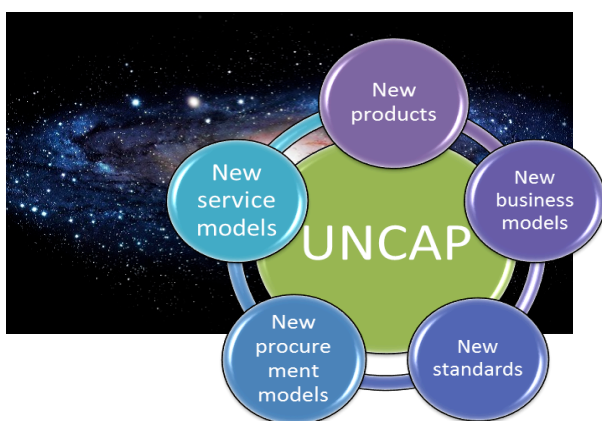


Press Info

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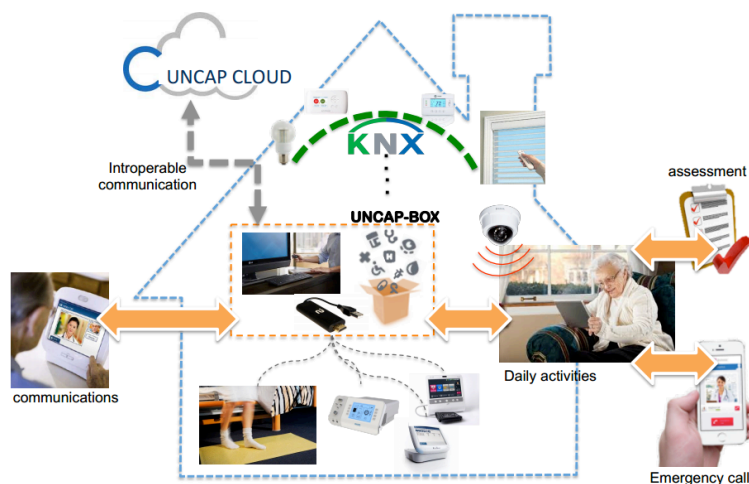
The market uptake of UNCAP was kicked off in Darmstadt

On July 28th, 2015, representatives of different innovation management organisations from all over Europe met in Darmstadt, Germany, to kick off the commercial exploitation of UNCAP.



UNCAP is the abbreviation of “Ubiquitous Interoperable Care for Ageing People”. It is a pilot-centric innovation action, driven by several high-tech SMEs with support from few research centres. UNCAP aims to deliver a suite of innovative ready-to-market ICT products and services, specifically designed to help elderly people with cognitive impairments live a more independent life.

UNCAP maximises use of standards to create an interoperable open infrastructure that leverages on location and sensor-based technologies to create radically new paradigms for service care delivery. The project is co-funded by the European Commission under the so called Horizon 2020 programme activities (reference no. GA 643555).



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The German business acceleration company INI-Novation GmbH welcomed its international guests as leader of the work package and highlighted the goal to develop relevant business and service delivery models addressing the private and the public eCare sector. The UNCAP products and services will be underlined by business concepts to achieve market attention, market and investor's readiness, market entries as well as market expansion and scalability.



The international team to accomplish the UNCAP access-to-market

In addition, it is intended to stimulate the relevant protection activities (patenting, trademarking etc.) and to establish a library of reference agreements, such as licensing agreements, reseller agreements, service level agreements, business development agreements, or investment terms. Standardisation activities shall accompany the measures.

This will lead to the establishment of a transnational innovation ecosystem for eCare, in which innovation management and business spin-off tasks shall be performed in a global scale. Thus, return-on-investment potential will be generated and sustainability of UNCAP will be achieved.