

Fact: yet today, there are difficulties damping collaboration between industry and academia:

- on the industry side, it is essentially a question of reliability, commitment by the RO, **technology readiness** of what is being offered, **bureaucracy**
- on the academia side, it is a **matter of motivation**



Whatever trick/approach is being proposed to improve the situation is most welcome

MAIN CONCERN on EasyAccess:
Turning public investment into benefit/profit of a single, private enterprise at no cost

MAIN INTEREST: use it as mechanism to promote the exploitation of tech's with **LOW READINESS LEVEL**, that would otherwise require significant investment by the PRO to get to level possibly interesting for a company.

Companies will not pay for the access but for the development

The focus shall be on:

- the compilation of the catalogue
- **the adoption of an incentive scheme**, more important here since the return will possibly be by Joint Development Actions involving directly the researchers.



Complementary issues:

- particularly attractive for spin-off's
- compare Easy vs public domani