

Newsletter



Welcome to this Autumn 2017 i3B newsletter. We would like to update you with the latest news: Neurovation, i3B business developers, join the Hackathon, network project opportunities, new i3B participants, events, R&D projects, and last but not least, a new edition of 'in the spotlight' with i3B board member and Eaglescience director Marc Grootjen. Enjoy reading!

HEADLINES

24 November 2017 – Neurovation event

On 24 November 2017, Donders Institute and i3B organize the networking event Neurovation, to create neuroscience driven solutions for current and future societal issues. The event kicks off with a plenary morning session with presentations by, among others, Prof. Louise Gunning (National Research Agenda), Dr. Nicky Heckster (IBM) and Dr. Boris Konrad (The Brains and Methods of Memory Champions). Subsequently, after lunch, there will be four break-out sessions:

- The learning society
- Food & Cognition
- Neurotech-NL
- Healthy Lifestyle & Behavioral Change

For the full program: [click here](#)

This event is fully booked.



NeuroTech-NL



DONDERS
INSTITUTE



Europese Unie



Europees Fonds voor Regionale Ontwikkeling

PHILIPS

Partners wanted for a new EFRO 'Netwerk & Clusterregeling' application

i3B established a 'Netwerk & Clusterregeling' project on the crossover of ICT, Food and Health together with innovation networks Food Valley NL and Health Valley. The project is highlighted as a 'model' application on the [OP Oost website](#). Aim of this subsidy is cooperation between

SME companies in the Agrofood/HTSM/Health sector and stimulating them towards valorization. The subsidy amounts to 50% of costs, with a maximum of €500.000. Typical examples of eligible activities are: establishing an innovation agenda, organizing matchmaking events, SME coaching from knowledge to scale-up and scouting valorization ideas. Click the link to above for more information.



i3B would like to establish a new project before **28 February 2018** together with for example valorization departments of knowledge institutes and other ICT, Food and Health company driven innovation networks. Any suggestions for partners, we are happy to explore possibilities! Let us now by e-mail: info@i3b.org

i3B Business Developer: Gerard van Essen

i3B is constantly seeking opportunities to expand the network and new ways to assist i3B participants in finding connections, accelerating business and developing projects and innovations. In this respect, i3B appoints flexible business developers who work on specifically defined assignments.

The first i3B Business Developer is Dr. Gerard van Essen, founder and Veterinary Advisor of Telemetronics Biomedical (recently acquired by Noldus IT) with more than 25 years of experience in Animal Science. Gerard works on an assignment regarding *'automatic oestrus detection in sows'* in consultation with the i3B Special Interest Group i3D (ICT voor Diergedrag, Diergezondheid & Dierenwelzijn – ICT for Animal behavior, Animal health & Animal welfare).



We will keep you updated through social media, our website and upcoming newsletters. If people from our network are interested to work on a project basis for i3B, please contact info@i3b.org

Koninklijke Visio Hackathon: Future of Shopping – Visually Impaired

The way we shop today, isn't the way we shop tomorrow. Experts in retail expect a blended way of shopping (online AND offline) but with a more personalized, unique approach of the customers' individual journey. It's all about convenience and a great experience. Technology plays a big part in this. We believe that visually impaired people are the pioneers in future shopping. They have the needs for these new experiences and they currently use technology to address these needs already. The insights we get from this user group of early adoptors, can help understand the needs and wishes of all the customers of tomorrow. We identify three main areas to focus on that will benefit all the customers:

- **Product recognition:** identify with self-scan: products/brands, sales/nutrition-data/allergy info/price tag/translations, expiration date
- **Indoor orientation and navigation:** customer journey/guidance for finding ingredients for a specific recipe/navigation to sale items/general wayfinding
- **Payment innovations:** digital receipts/self-checkout payment/innovation in payment (e.g. contactless paying, fingerprint, iris scan)

The focus areas as described above will be guidelines for the Hackathon that Koninklijke Visio organizes 2018. The first meet-ups will be on 7 December 2017 and 11 January 2018. On 24 January, there will be an ‘*experience meeting*’ in an Albert Heijn XL store in Eindhoven. The Hackathon will take place on 25 and 26 January 2018. Visio invites i3B members to participate in this Hackathon and to contribute to insights that make shopping an inclusive experience for everybody.

Visio 



Europese Unie



Europees Fonds voor Regionale Ontwikkeling

Design drivers for the Koninklijke Visio Hackathon

- Design for all — Strive for inclusion (nobody is excluded)
- Stimulate social connections — Create an accessible customer journey
- Maintenance of daily practices — Create a tailored/personal experience
- Support independence — Clever usage of generally available technology

Confirmed participants yet are: TNO, Albert Heijn, University of Twente and Oogvereniging.

Register for the Visio Hackathon by e-mail: supertoegankelijk@visio.org

NEW PARTICIPANTS

i3B is pleased to announce the new participants that recently joined our network:

Bereslim

www.bereslim.nl

Bereslim is the provider of pedagogically responsible computer games for young children aged 3 to 7, their parents and educators. Children can play amusing and educational games and look at beautiful picture books. Bereslim products can be used at home and at school, at children’s playgrounds and libraries.



In every Bereslim game, attention is paid to stimulate good learning behavior. Learning enables children to use different types of strategies: learning behavior. One strategy is more effective than the other. If children use effective learning strategies, children show better school results. Therefore, it is important that children with a lack of effective learning strategy learn to change their strategy. In addition, Bereslim is effective for young children’s language development.

Bereslim has been set up as a platform for research on the effects of computer usage on the development of young children. The Bereslim website is the result of years of development, research and testing. The development of Bereslim therefore is under the guidance of a group of scientists in the field of pedagogy and developmental psychology. Bereslim will continue developing in the future and will expand the possibilities of current products.

VR Lab

www.vr-lab.nl

The VR Lab in Nijmegen, the Netherlands, aims to promote and stimulate the development, knowledge and functional use of VR and AR. It aims to be: a (co) working space for VR professionals, a knowledge hub, an experience facility, a community builder and a one-stop shop for clients interested in starting VR initiatives.

For VR professionals the VR Lab offers a shared workspace enabling them to share knowledge and to make use of hardware provided by the Lab. Most VR companies are small companies or start-ups with limited budgets. The costs of working with the latest VR hardware are continuously rising with every new headset or VR related peripheral coming available on the market. Furthermore VR development requires a broad set of competencies that are often not available within a single company. Within the VR Lab forces can be joined to develop VR projects of all sorts and types. The VR Lab organizes various formal and informal events so its tenants and members of VR Lab's growing network can get introduced to as well as get hands-on experience with the latest technologies and hardware available on the market.

The logo for VR LAB, featuring the letters 'VR' in a large, bold, black font, followed by 'LAB' in a smaller, bold, black font.

Businesses and non-profit organizations are struggling to understand the capacities of VR. The VR Lab provides an introduction to VR and immersive experiences to those who did not have the opportunity to dive into a truly immersive VR environment yet. For those businesses already working with VR, the Lab provides means to use or try out the latest hardware and installations. Under the VR Lab umbrella we enable our customers to start various VR initiatives. VR Lab can act as a main contractor for VR projects. VR Lab will utilize the various experts and capabilities that are available through its network for realizing these projects. The focus for those projects is on the application of VR outside gaming and entertainment.

Orikami

www.orkami.nl

Data Science for Health

Orikami is a Data Science Boutique, specialized in healthcare & life sciences. We believe health is very personal, because your health is not mine and my experience of

fitting care is probably completely different from yours. The biggest challenge of healthcare remains to find a solution to deliver fitting & affordable healthcare. With our expertise and experience using modern Data Science tools we are able to deliver efficiently, high quality personalized healthcare.



Data Science Innovation Leadership

As healthcare consultant and service provider, the Orikami team is focused on developing state of the art proprietary algorithms and software quality assurance. We are highly aware of privacy and security standards and quality regulations specifically for healthcare. We have conducted multiple randomized controlled trials to show effectiveness of digital therapeutics and diagnostics.

To thrive in the complex world of healthcare innovation we have focused on 3 main drivers:

- Multidisciplinary teams with state of the art technical expertise
- Co-creation with end users (patients, professionals and payers)
- Quality Assurance processes, while leaving room for experimentation

Self-monitoring and predictive analytics for chronic diseases

We provide smartphone based multi-dimensional longitudinal measurement of disease activity. Our tooling is aimed to predict personalized treatment trajectories and prognosis. The tooling (app) combines data from a smartphone (including sensor data, smartphone adapted clinical tests and patient reported outcomes) with wearable data and is able to combine with other sources of clinical patient data.

Data science consultancy for personalizing healthcare

State-of-the-art data science consultancy using machine learning & deep learning techniques to find patterns and make predictions in healthcare, life science & research projects. Our data lab and data product services are tailored to fit your needs.

Advantis Medical Imaging in the cloud

advantis.io

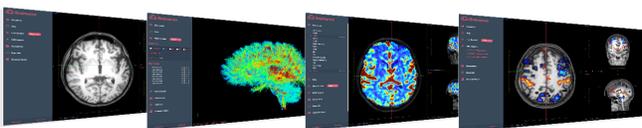
Advantis Medical Imaging develops web-based, timely, accurate and cost effective medical imaging software applications, which enable the display, processing and further analysis of 2D and 3D medical images.



Advantis has developed a highly sophisticated web-based software solution, Brainance, for the display, analysis and processing of brain MRI exams with state-of-the-art scientific methodologies.



The first web-based multimodal brain MRI software



Powered by Advantis Medical Imaging

Brainance assists the physicians to achieve a more timely and accurate diagnosis of severe diseases such as brain Tumor, Alzheimer's and Multiple Sclerosis through the provision of:

- Greater accuracy
- Online Access
- Faster speed
- Lower cost
- Simpler UI

i3B RESEARCH & DEVELOPMENT PROJECTS

The i3B network initiates new Research & Development projects in the application domains health, food, security and mobility. The added value for knowledge institutes includes new collaborations with industry and research institutes in different disciplines, additional research budget, new PhD students and access to innovative equipment, resulting in

scientific knowledge. Companies benefit by connecting to science and funding for the development of innovative integrated ICT-based solutions that ultimately tackle societal challenges.

The typical role of i3B companies in collaborative projects is the development of sensors, actuators, data acquisition systems, data analysis software, feedback systems and test apparatus. The knowledge institutes provide insight in what to measure and how to interpret brain and behavior data. In addition, i3B has sophisticated laboratories and facilities for concept development, experimentation and field testing with end users.

R&D project services



Introduction

ICT for Brain, Body and Behavior (i3B) foundation aims to be the European innovation network of ICT companies and knowledge institutes. Our participants jointly investigate, develop and commercialize software solutions that measure, analyze and provide feedback on brain, cognition, physiology and behavior. Application domains are health, food, mobility and security. Some examples of innovative products from the network:



Drive simulator Emotion reader Brain measurement Shop simulator Posture help

R&D project services

i3B supports the acquisition and realization of (subsidized) Research & Development projects. The more i3B participants are involved, strengthening the network collaboration and impact, the larger the i3B role in the project can be. i3B provides the following services:

- 1. Partner search.** National and international partner search to complete your R&D consortium.
- 2. Consortium building.** Align the visions of knowledge and business partners on the scope of an R&D proposal.
Examples are the 'IPC' subsidy application where 20 SMEs of i3B collaborate to develop innovative ICT solutions to monitor brain, body and behavior. Furthermore in an EU funded project C.I.A.L.E. where the full i3B ICT cluster is connected with a Food and Health innovation network to realize cross overs related to healthy lifestyle.
- 3. Dissemination.** i3B can write the dissemination plan for an R&D proposal and can carry out dissemination activities in a project: organize workshops and events, write newsletters and spread results through channels like social media.
- 4. Valorization and business modelling.** i3B assists with finding new business models for the valorization of scientific knowledge. A typical example is a European Cooperation in Science and Technology (COST) networking grant recently submitted on ICT and Food.
- 5. Other services upon request.**

i3B looks forward to connect and discuss the possibilities to support your R&D project idea. Don't hesitate to contact us on the address stated below.

i3B Foundation | Nieuwe Kanaal 5 | 6709 PA Wageningen
06-17117654 | info@i3b.org | www.i3b.org

R&D PROJECTS OVERVIEW

In the third quarter of 2017, i3B submitted several applications in subsidy programs such as INTERREG, Horizon 2020, TKI and MIT. In these projects, i3B Foundation is a partner, or at least two i3B members are part of the consortium. Here we highlight recently submitted and approved project proposals.

Belt for visually impaired persons project

The partners of the ZonMW/STW/Interreg project ‘belt for visually impaired persons’ who developed a system to assist visually impaired people in recognizing facial expressions from others, have made a video to explain their innovative solution: a camera attached to a smartphone, corresponding facial expressions of the conversation partner to a vibrating belt which translates the facial expressions to a certain vibration. In this way, visually impaired people can tell from the vibration if and how someone is looking at them.



[Click here for the full video.](#)



Join the Smart@Foodie consortium

In September 2017, the COST application ‘Smart@Foodie’ has been successfully submitted. Diet related non communicable chronic diseases (NCDs e.g., obesity, cardiovascular disease) as well as unsustainable food practices is a societal challenge. This COST Action will meet the challenge of achieving a high level of coordination at the interface between ‘digital’ and ‘food’. It will coordinate the short to long term development of digital technologies that can effectively monitor and measure food choice and consumption as approaches to combating the rise in incidence of lifestyle related diseases related to poor diet, whilst also increasing the sustainability of the food supply chain by accelerating methods for mapping and monitoring food production and distribution. Numerous stakeholders from across the relevant sectors will engage in a wide range of activities at each of the corners of the knowledge triangle to defragment the various communities and agglomerate ideas and practices from across the EU and beyond into a coherent approach to meeting our challenge.

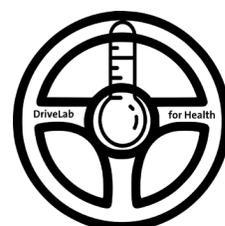
i3B will take the lead in a work package on business modelling. In January 2018, we expect the result on this application. i3B partners can still join the Smart@Foodie network once the application is successful. Please contact us if interested to join consortium: info@i3b.org

— **Partners:** [i3B](#), [Wageningen UR](#)



DriveLab for Health project

Noldus Information Technology have been successful in getting a €46k grant for further development of their DriveLab solution. DriveLab is an integrated setup for measuring the behavior of someone using a driving simulator and was initially developed in a previous





project together with a number of i3B partners including the HAN University of Applied Sciences.

The grant is funded by the ACTTiVate project. This EU project aims to foster cross-sectorial innovation in SMEs to create new services and products. DriveLab was originally created for human factors research and in this project it will be further developed with particular attention to the possibilities for research

into the impact of diseases and ageing on driving ability.

Although the grant is just for Noldus IT, a number of other organizations are interested in the development and have signed letters of interest; three potential customers who will give feedback on the features developed (Sint Maartens-kliniek, HAN university of applied sciences and MIT AgeLab, Boston) and the Würzburg Institute for Traffic Sciences, who are a development partner of Noldus IT.



MIND

Childhood obesity is reaching pandemic proportions worldwide, and it often persists into adulthood. The World Health Organization estimates the number of obesity-associated deaths at 2.8 million worldwide. Obesity reduces quality of life and has serious health consequences, including cardiovascular diseases and type II diabetes. Childhood obesity is also associated with negative mental health outcomes, such as eating disorders, depression and other mental disorders. According to the WHO, a major bottleneck for long-term well-being is that people often hardly adhere to a healthy diet and lack a sufficiently active lifestyle. Childhood obesity is caused by cultural, environmental, interpersonal, psychological, behavioral and biological/neural factors, which have often been studied in isolation. The goal of MIND is to further study these factors in detail, and how they interact and jointly determine childhood obesity, by employing an innovative network approach. Importantly, these networks can be constructed for groups of people, as well as for individuals. Individual networks will be used as a way to tailor interventions in a personalized approach. The ultimate goal of MIND is to develop effective evidence-based prevention programs and individually tailored interventions for childhood obesity. The MIND consortium consists of world renowned experts in their fields, bringing together necessary knowledge from diverse disciplines (neuroscience, psychology, physical activity, human biology, gut-brain signaling, data science, information technology, preventive medicine, epidemiology, genetics, nutrition and urban design). In MIND, researchers will collaborate with industry ([Sense Labs](#) and [Flavour](#)), society, policy makers and market actors. This is a second stage application. i3B has been assigned as dissemination partner in this project. This will ensure that science will find its way to society and the market.

— **Partners:** [i3B](#), [Sense Labs](#), [Flavour](#) (amongst many others)



Approved: Sensing alarm responses of ungulate herds to prevent poaching of endangered megafauna

Wildlife crime is an important driver of biodiversity loss and disrupts the social and economic activities of local communities. During the last decennium, elephant and rhino poaching has increased strongly. Internationally, innovative, high tech solutions are sought after to tackle wildlife crime, such as wireless sensor networks attached to animals. For example, movement activity of individuals of widely abundant, non-threatened wildlife species can be remotely monitored ‘real time’ using GPS-sensors. Deviations in movement of these species can be used to indicate the presence of poachers. However, the discriminative power of the present movement sensor networks is limited. Recent advancements in biosensors led to the development of instruments that can remotely measure behavior and physiology. These sensors contribute to the sensitivity and specificity of an early warning system.

Miniaturization and low-cost production of sensors have increased the possibilities to measure multiple animals (i.e., herds) at the same time. Incorporating data about within-herd spatial position, group size or group composition will improve the successful detection of poachers. Our objective is to develop a wireless network of multiple sensors for sensing alarm responses of ungulate herds to prevent poaching of rhinos and elephants.

— **Partners:** [SODAQ](#), [Van Hall Larenstein](#), [Wageningen UR](#)

— **Website:** [click here](#)



ICT with Industry 2017 – Eagle Vision Case

In the [ICT with Industry workshop](#), during five days approximately fifty researchers from Information Technology and Computer Science from a wide range of universities within the Netherlands and Europe will work together extensively on challenging problems proposed by industrial partners. The workshop brings together scientists and professionals from industry and governments. The workshop revolves around a number of case studies, which are subject to an intense week of analyzing, discussing, and modeling solutions.

i3B will attend this workshop with the [EagleVision](#) case: Deep learning for visual verification. The scientific question is: visual verification versus object detection. Current deep learning methods focus on object recognition, which detects the presence of existing objects. Instead, here, we already know the object that will be present, yet we want to verify their quality. We will brainstorm about the scientific state-of-the-art in deep learning and will practically explore existing deep-learning frameworks to get a prototype. Eagle Vision offers high-performance computing resources (GPUs in the cloud) and data for this project.

The poster for the ICT with Industry 2017 workshop features a central network diagram with icons for a bank, a factory, a truck, a person, a server, a document, a mail envelope, and a satellite. The text on the poster includes:
Lorentz center 40 Scientists Working on 4 Case Studies
Workshop @Gort 27 November – 1 December 2017, Leiden, the Netherlands
Scientific Organizers
• Claudia Hauff, TU Delft
• Patricia Lago, VU Amsterdam
• Ana Maria Coppers, VU Amsterdam
• Arndt Brunsink, U Twente
• Romeo Volkmann, Utrecht U
Participating Industries
• Blencio
• ICT for Health, Body & Behavior (3B)
• Océ Canon
• TNO-ESI
• Triodos Bank
Logos for **Blencio**, **Triodos Bank**, **Océ**, and **Canon** are also present. The bottom of the poster features the website www.lorenzcenter.nl.

Approved: EQIPD

The European Quality In Preclinical Data (EQIPD) project aims to dramatically increase the quality of data collected in pre-clinical studies. Findings from laboratory research often do not translate to success in human studies. Even when the same experiment is carried out in multiple labs, findings from one lab cannot always be replicated in others. It is often not clear if this is because of as yet undiscovered biological factors, or because of unwanted differences in how the experiments were done. This project will define quality standards such as being able to demonstrate that studies were randomized and blinded, supported by an adequate sample size calculation and that the hypothesis being addressed has been described in advance which will lead to a great increase in the quality and robustness of research.



This project combines the insights of academic groups studying the problems of drug development, of academic laboratory researchers and of industry-based researchers. Over 20 groups will participate in this €9.5 million 3 years project.

- **Partners:** [Radboud University](#), [Noldus IT](#)
- **Website:** [click here](#)

Radboud Universiteit



Noldus
Information Technology

Approved: Citius, Altius, Sanius

The prevailing lifestyle in the Western world (immobility, stress, unhealthy diet, smoking and drinking habits) is an important factor in the etiology of many chronic diseases. Physical activity and exercise through sport participation can help to reduce this risk factor, but introduces new risk factors associated with exercise related injuries.



The aim of the program “*Citius, Altius, Sanius*” is to stimulate people to participate in sports, physical activity and fitness by providing motivational cues about their performance, using advanced sensors and data science. Simultaneously, individual and generic information will be provided to the physically active in order to reduce the risk of injury and overloading.

Performance enhancement plays a role in both recreational and elite sports. However, requiring the maximum from the functional capacities of the human body may lead to injuries, in particular when the body is pushed over its limits, as defined by the athletes’ individual characteristics and training status. In this program we will develop the technology to:

1. Improve performance in both recreational and elite sports
2. Reduce the number of injuries in both recreational and elite sports

The proposed structure of the program comprises of fundamental technology development in the fields of sensor technology, data science and feedback technology. In addition, applied projects comprising all these elements will be defined, focusing on the biggest societal challenges when it comes to sports injuries like injuries in soccer, fitness, running, or falls when cycling.

- **Partners:** [Motekforce Link](#), [Noldus IT](#), [Radboud UMC](#), [HAN](#)
- **Website:** [click here](#)

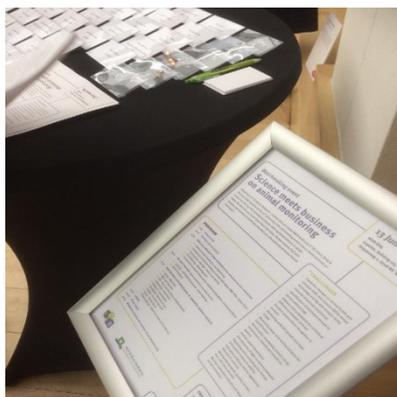


EVENTS

Here an overview of (co) organized events in the last period.

i3B & WUR ASG matchmaking event – Science meets Business on Animal Monitoring

i3B and Wageningen UR Animal Science Group organized a matchmaking event on the 13th of June, 2017. The event started with an introduction by WUR ASG Managing Director Dr. Martin Scholten. Subsequently, the participants of the event were inspired towards collaboration by five WUR ASG project idea pitches with possibilities for companies to join a consortium, followed by a pitch by Jouke Kardolus ([OOST NV](#)) on the [ACTTiVAtE](#) subsidy program. After a short break, technology solutions to monitor animal health were presented by [Artinis](#), [TMSi](#), [TNO](#), [Holst Centre](#), [Noldus IT](#), [FarmResult](#), [SODAQ](#), [Dorset](#) and [Philips](#). The event closed with a virtual '[PhenoLab](#)' tour and – last but not least – networking, drinks and snacks.



i3B Workshop: Business model of the future

On 22 September 2017, i3B organized a workshop for the i3B Board, i3B Supervisory Board and the directors of innovation networks TI Coast, Food Valley NL and EIT Digital. Goal of this workshop was to brainstorm about the i3B business model of the future, from different perspectives towards a conjoint business model. The day kicked off with presentations by the directors of the invited network organizations, followed by a Lego Serious Play® workshop towards a Business Canvas under the guidance of Hugo Bakkenist, [DOON](#) Innovation coach.



Value i3B workshop in progress with Lego Serious Play

The outcomes of this workshop will be guidelines for the i3B Work Plan 2018, which will be published in December 2017.

Workshop ‘Better Analysis with Fewer Animals’

On 12-13 October 2017, the 2-day workshop ‘Better Analysis with Fewer Animals’ took place, with the goal to stimulate the collaboration between neuroscientists and computer scientists for the development of computational methods such as automated measuring tools for animal behavior. Specifically, the aim was to bring the two fields closer together by increasing the understanding of each other’s challenges and requirements.

During the workshop we focused on studying practical questions and ideas that were pitched by speakers such as Prof. Robert Fisher (University of Edinburgh) and Prof. Louk Vanderschuren (Utrecht University). In break-out sessions the participants either worked out one specific component of the idea in detail or mapped out the wider topic including opportunities, limitations and challenges.

CIALE Win a Coach

In the previous i3B newsletter, the CIALE partners i3B, Food Valley NL and Health Valley requested you to send in your innovation idea in the context of Healthy Lifestyle. From the submissions, we selected eight innovation ideas for the next step through coaching by DOON innovation professionals, based on several ‘*Lean Innovation*’ tools and techniques. We will step by step translate the idea towards a solid value proposition, a first possible business model, and -worth mentioning- validate it with the potential target audience.



CIALE Win a Coach day program, 2 November 2017

On 2 November 2017, the CIALE partners organized a day program to accelerate the submitted ideas with several workshops, in order to state trends, vision, mission, a value proposition and a pitch. At the end of the day, the participants pitched their idea for a jury, who selected two out of the eight ideas for continuation of the guidance process. The two winners of personal DOON Innovation Coaching are Bereslim and Biovolt, the other six participants will receive guidance from the CIALE partners as well, such as connections with possible partners.

The CIALE partners are looking for companies with interest to participate in an identical event in the near future. Interested to participate? Send an e-mail to info@i3b.org

Society for Neuroscience annual meeting

Several i3B participants ([ANT Neuro](#), [Noldus IT](#), [TMS International](#)) visited Washington D.C. for the [Society for Neuroscience](#) 47th annual meeting between 11 and 15 November.



Neuroscience 2017, is the world's largest neuroscience conference for scientists and physicians devoted to understanding the brain and nervous system. More than 30,000 Neuroscience colleagues from more than 80 countries visited this marketplace of ideas and tools for global neuroscience.



**SOCIETY for
NEUROSCIENCE**

*Advancing the Understanding of
the Brain and Nervous System*

Noldus IT organized the '[Neuroscience Seminar & Networking event](#)' in Washington D.C. the day preceding Neuroscience 2017. They brought together scientists from around the world to discuss methods and techniques in translational neuroscience in an interactive way while enjoying an informal café atmosphere.



UPCOMING EVENTS

Events and symposia relevant for the ICT for Brain, Body and Behavior network are listed on our website (www.i3b.org/calendar). Please send your event or the event where you will be present with a booth to info@i3b.org. i3B will add these events and conferences to the calendar including a reference to the i3B participant that you can meet at the conference. By doing so, we create a comprehensive overview of relevant conferences and events for the network.

Japanese IFIT-ILP visits i3B participants

On 14 November 2017, a delegation of the Japanese [International Foundation for Information Technology](#) (IFIT) - in particular the Innovation Leaders Program (ILP) group - visits i3B participants [Wageningen UR](#), [Noldus IT](#) and [FarmResult](#). The IFIT-ILP delegation is looking for inspira-

tion from frontier technology companies in the area of Big Data/Artificial Intelligence applications in Agriculture. Among the IFIT visitors is the Chief Information Officer of the Japanese Government, who is currently developing a digital platform for Agriculture in Japan.

Noldus
Information Technology



IFIT 一般財団法人 国際IT財団
International Foundation for Information Technology

FarmResult
managementsystems

Would you like to invite IFIT to visit your company on 14 November 2017? Contact us by e-mail: info@i3b.org

24 November 2017 – Neurovation event

On 24 November 2017, Donders Institute and i3B organize the networking event Neurovation, to create neuroscience driven solutions for current and future societal issues. The event kicks off with a plenary morning session with presentations by, among others, Prof. Louise Gunning (National Research Agenda), Dr. Nicky Heckster (IBM) and Dr. Boris Konrad (The Brains and Methods of Memory Champions). Subsequently, after lunch, there will be four break-out sessions:

- The learning society
- Food & Cognition
- Neurotech-NL
- Healthy Lifestyle & Behavioral Change

For the full program: [click here](#)

This event is fully booked.

Measuring Behavior 2018 conference – Call for abstracts

The eleventh Measuring Behavior conference will be held in Manchester, UK from 6 to 8 June 2018. The Scientific Program Committee now invites you to submit your abstract.

Submissions will be reviewed by experts on the basis of the methodology, originality of the work, writing quality and the overall contribution to the field of measuring behavior. All submissions must be written in English following the style guide for Measuring Behavior 2018 publications. All papers will be refereed through double-blind peer review and the proceedings will be published by Manchester Metropolitan University and will be available online after the conference.



Measuring Behavior is open for presentations on a very broad range of topics related to measuring animal and human behavior, as long as there is a focus on methodology. The topics include, but are not limited to:

- Behavioral neuroscience
- Human factors
- Applied behavioral studies
- Sports
- Movement analysis in animals and humans
- Human-robot interaction

[Click here for a full list of topics and to submit your abstract.](#)

I3B LINKEDIN GROUP (PARTICIPANTS ONLY)

We recommend i3B participants to join the exclusive i3B LinkedIn group, for the latest i3B news, business opportunities, workshops, events, and other updates. This LinkedIn group is facilitated by i3B Marketing Communications colleague [Jan-Pieter Meijering](#). If you would like to join the i3B group on LinkedIn, please add Jan-Pieter to your LinkedIn network and he will connect you with the unlisted i3B group.

IN THE SPOTLIGHT

In this newsletter, we direct the spotlight on Marc Grootjen, i3B Board member and director at Eaglescience Software BV.

Who is Marc Grootjen?

Marc Grootjen finished his MSc in Engineering at the Royal Netherlands Naval Academy in 2000 and subsequently worked as Naval Researcher at TNO while doing a MSc in Engineering-Man Machine Interaction at Delft University of Technology, which Marc finished in 2004. His interest shifted from ‘hard’ technology towards more human aspects of technology: how do people (psychologically) deal with automated systems, cognitive load, assistance et cetera, focused at people working at Navy ships. With pleasure, Marc worked on Navy ships before they were commissioned, testing if these ships’ requirements were fulfilled.



In 2009, after 14 years of working for the Royal Netherlands Navy, Marc decided it was time for something different. After a period of working as consultant for TNO and diverse Universities, his passion for entrepreneurship emerged, and Eaglescience was born. Marc started hiring students to build software and prototypes for research purposes. Later on, Eaglescience slowly expanded its activities towards developing software, until in 2012 software became Eaglescience’s full focus: Eaglescience Software BV.

Now, Eaglescience Software is a fully-blown software company with 24 FTE, developing high quality software. Eaglescience develops software for research purposes, startup companies



and medical purposes (Eaglescience is ISO certified). Approximately 50% of Eaglescience's activities consist of contract work for clients (developing custom made software from scratch), the other 50% is shared research projects in collaboration with knowledge institutes. Marc enjoys both: on the one hand staying close to the (quickly changing) market and on the other hand staying in touch with current complex issues and challenges. In both cases Eaglescience's core capacity is its short cyclical development process.

In a short cycle of just three weeks, it is possible to develop software or a first prototype, which subsequently will be adjusted and improved. According to Marc, this is an essential aspect of innovation: being able to make short-term adjustments without any concessions on quality. Marc's ambition for the future is to continue Eaglescience's current activities, but with a growing team leading to 35 FTE at the end of 2018 and working on larger and more complex challenges.

Added value of i3B collaboration

Marc has been interested in Man Machine Interaction and Applied Science since the beginning of his career. Marc collaborated with i3B partners such as TNO for over a decade, developing a platform to measure emotion and user experience. Eaglescience contributes to this platform with sensors, Big Data and real-time analysis.

Eaglescience has been an i3B partner for years, so when an i3B Board position vacated and Marc was asked to join the i3B Board, he was delighted to participate. The i3B field directly applies to Marc's personal interests, but also to a market which, according to Marc, will be continuously in motion in the next years, with increasing necessity from society. Besides, Marc thinks i3B is a unique collection of specialisms, derived from combining different partners from diverse fields.

Marc believes the added value of i3B lies in collaboration with partners from the network, but also in keeping in touch with different organizations with shared areas of interest. Contact with i3B partners keeps Marc up to date about current issues in the market, which is valuable for Marc and Eaglescience.

Golden tip by Marc Grootjen

The golden tip Marc would like to share with the i3B network is: *'More complex is more fun'*. Eaglescience loves to work on technically complex projects and is encouraged instead of quenched by complexity. If you want to be successful in innovation and development, you should learn to enjoy complexity!

Please send us a recommendation of someone you would like to see in the spotlight of our next newsletter.

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