



**EIRO** forum  
serving european science

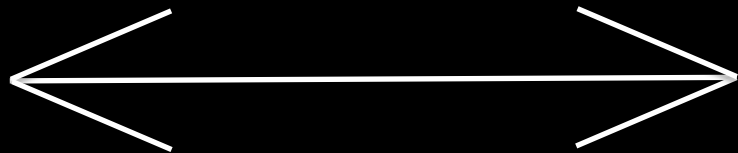
ESI 19 - Intro to the Project Day

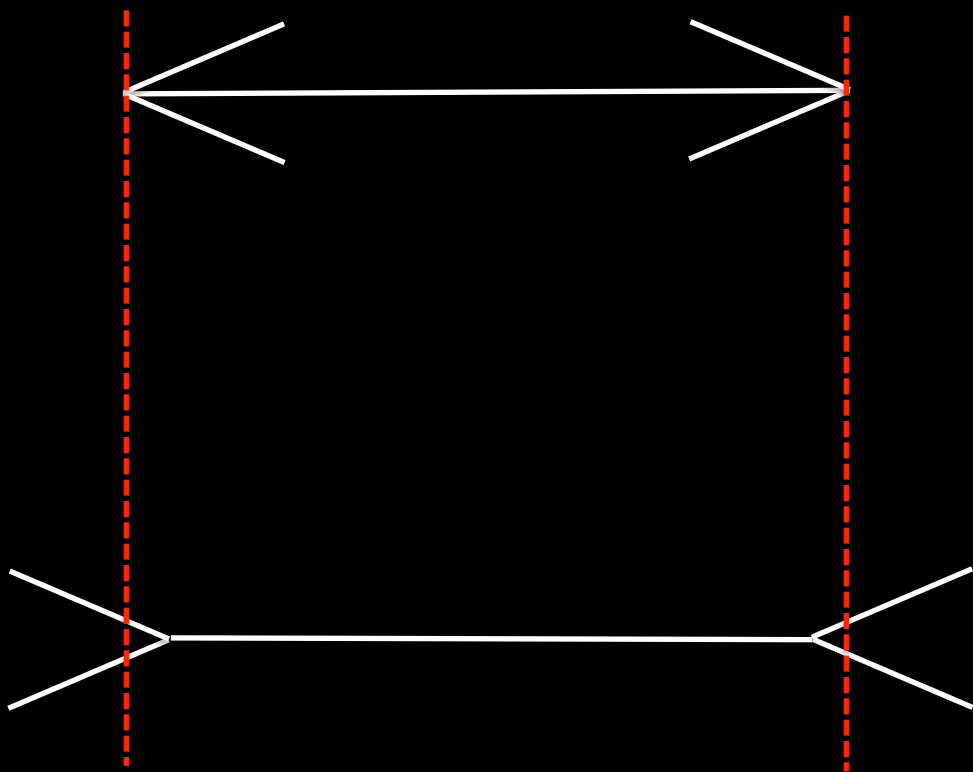
# Our Plan for today!

<b>08:30</b>	<b>Introduction to the Project Day: Guidelines and technologies</b>
08:45	Presentations EIROforum IMKTT Members (5' each)
09:30	Innovation Pill 1: Ideation
09:45	Group Work 1: Idea Generation out of a selected technology
<b>10:45</b>	<b>Break</b>
11:00	Innovation Pill 2: From idea to business
11:15	Group Work 2: Technology and Business Feasibility
<b>13:00</b>	<b>Lunch Break</b>
13:30	Innovation Pill 3: Market Validation and Business Canvas Model
13:45	Group Work 3: Business Canvas Model and contact with potential users/customers. Prepare slides
15:30	Project Presentations (5' each) and Q&A from mentors
17:00	Closing and Conclusions

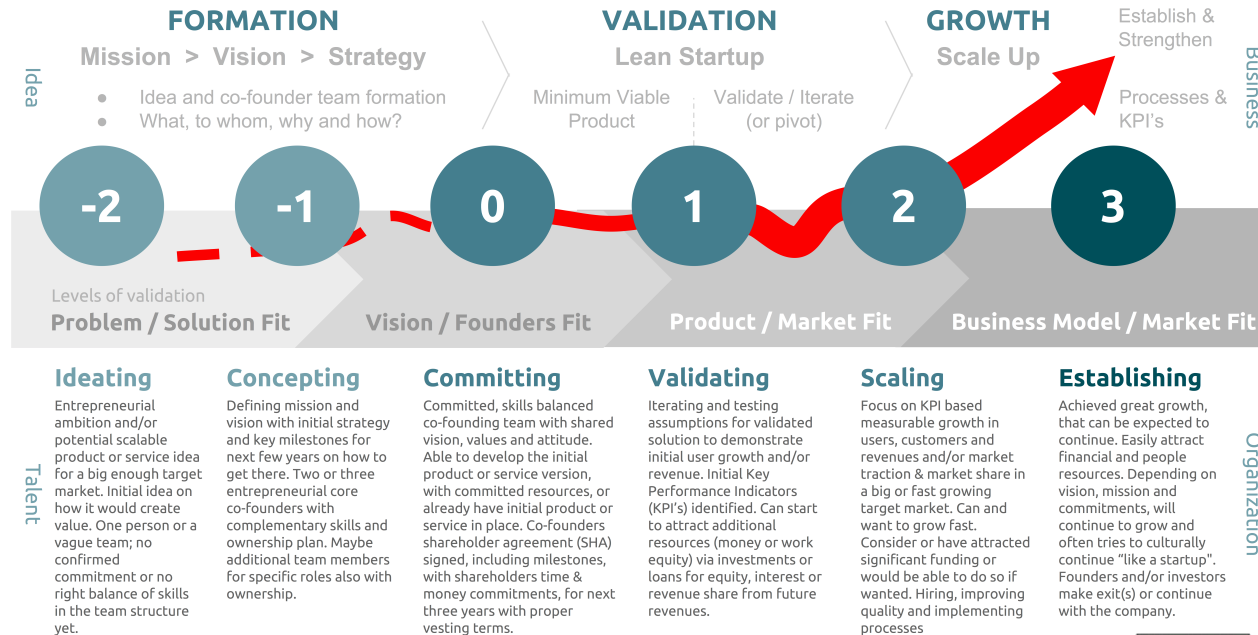
# Some questions for you!

- **Go to [www.kahoot.it](http://www.kahoot.it)**





# The start-up journey



Startup Development Phases - from *idea to business* and *talent to organization*.

Version 3.6 - [www.startupcommons.org](http://www.startupcommons.org)



# The Technologies / Assets

<https://indico.cern.ch/event/777129/page/16088-project-day>

**OPTICAL RE...**

The system is silicon plates, face carrier plates, to foc...

**ROOT**  
Data Analysis Framework

**AREA OF EXPERTISE**

- Information Technology

**APPLICATIONS**

- Data Analysis in various fields. Examples are energy physics, astronomy, biology, finance & medicine.

**IP STATUS**

- Available under the Open Source License LGPL (<http://root.cern.ch/drupal/content/license>)

**Astrores: Elasti**

**TECHNOLOGY DESCRIPTION**  
Astrores is an elasticsearch plu on the celestial sphere by inco it provides the capability of agg new capabilities provided by t features of the search engine & astronomical archive services.

**APPLICATION**  
The technology can be used fo

**ADDED-VALUE AND BENEFIT**  
Enhanced functionality and ser relational databases.

**X-ray free-electro**  
high-intensity coherent X

Electrons from accelerator

Facility	LCLS USA	LCLS-II CURF
Max. electron energy (GeV)	14.3	15
Wavelength range (nm)	0.1-4.6	0.05-5.0
Photons (delta)	$\sim 10^9$	$2 \times 10^9$
Peak brilliance	$2.7 \times 10^{21}$ (with seeding)	$2.7 \times 10^{22}$ (with seeding)
Planned second	120	120
Date of first beam	2009	2019
Start of user operation	2009	2019

**Single Plane Illumination Microscopy – novel technology for life cell imaging**

**TECHNOLOGY DESCRIPTION**  
*Single Plane Illumination Microscopy (SPIM)*  
Fluorescence microscopy has proven to be an valuable and powerful tool for biological research. However, the light applied can cause severe damage to the specimen over time and even destroy it. Therefore long-term observations are limited with this technology. Based on specific optics set-up EMBL SPIM technology offers reduced sampling times at comparable and even higher resolution with no toxic side effects.

**ADDED-VALUE AND BENEFITS**

- Low light dose
- Long-term imaging possible
- Higher imaging speed
- Higher 3D resolution

**TECHNOLOGY READINESS**  
First products have recently been launched in Life Sciences Research markets.

**IP STATUS**  
Comprehensive patent portfolio of more than 9 patent families, covering aspects of first generation SPIM devices as well as special embodiments of the current product lines including WO 2004/053558, EP 2 801 855 A1, etc.










**APPLICATION**  
EMBL SPIM technology addresses the needs of two main applications:  
Developmental biology, allowing for long term observation of living larger specimen like fish or fly embryos. Quantitative biology, aiming to elucidate cellular and subcellular kinetic processes under live conditions. Pharmaceutical industry will benefit in the fields of *in vitro* fertilization, tissue analysis and drug screening.

# The Teams

Team A	Team B	Team C	Team D
Amar Kacic	Inaki Ortega Ruiz	Ioana Ifrim	Irene Degl'Innocenti
Krisztina Annus (ESA)	Alice Pais de Castro	Bruno Delacourt	David Lucsanyi
Bharath Reddy Adapa	Mate Kisantal	Pedro Jose Jurado Lozano	Priyaben Patel
Andreas Schmidt	Volodymyr Svitlyk	Lucile Desjonqueres	Javier Rodriguez Murias
Dhaval Gadariya	Gabriele ANSALDI	Ian Thorpe	Michalis Benakis
Daniel Mayani	Héctor García Cabrera	Abhisek Datta	Lukáš Krauz
Chiara Grieco	Victor Manuel Villalba Corbacho	Sara Svendsen	Stephan Burkhalter
Nikola Vukman	Andrea García Alonso	Albert Doblas Moreno	Juan Francisco Cabrero Gomez
Petr Janout	Marin Vukšić	Marko Barac	Alexandra Carvalho Antunes De Oliveira
Alice Cryer	Thomas Bugghey	Saad Ahmed	Oriol Sans Planell
Team E	Team F	Team G	
Maurício Féo	Riccardo Callegari	Stefan Weber	
Emma Stevenson	Ilya Menyaylov	Jan Zoltowski	
Ruaridh Smith	Said Bounasser	Rafael Zubieta Lupo	
Luis Fernandez Ruiz	Maria Manna	Aizat Daribayeva	
Borbala Szondy	Cristina Mattone	James Luis	
Jonathan Sauser	Lisa Glatt	Volker Bauer	
João Silvestre	André Boné	Silke Mobius	
Michele Piero Blago	Toon Meeuwssen	Andreo Crnjac	
Mintu Kumar	Simon Gaulter	Alexandros Aerakis	
Nazar Bartosik	Silvia Cesaroni	Simone Noce	



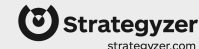
# The Outcome (I)

<b>The Business Model Canvas</b>		Designed for:	Designed by:	Date:	Version:
<b>Key Partners</b>  <p>Who are our key partners? Who are our key suppliers? Which Key Resources are we acquiring from partners? Which Key Activities do partners perform?</p> <p><b>KEY RESOURCES</b> Channels and activities Structure of the unit/business Dependencies of particular resources and activities</p>	<b>Key Activities</b>  <p>What Key Activities do our Value Propositions require? Our <b>Customer Channels</b>? Customer Relationships? Revenue streams?</p> <p><b>KEY RESOURCES</b> Channels and activities Structure of the unit/business Dependencies of particular resources and activities</p>	<b>Value Propositions</b>  <p>What value do we deliver to the customer? Which one of our customer's problems are we helping to solve? What bundles of products and services are we offering to each Customer Segment? Which Customer needs are we satisfying?</p> <p><b>KEY RESOURCES</b> Channels and activities Structure of the unit/business Dependencies of particular resources and activities</p>	<b>Customer Relationships</b>  <p>What type of relationships does each of our Customer Segments expect us to establish and maintain with them? Which ones have we established? How are they categorized with the rest of our Business Model? How costly are they?</p> <p><b>KEY RESOURCES</b> Channels and activities Structure of the unit/business Dependencies of particular resources and activities</p>	<b>Customer Segments</b>  <p>For whom are we creating value? Why are our most important customers? How do we reach them? How do we acquire them? How do we retain them?</p>	
	<b>Key Resources</b>  <p>What Key Resources do our Value Propositions require? Our <b>Customer Channels</b>? Customer Relationships?</p> <p><b>KEY RESOURCES</b> Channels and activities Structure of the unit/business Dependencies of particular resources and activities</p>		<b>Channels</b>  <p>Through which Channels do our Customer Segments want to be reached? How are we reaching them now? How are our Channels integrated? Which ones work best? Which ones are most cost-effective? How are we integrating them with customer routines?</p> <p><b>KEY RESOURCES</b> Channels and activities Structure of the unit/business Dependencies of particular resources and activities</p>	<b>Cost Structure</b>  <p>What are the most important costs inherent in our business model? Which Key Resources are most expensive? Which Key Activities are most expensive?</p> <p><b>KEY RESOURCES</b> Channels and activities Structure of the unit/business Dependencies of particular resources and activities</p>	<b>Revenue Streams</b>  <p>For what value are our customers really willing to pay? Do they do this currently? How are they currently paying? How would they prefer to pay? How much does each Revenue Stream contribute to overall revenues?</p> <p><b>KEY RESOURCES</b> Channels and activities Structure of the unit/business Dependencies of particular resources and activities</p>

DESIGNED BY: Business Model Foundry AG

The Masters of Business Model Generation and Strategyzer

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# The Outcome (II)

## Google: **Sequoia Capital Pitch Deck**

Use it as a baseline for your final presentation (you do not need to use the titles of each slide literally), do not worry about the financial detail!

# Thank you

Lluc Diaz (ESA)  
IMKTT WG Chair EIROforum

