



## **MNBS 2014 – LAAS, Toulouse, 21&22 October 2014**

### **Explanatory Presentation for the MNBS Projects participating in the Innovation and & user involvement session: Guidance and template**

#### **Objectives:**

- Identify the end-users and business needs that the project clearly addresses as part of the innovation issues that need to be managed during the R&D lifetime
- Identify the way to address these issues
- Define a set of good practice that can be shared between the MNBS community.

#### **Opportunity:**

- As a speaker or attendees take part to the definition of best practices

## **MNBS 2014 – Innovation & user involvement session / Presentation**

**All the presentations should have the same structure and outline to facilitate the identification of good practices.**

**8 min presentation**

**It is planned a panel discussion at the end of the sessions to discuss the practice presented and draw conclusions.**

## **MNBS 2014 – Innovation & user involvement session / Presentation Structure – Template (part 1)**

### **Presentation of the project's goal and consortium (1 slide max)**

### **Users' Needs and Unique Value (3 slides max)**

- Users' needs: what are they?
- How do you know them?
- How do you validate them?
- How do you contact and involve the users?
- How do you explain the potential advantage of your product to the users : specifications? Mock-ups?, Comics, videos?.....
- What position your users have in value chain (final, OEM, integrator)?
- Why the technology under development has a unique value for the market users?
- How do you know it?
- How the users' needs are addressed in the innovation process?

## **MNBS 2014 – Innovation & User involvement session / Presentation Structure Template (part 2)**

### **Innovation process and Road to exploitation (3 slides max)**

- What is your road to exploitation (licencing, direct exploitation, partnership).
- Is it coherent the road to exploitation selected with the users targeted?
- Why?

### **Distance to the market (3 slides max)**

- How far you from the market is the project now and at the end.?
- What it needs to be done after the project is finished to arrive to the market?
- How do you identify the non-technical steps needed to go to the market and its influence in the technical development? How do you manage it?
- How much money and time it will be needed. How do you know it?

## **MNBS 2013 – Innovation session / Presentation**

**The following additional issues should also be considered**

### **IP**

- Does your consortium have already an agreement for the exploitation of the IP after the project?
- How and when you achieved or plan to achieve it?

### **Manufacturing**

- Do you know who and how can be manufactured all the components of your systems?
- If not what are your plans

### **Access to the market**

- Does any of the partners in the consortium has direct access to the intended market?
- If not, what are your plans?

# **MNBS 2014 – Innovation & User Involvement session / Presentation**

## **General considerations**

- **It should not be a technical presentation.**
- **The focus should be in the process not in the results.**
- **Brief and concrete examples can help to understand the process.**
- **It should be avoided confidential information.**