

Studio:

Demand-driven and business co-creation for a new innovation business model (inDemand-RCT)

CLINICAL STUDY REPORT

Call	H2020-INNOSUP-2018-06-two-stage
Type of action:	CSA
Proposal number:	824206-2
Proposal acronym:	inDemand-RCT
Duration (months):	36
Proposal title:	Demand-driven and business co-creation for a new innovation business model
Activity:	CSA_2nd



The indemand-RCT Project has received funding from the European Union's Horizon 2020 Research & Innovation Programme under Grant Agreement n° 824206

1. TITLE OF THE STUDY

Demand-driven and business co-creation for a new innovation business model (inDemand-RCT).

2. ABSTRACT

Explore & experiment a new business demand-driven model, based on co-creation patterns between customers & Smes. Two calls for proposals will be launched in parallel in two specific RIS-3 sectors, by measuring the impact of interventions via randomised control trials and by making a comparative evaluation of results with a view to get identified the most sustainable model in time: that is inDemand-RCT. A pilot inDemand is currently piloting this new co-creation model in the Health sector between the demand side (public entity) with its suppliers (private companies), brokered by added-value intermediaries (public funders of innovation and business support organisations), with the objective to jointly find solutions to the unmet needs of the demand side. INFO Murcia is entity entrusted by regional government to develop/or implement innovation support programmes for SMEs. INFO is an example of RDAs whose innovation schemes remain with no variation in time (eg. Launching classical supply-oriented calls for proposals funded by ERDF) and no adequate way of testing their effectiveness. Being inspired in inDemand, inDemandRCT is to experiment a new co-creation model between the demand of technology solutions (customers from two RIS-3 sectors, health & agrofood) with its suppliers (SMEs), brokered by added-value intermediaries (INFO as public funder of innovation and business support organisations), with the objective to jointly find R+D+i solutions to the unmet needs of the demand side. The purpose will be to accreditate that inDemand-RCT model offers better results than the traditional method. Thus, it is to be experimented the comparison between two situations, the one traditional without neither specific challenges nor monitoring the impact of interventions following RCT and the one with spscific challenges and making use of such RCT measurement. Such a scientific study will compare both approaches with a view to monitor & compare the results obtained.

Roles and Responsibilities

Rafael Ataz – INFO Project Coordinator

Mari Paz López – INFO

F. Javier López Román – SMS Trial Protocol Expert

Mario Romero – IDETRA Technical Secretary

Center in charge of the study

Instituto de Fomento de la Región de Murcia (Development Institute of the Region of Murcia)



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Start of study	March 2022
Final of study	March 2023
Objective	The main objective of the project will be to demonstrate that inDemand model (Demand-driven, co-creation and business support) offers better results than the traditional method in the implementation of standard regional innovation support programmes for Small and Medium-sized enterprises (SMEs).
Methodology	Randomized controlled clinical trial, stratified, non-blinded, single-center and with two parallel branches to be studied, based on the innovation support model (inDemand model with co-creation and business support versus inDemand model without additional support).
Place of study	It will be done in the Murcia region but the results will be widely disseminated to other regions of Europe.
Study variables	All variables were taken from the survey: ¡Innova y Crece! Innovation self-diagnosis for pre-innovative SMEs
Statistical analysis	<p><u>Descriptive analysis</u> of all the variables under study (mean and standard deviation), both of the baseline conditions of each one of them, as well as their evolution. This analysis was performed for each of the groups (placebo/experimental treatment) and for the solvers and challengers.</p> <p><u>Comparative analysis:</u> The homogeneity of the study groups in the baseline situation was contrasted by means of ANOVA for an intersubject factor (control or experimental group). The evolution of the variables was analyzed by analysis of variance for repeated measures with an intrasubject factor (time: baseline and final) and an intersubject factor (group: experimental and control) for the solvers. For the challengers, a nonparametric test (wilcoxon test) was performed to determine the evolution of those that had experimental solvers.</p>
Results and Conclusions	<p>The results that can be highlighted are the following:</p> <p>Solvers</p> <ul style="list-style-type: none"> • Item 3 shows that the inDemand project does not cause changes in its score. However, the control group increased the initial values to a greater extent. • In item 4, the group with the inDemand project decreases the score with which they evaluate the item. However, the control group increases



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its score. The differences between both determine significance between the two groups.

- In item 7, the control group is the one that determines a considerable decrease in the score obtained. This change tends to show differences with the group that worked with the inDemand project.
- In item 10, the control group is the one that determines a considerable increase in the score obtained. In the experimental group a small change can also be observed, which can determine a similar evolution to the control.
- The control group determines higher values in item 11, changes that cannot be observed with the inDemand project.
- In item 12, it is the inDemand group that determines higher scores in relation to the evolution of the control group.
- Changes are produced in the control group when taking into account the score differences between the beginning and the end in item 15.
- In relation to item 20, when comparing the evolution of both groups, it can be observed that the decrease in the score of the control group is quite noticeable, compared to the group with the inDemand project, where a tendency to increase these values is observed.
- The score of item 25 in the group with the inDemand project decreases to a greater extent than that of the control group.
- The score of item 27 in the control group increases, while the group with the inDemand project shows a small decrease in the score
- The score for item 28 in the control group increases, this increase being different from that observed in the group with the inDemand project, where a small decrease in the score is observed.
- In relation to item 30, the control group is the one that determines what causes an increase in its score.

Challengers

When taking into account the evolution of the challenger companies, it can be observed that there was a trend in the score values of items 1, 6, 10, 12, 15 and 19, either to increase or decrease the values. What determines that the inDemand project for these companies can cause changes in the perception of said changes.



At the same time, changes are observed in item 11, where the inDemand project can be determined, its score increases.



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