



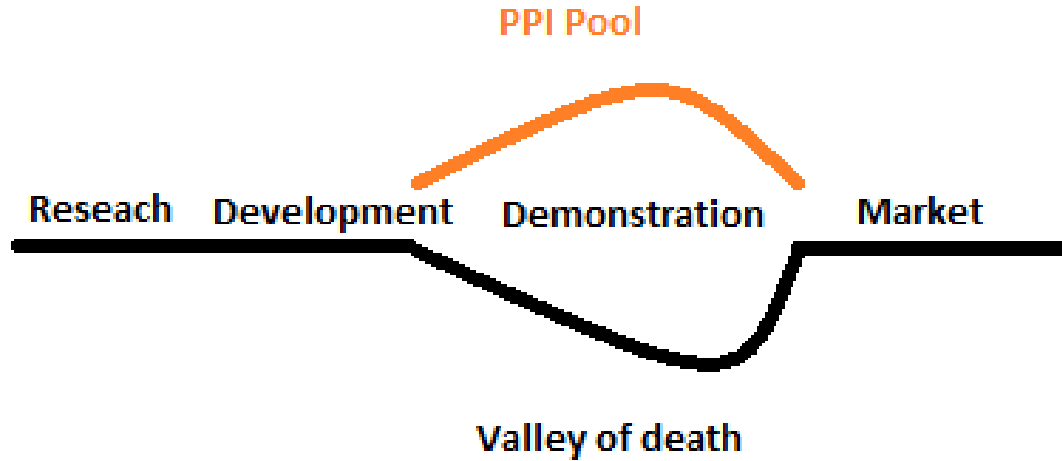
CLUSTERIX 2.0 WORKSHOP

# Brief introduction to Pool of Funds for Commercialising

## Public Privat Innovation – the PPI Pool

Jane Guldbrand-Hansen  
Region of Southern Denmark

# WHY A PUBLIC-PRIVATE INNOVATION POOL?



# OBJECTIVE OF THE PPI POOL

- PPI Pool funds projects by a minimum of DKK 400.000 (€ 53,000) and a maximum of DKK 1.475.000 (€ 198,000).
- Funding rate: 75 % with a requirement of 25 % financial contribution from private companies.
- Normally, projects last for a period of 12 months.
- PPI projects should be carried out in collaboration between at least one private company and one public partner



# BUSINESS DEVELOPMENT STRATEGY



Higher productivity and employment rate

Accelerator-model



Sustainable Energy

Accelerator-model



Health and Social Innovation

Accelerator-model



Experience Economy

Broad-scope initiatives, internationalisation and outlying areas

THE EUROPEAN UNION

The European Regional Development Fund



The Southern Denmark Growth Forum

Growth Forum

Region Syddanmark



Investing in your future

# RESULTS OF THE FIRST PPI-POOL (2012-2015)

- The funding from the PPI Pool reduced the financial risk of the product development phase for the SMEs
- The public partners gave valuable input about the product development
- SMEs gained unique insight into the needs of product users and citizens and the opportunity to modify the prototype to these needs in an early phase
- Result: highly specialized products that are much easier to sell than other products

## Achieved effects in total:

- A turnover of 37,6 m DKK (approx € 5 m)
- 50 new jobs

THE EUROPEAN UNION

The European Regional  
Development Fund



Investing in your future

The  
Southern  
Denmark  
**Growth Forum**

  
Region Syddanmark



Thank you!

email: [jgh@rsyd.dk](mailto:jgh@rsyd.dk)