

– One of the keys to success is to open doors for people with ideas



## Partners for innovation

SpareBank 1 Midt-Norge

 NTNU  
Norwegian University of  
Science and Technology





## Success is due to a unique link – between a bank and a university

**Partners for innovation initiate collaboration between people with ideas and investors with the aim of promoting development. Ideas are transformed into flourishing technology firms. The technology of tomorrow is being created in Mid-Norway, and we provide help during the start-up phase.**

### **We improve windmills instead of tilting at them.**

ChapDrive AS is an example of a successful spin-off from NTNU's community of innovation. With the support of SpareBank 1 Midt-Norge among others, they have developed a new technology for wind turbines. The result is a patented system for hydraulic transmission that improves the efficiency of the turbine. Better connections generate more energy.

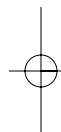
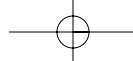
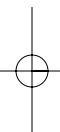
### **Collaboration creates success**

In Norway's most attractive region, good ideas are efficiently matched with investment managers. The collaborative programme that the Norwegian University of Science and Technology (NTNU) and SpareBank 1 Midt-Norge have launched is unique. But why would a savings bank work in partnership with a university? In 2006, the OECD published a report concluding that NTNU represents the region's foremost comparative advantage. At the same time, SpareBank 1 Midt-Norge annually invests

nearly NOK 100 million in programmes for the public benefit. The bank's vision is to "build, support and develop Mid-Norway". Insightful minds found that they had objectives in common. They decided to work together, each contributing the resources at their disposal: knowledge, ideas, capital and experience. The objective of the collaboration is to create the foundation for the region's future business by initiating innovation and inspiring the local business sector to stay up to date with modern development. This is a success story.



In July 2007 it was announced that NorthZone Ventures, Hafslund Venture and Statoil New Energy will invest NOK 14.3 mill (€2,25m) in ChapDrives new technology for wind turbines.



"As a savings bank, we can allocate some of our profits for the public benefit. The bank achieves this through the fund Spare-Bank 1 Fondet, which is our tool for building, supporting and developing the regions in which we operate. We spend the money with great care, so the bank selects the projects that can create the best ripple effects. By working together with NTNU, we have come up with ideas, new technology and business concepts that, with a little start-up help, have developed into robust enterprises. The bank has business expertise, while students and researchers are skilled in their specialities. This creates a balance that promotes realism in business development. With adequate attention to the technical aspects of the ideas as well as the financial side, the new company will be able to survive and grow in a tough market. We believe that safeguarding the future business of the region is the best way for the bank to give something back to our local community."

**A. Norberg**

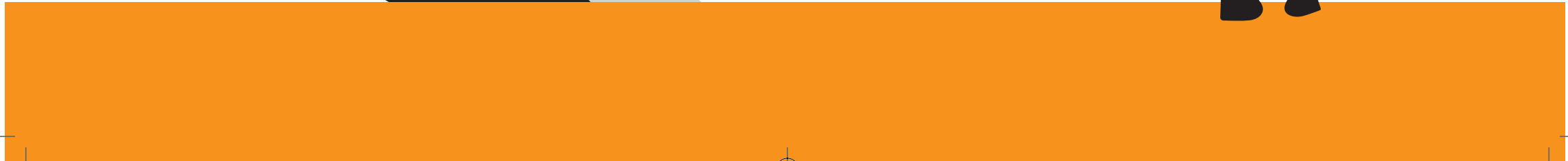
"NTNU is Norway's leading technological university. Every year we give the world 3000 brilliant young minds with a solid degree from NTNU, and pioneering research results from our distinguished academic environment. But we want to do more. We have a role in society, an obligation to transform our knowledge capital into results that benefit everyone. In addition to promoting knowledge and wisdom, we want to convert good ideas into practical reality. The ideas that come into being here at NTNU are cultivated by a network of people and institutions, each with their own leading-edge competence at some stage on the road from idea and product to the market. Through our unique collaboration with SpareBank 1 Midt-Norge, many good ideas from NTNU have received the impetus needed to get them off the ground ."

**J. Onarheim**



*Mr. Onarheim is Senior Advisor at NTNU.*

*Mr. Norberg, General Manager, heads the bank's Community Department.*





## Initiatives by Partners for Innovation

**The key to our success involves opening doors for people with ideas.**

This part of the story involves selecting inspired ideas. Recipes for success may vary, so Partners for Innovation support different initiatives in different ways. Sometimes it is enough to introduce the right people to the right enterprises. At other times, financial support is needed in a risky start-up phase. Every year, we celebrate all the ideas and the successes with an evening of awards. A few million kroner end up in fortunate hands – a great help to hard-working entrepreneurs. We succeed because we manage to identify which measures are necessary in a variety of situations.

### Innovator – an Oscar gala for good ideas and innovative technology

The collaborative programme is the driving force behind the Innovator ceremony. Here, cash awards and accolades are distributed for the best industrial design, and the most innovative idea. In both 2006 and 2007, nearly 400 students, researchers, and business leaders have gathered to celebrate success stories. Innovator has become Mid-Norway's "Oscar gala". Winners of the Venture Cup, Mid-Norway Take-Off, and Startstøtte [the Start awards] are announced, and receive accolades and cash grants. In total, about NOK 1.4 million is distributed during the evening.

### The Start awards

Inspired ideas receive financial help to turn them into businesses. Every year, SpareBank 1 Midt-Norge awards two grants of NOK 500,000 each. This is a regional initiative, and the funds are intended to provide start-up support to two teams of entrepreneurs who see the potential for creating value in Mid-Norway. They have the will and the ability to commercialize their idea, combined with the ambition to succeed in an international market. The Start Awards (Startstøtte) are Norway's largest awards for entrepreneurs.

### Top Management Conference

Towards the end of the grey and wet month of November, student associations, professors and top management gather to discuss a challenging question: How can we benefit from the region's greatest advantage – NTNU's brainpower – for further business development in the region? The objective of the conference is to create the foundation for specific collaborative projects between academia and the business sector. At this annual top management conference, knowledge, industry, creativity and capital meet in carefully composed groups. Partners for Innovation thus arranges matchmaking between academics and businesses. At the conference, the foundation is laid to make new bridges between the business community and academia.

### The Design Award

Technology must be functional, and should preferably have visual appeal as well. Norway's first sector prize within industrial design, worth NOK 100,000, is awarded by the Department of Product Design (NTNU), Norwegian Industrial Designers (NID), and SpareBank 1 Midt-Norge to a designer who succeeds in combining ergonomics and technology with innovative aesthetic expression.



### Take Off helps to launch businesses

Take Off is Norway's most effective innovation programme, with 160 flourishing enterprises to its credit.

In 2004, the value created by Take Off businesses totalled NOK 79 million. The initiative, which began as an educational method 25 years ago, has now become a programme of study for the development of good business plans and for starting businesses. The NTNU Entrepreneurship Centre teaches entrepreneurial skills. The centre is involved in extensive research related to funding, internationalization, and organization of technology firms during start-up and development. The objective of the innovation programmes is to provide participants with experience and knowledge about innovation and the management of innovation projects. Additional goals is to build new relationships and to strengthen existing ties between R&D communities and firms. The ideas developed at NEC often become solid companies.

### The NTNU Entrepreneurship Centre

has initiated a collaborative programme with Babson College in Boston. Babson College has the world's largest research community in entrepreneurship. "There is always more to learn", says Sigmund Waagø, who heads the NEC. The knowledge that Professor Candida Brush from Babson College can share with us on the subject of internationalization and start-up funding is unique and valuable for us, and her research on women and minorities as entrepreneurs is world-renowned.

### The Take Off programme

generates lasting value creation. The oil analysis company ResLab began as a Take Off project. The company was established in 1986, and now has laboratories in Norway, the United

Kingdom, Brazil and several countries in the Middle East – with more than 100 employees, and sales of more than NOK 100 million.

### Venture Cup

A business plan competition. A competition with only winners. It is organized as a course at the University, with a set syllabus. You can end the course with an examination, or enter your business plan for the competition. All the participants receive follow-up from a team of mentors, who help the students to create a high-quality business plan for their ideas. The winner of the Venture Cup is virtually guaranteed success.

### Where there's a will, we create a way

[[www.startntnu.no](http://www.startntnu.no)]

SpareBank 1 Midt-Norge is a driving force promoting Mid-Norway as a hub of knowledge development. The bank's portfolio reflects a consistent theme. From Young Enterprise Norway, which comprises young students who are developing their business skills, start-up help to enterprises in their early stages, large investments in seed funds, to funding of a variety of large established projects such as HUNT. Together with the university and other contributors, the bank promotes the transformation of knowledge into valuable assets. Here, you can read more about some of these projects.

### HUNT, the Nord-Trøndelag health study

[[www.hunt.ntnu.no](http://www.hunt.ntnu.no)]

An enormous database of health information has been developed on the basis of the whole population of Nord-Trøndelag.





HUNT is one of the largest public health studies ever conducted in the world, and contains extensive medical information about individuals and families. The data has been collected in three intensive studies over more than 20 years. The database provides input data for research on major public health problems such as: cardiovascular disease, diabetes, trends in weight in the population, cancer, substance misuse, pulmonary diseases, other respiratory problems and allergies, metabolic disorders, psychological problems, headaches, muscular and skeletal disorders, and dental health.

### **Junior Achievement – Young Enterprise Norway**

([www.ue.no](http://www.ue.no))

Junior Achievement-Young Enterprise Norway is an organization that teaches business skills to students. Through our programmes, students are given the opportunity to run a company and to develop their business skills in co-operation with other students. 20% of students who experience this programme venture on to start a real business of their own.

### **Technoport**

([www.technoport.no](http://www.technoport.no))

Every second autumn, Technoport Exhibition fills the halls of Trondheim Spektrum with presentations of innovative ideas and advanced technology. During the exhibition, professionals, students, investors and the public meet to experience and gain insight into the technology of tomorrow.



### **Access Mid-Norway**

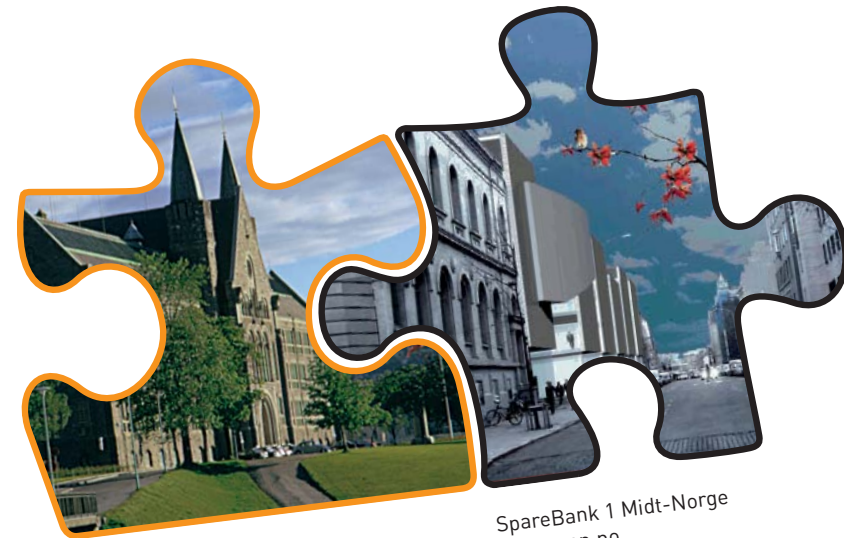
([www.accessmidnorway.no](http://www.accessmidnorway.no))

Access Mid-Norways objective is to help both knowledge workers and enterprises within research and development that are on the move to understand that their new home is in Mid-Norway. Here, they will find the people, the environment, and the places that will open new doors to knowledge and greater competitiveness.

### **Wireless Trondheim**

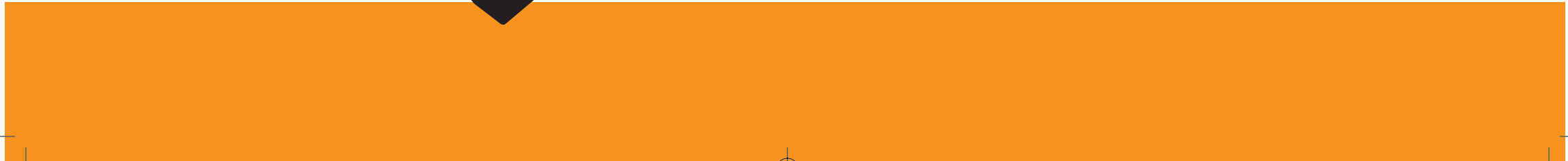
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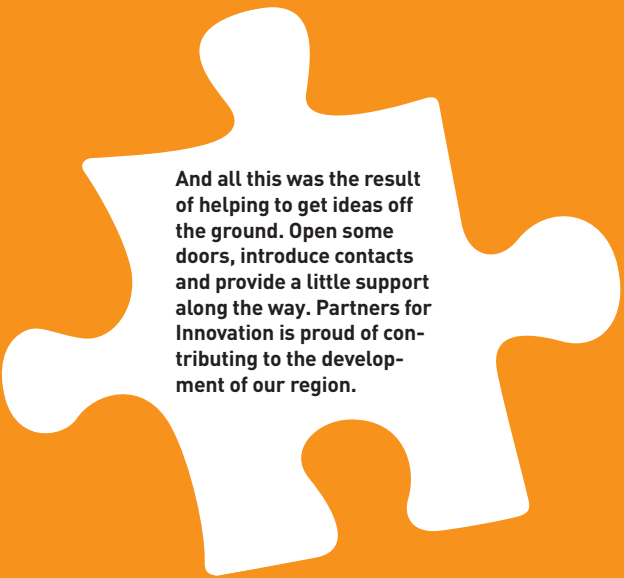
Wireless Trondheim is a research and development project that provides more people with extended access to the Internet. During the autumn of 2006, Trondheim became one of Europe's first wireless cities, with good coverage in the city centre and the areas around its many campuses. The aim is to make the whole of Trondheim wireless, so that the city becomes a laboratory for research and development of mobile computing services.



NTNU, campus Gløshaugen  
[www.ntnu.no](http://www.ntnu.no)

SpareBank 1 Midt-Norge  
[www.smn.no](http://www.smn.no)





**And all this was the result of helping to get ideas off the ground. Open some doors, introduce contacts and provide a little support along the way. Partners for Innovation is proud of contributing to the development of our region.**

#### **SpareBank 1 Midt-Norge**

SpareBank 1 Midt-Norge is Mid-Norway's largest bank, with total assets of 67,6 billion Norwegian kroner. Headquartered in Trondheim, the corporation has 960 employees.

The bank is part of the third largest financial group in Norway, and has offices in 71 locations in 51 municipalities.

#### **NTNU**

The Norwegian University of Science and Technology (NTNU) in Trondheim represents academic eminence in technology and the natural sciences as well as in other academic disciplines ranging from the social sciences, the arts, medicine and architecture to fine art.

With over 4300 employees and 20 000 students, NTNU is the second biggest university in Norway.

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