EFFECTIVE

First Strategic Workshop – “Paving the way to effective clustering towards exploitation & dissemination of FoF project results”

SESSION-3: Framework and network of stakeholders for industrial exploitation of innovative technologies

Introduction to Session-3: how to support industrial exploitation of European Research projects

Agenda

- 15 min. Introduction Industrial Exploitation Framework
- 25 min. Presentation + 5 min. Q&A per keynote
  - 4 different point of views
    - Venture Capitalist
    - Company Incubator
    - Regional agency
- 45 min. Open discussion

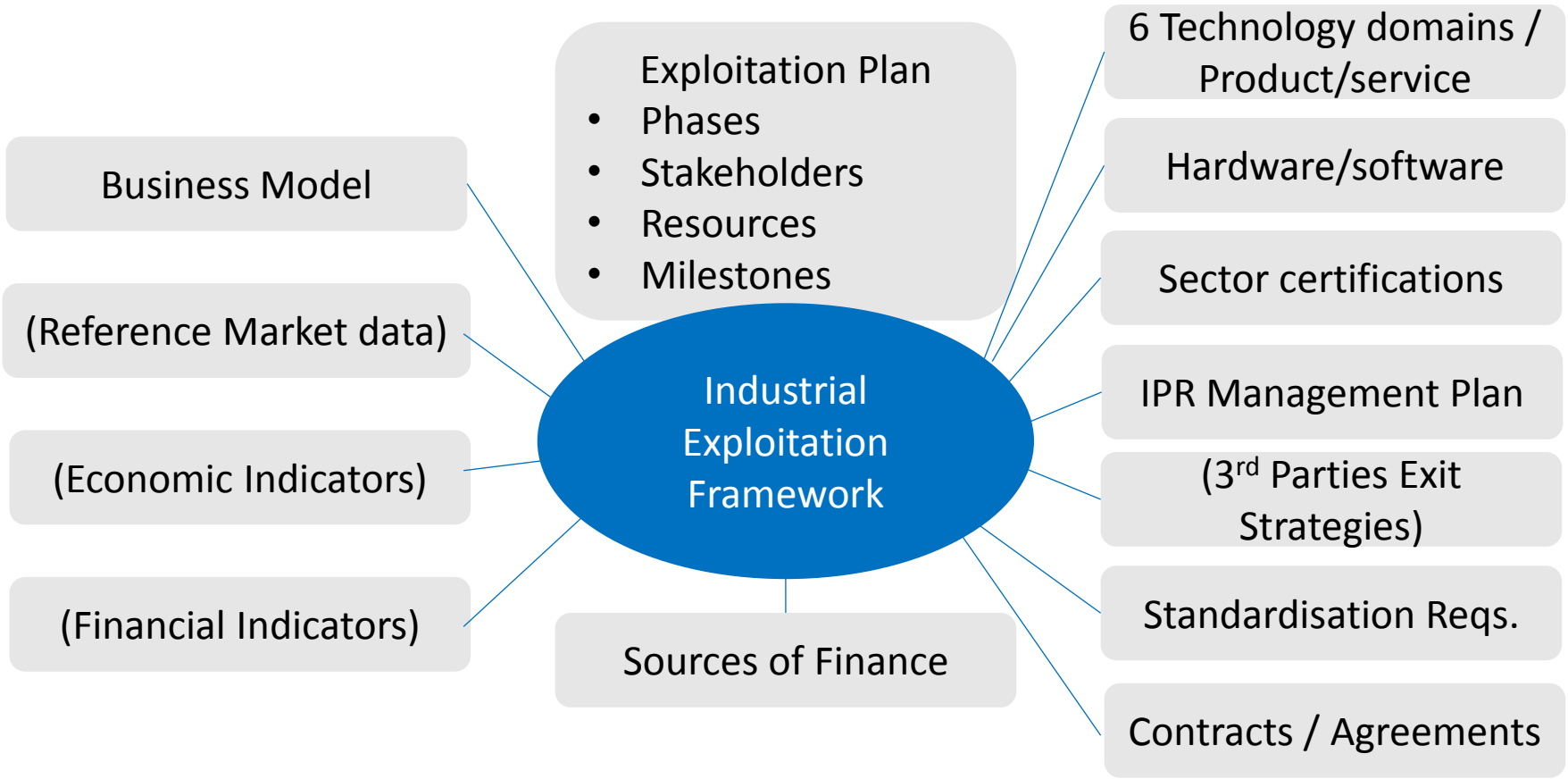
EFFECTIVE exploitation framework: rationale and objectives

- Maximisation of the impact of FoF Projects in terms of take-up of results
- The current way of working of European research projects is partially limited by the absence of an adequate framework and (regional) network of support to industrial exploitation of their results.
- EFFECTIVE CSA therefore poses part of its objectives to tackle, in operative terms, this issue through the introduction of tools and guidelines that could be adopted by both research projects and companies to bridge the gap between the two worlds.

Improving exploitability of project results: questions to be answered

- Identification of IEF's main elements
- Talking to companies within FoF projects. All were interested in getting more exploitation out of the project.
- None of them thought it really through upfront what they wanted to achieve.
- What could have helped them?
- Global issues, global opportunity's (industrie4.0)
- EU consortia and the need for speed

Definition of Industrial Exploitation Framework



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effective

“If you are not moving at the speed of the marketplace you’re already dead – you just haven’t stopped breathing yet”

Jack Welch (CEO General Electric)

Setup of EFFECTIVE activities

- Contact one FoF project in every one of the six industrial application areas
- Expert views from Brainport
  - What is most important Key Performance Indicator to know for exploitation in their field of expertise?
- Jeopardy!
- Step one: implement. Step two: feedback. Step three: replace, drop or improve. Next cycle, please!
- Case studies and validation
- Create baseline for synergies

Lessons to be learnt: different models of Technology Transfer

- The experience of different actors of the Technology Transfer world
  - Dr. Karl Ludwig Kley, from Bilfinger VC GmbH
    - A Venture Capitalist, bringing the point of view mostly economic and financial;
  - Dr. Stefano Poretta, tehcnical director of ComoNeXT Scpa
    - A Company Incubator, that deals mostly on the auxiliary support to industrial exploiation;
  - Eng. Enrico Callegati, from CRIT S.R.L
    - A regional agency expert in technology innovation support to industry;

VC, Incubator, RDA and you!

- *What problem is your product/service/methodology going to solve for potential customers?*
- *What is your competitive edge?*
- *For which industrial sector is your solution deployed?*
- *With what kind of financing do you want to finance your startup?*
- *What is your investment need for the next three to five years?*