



WP8 Dissemination & Exploitation Planning

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Presentation Content:

• Overview of Work Completed by M22

Objectives of this meeting:

- Note upcoming Conferences and ensure that we follow the IP Management process.
- Capture other dissemination outputs
- Events planning for LASYS Workshop in Stuttgart 2018
- Interviews to be scheduled this will form more dissemination videos
- Exploitation Planning 2nd Workshop
 - SQUADRON[™] Segmentation and Quality Requirement





HIPERDIAS – Overview at M30

- HIPERDIAS Website: <u>www.hiperdias.eu</u>
- Press Release
- Brochure
- Two project videos
- Communication Kit
- Initial Dissemination and Exploitation Strategy







Grant Agreement: 687880

Dissemination Activities / Management of IP

List of upcoming Conferences:

- TBA
- TBA
- ETC

Remember when disseminating Project Results to complete an IP Notification Form (e.g. Publications / Conference Abstracts / Invited Talks etc.).

	Dublication Intellectual Dremarks Matification			
Pre-	Publication Intellectual Property Notification			
Lead Author				
Partner Name				
Title				
Reference	< <u>yymmdd</u> >/<1-n>/USTUTT e.g. 121106/1/USTUTT			
Submitted to	<name conference,="" etc="" journal,="" of=""></name>			
Expected date of pu	blication / conference			
I have reviewed the contents of this submission and (select one of the options below)				
a. It does not contain any intellectual property capable of commercial application				
b. It does or may contain intellectual property capable of commercial application which the beneficiaries will seek to protect				
c. It does or may co the beneficiaries	ontain intellectual property capable of commercial application but will not seek to protect			

HIPERDIAS

I understand that by selecting an option other than (b) subject to the agreement of the HIPERDIAS Technology Transfer Panel, the Co-ordinator (University of Stuttgart) may file the publication with the European Patent Office to obtain a priority date. This will allow the publication to proceed while providing a period of 12 months for further consideration and review of the IP position.

Signed	
Date	
Duite	

When signed, e-mail a pdf version of this form to the Central Project Office (hjperdias@kiteinnovation.com) along with the draft publication.





Dissemination Activities

Additional Interviews?:

A short video outlining:

- 1. The aims of the HIPERDIAS Project
- 2. Innovations in the project
- 3. The potential applications
- 4. The importance the EU Funding

Min. 1 person per partner.

Interview questions:

General Questions - About the HIPERDIAS Project (All Partners):

- What is the HIPERDIAS Project about?
- What are the aims and objectives of the HIPERDIAS project?
- How is the Consortium going to achieve its aims and objectives?
- What are the potential end applications and their benefits?

Partner Questions (All Partners):

- What is your organisation/institution role within the HIPERDIAS Project?
- What does your organisation/institution hope to achieve from the HIPERDIAS Project?
- What are benefits of EU Funding to your organisation/institution?
- What are benefits of having partners from across Europe?
- What are the main challenges and risks within the project?

Questions about H2020 & Leading a H2020 Project (USTUTT):

- Why do you think the HIPERDIAS project was originally funded?
- Where did the concept of the HIPERDIAS Project originate from?
- Why is HIPERDIAS such an important Project?
- What makes a successful Consortium/Project?

Applications - (C4L, BOSCH & E6)

- What are the potential applications?
- What are the benefits of this application to stakeholders?
- What are the benefits of these applications to your organisation?







Events / Training Workshops (MS22)

- Workshop End Users
 - Date June 7th (9.30-12.00) @ LASYS (Stuttgart Messe)
 - Target Audience...End users, exploitation partners
 - Numbers / Speakers... seats 45
 - Overview Presentation by HIPERDIAS
 - Application Presentations x 3
 - Francois Courvoisier, FEMTO-ST
 - Q&A End-User Panel





Exploitation Planning

Recap:

- **Research:** Further research opportunities (Horizon 2020 e.g. ICT 30 Photonics KET).
- **People:** Career Pathways (PhD Students / Post-Docs). MS22 Training Workshop / Exchange Opportunities.
- **Product and services:** SQUADRON[™] Approach

A) Where are	we now?	B) Where are we goin	g?		C) How do v	ve get there?	►
PROCESS	1.	2.	3.	4.	5.	6.	7.
ELEWIENT	Segmentation – defining market segments for focused development	Q uality Requirements	A ttractiveness	Deliverables	R anking	O perationalising	New Income Streams
H2020 PROPOSAL ELEMENT	Concept & Impact	State of the Art (SOA) & Beyond	Impact	Scientific & Technological Methods	The propo not be able	sal document will to contribute	Post Project

(The SQUADRON is Trademark of Kite Innovation (Europe) Ltd)





Exploitation Planning – Segmentation / Quality Attractiveness

"Segmentation is a marketing strategy that involves dividing a broad target market into subsets of consumers who have common needs and desires as well as common applications for the relevant goods and services".

The **Quality Requirements** are the tech. specification for the identified products and services.

A) Where are we now?		B) Where are we goin	g?	C) How do we get there?			
							▶
PROCESS	1.	2.	3.	4.	5.	6.	7.
ELEMENT	Segmentation – defining market segments for focused development	Q uality Requirements	Attractiveness	Deliverables	Ranking	O perationalising	New Income Streams
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Exploitation Planning – Segmentation / Quality Requirements

	APPLICATION AREA				
PRODUCT / SERVICE					
Objectives 1 – High-power (kW-Class) ultrafast MOPA System	a) 3D silicon machining	b) Diamond Polishing	c) Fine cutting of metals and glass cutting (e.g. Sapphire)		
Objectives 2 – High efficient compressor gratings					
Objectives 3 – High-power high-efficiency fibre beam delivery system					
Development of the 3D Si processing.	specification & Task 1.3 KPIs.				
2. E6 – Laser machining system.		WP1 Presentation Task 1.2 specification & Task 1.3 KPIs.			
3. C4L – Laser machining system.			WP1 Presentation Task 1.2 specification & Task 1.3 KPIs.		



Exploitation Planning – Segmentation / Quality Requirements

		APPLICATION AREA					
PRODUCT / SERVICE	a)	Micro	b) Defractive	c) Ultra fast	d)	e)	
	maching	Glass	optics	laser system			
	cutting		defractive				
			optic				
			elements				
AMP – New high power fs laser product and flexible laser control (existing and new	Х						
products – 50w and 200w laser).							
AMO – Further development of manufacturing process and know-how.			Х				
XLIM/GLO – Improve and industrialize hollow-core photonic Crystal-Fibre system				Х			
USTUTT/AMO/AMP - Gratings. (ÙSTUTT) martek photnics spin off company.			X				
USTUTT/AMP – Thin disk Amplifier (>500W)	Х						





Exploitation Planning – Results from Limoges Workshop

HIPERDIAS "Opportunity"	Attractiveness(A)	Ranking(AR)	Project Strength (P)	Ranking (PR)	Application Score 1	Application Rank
1. Laser machining system for 3D Si processing	3.9	2	3.8	1	14.62	2
2. Laser machining system for Diamond Polishing	3.5	3	3.8	1	13.12	3
3. Laser machining system for fine cutting of metals and glass	4.2	1	3.8	1	15.75	1
4. High power fs laser for micro machining glass cutting	3.0	4	3.0	4	9.00	4
5. Hollow core photonic crystal fibre system for micro-machining glass	3.0	4	3.0	4	9.00	4
6. Gratings for micro machining glass cutting	3.0	4	3.0	4	9.00	4
7. Thin Disk Amplifier for micro machining glass cutting	3.0	4	3.0	4	9.00	4



Consortium Meeting |

Bern – April 26th 2018



PHOTONICS PUBLIC PRIVATE PARTNERSHIP

PESTEL Analysis

POLITICAL	ECONOMICAL	SOCIAL
Will the potential for exploitation of any elements of the project be affected by external policy? Or will the project have an impact on policy?	What factors will impact on the economic success of the project? What economic impact will the project have on the sector, the EU, globally?	Is the success of the project dependent on societal acceptance in any way? Will the success of the project have a societal impact?
Exporting of Laser System across the EU. SWISS reform. Other EU Countries leave the EU.	US protectionism. Influences on trade across the world.	
<i>MODUS:</i> BREXIT and potential access to EU Funding	MODUS: The strength of the pound sterling against the EURO	



Consortium Meeting |

Bern – April 26th 2018



PHOTONICS PUBLIC PRIVATE PARTNERSHIP

PESTEL Analysis



What advances might affect the impact of the project? What innovative technologies might the project impact?

NVIR	ONME	VIA
	×××	

What legislation/regulation might affect the impact of the project? Might the project have a legislative/regulatory impact national, EU, globally?



Are there any potential environment factors which might affect the impact of the project? What environmental advantages may accrue from the project?

MODUS: *BREXIT* and potential access to EU Funding.





WP8 – The next six months...

- Exploitation Planning Interim Plan
- Planning for End-User Workshop June 2018
- Forward programme of dissemination activities
 - Publications
 - Events
 - Web-site news
 - Other dissemination outputs





WP8 - Deliverables

Deliverable title	Due date	Status
D8.1 Project website established	M03 – April 2016	Submitted
D8.2 Communication kit	M03 – April 2016	Submitted
D8.3 Video presentation of the HIPERDIAS project	M04 – May 2016	Submitted
D8.4 Draft Exploitation and dissemination plan	M12 – January 2017	Submitted
D8.5 – Communication Kit mid-term update	M24 – January 2018	Submitted
D8.6 Interim Exploitation and dissemination plan	M30 – July 2018	In preparation
D8.7 Final Exploitation and dissemination plan	M42 – July 2019	





WP8 - Milestones

Milestone title	Due date	Status
MS1 Press release	M01 – February 2016	Achieved
MS17 – Agreement on draft exploitation and use plan	M14 – March 2017	Achieved
MS22 First project workshop held	M18 – June 7th 2018 (LASYS)	Scheduled