

Presentation ESR 5

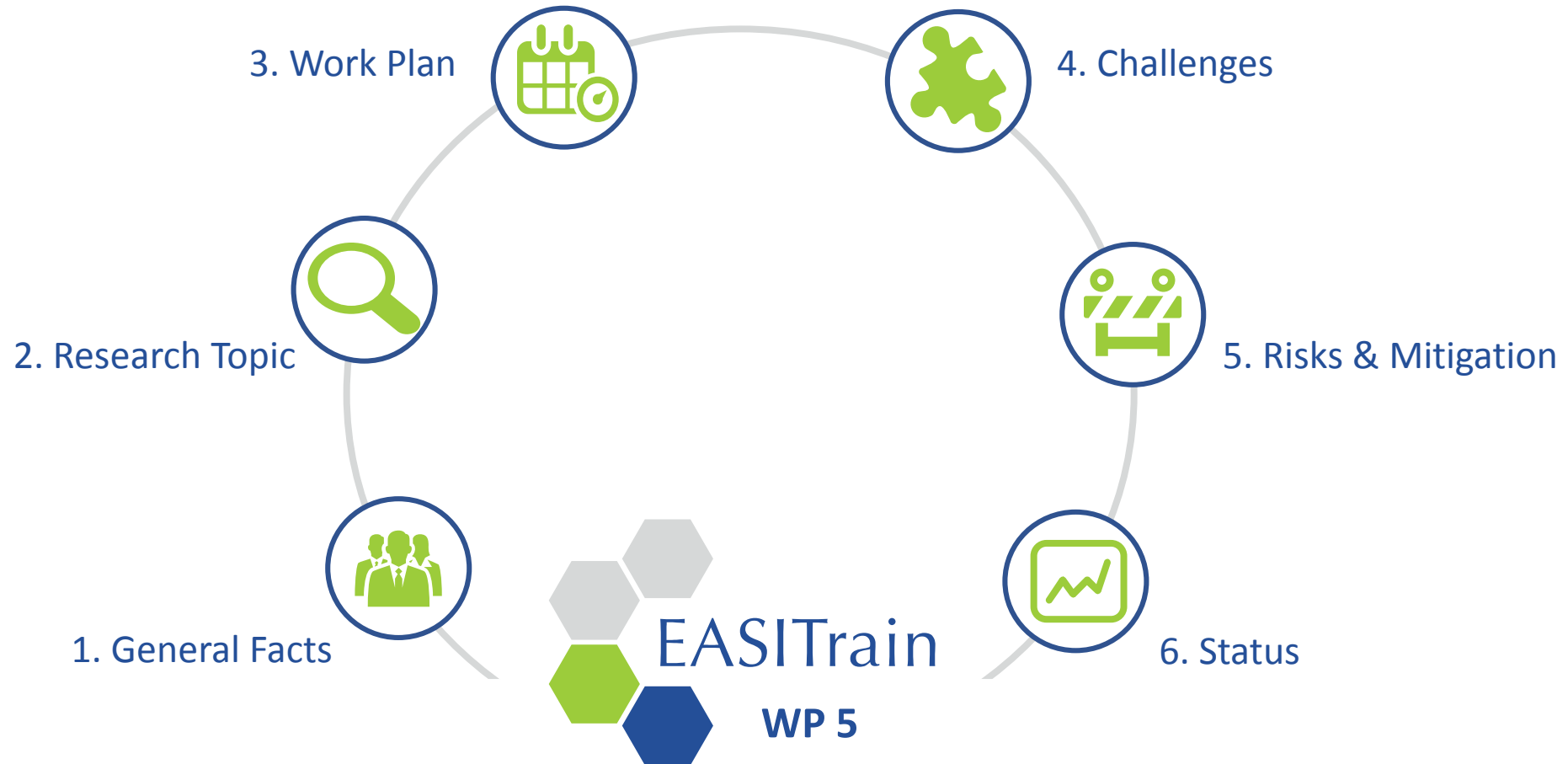
-- Objectives & Tasks --

by Linn Kretzschmar, WU Vienna



EASITrain – European Advanced Superconductivity Innovation and Training. This Marie Skłodowska-Curie Action (MSCA) Innovative Training Networks (ITN) has received funding from the European Union's H2020 Framework Programme under Grant Agreement no. 764879.

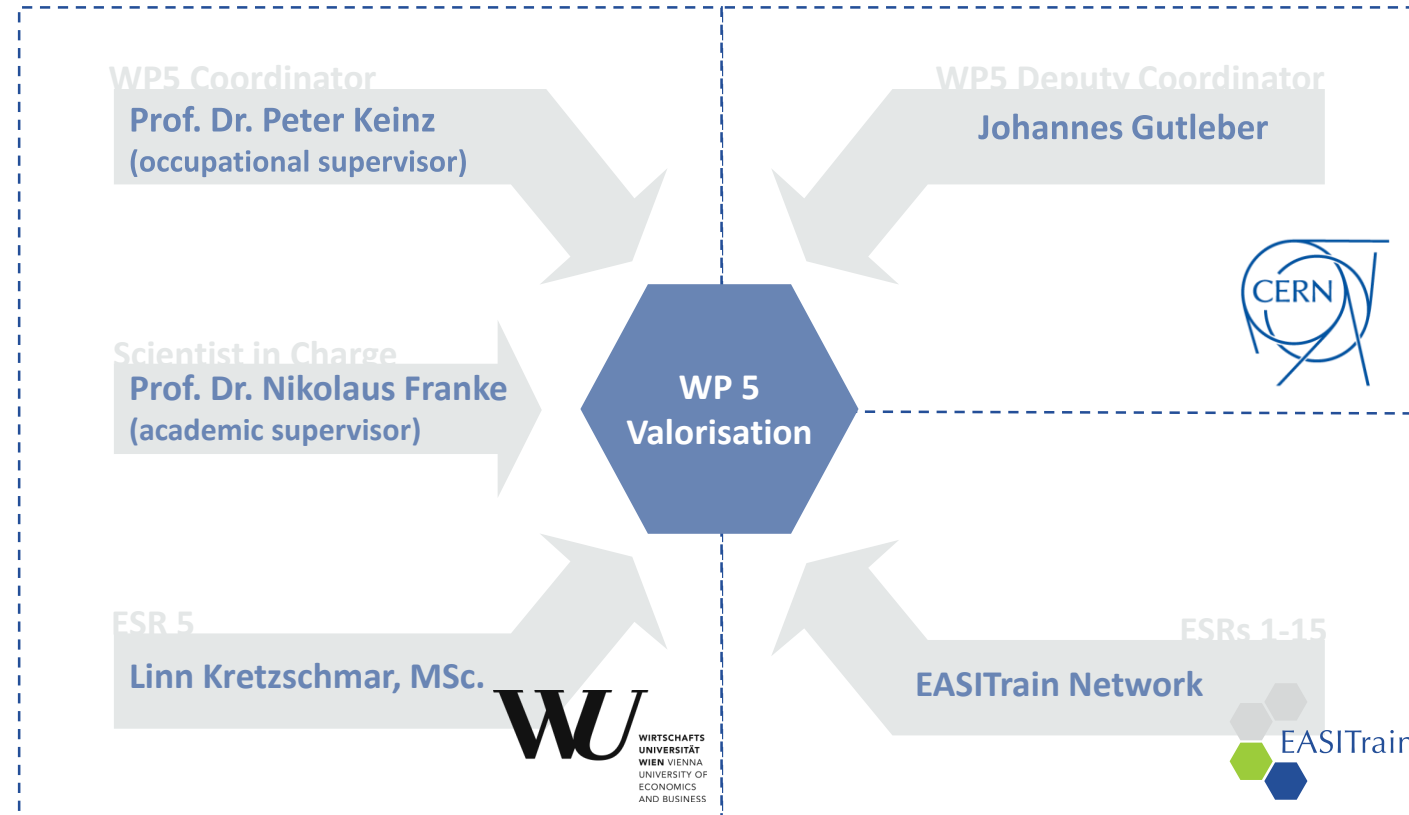
Agenda



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MAIN COMPETENCIES

- Management & User-centered Innovation Expertise
- Consulting Expertise
- Pioneer in Technology Competence Leveraging (TLC)
- Strong collaboration with companies & research institutes



MAIN COMPETENCIES

- Technical Side of Project
- Cryogenics & Superconductivity Expertise
- Network of Physicists & Engineers
- Corporate & scientific background



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Research Topic

VALORIZATION

Research & exploitation

- Seaming all science disciplines & partners to **develop scenarios** for **converting** the **results** into products
→ growing market of energy-efficient devices, world-transforming digital technologies & healthcare
- Work with all ESRs & non-academic participants to **assess market potentials** of products made possible by the research (TCL)
- Develop **credible estimates** for the **market values** of the studied technologies



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Work Plan



(Inter-)dependency conflicts

→ Review meetings & status reports

Poor communication

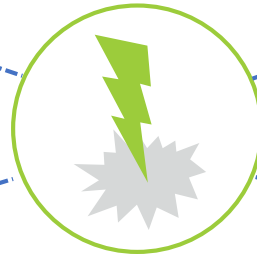
→ Proactivity

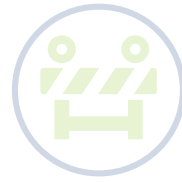
Improper risk management

→ Mitigation strategy plan

Scope changes

→ Expectation management





Risks & Mitigation



- Information from companies insufficient for TCL work
- Failing to assess business potential of a result with a partner



- 1) Valorization studies distributed over entire project period
- 2) coordinator uses academic & industrial network to point to alternative scientists & companies





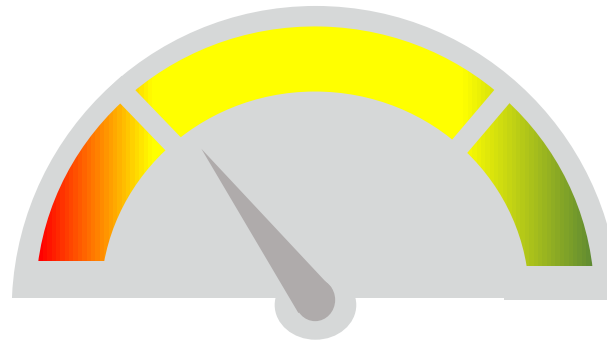
Status

IN PROGRESS

- ✓ Literature review
- ✓ Information exchange with ESRs
- ✓ Coordination with Supervisor

NEXT STEPS

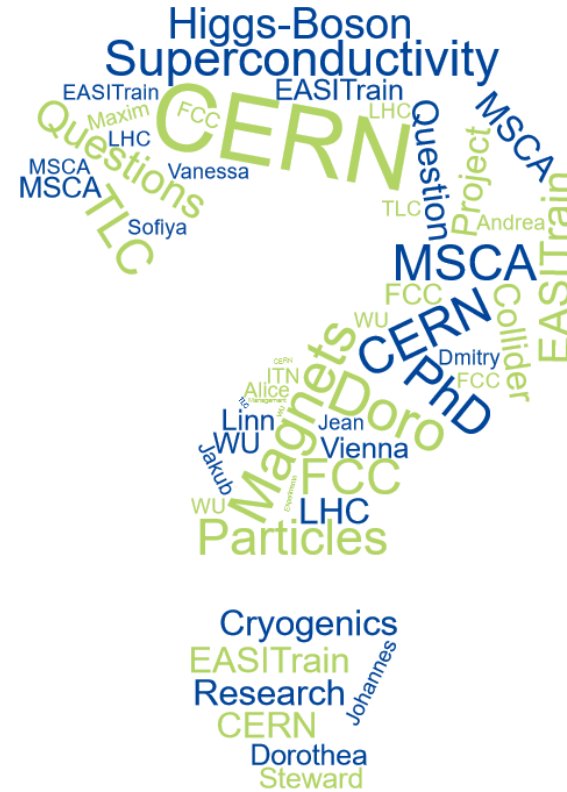
- Cross checking work plan (J. Gutleber)
- Establishing company contacts
- Clarifying questions regarding technologies



Task in progress



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Questions?



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