SUCCESSFUL RESEARCH, TEST & DEMO INFRASTRUCTURES
A FOCUS ON STRATEGIC MARKETING

Good practices on increased accessibility of research/innovation infrastructure to industry for testing, demonstration and co-creation
TTO Circle conference, Gothenburg, 30th November 2017
Sébastien Sylvestre
Over past 10 years, 120€ millions invested per year in infrastructure
1/3 building, 2/3 equipment, mainly technology platforms
Our research infrastructure

MINATEC
- Micro-nano pathfinding
- Electronic systems
- Cyber-physical integration

GREEN / INES
- Advanced materials and assemblies
- Hydrogen technologies & Energy Storage
- Energy efficiency

NANO INNOV
- Digital technologies
- Data intelligence
- Advanced manufacturing

NANOBIO CLINATEC
- Advanced medtech
- Brain-computer interface
- Clinical testing

Open Innovation Center
- Use case innovation
- Collaborative creation
- Demonstrator design

Other sites Infrastructures
- Regional specifics
- SME focused
One technology platform out of 48:  
- The nanocharacterization platform

80 Researchers and technicians

Investment € 30 millions

2 500 m²

Access to large research instruments
Open Innovation Center
Within the Department for Offers, Innovation and Communication

The new building is to be delivered in 2019…

…but the corresponding offers already exist

Open Labs

Showroom

Strategic Communication

Events

Design

Demonstrators

Use-based Innovation

Innovation support

40
Energy Observer: energy self-sufficient catamaran

Energy storage / conversion for mobility
Technologies hybridation PEMFC / Batteries / PV
Test and demo infrastructure, key success factors
- What about strategic marketing?

Research infrastructure

At the forefront of what is changing in the world

Significant investments… supposed to last for a while!

Finding and maintaining the right positioning is a challenge

⇒ Decision-making needs to be supported with strategic marketing inputs

- During the initial design and setup of the infrastructure
  In order to fine-tune technology and industry focus, choose the right business model, build up the business plan… and trigger the investments!

- At critical steps along the lifetime of the infrastructure
  To actualize/reorient the focus and/or business model, determine new opportunities… and trigger possible renewal of investments.
CEA’s Technology Transfer Department is about:

Strategic Marketing Service
- Market studies
- Bibliometry
- International benchmark
- Experts’ consultation
- Techno application screening
- Business analysis
- Strategic roadmapping

Patents and contracts

Startups

Strategic Intelligence

Only half of the team… but a dinner to be remembered!
Thank you for your attention