



Presentation of COWIN ICT Proposers' Day 2012

Zabala Innovation Consulting
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COWIN



- ✓ A support action dedicated to optimize the value creation for FP6 and FP7 research projects results.
- ✓ A collaborative action to strengthen the European competitiveness in **smart systems**.
- ✓ Started in October 2010 for 36 months



In other words....



Converging resources and initiatives

Optimizing R&D financing

Winning new markets

Innovation support

Net value creation

Our Mission



COWIN's mission is to **facilitate take-up of advanced technologies** from FP6 and FP7 research projects in smart systems worthy of investments:

- in order to capture innovation,
- win new markets
- and strengthen European competitiveness

COWIN actions



To bridge FP6/7 smart systems technologies to market:

- ▶ **Leverage** the potential of **research results** to turn it into **gold nuggets**

Gold Nugget: research result which differentiation enables to answer unsolved market needs

- ▶ Support to reach **further development steps fitting with market needs**
- ▶ Find **attractive industrial partners** and support in collaboration setting-up
- ▶ Facilitate **access to European public and private financing**

COWIN for FP6/7 project partners



► Individual support

A team of **experts** in smart systems **working with you** to support your **innovation in its way to market**

► Services and tools designed to fit with your needs



Strong collaboration to make technology a real **business case**

To meet and **set-up collaboration** with prospects and key partners

To be ready to overcome main challenges and barriers for commercial exploitation

To use at best the COWIN's promotion services

Our Team: Complementary expertise



Leading market research and strategy consulting company, we help our clients to develop their business from technologies to market.



Yole Finance is the corporate financial services unit of the Yole Group.



The EURIPIDES program is a modern and exceptional technological tool to set up industrial projects and reinforce the strength and position of SMEs and LEs on the international market of Smart Systems.



Leading service provider for innovation and technology issues, we provide a valuable basis for decision-making and implement innovation policy, we make from funding programmes success stories.



ZABALA collaborates in the planning of RTDi projects and management of subsidies and funding for companies and R&D stakeholders at a regional, national and European level.



We provide business development and consultancy services to companies and R&D institutions in the fields of biotechnology, medicine and veterinary medicine.



Our added value



- ▶ In-depth **expertise** in microsystems and smart systems technology, market and industry
- ▶ Unique ability to **identify market opportunities** and provide **matchmaking services** via our day to day activities
- ▶ Track record of support in technology **commercialization**
- ▶ Unique knowledge of **European support initiatives**
- ▶ **Strong relationships** with public and private **investors**
- ▶ Large **communication and promotion** activities
- ▶ Unique European innovation network to facilitate **collaborations and cooperation**



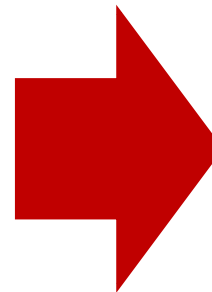
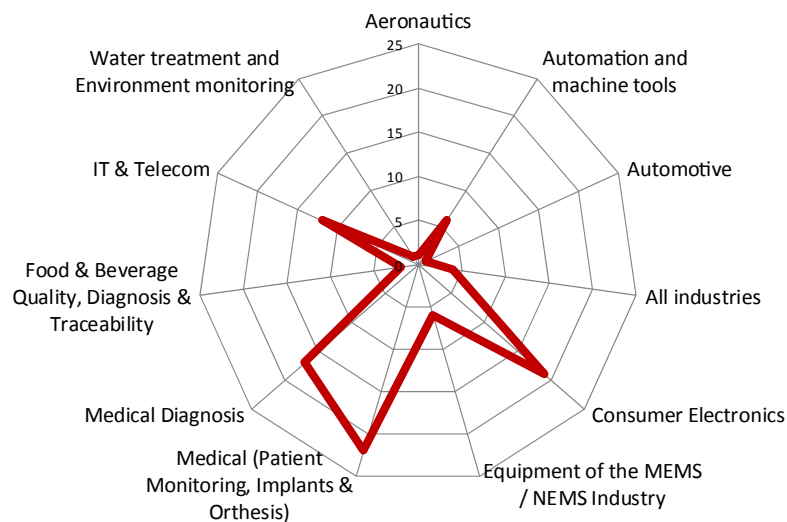
How do we work

1 – Extract the best for value creation



FP6 and FP7 research projects

91 projects sorted by main application fields



Identification of Gold Nuggets

- ✓ What we can promote and value
- ✓ What has a key differentiation to solve a market need
- ✓ Expertise within COWIN's team
- ✓ Interactions with potential users and customers

2 – Market the Gold Nuggets



Individual presentation

Marketing tool

Key features

Key added-value

Results obtained

Applications

+

Promotion of Gold Nuggets and Portfolio

Smart medical devices

Bio & chemical
detection for diagnostic

Molecular interaction
analysis for drug

Technologies for food
applications

Traceability & smart
communication

High frequency
technologies

Motion sensors

Production process &
packaging

Smart textiles

Available at www.cowin4u.eu

- Direct contacts
- Participation to conferences and events

3 – Match interest and opportunities



- ✓ To meet
- ✓ To interact
- ✓ Answers questions
- ✓ Consider collaborations
- ✓ To learn

- **Validate the real market opportunity**
- **Find the first customer(s)/ sponsor(s)/ partner(s)**

4 – Work on business case



- ✓ What, To Who and Why
- ✓ How
- ✓ How many and how much
- ✓ With who
- ✓ Expected benefits

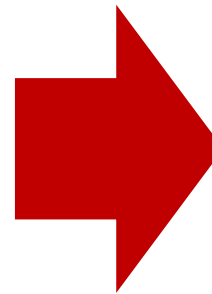
➤ **Define road to market**

➤ **Define the right production and distribution partners**

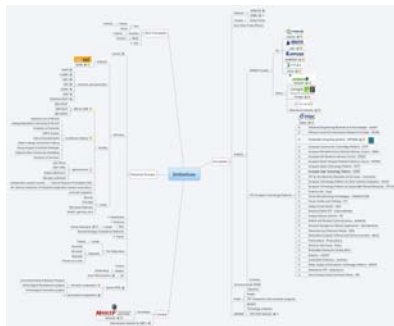
5 – Operational support



- ✓ To set-up new collaborations
- ✓ To prepare commercial exploitation
- ✓ To find public and/or private investment to support the defined development plan



- ✓ **New added-value projects**
- ✓ **IP transfer**
- ✓ **Start-up companies for exploitation and new products**



- **Public**
- **Private investment**

Concrete examples



- ▶ Identification of the right production partners and support in the setting-up of the new collaboration
- ▶ Identification and introduction to the right opinion leader who will be able to support the innovation (medtech)
- ▶ Introduction to the industrial players/ first customer – innovator
- ▶ Definition of a newly set company positioning to better exploit FP7 research projects results
- ▶ Identification of the right application to address and preparation of the business case to further develop the technology

For more information



www.cowin4u.eu



Contacts



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