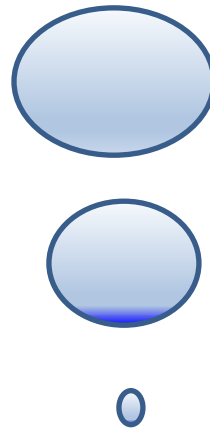




**Innovation Funding: Market Size and Forecasts,  
Worldwide, 2021 to 2027**



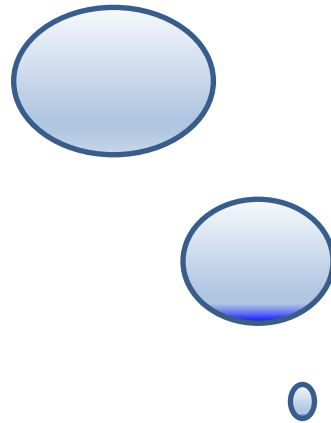
**Abstract: Innovation Funding is Needed because Enterprises do Not Want to Erode the Revenue of an Existing Revenue Generating Basic Product: Innovation Funding is Needed To Enable Change and Growth**

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WinterGreen Research, Inc.  
Lexington, Massachusetts







**The Best Market Research, Backed by a Superb Research Team with Integrity**

**We are the best in the industry at answering your research questions after you purchase the report, even two years later.**



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**REPORT # SH28684732**

**165 PAGES**

**70 TABLES AND FIGURES**

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**Check Out These Key Topics**

**Innovation Funding**

- Current demand - timeline of innovation
  - Industry disruptions - Robotics - AI
- Short-term and long-term industry changes
- Consumer behavior changes, to what degree shifts likely become permanent
- Supply chains operations - building a more stable and resilient supply chain
  - Growth market segments
  - Technologies slated for growth
- Marketing in the new industry climate
  - Exposures - Risks

Digital Robotics  
Electric vehicles  
Solar energy  
Wind energy  
Energy storage  
Grow lights -

Plant factories  
Youth sports  
AI and supply chain  
innovation  
Blockchain – digital currency  
Virtual telemedicine

Healthcare delivery  
Proactive healthy living  
initiatives -fitness clubs  
Bicycle Market Shares

**Innovation Funding: Technology Evolution Depends on Ability to Provide Smarter, Lighter, More Flexible, Easier to Manage, Less Expensive Robots, Batteries, and Energy Storage**

**Innovation Funding: Market Size and Forecasts, Worldwide, 2021-2027**

LEXINGTON, Massachusetts (August 10, 2021) – WinterGreen Research announces that it has published a new study **Innovation Funding: Market Size and Forecasts, Worldwide, 2021 to 2027**. The 2021 study has 165 pages, 70 tables and figures. Worldwide markets are poised to achieve continuing growth as Innovation Funding proves its value by helping technology development.

Development via innovation seeks to leverage government and university research to create teams of people working on projects to achieve development of new markets. Innovation in the digital economy and energy storage require enormous funding. Energy storage depends on the availability of renewable energy. Community development and infrastructure investment depend on teams that initiate innovation projects in their communities. Teams can coordinate across the globe with enterprise corporate organizations to provide a living wage to professionals. Teams need to be able to tackle innovation for environmental restructuring.



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According to Susan Eustis, lead author of a new WinterGreen Research study on the Innovation Funding market, “As the 4<sup>th</sup> industrial revolution automates all repetitive process, funding for innovation provides more competitive advantage than anything else.”

Areas of Innovation for Economic Development include robots, AI,, and renewable energy. Innovation begins with an idea, sometimes in response to a particular challenge or to take advantage of a, new opportunity. The number of resources required, for this first stage of the innovation process varies, widely, depending on the type of innovation being, created.

Innovation does not happen unless it gets funded. When there is funding, people can turn ideas into products. Apps and software are needed to develop innovation. The types of company development model that are primarily used, determine the category of software used for implementation projects. Capitalism depends on market growth; market growth comes from innovation in products and services. With the 4th industrial revolution well underway, capitalism promises to experience major shifts in how it is implemented.

Those shifts seek to leverage infusion of large amounts of capital from governments into projects that implement innovation. Enterprise organizations refuse to erode a profitable product revenue base in favor of building out an unproven innovation product, thereby creating an impasse. In general, the board of directors of a large enterprise organization will not let the executives erode the current business with unproven technology. Then it falls to others to fund innovation.

Market growth for innovation comes from increased benefits of corporate positioning once the new technologies are adopted and become widespread. Funding generally comes from governments and foundations. Rapid adoption does not happen in a consistent manner unless there is automated process in place. Automated process is just better and needs to be funded. Once one aspect of the innovative product is automated, there is demand to automate all the processes across the board. Innovation funding goes from \$xx in 2020 to \$xx in 2027.

WinterGreen Research is an independent research organization funded by the sale of market research studies all over the world and by the implementation of ROI models that are used to calculate the total cost of ownership of equipment, services, and software. The company has 35 distributors worldwide, including Global Information Info Shop, Market Research.com, Research and Markets, electronics.ca, OIC, and Statzon.

WinterGreen Research is positioned to help customers facing challenges that define the modern enterprises. The increasingly global nature of science, technology and engineering is a reflection of the implementation of the globally integrated enterprise. Customers trust wintergreen research to work alongside them to ensure the success of the participation in a particular market segment. WinterGreen Research supports various market segment programs; provides trusted technical services to the marketing departments. It carries out accurate market share and forecast analysis services for a range of commercial and government customers globally. These are all vital market research support solutions requiring trust and integrity.



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Key Words: , Digital voting ,Electric vehicles ,Solar energy ,Wind energy ,Energy storage ,Grow lights - ,Plant factories ,Youth sports ,AI and supply chain innovation ,Blockchain – digital currency ,Virtual telemedicine healthcare delivery ,Proactive healthy living initiatives -fitness clubs ,Bicycle

## Companies Profiled

### Market Leaders

Amazon  
Bayer  
China Investment Corporation (CIC)  
European Research Funding  
Finnish-German Partnering for Joint Innovation Funding  
France M2P Technological Research Institute (IRT)  
Germany  
Deutsche Forschungsgemeinschaft (German Research Foundation, DFG)  
Setting German Federal and State Funding Levels—Growth  
German Innovation Funding Organizations  
German Research Institutes Funding Ratios  
GBA – Government Blockchain Association  
Global Innovation Fund  
Greentown Labs  
Greentown Labs Climate Change Startup Incubator  
Greentown Labs Houston Texas  
Japan Creating Massive \$100 billion Fund for 2022  
South Korea  
South Korea's \$100 million Growth Funding to Blockchain  
McKinsey Innovation  
Rapid Innovation Fund  
Russian Direct Investment Fund (RDIF)  
Saudi Arabia's PIF  
SciFounders  
Siemens / AES / Fluence  
Taiwan Innovation  
Tesla  
Uber



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**UK.GOV  
US Federal Government  
SBIR Funding  
UNICEF Innovation Fund  
US Foundation Funds for Innovation  
Venture Capital Investment in the US  
World Bank Group**

## Market Participants

**Amity Social SDK  
AES  
AskForFunding - Ecra Ventures LLC  
GBA Connects People and Organizations with Blockchain Technology  
GBA Commits to Reflecting Various Viewpoints and Positions  
GBA Is Positioned to Protect the Inalienable Rights and Dignity Granted to Citizens by Governments  
Community Development Agency NYC  
Forum Energy Technologies (FET)  
IC@3401  
Access to Academia & Industry  
Innovation Fund Foundation (IFF)  
IEEE Incubators Entrepreneurship  
Inspiralia  
Opportunity Virginia  
OZ Pros  
PitchBook Data, Inc.  
Selected List of Contacts**



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**Innovation Funding: Market Size and Forecasts, Worldwide,  
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**Report Methodology: Primary Research Based on Triangulation**

This is the 868th report in a series of primary market research reports. Primary research means that the numbers are sourced via triangulation from 100's of different sources: the companies participating in the market, the distributors selling products, the associations support the industry, the users, and first and foremost other independent senior analysts tracking the industry from a range of analyst firms. Primary research is used to provide market share analysis and forecasts. Triangulation is used to zero in on numbers that are reliable.

A note on triangulation. Triangulation does not mean taking the mean of all the numbers out there. It means taking all the numbers and seeks to make a judgement about what the market really is. Some companies are not reliable as to the numbers they give, analysts learn to look beyond the given numbers. Accuracy and real numbers is the goal to be achieved.

WinterGreen Research provides forecasts and market share analysis in robotics, communications, telecommunications, the Internet, computer, software, communications equipment, health equipment, and energy markets. Automated process and significant growth potential are priorities in topic selection. The project leaders take direct responsibility for writing and preparing each report. They have significant experience preparing industry studies. Forecasts are based on primary research and proprietary data bases.

The primary research is conducted by talking to customers, distributors and companies. Survey data is not enough to make accurate assessment of market size, so WinterGreen Research looks at the value of shipments and the average price to achieve market assessments. Our track record in achieving accuracy is unsurpassed in the industry. We are known for being able to develop accurate market shares and projections. This is our specialty.





## WinterGreen Research, INC.

The analyst process is concentrated on getting good market numbers. This process involves looking at the markets from several different perspectives, including vendor shipments. The interview process is an essential aspect as well. We do have a lot of granular analysis of the different shipments by vendor in the study and addenda prepared after the study was published if that is appropriate.

Forecasts reflect analysis of the market trends in the segment and related segments. Unit and dollar shipments are analyzed through consideration of dollar volume of each market participant in the segment. Installed base analysis and unit analysis is based on interviews and an information search. Market share analysis includes conversations with key customers of products, industry segment leaders, marketing directors, distributors, leading market participants, opinion leaders, and companies seeking to develop measurable market share.

Over 200 in depth interviews are conducted for each report with a broad range of key participants and industry leaders in the market segment. We establish accurate market forecasts based on economic and market conditions as a base. Use input/output ratios, flow charts, and other economic methods to quantify data. Use in-house analysts who meet stringent quality standards.

Interviewing key industry participants, experts and end-users is a central part of the study. Our research includes access to large proprietary databases. Literature search includes analysis of trade publications, government reports, and corporate literature.

Findings and conclusions of this report are based on information gathered from industry sources, including manufacturers, distributors, partners, opinion leaders, and users. Interview data was combined with information gathered through an extensive review of internet and printed sources such as trade publications, trade associations, company literature, and online databases. The projections contained in this report are checked from top down and bottom up analysis to be sure there is congruence from that perspective.

The base year for analysis and projection is 2020. With 2020 and several years prior to that baseline, market projections were developed for 2021 through 2027. These projections are based on a combination of a consensus among the opinion leader contacts interviewed combined with understanding of the key market drivers and their impact from a historical and analytical perspective.

The analytical methodologies used to generate the market estimates are based on penetration analyses, similar market analyses, and delta calculations to supplement independent and dependent variable analysis. All analyses are displaying selected descriptions of products and services.



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This research includes reference to an ROI model that is part of a series that provides IT systems financial planners access to information that supports analysis of all the numbers that impact management of a product launch or large and complex data center. The methodology used in the models relates to having a sophisticated analytical technique for understanding the impact of workload on processor consumption and cost.

WinterGreen Research has looked at the metrics and independent research to develop assumptions that reflect the actual anticipated usage and cost of systems. Comparative analyses reflect the input of these values into models. The variables and assumptions provided in the market research study and the ROI models are based on extensive experience in providing research to large enterprise organizations and data centers. The ROI models have lists of servers from different manufacturers, Systems z models from IBM, and labor costs by category around the world. This information has been developed from WinterGreen research proprietary data bases constructed as a result of preparing market research studies that address the software, energy, healthcare, telecommunications, and hardware businesses.

### YOU MUST HAVE THIS STUDY

**Innovation Funding: Market Size and Forecasts, Worldwide, 2021-2027**

## ABOUT THE COMPANY

**WinterGreen Research**, research strategy relates to identifying market trends through reading and interviewing opinion leaders. By using analysis of published materials, interview material, private research, detailed research, social network materials, blogs, and electronic analytics, the market size, shares, and trends are identified. Analysis of the published materials and interviews permits WinterGreen Research senior analysts to learn a lot more about markets. Discovering, tracking, and thinking about market trends is a high priority at WinterGreen Research. As with all research, the value proposition for competitive analysis comes from intellectual input.

**WinterGreen Research**, founded in 1985, provides strategic market assessments in telecommunications, communications equipment, health care, Software, Internet, Energy Generation, Energy Storage, Renewable energy, and advanced computer technology.



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Industry reports focus on opportunities that expand existing markets or develop major new markets. The reports access new product and service positioning strategies, new and evolving technologies, and technological impact on products, services, and markets. Innovation that drives markets is explored. Market shares are provided. Leading market participants are profiled, and their marketing strategies, acquisitions, and strategic alliances are discussed. The principals of WinterGreen Research have been involved in analysis and forecasting of international business opportunities in telecommunications and advanced computer technology markets for over 30 years.

The studies provide primary analytical insight about the market participants. By publishing material relevant to the positioning of each company, readers can look at the basis for analysis. By providing descriptions of each major participant in the market, the reader is not dependent on analyst assumptions, the information backing the assumptions is provided, permitting readers to examine the basis for the conclusions.

WinterGreen Research is positioned to help customers facing challenges that define the modern enterprises. The increasingly global nature of science, technology and engineering is a reflection of the implementation of the globally integrated enterprise. Customers trust wintergreen research to work alongside them to ensure the success of the participation in a particular market segment.

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## About The Principal Authors

**Susan Eustis, senior analyst**, has had an enduring interest in innovation and next-generation technology. After inventing the first electronic voting machine, she and a partner Ellen Curtiss started the company WinterGreen Research. Many next-generation products and markets were identified in the studies produced and sold by the company.

In all, to date, 865 major market studies have been produced. Susan wrote a study on cardiac monitors that was the foundation of the patient monitor market and resulted in hospitals forming intensive care units. Without a way to monitor very ill patients, there was no ICU.

Susan wrote the first Internet study in 1995, predicting 100 million users within 5 years, and because the telecommunications companies that bought the study invested in that market, the prediction came true. Early on in the development of the cell phone market when fellow analysts were predicting 6% penetration tops in Europe and 3% penetration tops in the US, Susan predicted 95% penetration in 5 years, which was what happened. It helps senior executives in a large company to have an independent research study methodically lay out the path to a new market.

Many of the WinterGreen Research studies have been groundbreaking. The air medical transport study commissioned by Terry Schrier was carried to the financial community and resulted in the formation of the Air Methods company and the commencement of the air medical transport industry. The predictions of market growth held true and permitted the formation of a new industry. A series of studies of middleware messaging that was \$3 million market initially, tracked the market to \$21 billion and growing. The series of studies laid out market opportunity and market strategy.



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A new set of studies on utility-scale energy storage platforms and Global Renewable Energy: 100% breaks ground in a new way, laying out the opportunities and the strategies for formation of next-generation utility scale energy platform markets. The opportunity in front of existing battery companies is to supplant the coal, oil, and gas industry as it goes the way of buggy whips.

**About the WinterGreen Research Team:** The WinterGreen Research Team is comprised of senior analysts that prepare the market research and analysis that is offered to the client and developed using an iterative process to achieve a final study. Typical projects include providing market/viability research. The team can look at how drones can be applied to critical infrastructures safety, including: type of market existing, Barriers, Forecast demand and competitors, SWOT and competitive advantages, Price Analysis, product design recommendations (marketing orientation).

Research is typically for many different regions or localities, for example EU countries including Spain, UK, Nordic, Germany, and France. Typical projects profile the United States and areas of Asia. It is common to three representative countries from South America, Brazil, Argentina, Chile, and Mexico. Representative countries from Asia APAC typically include Japan, China, India, and Australia.

Critical infrastructure safety, including: type of market existing, barriers to entry and to faithful execution of product provision, forecast of demand, market share, SWOT, competitive advantage of major competitors, identification of new technologies and new companies, price performance analysis, product design recommendations, and marketing considerations are typical topics covered.



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