



FundingBox

**Knowledge Transfer
through Community
Building and early adopters
acquisition approach**

Vision and Aims	<p>Research and innovation institutions develop technologies that need to be validated by the market to have market potential. They take technology-driven decisions instead of making market-driven ones. In order to increase the impact of the technologies in the market, they need to be confronted with potential clients. FundinboX's experience and knowledge come from the European Projects: DIMOFAC, PENELOPE, and INTEGRADDE. For this, our Tech Transfer methodology aims at:</p> <ul style="list-style-type: none"> • Facilitate technology uptake by target companies while achieving long-term adoption of the solutions by the industry • Define Key Exploitable Results (KERs) and Business Model Canvas • Create open pilot lines and stakeholder ecosystem communities for market uptake • Perform market analysis for the selected target segments and develop a plan for exploitation and dissemination of results (PEDR) • Leverage additional funds for the project's exploitation phase • Design business approaches and market preparation • Set up viability plans while contributing to standardization activities • Ensure long-term sustainability of the project results, provide a practical go-to-market plan and real connections to public and private investors
Target Audience	<ul style="list-style-type: none"> • Main target audience: tech providers and early adopters SMEs • Other target audiences: European start-ups, mid-caps and large organisations, European innovation ecosystem, policymakers, technology users/potential users, equipment, integrators/providers and ICT systems integrators, application/service providers and research institutions, industrial partnerships, investors among others
Key Features	<p>The Lean Exploitation approach based on Fundingbox Deep Tech Communities is based on different pillars: The Community Solution, Value Proposition and the Fundingbox Market validation double funnel.</p> <p>The Community: The FundingBox Deep Tech Community is populated by innovators and early adopters. It has over 50 000 active members. The aim of this solution is to introduce a continuous market validation approach to research projects. This allows new products/features to be validated directly with potential end-users (i.e. manufacturing companies)</p> <p>Value Proposition: With more than 60 European projects on board, we are working closely with the most important research and innovation actors in the</p>

	<p>European scene. Using the Expression-of-Interest calls in projects like DIMOFAC, PENELOPE, R3GROUP, AGILEHAND, ZDZW, AIDEAS, ZEROSWARM and INTEGRADDE, we mobilize the manufacturing companies from our Early Adopters Community. Hosted within the Advanced Manufacturing Community powered by FundingBox, it counts on +2200 members and was setup under the I4MS (ICT for Manufacturing SMEs) European Commission initiative (https://spaces.fundingbox.com/c/i4ms). They are the ones validating the market assumptions of smart manufacturing technologies emerging from the research and technology organisations. We guarantee a thorough assessment of possible services including the estimation of “willingness-to-pay” of the end users.</p> <p>Fundingbox Market validation double funnel: Our customers represent the offer and demand side of new smart manufacturing solutions. On one side we work closely with research and technology organisations supporting their technology exploitation via a lean start-up approach. On the other side we work with end-users, European SMEs looking for concrete technological solutions to test and implement in their production line.</p>
<p>Achievements & Learnings</p>	<p>Achievements: Regarding this methodology, we launched one expression-of-interest in which there were more than 60 started applications, 16 submitted applications and finally 5 winners that are testing new technologies in the different pilot lines. The winners come from a wide geographical range within the Europe: France, Latvia, Switzerland and Sweden. Finally, we already have positive feedback from two of the applicants.</p> <p>Expected achievements in the near future: during the next three years we will be launching 6 expressions-of-interest that will lead to having more than 20 open pilot lines included in the network with over 50 services and available for testing in those pilot lines all over Europe.</p>
<p>Launch Date</p>	<p>August 2019- September 2025 (expected)</p>
<p>Partners/Sponsors</p>	<p>European Commission as co-funder of these project and more than 100 Consortium partners such as: Fraunhofer, ABB, Aimen, Huawei, among others</p>
<p>Further Information</p>	<ul style="list-style-type: none"> • INTEGRADDE Open Pilot Line Community: https://spaces.fundingbox.com/c/integradde • I4MS Community: https://spaces.fundingbox.com/c/i4ms • ZDZW Community: https://spaces.fundingbox.com/c/i4ms/categories/Zero-defects-zero-waste-manufacturing-(powered-by-ZDZW) • Zero-Swarm Community: https://spaces.fundingbox.com/c/i4ms/categories/5G-(ZeroSWARM)
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