



1st day: Digital innovation Hubs across Europe

Wednesday 30th November 2022

Plenary session

8:45

Welcome coffee

Agenda, welcome packs & badges

9:00

Digifed main achievements

Key results of the 3 innovation pathways.
DigiFed's innovative pathways: Generic Experiment & Digital Challenge
Speakers: Isabelle Chartier DigiFed Coordinator - CEA, Ana Georges DGC

9:30

Presentation from 4 success stories

Speakers: Charles Garnier - CATIE, Steve Gussenhoven - lotize, Alberto Fusco - Koyré, Yacine Felk - Cysec

10:00

Digifed Impact analysis for the SMEs and best practices

Speakers: Margherita Volpe - ZAB, Alice Perez Morillas - BLM

10:30

Coffee break

11:00

The EDIH-ecosystem and Digital Transformation Accelerator as it's connecting point

Speaker: Helena Rodrigues - Project Officer at the European Commission - DG CNECT

11:20

Workshop: Setting up joint instruments and services through DIHs and EDIHs collaboration

Speakers: dr. Fredy Rios - SEZ, Olivia Ugen - Blumorpho

12:20

Lunch break

13:20

Workshop: Setting up joint instruments and services through DIHs and EDIHs collaboration

Speakers: dr. Fredy Rios - SEZ, Olivia Ugen - Blumorpho

14:45

Coffee break

14:45

Capacity building and EDIH collaboration – Perspectives and opportunities beyond Europe

Speakers: dr. Meike Reimann - AICS-EDIH and DTA Project Partner, Pierre-Damien Berger - Minasmart EDIH and Minalogic, Patrik Schumacher - AEDIB|NET and SEZ

16:00

CEA showroom visit

18:50

City tour Grenoble

14 rue de la République (tourism office)

20:00

Networking Dinner

French local gastronomy
Chez Marius - 1 place notre dame

Digifed Impact analysis for SMEs



Expertise



Networking



Competencies



**Advanced
Technology**



Funding



**Innovative
Solutions**



**DigiFed Final Event : DIH across Europe
30/11/2022**

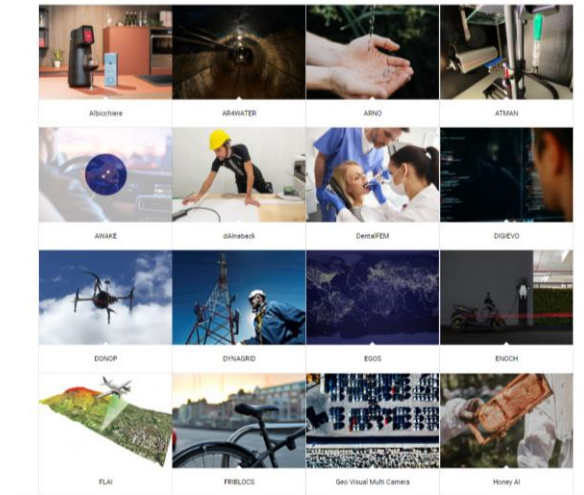
**Margherita Volpe – Zabala Innovation
WP3 core partner**





Impact objectives of DigiFed

- ✓ Develop **novel and innovative smart solutions** enabled by CPS → development of prototypes up to TRL6-7 → DigiFed portfolio of solutions <https://digifed.org/projects-portfolio/>
- ✓ Foster **cross-border collaboration** → cross-border AEs (**1 or 2 SMEs** + DigiFed technical Partner)
- ✓ To promote the **identification of new markets** and building of new **business strategy** → Innovation management supporting program, pitching events



What was the impact generated on 100+ SMEs involved?

DigiFed EXPERIMENTAL PATHWAYS



Application Experiment

- ~50k€ funding and **technical partner** expertise to develop a CPS prototype
- **1** or **2** cross-border SMEs
- DigiFed innovation management program
- ~12 month project

44 projects – 71 SMEs
3,6M€ CF



Digital Challenge

- ~100k€ funding to develop a CPS prototype answering a **large company** need
- Collaborate with the Digital Challenge Owner to develop & test the prototype
- Get access to new markets
- ~12 month project

3 projects – 7 companies
155k€ CF + 155k€ DCO



Generic Experiment Community

- **Technical community** led by one DigiFed Research Partner
- 5 - 20 cross-border SMEs
- Share Use Case outcomes with the community & test the latest development of the GE owner
- **5k€** Cascade Funding for Workshops participation

4 GE - 50 SMEs
230k€ CF + 270k€ Regions

IMPACT ASSESSMENT METHODOLOGY

Approach overview

Objective: measure the DigiFed's impact on third parties

Different approaches measure different **aspects**

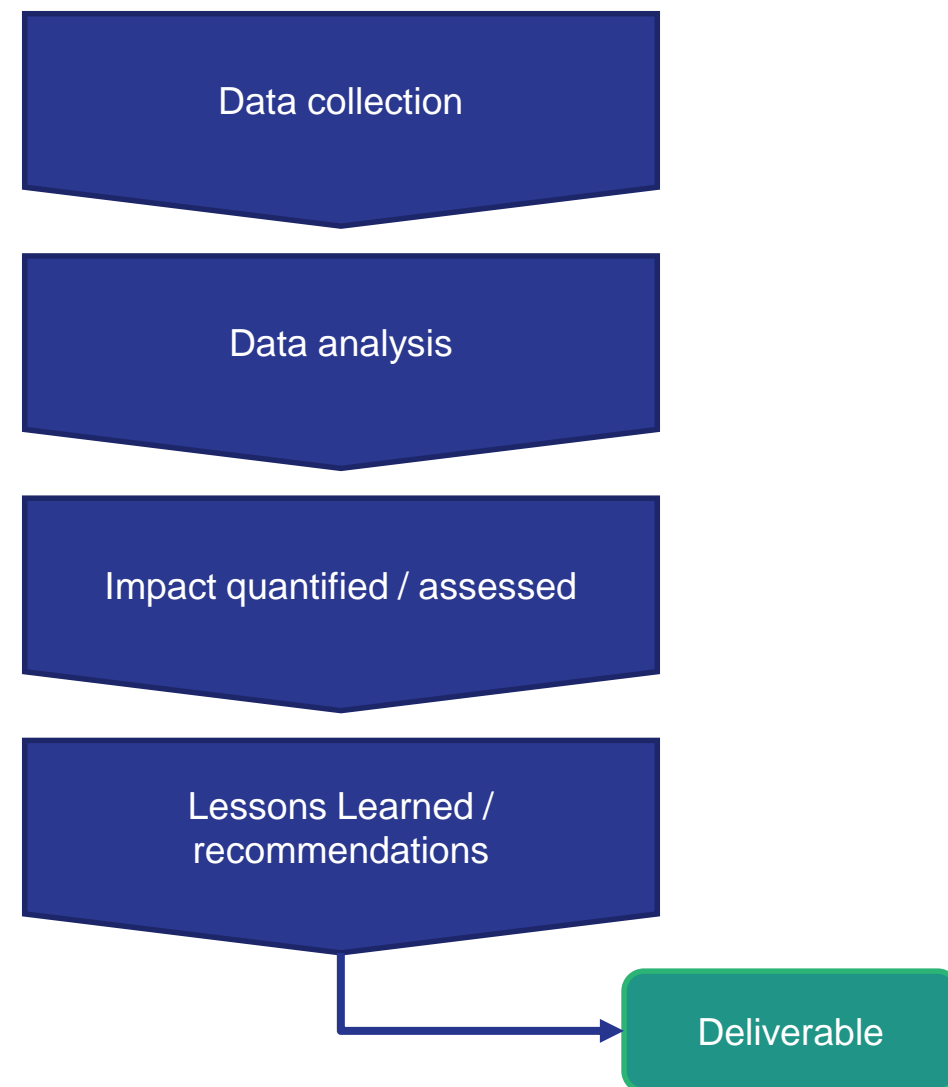
- AE **starting position (applicant snapshot)**
- Quality of **DigiFed's support** (AE guidance and monitoring)
- DigiFed-related activities **impacting third parties**

Focus:

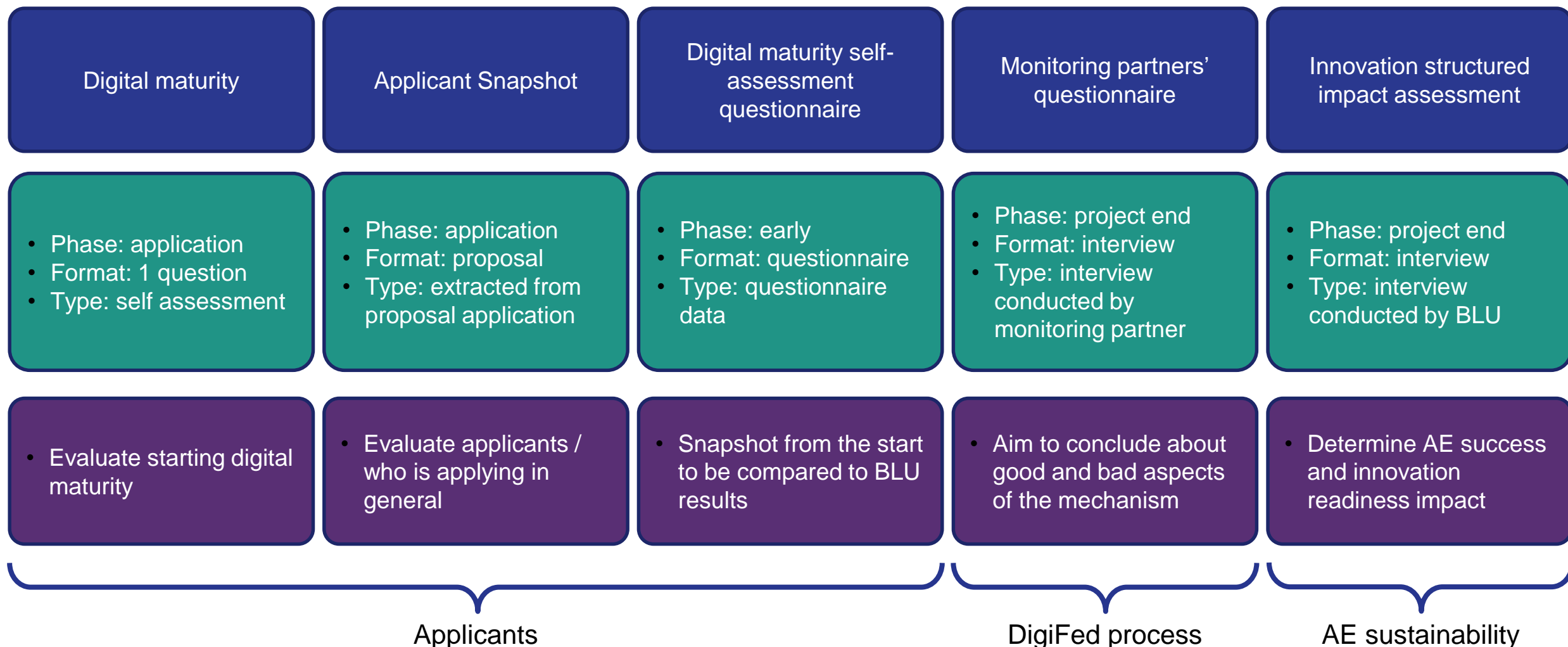
- Target: **organisational/business sustainability**
- Out of scope: pure technical development

Methods employed for quantification of impact are:

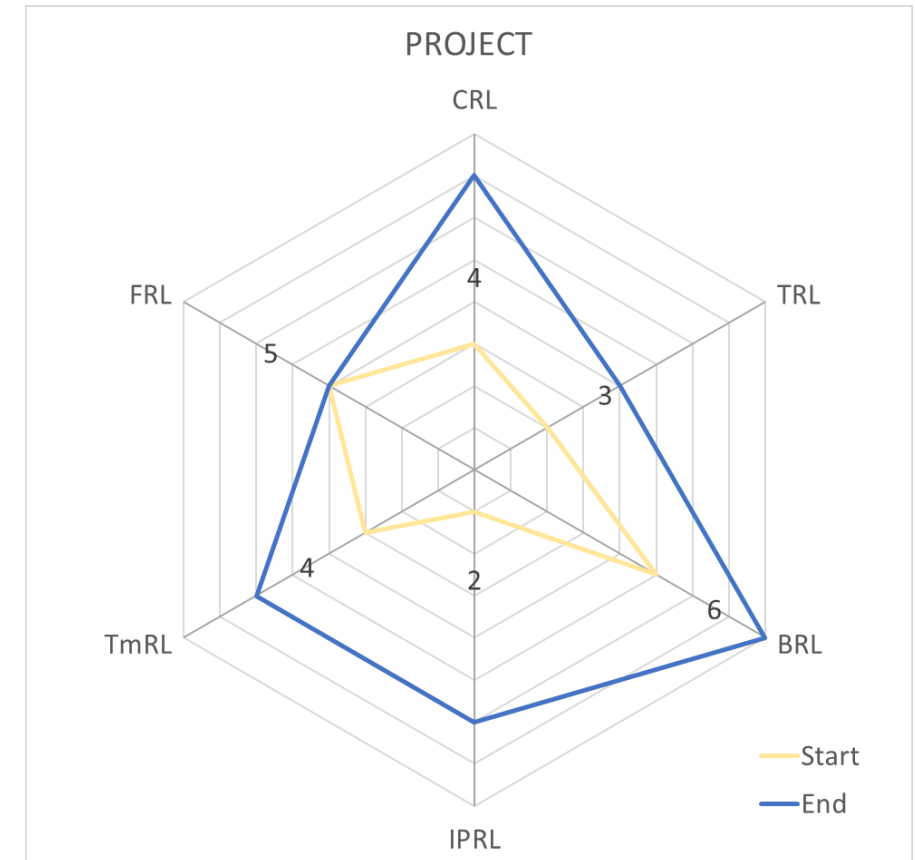
- **questionnaires** and
- **interviews** with third parties



Approach depiction



Innovation management Impact assessment



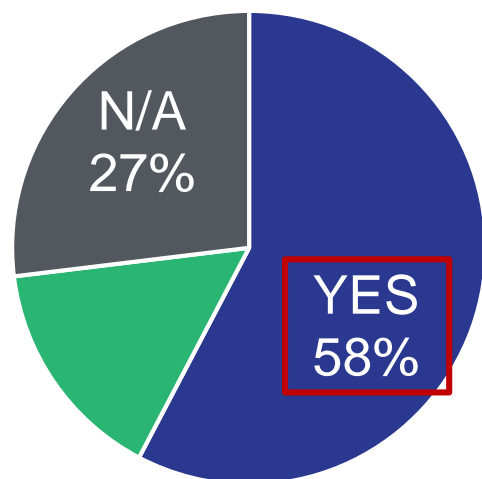
IMPACT ON PRODUCT

- Was funding provided (50k/€-100k/€) capable of stimulating the realization of actual new products/services?
- Were there new IPRs set in place? Or there is still needs for further developments?

Will you launch new product / service in 1Y or 3Y?

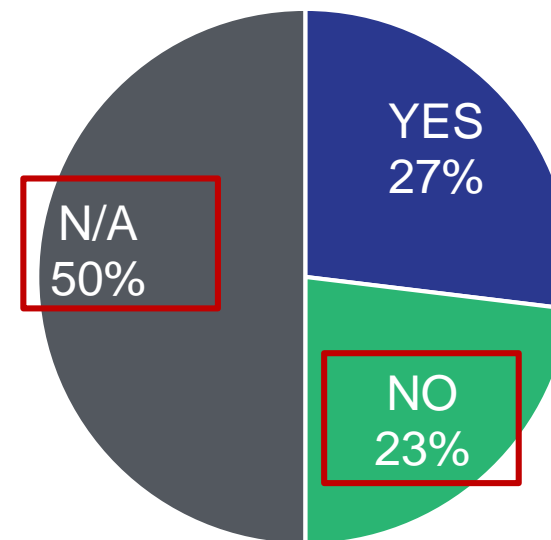
During monitoring partners' interviews 57.7% of interviewed SMEs will launch new products, mostly mentioning the 1Y time perspective.

In the Impact Assessment questionnaire, 81% affirmed they would be ready next year, and all of them by the 3years to come



Have you/do you plan to set up any IPR agreement?

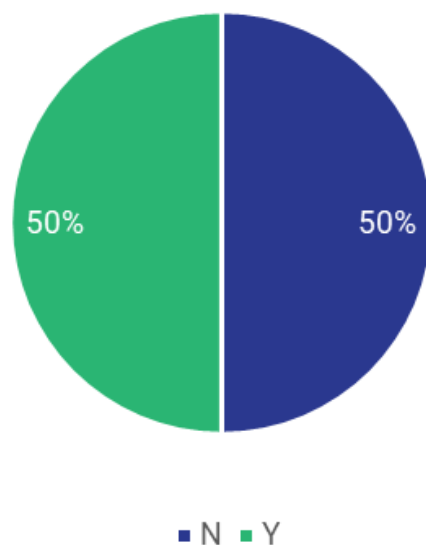
50% of SMEs did not indicated any specific IPR strategy/agreement set in place, and 23% explicitly denied this possibility, suggesting that the stage of development was not sufficiently advanced



Evolution in IP

(Innovation management impact assessment)

Evolution in IP

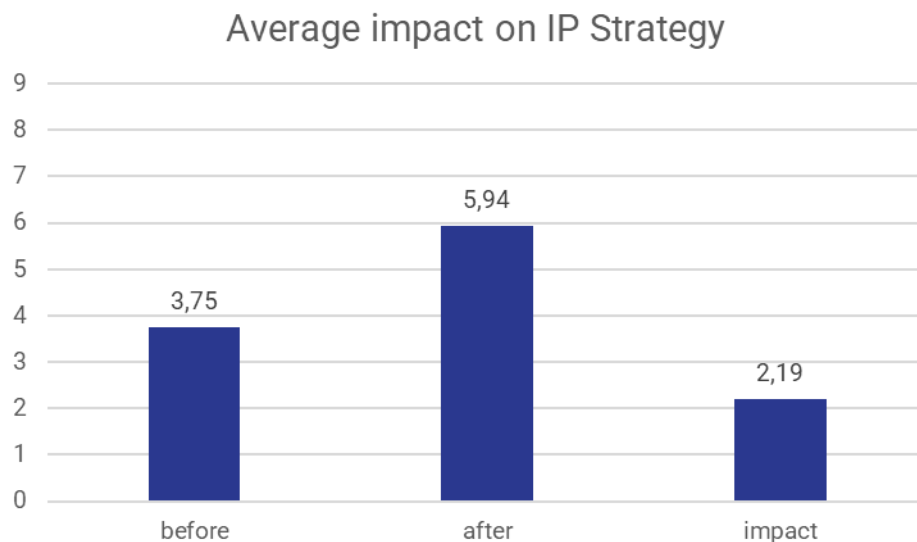


50% of the interviewees reported DigiFed had no impact on their IP strategy, in the interviews 2 main reasons came up:

- Not enough time to work on the topic as it was not the purpose of the support
- Not applicable to the companies' projects

Evolution in IP

(Innovation management impact assessment)



On the 50% who reported an impact on their IP strategy:

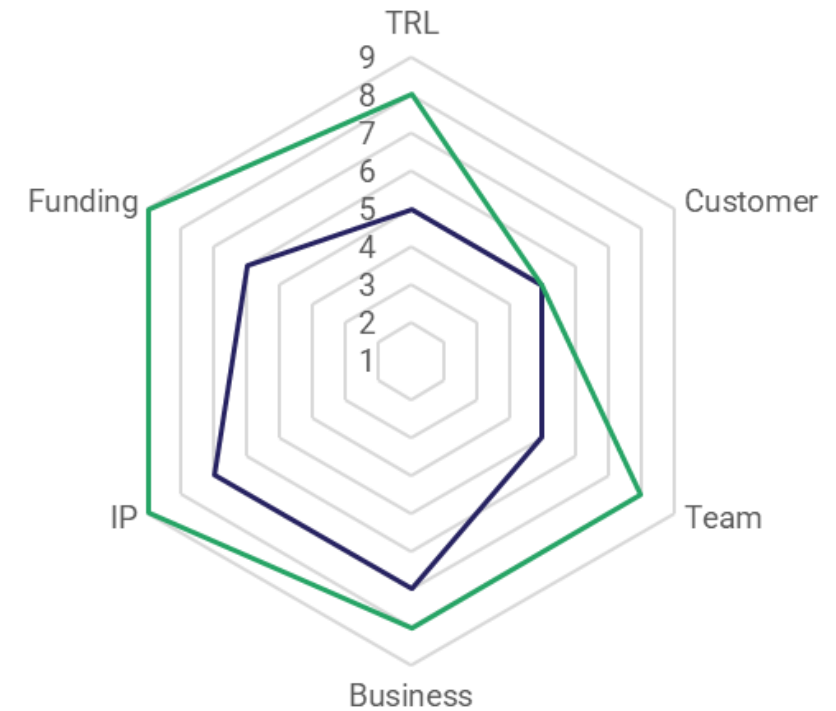
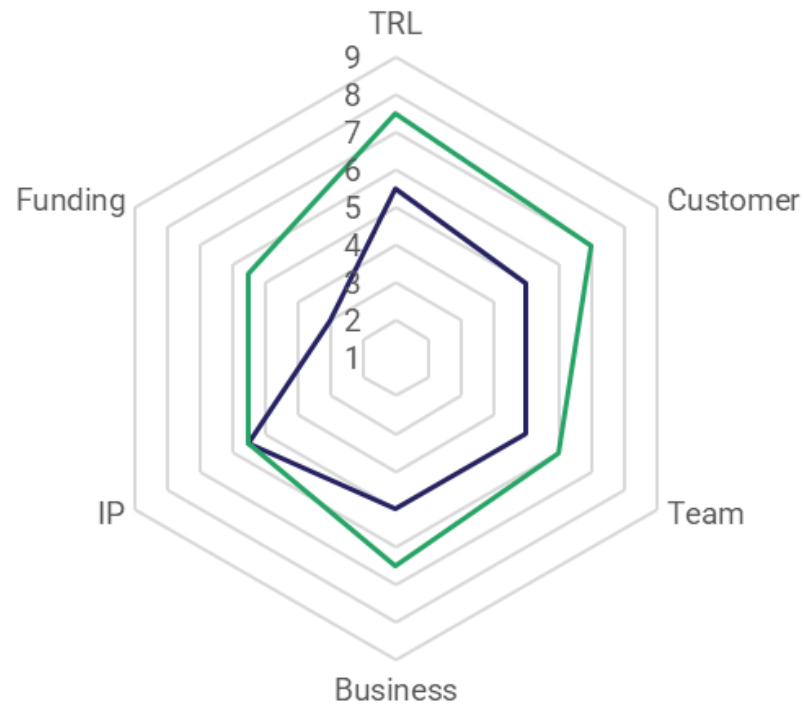
- 78% at least have a draft of their IP strategy
- 44% have filed all the relevant patterns

The average **score remains (most commonly reported status)** at draft level and it can be explain as

- Most of the companies had already started research and have now drafted the plan and are looking at how to implement
- DigiFed didn't offer a dedicated support

Impact Assessment

(examples of 2 different SMEs assessed)



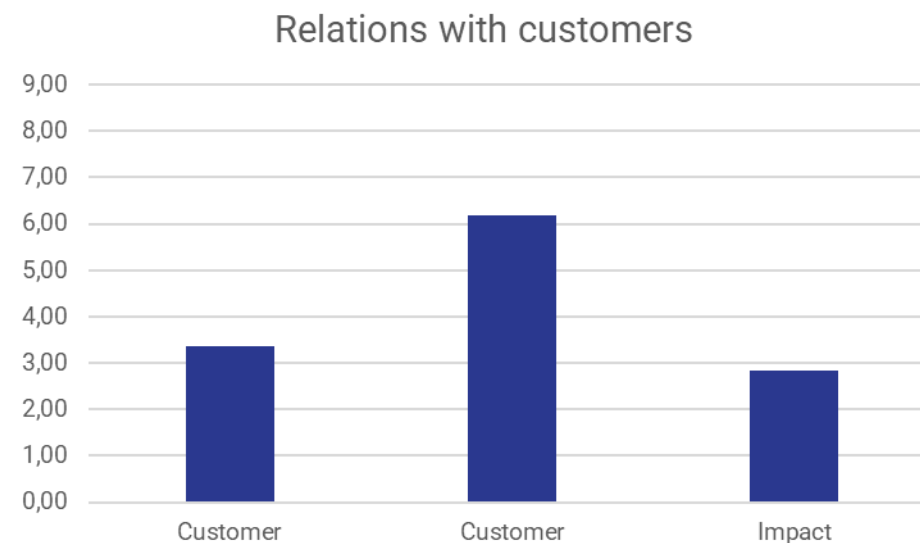
IMPACT ON BUSINESS

- Was the project implementation capable of generating new business or revenue lines? Were there other exploitation approach preferred?
- Was the collaboration with DigiFed capable of fostering access to investors/new shareholders/funding opportunities?

Impact on Business

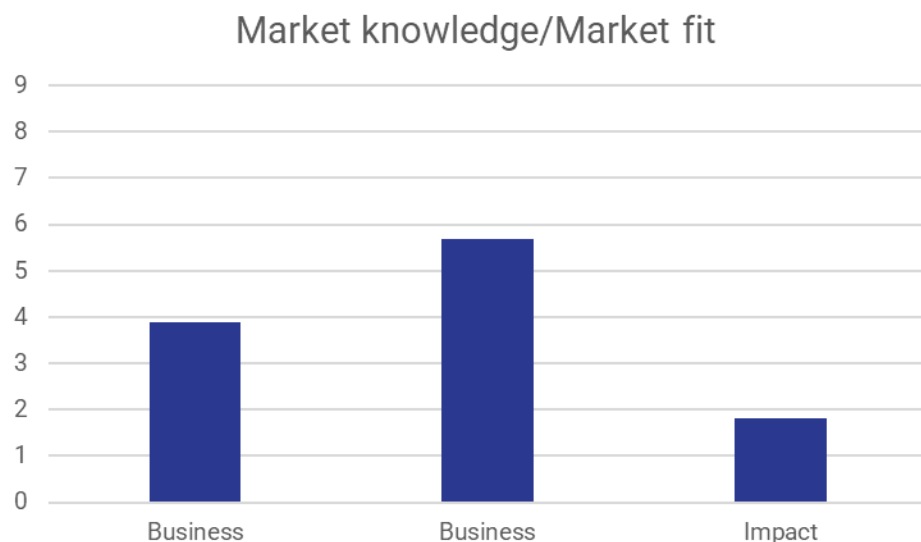
(Innovation management impact assessment)

- 56% of respondents have reported being validated by first customers testing and started to sell their product.
- In average companies are at the customers testing phase that should lead to the first sales soon (see commercialisation phase)



Impact on Business

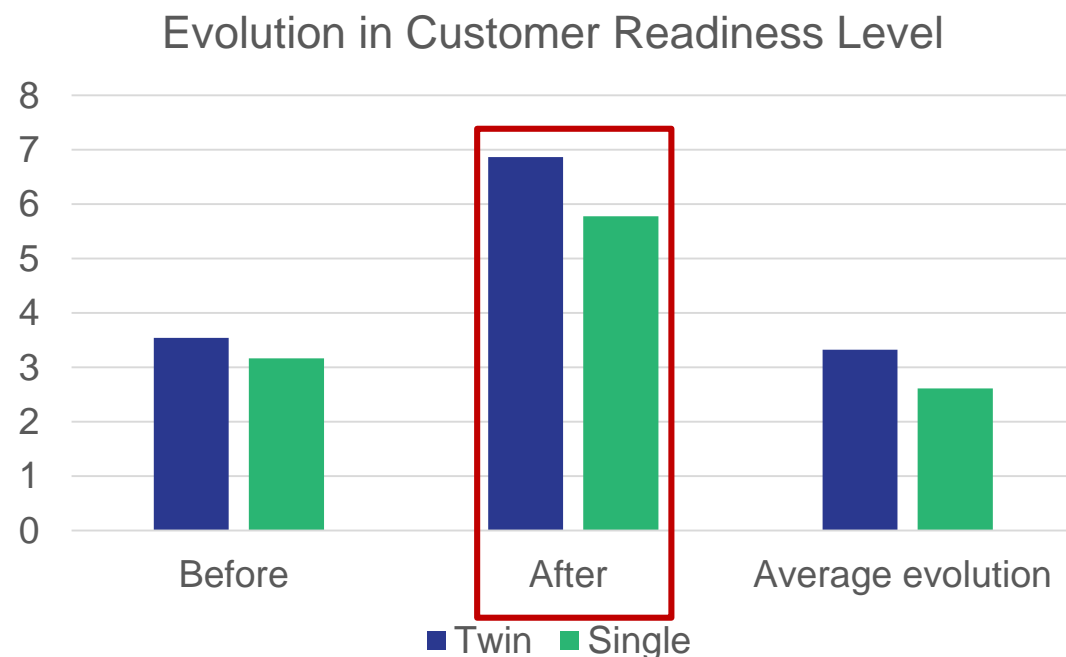
(Innovation management impact assessment)



- 88% of the interviewees have reported an impact on their knowledge of their market.
- The average impact is not as high as the relationship with customers but can be explained by 2 main reasons:
 - A first idea of the business model was asked at the selection phase of DigiFed. (level 4)
 - Level 7 can only be reached after concrete sales and attractive revenues generated. This level should be reassessed one year after the end of the project for viable data to be expected.

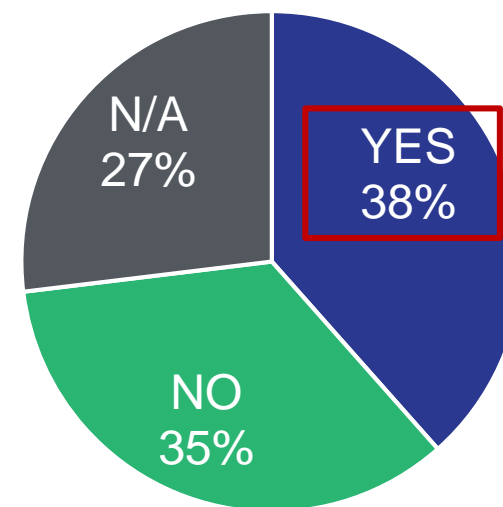
What was AEs customer readiness level by the end of the project?

Twin application experiments show a slightly higher score in Customer readiness level than single application experiment (0.8 in average). This can be explained by the presence of a user in the consortium, presenting the same form of needs as the typical consumer of a company.

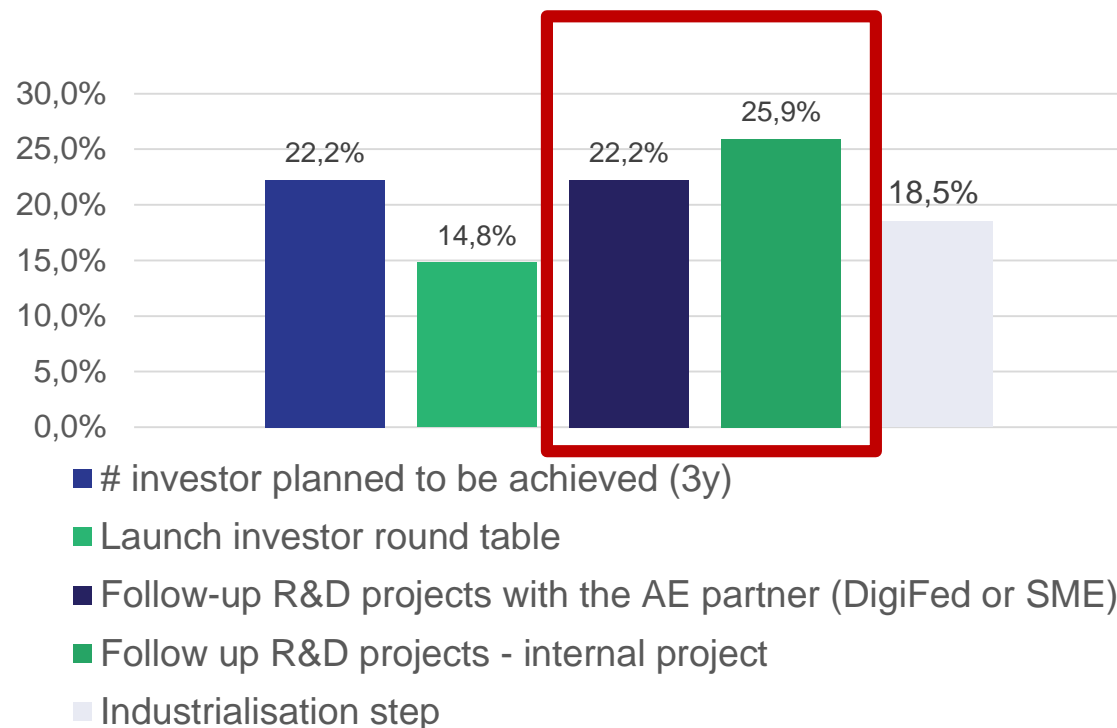
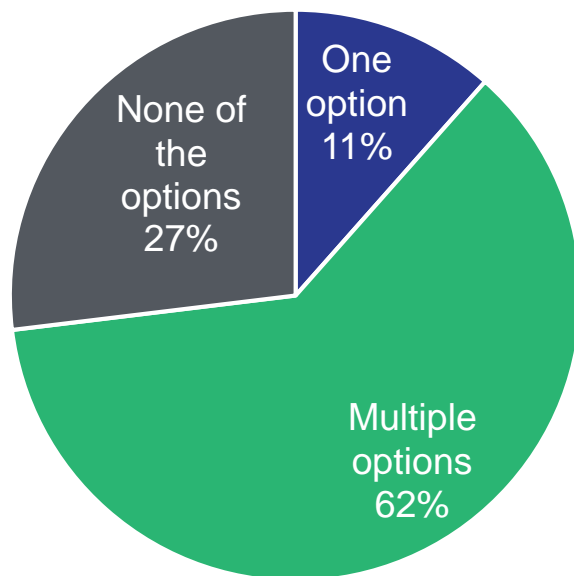


Did you generate direct income (during the project, in 1Y, 3Y, ...) ?

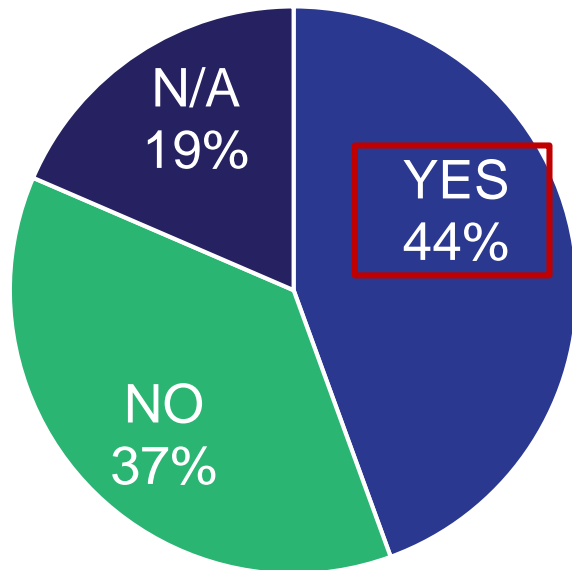
38.5% of the companies surveyed reported direct generated income during the project or in the upcoming 2 years.



How do you plan to exploit the AE result or continue after the AE Project (multiple choice)?



Were you looking for investors? Did you get support from private investors, banks, business angels, etc.?

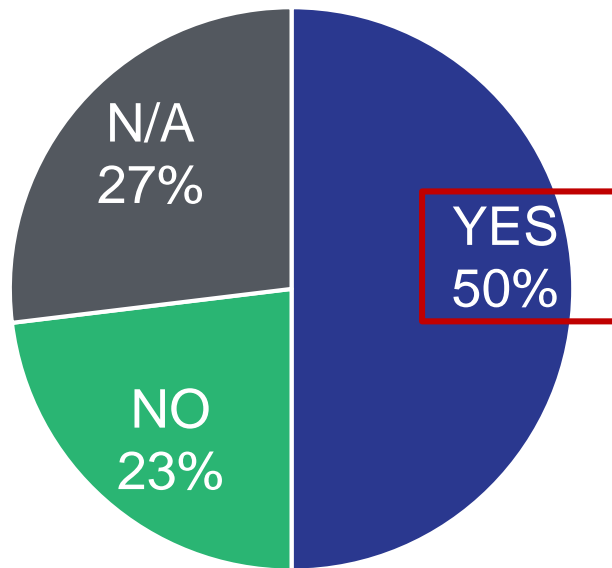


>44% of partners looked or were planning to look for investors - According to the feedbacks received during monitoring partners' interviews

- >12% of companies found investors
- >32% didn't succeed

Based on business interviews, several companies report being not ready to raise funds from investors yet (possibly in 1Y)

Did you address new market field, sector?



50% of the companies interviewed addressed new markets/sectors → 70% of AEs that addressed new markets were Twin AE

- Success stories of cross-border requirements forcing to look for collaborators in countries of not-primary business and subsequent expansion of the geographic scope of SMEs (*punctual examples*)
- Some of the companies in twin AEs were SW houses and did not have a sector specific business (*hence adapted to the business application proposed by the partner organization*)

IMPACT ON SKILLS AND VISIBILITY

- Was DigiFed capable of stimulating the acquisition of new competences or recruiting of experienced professionals?
- Was DigiFed capable of providing access to additional visibility opportunities?

How many new people you hired due/for the purposes of AE implementation?

42.3% of companies hired at least one people for the project, 57.7% hired no people.

For SMEs (small and micro in particular) even 1 person more can be of impact in the personnel



Consistently, the Impact assessment Questionnaire highlighted that 61% of SMEs did not recruit any new resource (only looking at full time employment).

Have you contracted freelance or short term contract?

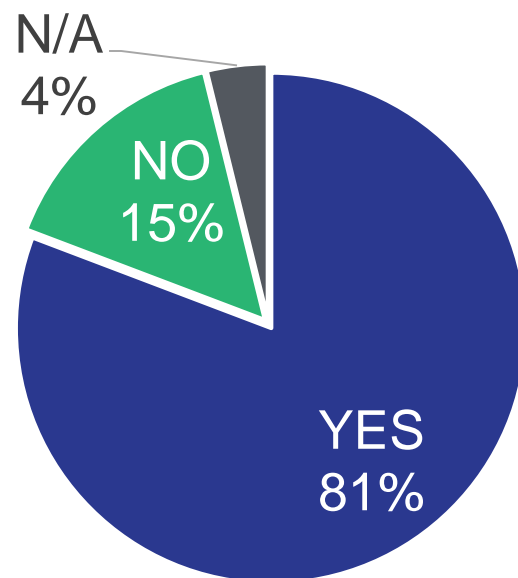
>40% of companies acquired competences/resources via short term contracts. This was not considered as an alternative to hiring (e.g. for reduction of costs), as the distribution freelance contracted by companies who declared new hires is very similar to the one of those who did not. Overall, **40% of companies didn't hired nor acquired competences via short term contracts** (suggesting a clear business decision in this sense).

		FREELANCE CONTRACTED?	
		YES	NO
NEW HIRES?	YES	23.1%	15.4%
	NO	19.2%	42.3%

Did you or will you present the project in relevant events?

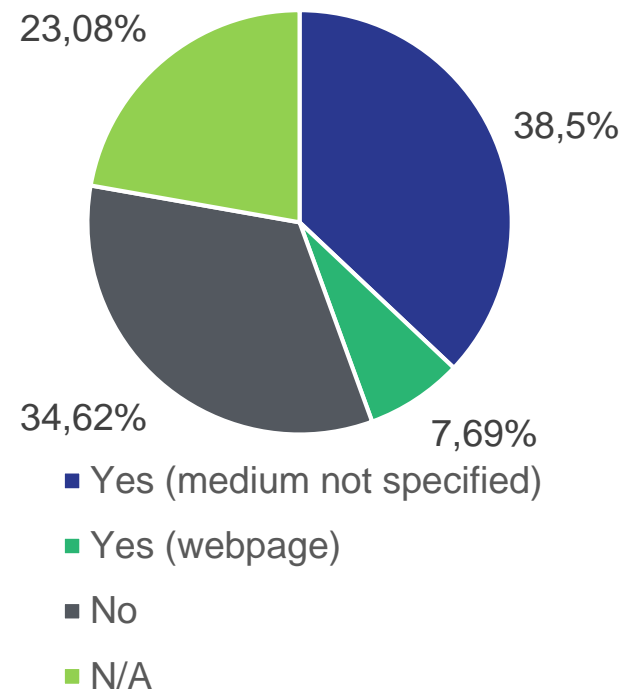
Some of the events mentioned by the companies interviewed:

- Y4FNBarcelona
- Minalogic webinar
- CES 2022 Las Vegas
- MWC Barcelona 2022
- Salon eCultural and Innovagrill (France)
- Trustec
- Eudi Show (Bologna)
- IOTSWC



No companies mentioned finding new collaborations during these events.

Did you or will you publish the technical results?



Most of the companies involved are not planning to publish any results. Some of the reasons reported:

- Too early.
- Confidentiality.
- Project related to security.

CONCLUSIONS

- DigiFed approach was effective in stimulating collaborations and opening new markets
- Even small amounts can have a relevant impact on SMEs in terms of acquisition of new resources or development of innovative solutions (overcoming the so-called *death valley*)
- Attraction of private investors is still a challenge but relevant impacts can be achieved in terms of offering visibility, creating knowledge about alternative funding opportunities and empowering SMEs in business development (e.g. pitching support)
- the impact achieved vary from one company to another (e.g. depending on their focus, need, scope/sector)



Thank you!

Margherita Volpe – Zabala Innovation
WP3 implementing partner