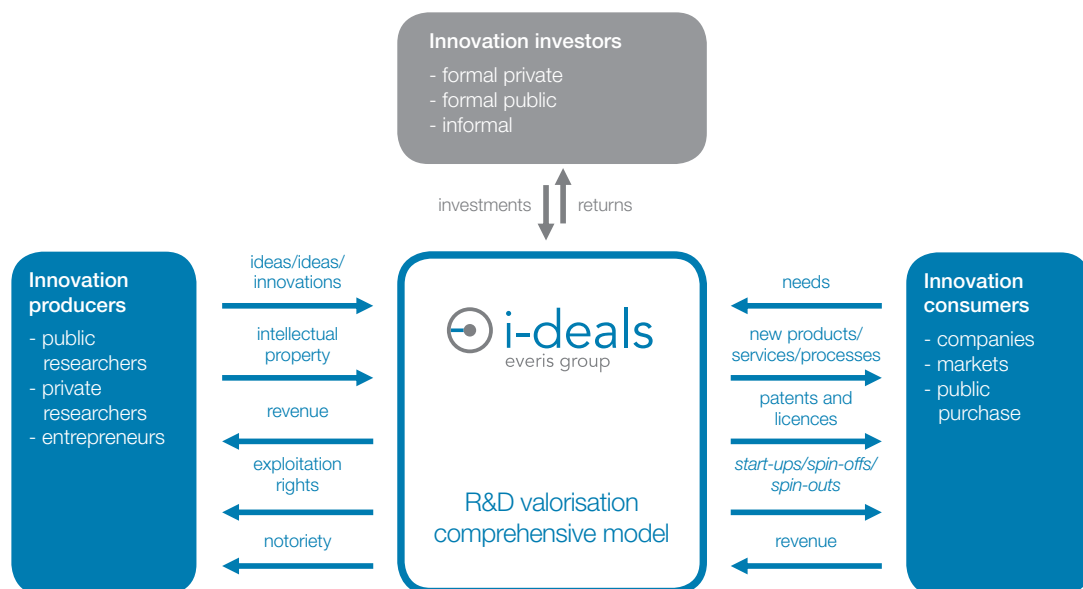




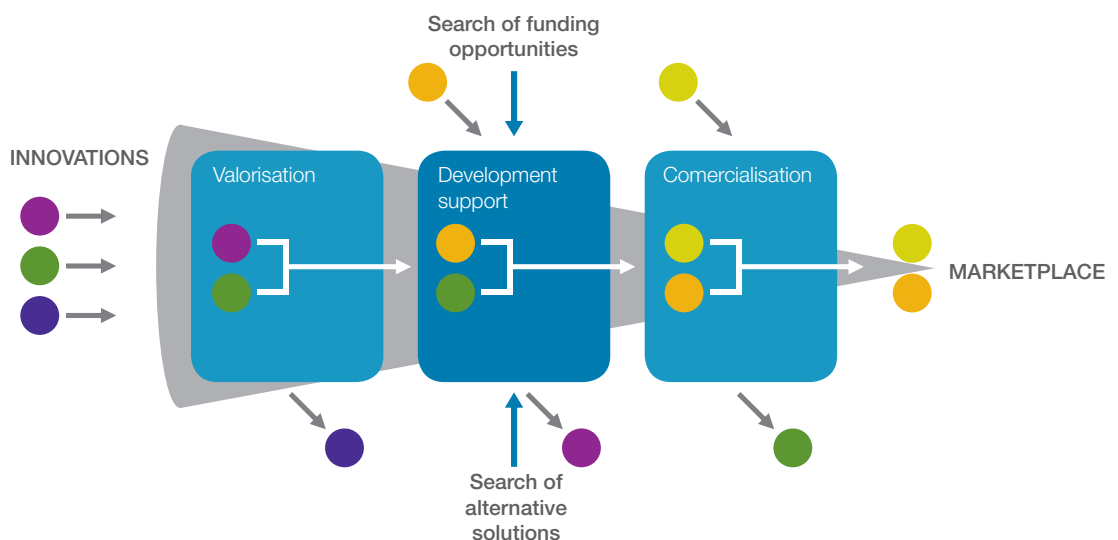
Uniting markets and  
technologies

# To connect technology with real needs. Joining forces in a global context. That's what we do.

**i-deals** emerges as an organisation with the purpose to build realities. Thanks to its network of contacts it operates as a technology broker, connecting innovative technologies produced in the academic and business world with markets that require such innovations. **i-deals** works globally in activities such as coordinating European projects or bringing technologies from Asia to Europe and America.



The activity of **i-deals** involves knowing the dynamics of innovation, its supply and demand, and the funding mechanisms necessary for the connection to the market to become a reality.



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# The challenge: the disconnection of the technology markets.

Technology and innovation is a global phenomenon. However, an adequate connection system between the producers of innovation and those that need it does not currently exist.

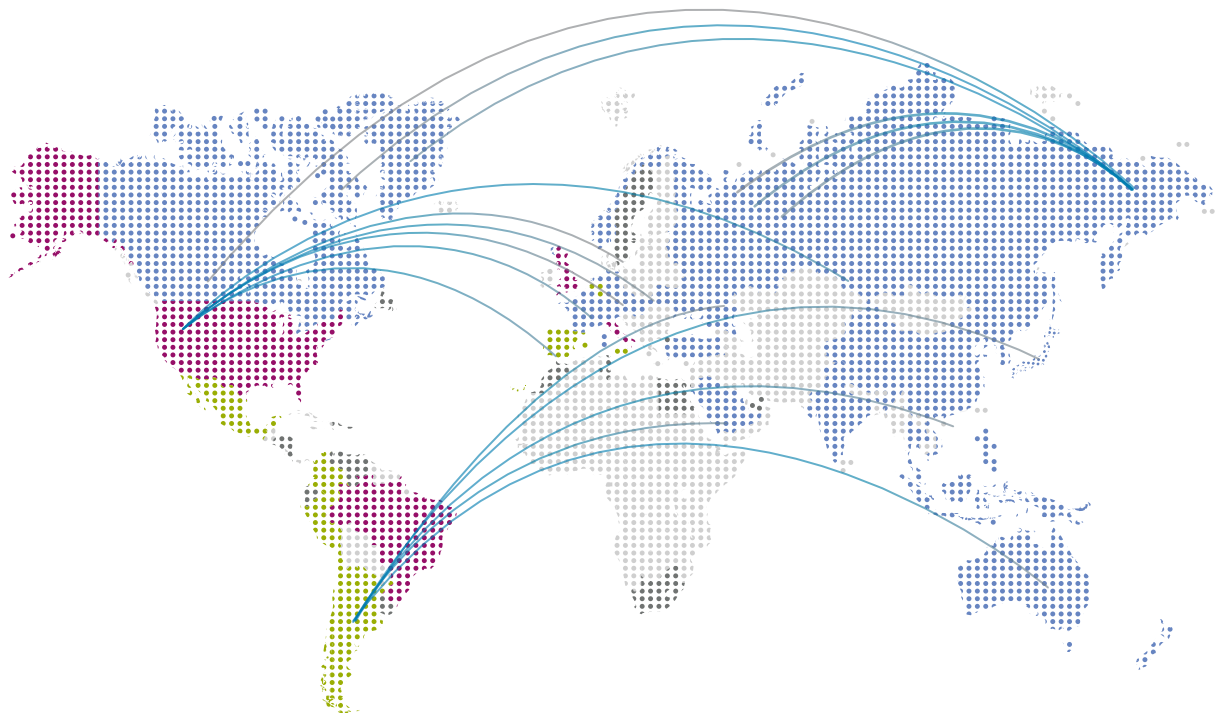
At **i-deals** we acknowledge that the causes of this inefficiency are the absence of an adjustment between supply and demand in this virtual market of technological innovation. The offer is either not effectively oriented towards the market or does not have the means and knowledge to reach it. On the other hand, demand is disaggregated and global, which further complicates the connection between the agents involved.

Another element to consider is the gap of trust between suppliers and consumers of innovative technologies. This is where the role of **i-deals** becomes important as a third party that provides additional elements of reliability.

It is in this scenario of disconnection in the field of innovative technology where **i-deals** emerges as the bet of the **everis NTT DATA Group** to establish the necessary connections within the technology markets.

**everis NTT DATA** is a corporate group with more than 70,000 professionals with presence in Asia, Europe, North America, Latin America and the Middle East.

**i-deals** is positioned as an intermediary between technological innovation and companies, with the goal of connecting the various innovation market players.



# The best way to see what we do: our success stories.

**i-deals** already has numerous references acting as an intermediary between innovation and the technology marketplace, having developed this activity in different sectors in which several success stories have arisen. Here are a few of them:

## Internationalisation and brokerage services for Korean technological SMEs

**i-deals** has been accredited by the Small and Medium Business Corporation (SBC) of South Korea to offer valorisation and commercialisation services to SMEs. Through this programme different companies from the Asian country have contacted **i-deals** to get support in this process. This type of accreditation strengthens **i-deals'** ties with fast-growing economies such as South Korea's.

## Coordination of European projects under the H2020 programme

The project MefCO<sub>2</sub> (Methanol fuel from CO<sub>2</sub>), defined and coordinated by **i-deals**, aims to develop an innovative green chemical production technology which contributes significantly to the European objectives of decreasing CO<sub>2</sub> emissions and increasing renewable energy usage. This project has a budget of over 11 Million Euros and, with an execution period of four years, it is scheduled to be completed towards the end of 2018.

## Analysis of market potential of technological startups

As part of **i-deals'** continuous valorisation activity, we are working for example with European technology-based SMEs in the development of business models of energy storage systems, and we are undertaking commercial analyses of bioinformatics solutions developed by Japanese universities' spin-offs, using in all cases the networking strength of **i-deals**. Other significant projects within the scope of Japan include the collaboration with NEDO (New Energy and Industrial Technology Development Organization) and Mitsubishi Research Institute in the field of energy technologies.

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# i-deals is backed by the **everis NTT DATA Group**, an expert in business consulting and technology services.

The essential competitive-edge asset that **i-deals** applies to its valorisation projects is based on its commercial capabilities, which leverage on **everis NTT DATA's** customer base, which consists of large national and international companies with high technological capacity.

Globally, **everis NTT DATA** has over 70,000 professionals, operates in 41 countries all over the world and has 10 Billion Euros in revenues. The Group works with 80 of the 100 top companies listed in Fortune.

**i-deals** also has the backing of the **everis Foundation**, an organisation which supports the valorisation of research carried out by universities, and which contributes towards highly relevant investigations reaching the marketplace and becoming enterprise applications.





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**We are part of SPIRE** (Sustainable Process Industry through Resource and Energy Efficiency)