelse_kvalifiseringsstotte_oslo.docx ⬇

- ⓧ W 2022 egenerklaering-bedrift kval støtte.docx ⬇

- ⓧ W 2022 skjema_for_partneropplysninger_rff.docx ⬇

- ⓧ W 2022 eng-project description_qualification_support_oslo.docx ⬇

- ⓧ W 2022 eng-self declaration qualification support.docx ⬇

- ⓧ W 2022 eng-template-for-partner_information-rff.docx ⬇

- ⓧ W 2022 cv-template-mal-for-cv-1.docx ⬇

ⓧ Mandatory attachment

# «What not to do»

- We sometimes see the word «AI», but exactly what «AI» is in the context of the project or what method will be used to arrive at an "AI" solution is not really explained

- Cross-disciplinary projects are sometimes not cross disciplinary in their project teams
  - For example, there may be good programmers in the team, but no partner from the industry they want to develop a solution or a product for.
  - Or – the application is from industry, but they lack partners with the necessary skills or access to market (user competencies) to develop their solution.

- Some applicants write in English, even though they have Norwegian as a mother tongue (and many are not as fluent in English as they think they are)

- Costs may be underestimated. Remember: what you want to do has to be «doable» within the budget you are submitting. You are committing yourself and your company to carry out the project within the budget and time-frame in your application.

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# A (tiny) call for support for businesses with little or no research experience

➤ **Purpose:** strenghten research based innovation in region's industry, prioritized to Oslo's three innovation districts.

➤ **Strengthen capacity for research based innovation in:**
- Health and life science
- Green transformation and circular economy
- Digitalization and digital transformation

➤ See RRF Oslo webpage

➤ **5 competence brokers**, to give advice on different support schemes

➤ **2 small support schemes**
- **Who can apply:**
  - **Pre-projects:** Businesses with little or no research experience
    - Up to 300' KNOK and 70% funding, research partner is mandatory

  - **Student thesis**: support for bachelor or master thesis in a company.

# Competence brokers

- Help to identify challenges and opportunities in an enterprise that may provide a basis for a research project-
- Providing guidance on public funding schemes an enterprise can apply for, as well as potential research partners



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# 2 applicant's seminars for the call for regional innovation projects

- **May 24:** regional innovation projects for the public sector

- **May 25:** Regional innovation projects for industry

- Registration: see RRF webpage

- **What's in it for me:**

- All the information you need to make an application.

- Q&A

- Consultation with competence brokers

# Eirik Andreassen

Digital Norway

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# Oslo Startup Day: How to Fund your Research

How to find your way in different funding schemes

Eirik Andreassen

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# Easy! Contact a competence broker for free navigation help

-Help to identify challenges and opportunities in an enterprise that may provide a basis for a research project-
- Providing guidance on public funding schemes an enterprise can apply for, as well as finding potential research partners



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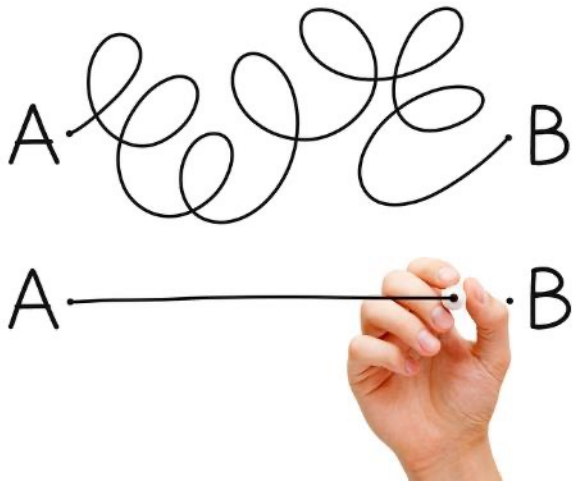
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# What do we do??

**Mobilize** and **guide** the business community for more research-based R&D, find companies with R&D potential and facilitate, identify and discuss project ideas and opportunities with R&D content with companies





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# Competence brokers workday

- Simple explanation of the funding instruments system (it's quite a jungle)

- What types of R&D funding opportunities exist for startups and how do you qualify?

- What should companies be aware of?

- What do you need to have in place?

- What do the Regional Research Fund Oslo (and Viken) and The Research Council's programs actually involve in practice

- If your company is a potential candidate for such an application process, what are the ways forward?

- One2One-meetings and follow up afterwards
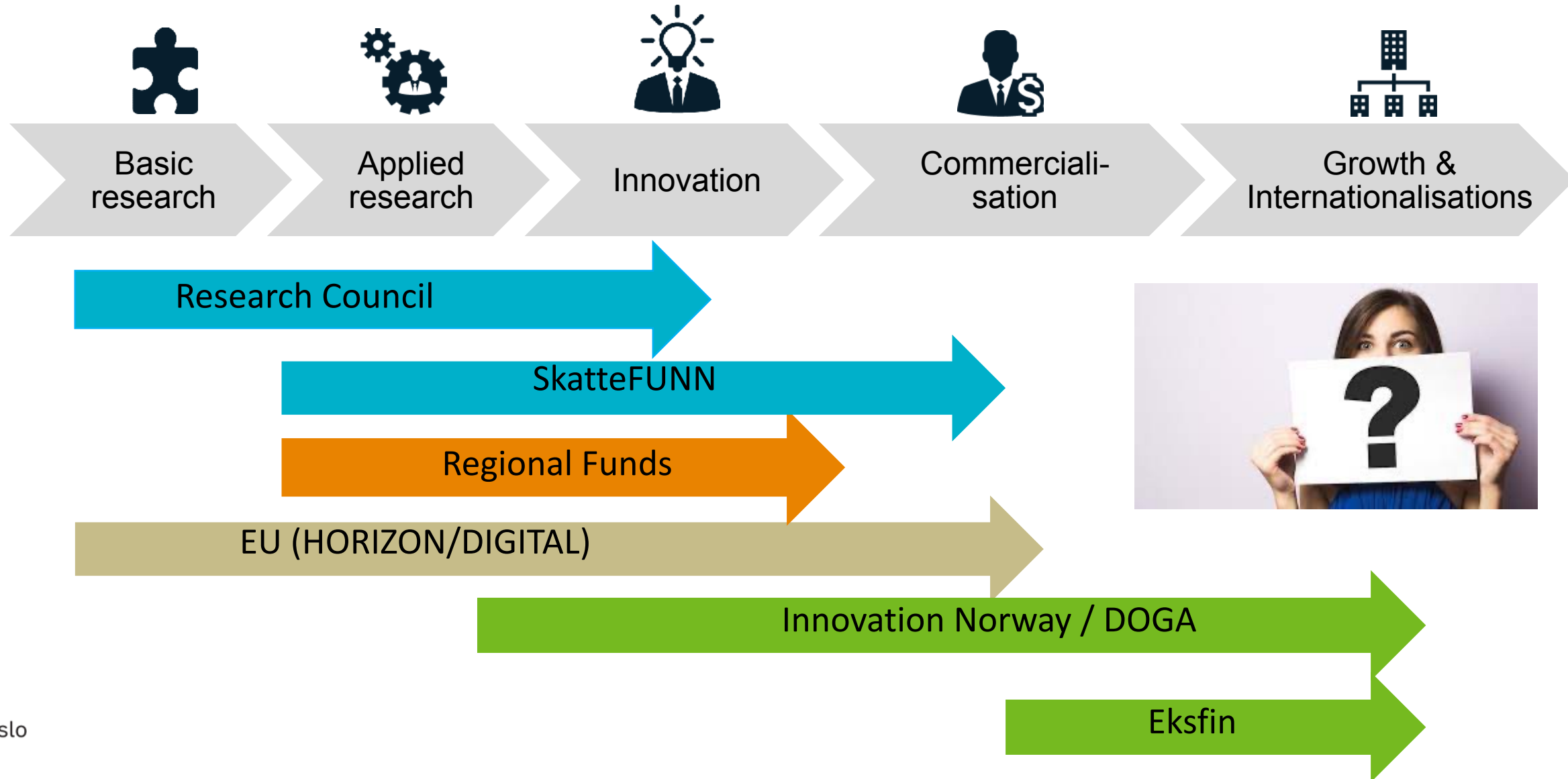
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# Funding instruments, and what do they do?

| Innovation Norway | RFF Oslo | The Research Council of Norway | EU programs | Other sources |
|---|---|---|---|---|
| • Funding<br><br>• Loan<br><br>• Networking<br><br>• **NEWSLETTER!** | • FORREGION Pre project<br><br>• Qualification project<br><br>• Regional innovation project<br><br>• **NEWSLETTER!** | • Green platform<br><br>• Innovation Project for the Industrial Sector [2.000.000 -> (50%)<br><br>• Demonstration Project for the Industrial Sector<br><br>• **NEWSLETTER!** | **HORIZON EUROPE**<br><br>**DIGITAL EUROPE**<br><br>**StartUp Europe**<br><br>**...**<br><br>**NEWSLETTER!** | • Oslo county (157)<br>• Doga<br>• Teknologistiftelsen<br>• Antler<br>• StartupLab<br>• Inkubators<br>• Clusters<br>• Catapults (SIVA)<br>• ExFin<br>• ....<br><br>• Loads of **NEWSLETTERS!** |

## SkatteFUNN

# Which support scheme is suitable?
## Research, innovation and business development



| Basic research | Applied research | Innovation | Commerciali-sation | Growth & Internationalisations |

Research Council

SkatteFUNN

Regional Funds

EU (HORIZON/DIGITAL)

Innovation Norway / DOGA

Eksfin

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# SkatteFUNN

## www.skattefunn.no

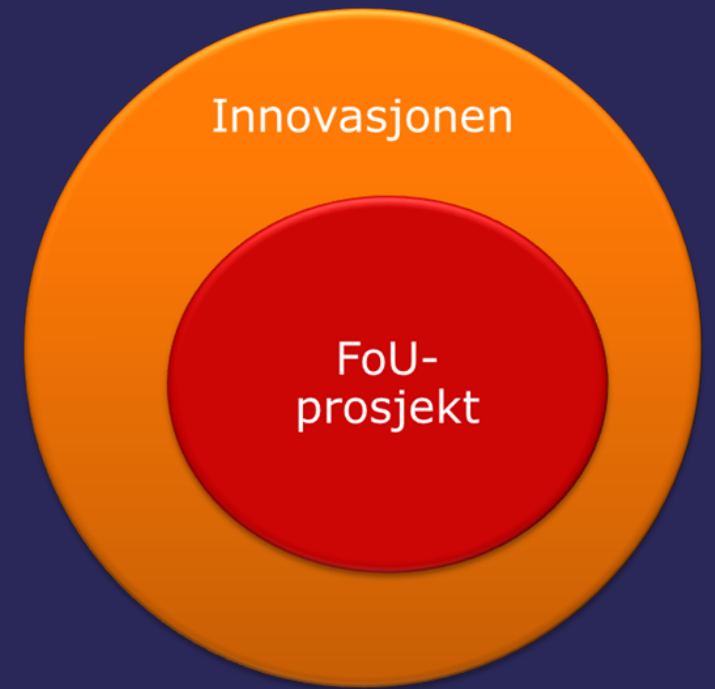**Tax Deduction Scheme for Companies with Research and Development Projects**

- You will develop new or better product, services or production processes

- You have a targeted and limited project to achieve this

- The project will provide new knowledge or new skills in connection with the development

- Your business benefits from the result

- Sustainability

## 19%

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skatte**funn**
www.skattefunn.no

# Innovation
# = something new and useful

- An innovation project will lead to sustainable value creation and competitiveness for the company

- The Research Council provides financial risk relief for the company's costs for R&D activities, and only that!



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# You know best!

Do the writing yourself

- Where you stand
- Where you want to go
- What you need





JEG REISER ALENE

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# Some concluding tips

▸ Guide companies

▸ Try to become a strategic partner

▸ Get involved early

▸ Set problems on the agenda and invite companies

▸ Learn more about how R&D can give sustainable business

▸ Have an overview of Funds so you can suggest it to your partners

▸ Did I mention that you could contact a competence broker

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# Thank you for your attention!

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# Break

# Ingrid Skrede

Ludenso

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# Ludenso and Oslo Business Region

April 28th 2022

## Agenda

- About Ludenso

- AR and education

- Research scope

- Application process

- Research method

- End-results

- Lessons learned and advice

# /14 – A strong core team with complementing skills and

**M.Sc. Eirik G. Wahlstrøm**
CEO & Co-founder
*«Visionary doer»*

**M.Sc. Harald L. Manheim**
CTO & Co-founder
*«Product visionary»*

**M.Sc. Ingrid Skrede**
CMO & Co-founder
*«Organization builder»*

**M.Sc. Benjamin Kjær**
Head of Math
*«The builder»*

**M.Sc. Ole Vedeler**
Tech Lead
*«The architect»*

## Consultants

**Jonathan Viner**
Sales consultant

15+ years from Media and
Educational market.

**Markus Wogatzki**
BDR from Aexus

5+ years from
B2B Sales.

## Part-time team members

**Jon Hofsli**
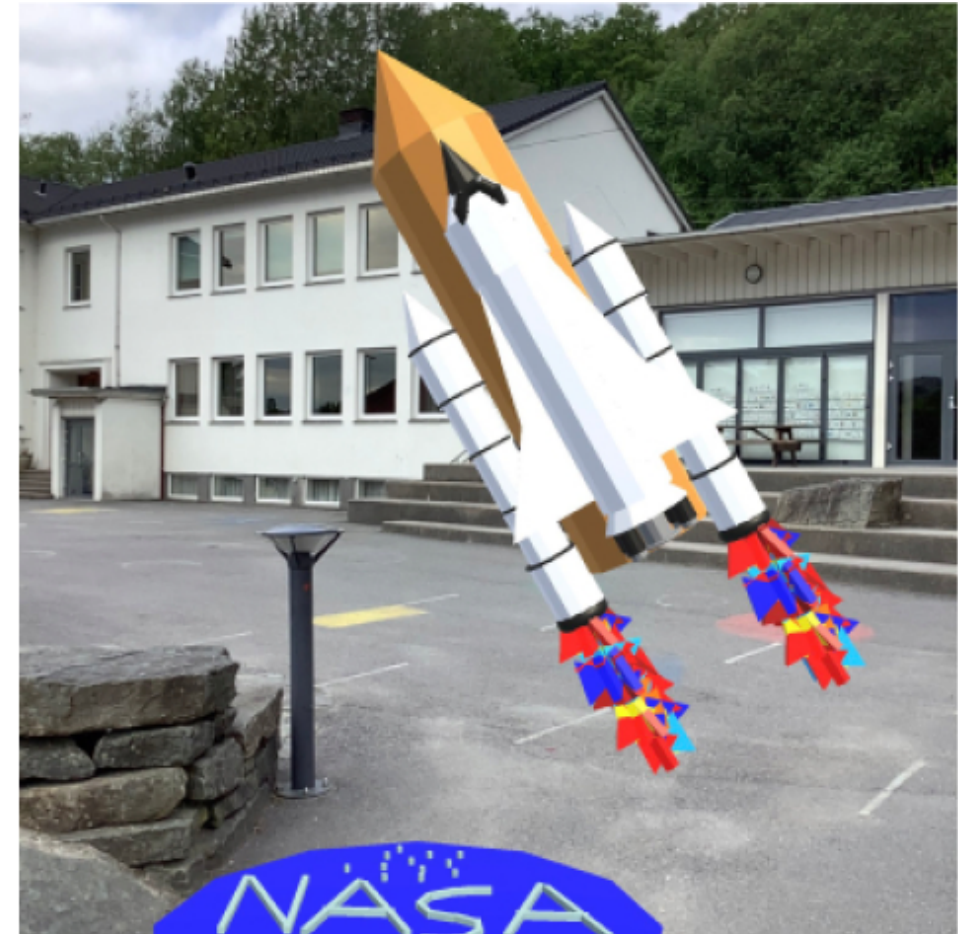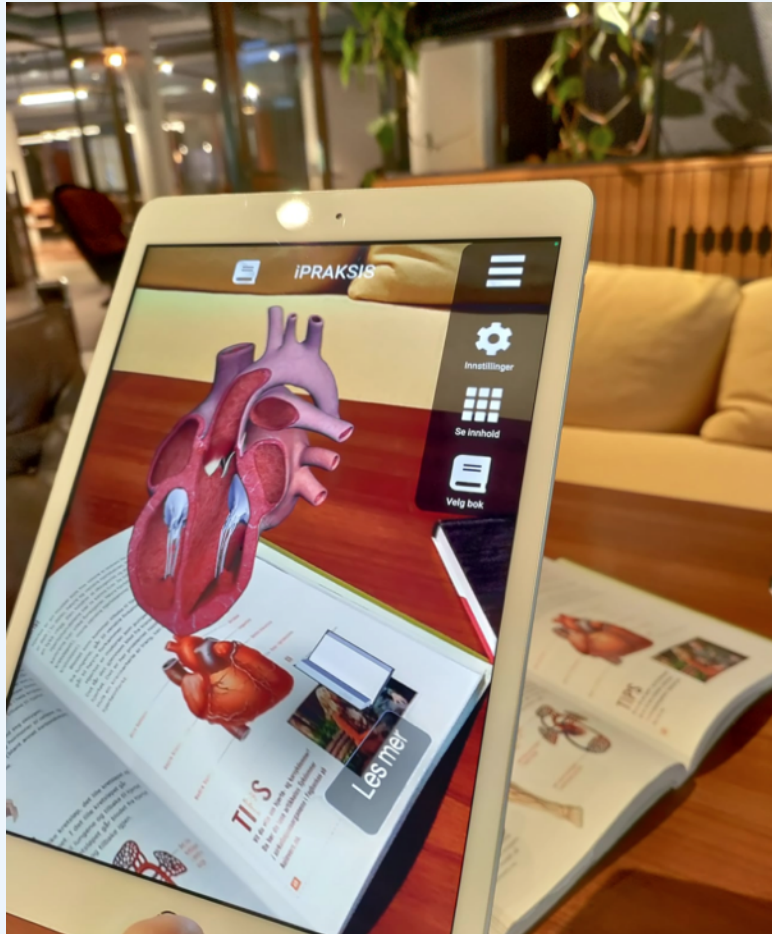UI/UX

**Eivin Floer**
AR developer

**Bharat Parikh**
AR Developer

**Susanne Thue**
Project Manager

# The Ludensoverse – the leading AR Universe for learning

1:1 AR in classrooms

Instructional AR videos

AR enriched newspapers and magazines

Corporate learning through holograms

End user content creation and sharing

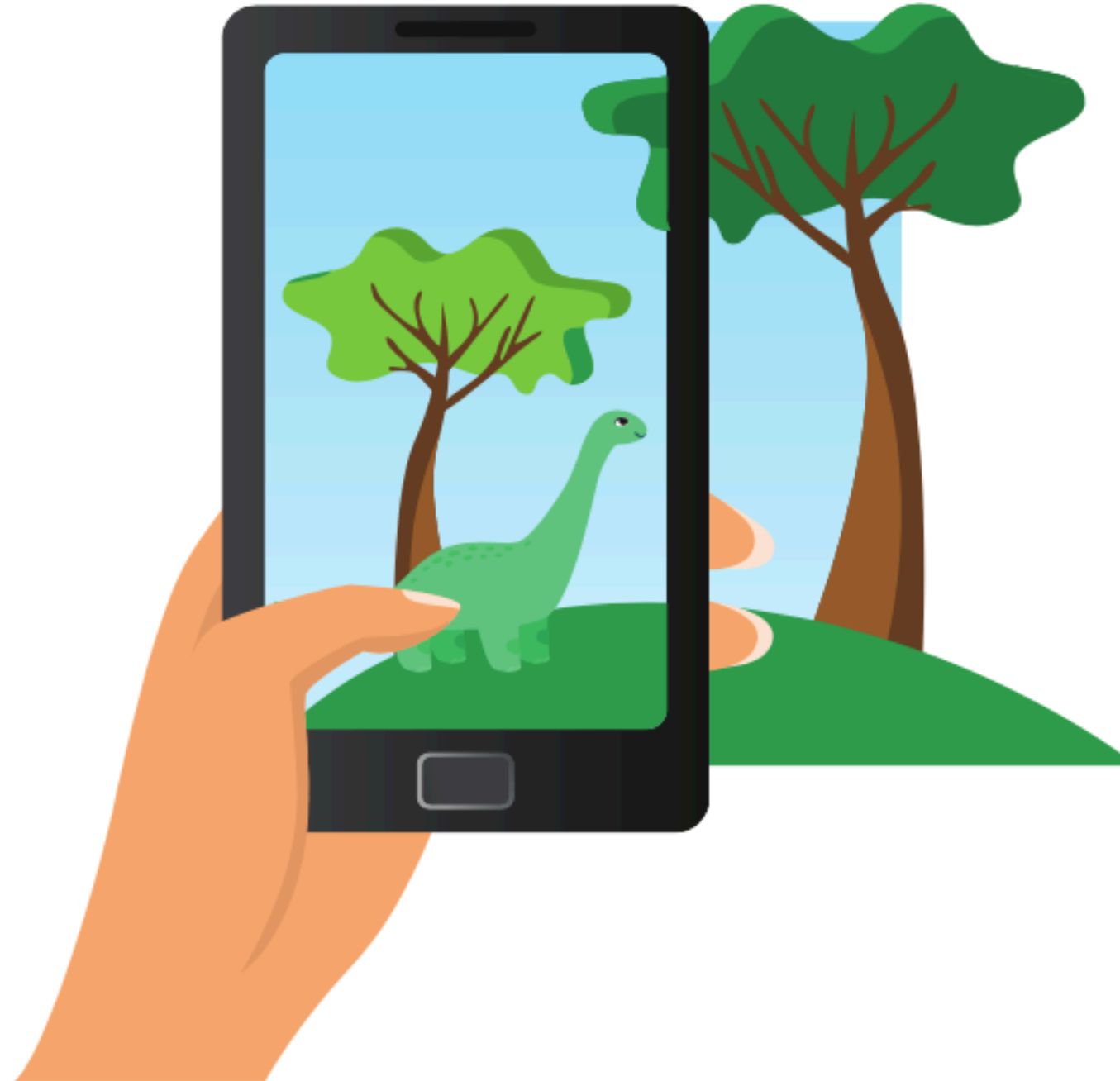Geolocation based AR experiences

AR enriched textbooks

# Enabling students to explore, learn and create with AR

## Application process

1. Find a reserach partner, and get to know their motivations for collaborating

2. Find existing reserach to build on

3. Decide on scope together with experts
   1. Project goals
   2. Research questions
   3. Timeline
   4. Work packages
   5. Budget

4. Get feedback on your application

5. Apply! ☺

## Research process

1. Find partners and give them the needed on-boarding

2. Test interview guides with relevant users. Iterate.

3. Gather data

4. Analyze results and build a reserach report

5. Evaluate the collaboration

6. Share reserach findings

7. **Next: Build on knowledge in new projects**

# Project goals

*«The main goal of the project is to further define research challenges in a main project, in order to form research-based guidelines to exploit the potential of AR technology in a pedagogically valuable way.»*

## Part Goal 1

- *«Test different pedagogical frameworks to create teaching plans for 3D modeling and AR in a simple and valuable way»*

## Part Goal 2

- *«Create closer relationships between the research institution UiS, Ludenso and the participating primary schools, to lay the foundation for a successful main project»*

# Research questions

An obstacle to being able to effectively integrate AR technology in teaching is that there is a lack of one conceptual framework (Rasimah et al., 2011), which often leads to the use of technology superficial and unproductive (Ertmer et al., 2012).**DM1**

**RQ1**

- *«Which academic content can be effectively taught using technologies such as AR- and 3D modeling?»*

**RQ2**

- *«What is the connection between the design of learning programs, the utilization of technology and students' experienced learning motivation?»*

# Methodology

1. Direct observations in the classrooms

2. Interviews with teachers

3. Surveys to students

**REGIONALE FORSKNINGSFOND**

**OSLO**

# End-result

1. An in-depth research report with practical advice to teachers, students and schools on how to succeed with AR

2. An internal collaboration report between Ludenso and UiS

3. A reader-friendly white paper



RAPPORT

**Framtidsrettet og pedagogisk bruk av AR-teknologi i grunnskolen**

Paolo H. Scarbocci og Morten B. Njå
Universitetet i Stavanger (UiS)

Universitetet i Stavanger

# Lessons learned

1.  **Timeline**: startups move a lot faster than universities (!)

2.  **Research scope**: be CLEAR on what you need, so that you don't end up with vague academic recommendations

3.  **Ambitions:** remember that the goal is to lay the foundation for a larger project

# Contact details

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# This is not goodbye

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