

# Project CADPIPE

**SenseTrix**  
**Seppo, Laukkanen**

- **SenseTrix Business profile**
- Field of activity: Virtual- and Augmented Reality
- Year of start-up: 2002
- Number of employees: 3
- Sales: < €1,000,000
- Profits: 20%
- Share of sales invested in R&D: 10%
  
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# WHY?



# The project

10 SMEs

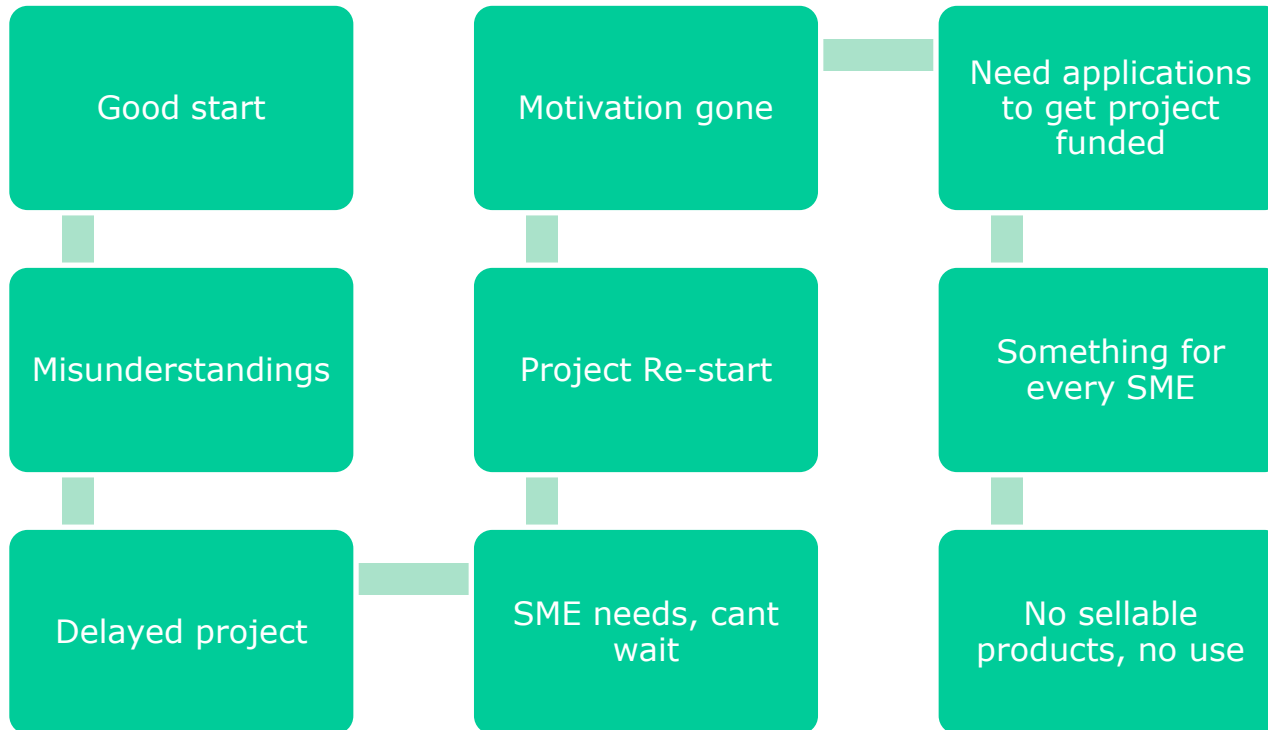
5 RTDs

CRAFT

CODE  
Application

0 €

# WHAT HAPPENED?



# Conclusions

## Feelings

- Necessary
- Good project after all
- Difficult to sell

## Why fail

- Bad start
- Need to create something not needed
- Something for everyone done by outsider

## At VIEW of the Future

- SMEs developed their own product
- No hassle about funding model, good consortium

# How to improve?

PRE-Funding

More Flexiple application

Less mouths, more feeders

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