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

EC-DG CONNECT-Components & Systems, Unit Components; September 2014
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?
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?
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?
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.