TRASFERIMENTO TECNOLOGICO
INNOVAZIONE
SISTEMA CAMERALE VENETO

Financiado por la Unión Europea

Taller internacional

Europa y América Latina: Socios para el fomento a la MIPYME

Creación de espacios colaborativos en transferencia tecnológica y nuevas herramientas digitales

Proyecto
"Mejores políticas para las micro, pequeñas y medianas empresas en América Latina" (EUROMIPYME)

23/05/2019

Mesa 3: Servicios tecnológicos para los procesos productivos de la MIPYME

Roberto Santolamazza, managing director, t2i Trasferimento Tecnologico ed Innovazione, Treviso - Italia

New challenges, always focused on innovation

Innovation, Research, Value

These are the three keyword that represent nature and services of **t2i**, a company that has its reason of existence in innovation services, for enterprises and people.

Who We Are

We are people who like to innovate and experiment to offer new services to companies, as a resource for competitiveness in the global market.

Who We Address

We address who believes in growth as development: to companies that want to improve their product and services, and to people that want to be more competitive in the labour market.

60 people 38 avg age 15 specialized skillsets 15% turnover

Trademarks, Patents and Technical Standards

Protection and developmnent of new products/services in the markets
Largest PATLIB in Italy
UNI/CEI/ISO Point

Testing and metrology labs

Engineering, Sperimentation, Certification
Lab Accredia, 3 Ministries, Egolf, ALIF presidency

Research and Innovation

Network,
Applied research, Technological Transfer, Digital Transformation
European Digital Innovation HUB (DIH) in NorthEastern Italy

Certified Start-up Incubator

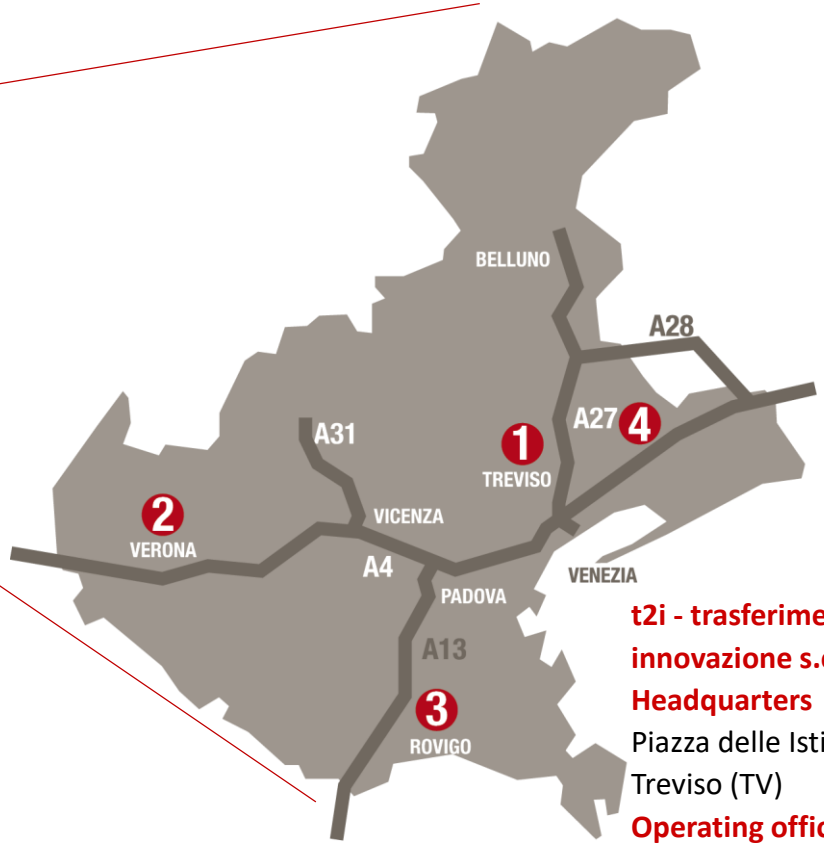
Acceleration, Incubation and new business development
Certified Incubator MISE

Training, organisation and skill development

Organization and Innovative Skills development
Accreditated Body for LLP, FC, FS, SL and Youth Corner ML

Where We Are

Veneto (Venice) region



t2i - trasferimento tecnologico e innovazione s.c.a r.l.

Headquarters

Piazza delle Istituzioni 34/a | 31100 Treviso (TV)

Operating offices

Corso Porta Nuova, 96 | 37122 Verona (VR)

Certified Start-up Incubator

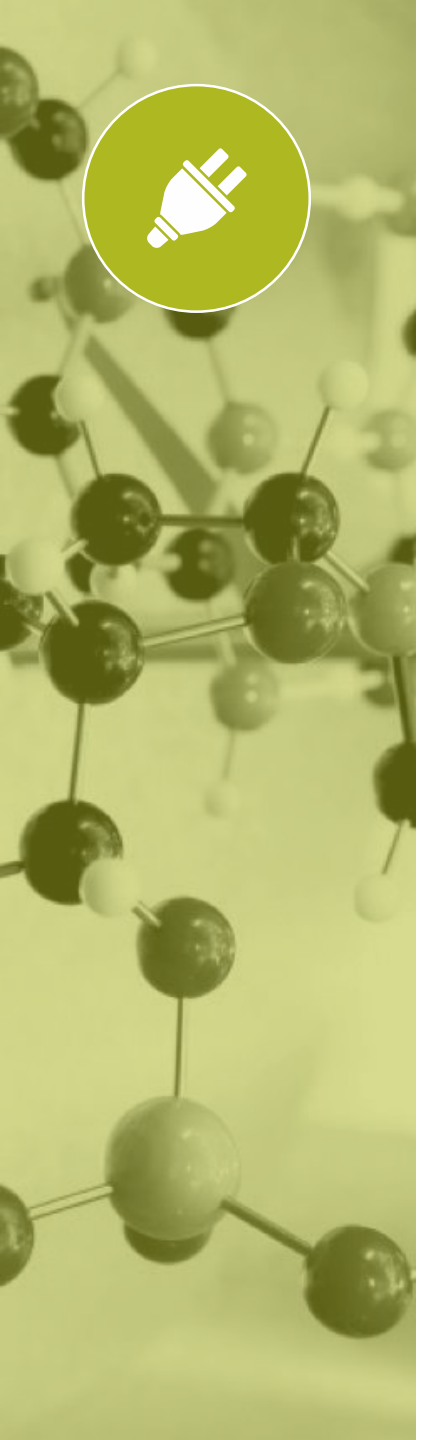
Viale Porta Adige, 45 | 45100 Rovigo (RO)

Cert labs

Via Pezza Alta, 34 | 31046 Rustignè di Oderzo (TV)

t2i Services for Research and Innovation

Helping companies to maximise ROI of innovation investments



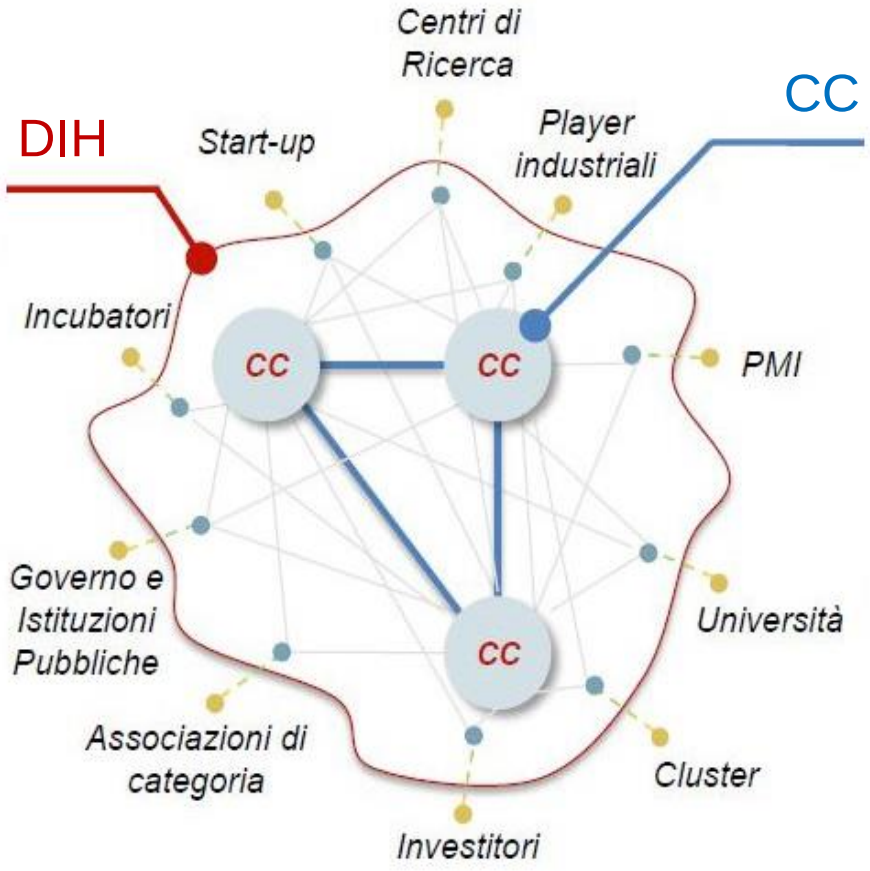
t2i and innovation

- t2i is a non-profit **Research Organisation** registered in the Italian «Registry of Research» (reg. no. 63104BMV) and is part of the network fo the Laboratories of the Italian Chambers of Commerce and the network of University Laboratories.
- t2i has a wide network of national and international partners that allows to create a **customized working group for the specific need of the client,** allowing a high effectiveness and efficiency of the activity.
- t2i is the first **Digital Innovation Hub** in North-East Italy within the European Commision I4MS initiative, thanks to its long experience in supporting companies in implementing digital innovation, also in the context of H2020 and other EU co-funded programmes.

What is a Digital Innovation Hub

A one stop-shop offering technical services on regional basis:

- Awareness Creation around Digital Technologies
- Innovation Scouting
- Digital Maturity Assessment
- Visioning and Strategy Development for Businesses
- Brokering/ matchmaking
- Access to Specialist Expertise and Infrastructure
- Mentoring, Training
- Access to Funding and Investor Readiness Services
- Collaborative Research

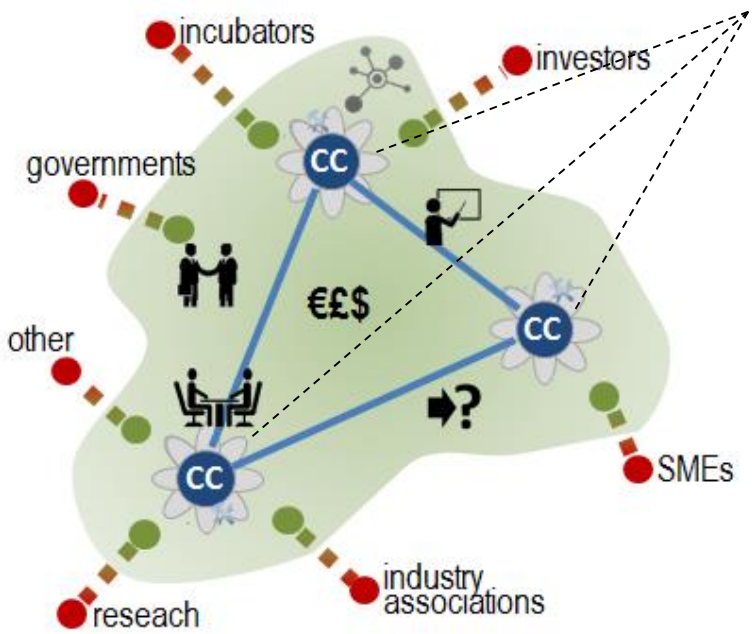


Competence Centres Vs Innovation Hubs

DIGITAL INNOVATION HUB

Organised to provide services to industry

- Access to competence centres
- Development of innovation ecosystem
- Brokerage
- Access to finance
- Market intelligence
- Training and education
- Incubator/mentoring services
- Technologies living lab



COMPETENCE CENTRE

Competences in Digital Technologies

- Provide access to infrastructure and technology platforms
- Provide digitisation and application expertise
- Support experimentation in real-life environments
- Support fabrication of new products
- Demonstrate best practices
- Showcase technologies in pilot factories, fab-labs

t2i services for research and innovation

Innovating is not enough: you need to do it right. For more than 30 years t2i is been supporting companies innovating, helping them to **maximise ROI of research and innovation investments.**

Reducing **UNCERTAINITY**

- increasing quality and quantity of information available in the earlys stages of the innovation processs, allowing to better focus investments.

Reducing **COSTS**

- Avoiding to «reinvent the wheel», allows to focus on the real added value of the innovation. Moreover, the number of «corrections» in the innovation process (typically very expensives) can decrease.

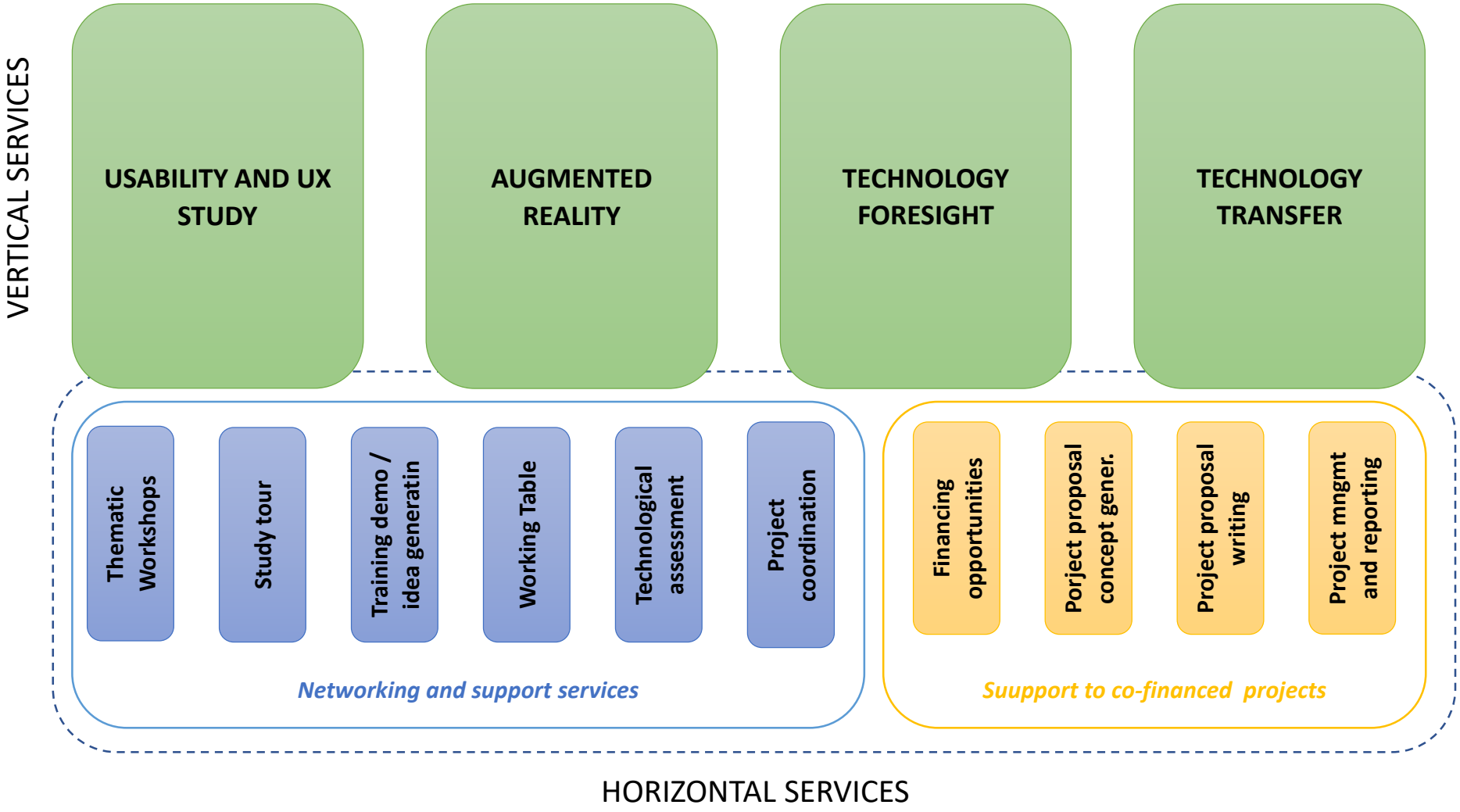
Reducing **TIME TO MARKET**

- R&D activities can be more efficient, allowing a faster implementation of the innovation, and a shorter time to market.

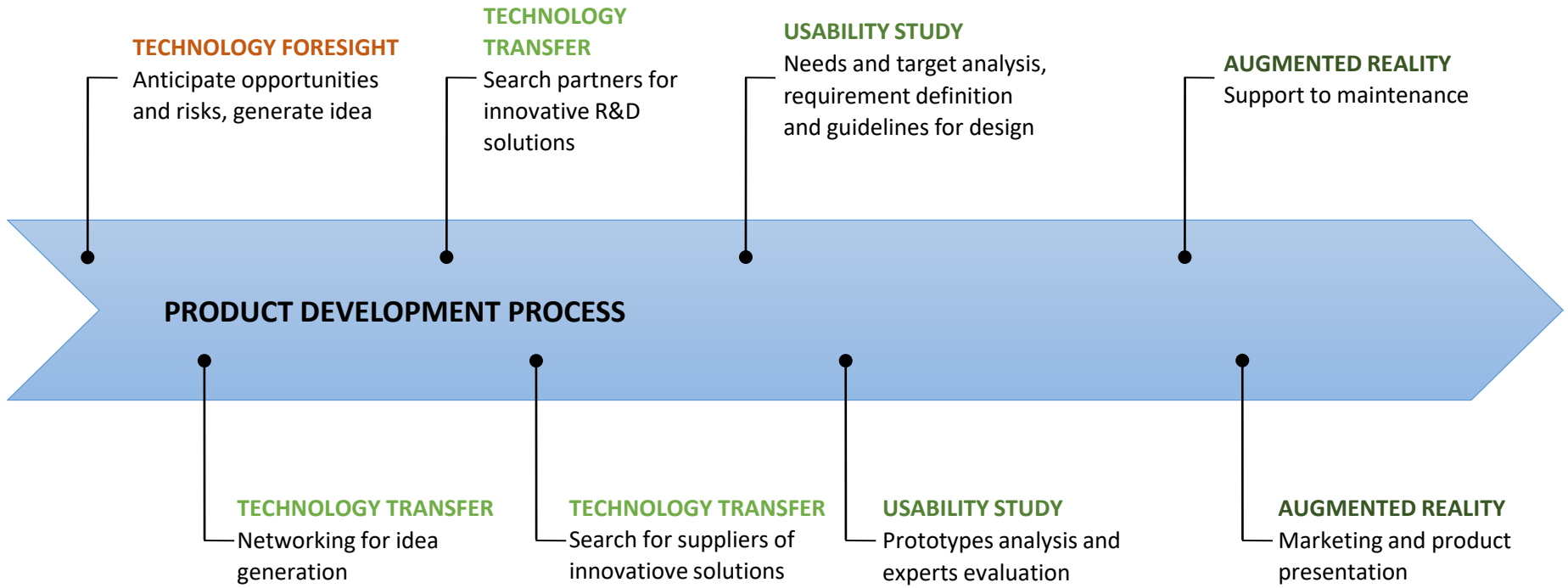
Increasing **RETURNS**

- Quality of the innovated product/process increases, creating the condition for higher returns.

Services for Innovation



Services for innovation in the product development process



Vertical services: Usability study

Benefits

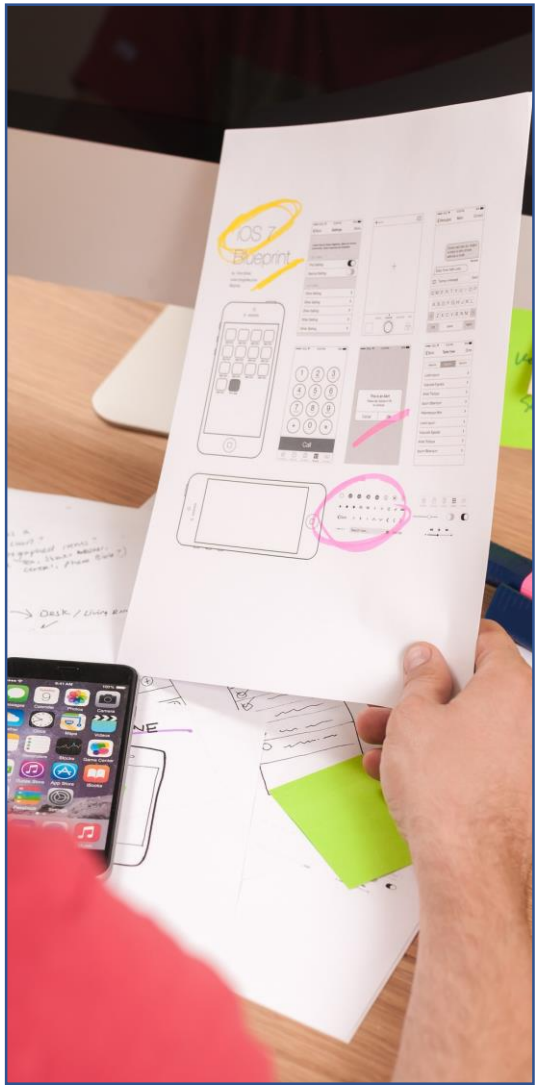
- Increase product effectiveness
- Increase user satisfaction
- Reduce development time

How it works

- The usability study allows to evaluate the effectiveness and efficiency of the interaction between user and product.
- Usability studies can be performed on software, machine interfaces, physical products.
- Methodologies include task analysis, eye tracking, behavioural analysis, interviews, tests on field.

t2i strengths

- Usability evaluation should be performed by a third party (such as t2i), to avoid bias from developers and designers.
- t2i has a 10 year experience in usability and ergonomics.
- t2i has a dedicated lab, equipped with dedicated tools such as eye tracking systems.



Vertical services: Augmented reality

Benefits

- New services for customers
- New interactions with the product
- Save maintenance or marketing costs

What is it

- Augmented Reality (AR) allows to “augment” physical objects with virtual information such as dynamic text, 3d models, videos.
- AR can allow to show information in real time about the status of a machine, or to guide the operator in maintenance
- Development start from a throughout analysis of needs and goals
- Different types of tracking technologies can be used to adapt to the context of use
- AR can be integrated with IoT, to allow real-time interaction with the product / system

t2i Strengths

- t2i works on AR reality since 2008
- Partnership with model designers, system integrators, research cenres

Vertical services: Technology Foresight

Benefits

- Allows to invest more effectively.
- Anticipate competitors.
- Identify market opportunities.

How it works

- Technology Foresight (TF) aims at identifying medium-long term trends and opportunities.
- TF is based on analysis of scientific literature, interview with experts, critical analysis.
- TF can use different methodologies, depending on the goals and the sector. They include Delphi Method, Forecast by Analogy, Extrapolations.
- TF gives important inputs for strategic planning, identifying opportunities for innovation.
- TF can be useful for investors, to evaluate the potential of a start-up.
- TF can be accompanied by the Patent Landscaping service, also offered by t2i.

t2i strengths

- t2i has a vast network of international collaborations.
- t2i has a long experience in Open Innovation.
- t2i was the coordinator of OPENiSME project, that developed a platform that allows to reach 12+millions of researchers in all the world, in any sector.

Vertical services: Technology Transfer

Benefits

- Increase competitiveness and innovation process efficiency.
- Establish national and international collaboration.
- Benchmark oneself against similar companies.
- Identify opportunities for funding.

What it is

- Technology Transfer (TT) allow to share and acquire know-how and methodologies to develop new product or processes.
- TT is based on the analysis of the company need, first of all “translating” the business need in technical need, and the use of specific tools that help to identify the most suitable solution.

t2i strengths

- t2i has a very long experience as an innovation intermediary.
- t2i has a very solid collaboration with research centres and universities all over the world.
- t2i team is highly skilled in diversified sectors.

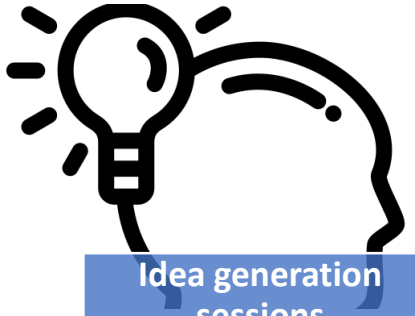
Horizontal services: networking ad support

t2i provides horizontal services to support companies and enable networking on different sectors. These services include:

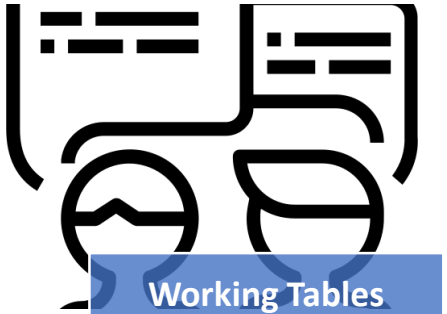
Thematic workshops

Study tours

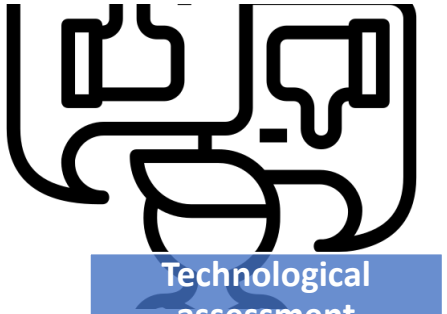
Training demo



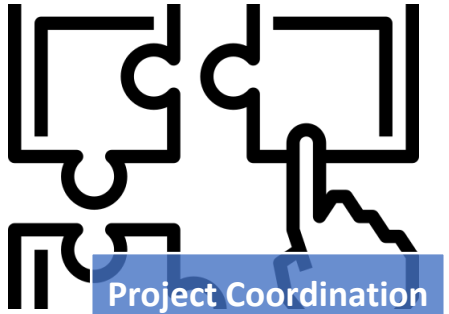
Idea generation sessions



Working Tables



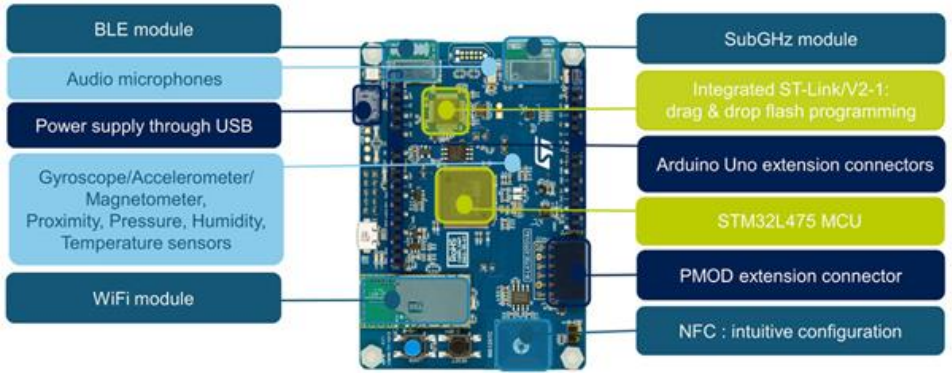
Technological assessment



Project Coordination

Horizontal services highlight: IoT demo sessions

- Thanks to the partnership with companies leader in IoT, t2i set up a interactive lab where users can try “hands on” IoT solutions and experiment with IoT technology.
- This approach allows to better understand the specific opportunities and possible application of IoT and to generate ideas for possible implementations in the specific company.



Horizontal services: support to co-financed projects

t2i has a long experience in supporting companies in developing projects co-financed by regional, national or EU funds (H2020, Life, SME Instrument). Services include:

Funding opportunity identification

Development of proposal concept

Proposal writing

Support to PM and reporting

OPENiSME

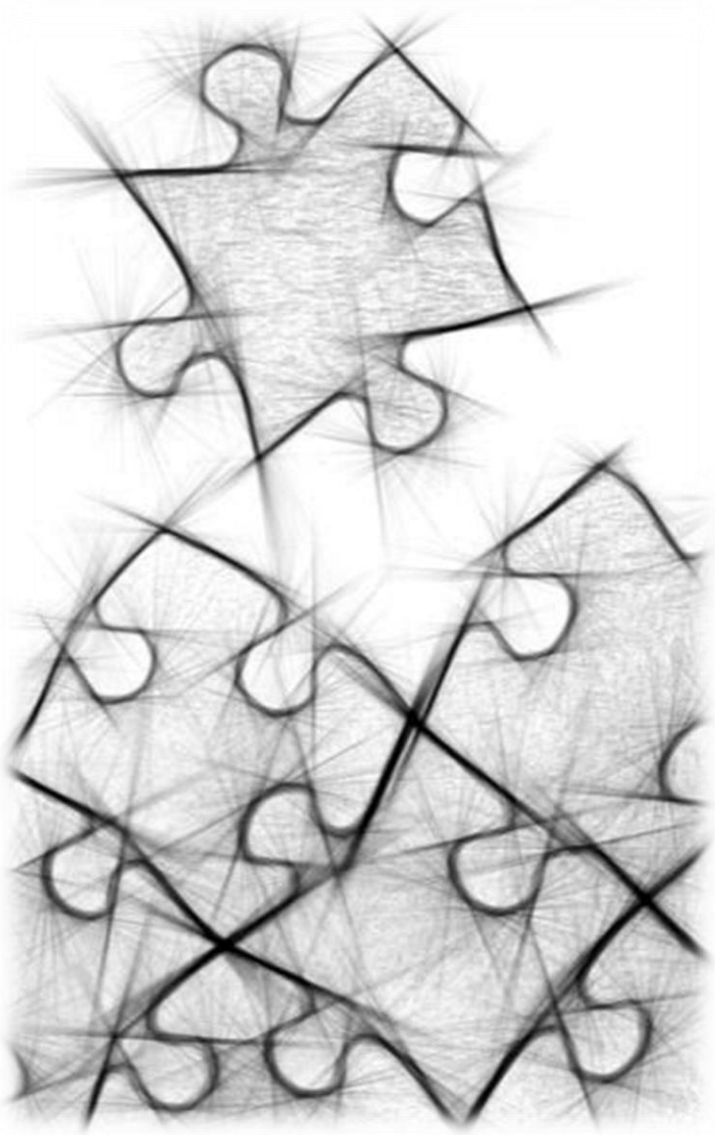
“Open Platform for Innovative SMEs”

Overview

- OPENiSME is a project co-funded by the CIP Programme of the European Union (Grant Agreement no. 621121),

- OPENiSME aims to help unlock the innovation capacity for SMEs that aspire to grow, through the facilitation of new **“Open Innovation”** partnerships, primarily with research institutions, through an innovative semantic search engine that crawls scientific literature and patent databases

- The project started in December 2014 and continued through May 2018, focusing on 3 steps of trials that involved an increasing number of SMEs.



Co-funded by the European Union

Why

- Product complexity, in any sector, is continuously increasing, as well as expectation from customers.
- Product requirements are often conflicting: the customer may want a product that is cheap but lasts in time, or that provides high performances but is environmentally friendly.
- It is more and more difficult (if not impossible) for a single company, especially small sized, to have all the know-how needed to develop a successful product.
- The need for a shorter time-to-market requires avoiding at all cost “reinventing the wheel”, spending time and resources to research something that someone else has already developed.

Co-funded by the European Union

OPENiSME key figures

1200	• Enrolled SMEs in trials and experts
92	• SME-Expert collaborations started
€ 5 million	• R&D activities value
€ 50 million	• Total expected return for participants (increase of sales or expected saving)

Co-funded by the European Union

R&D results quality

- Collaborating with external experts is nowadays a need for SMEs.

  The quality of the collaboration sets the quality of R&D results.

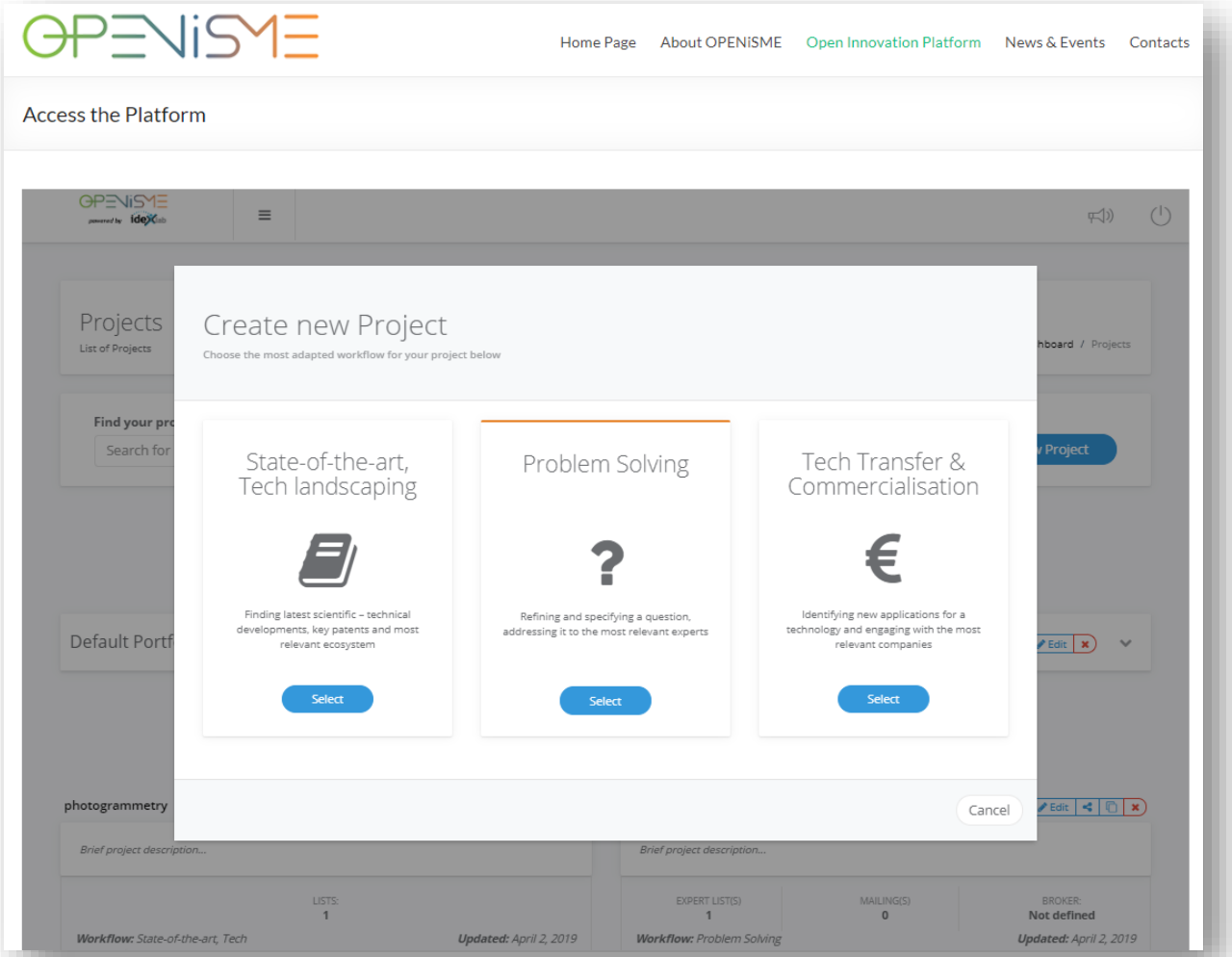
- OPENiSME aims to support SMEs in increasing the quality of R&D results.

Co-funded by the European Union

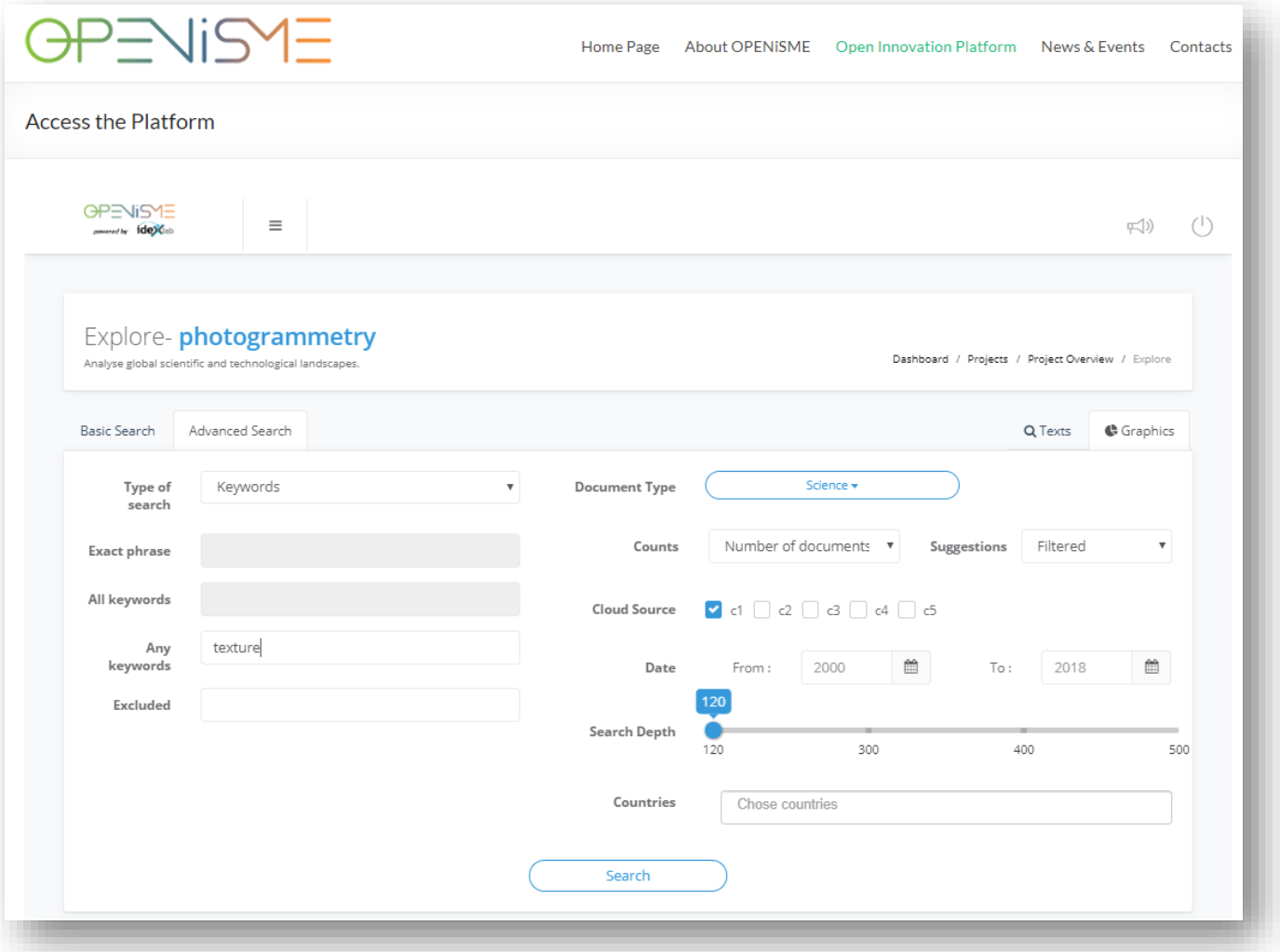
The process

Co-funded by the European Union

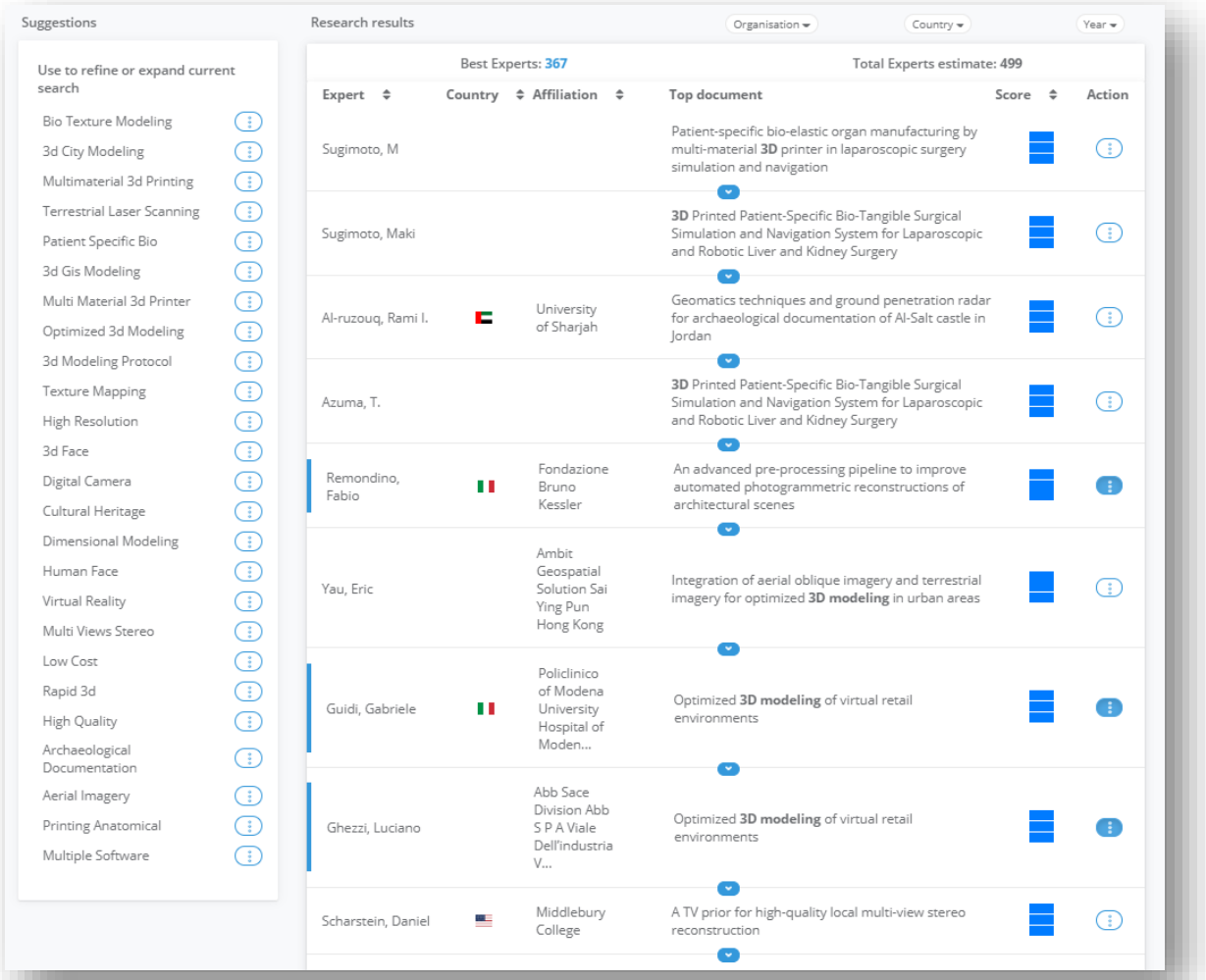
Specific workflows for different projects



Question refinement



Experts ranking and information collection



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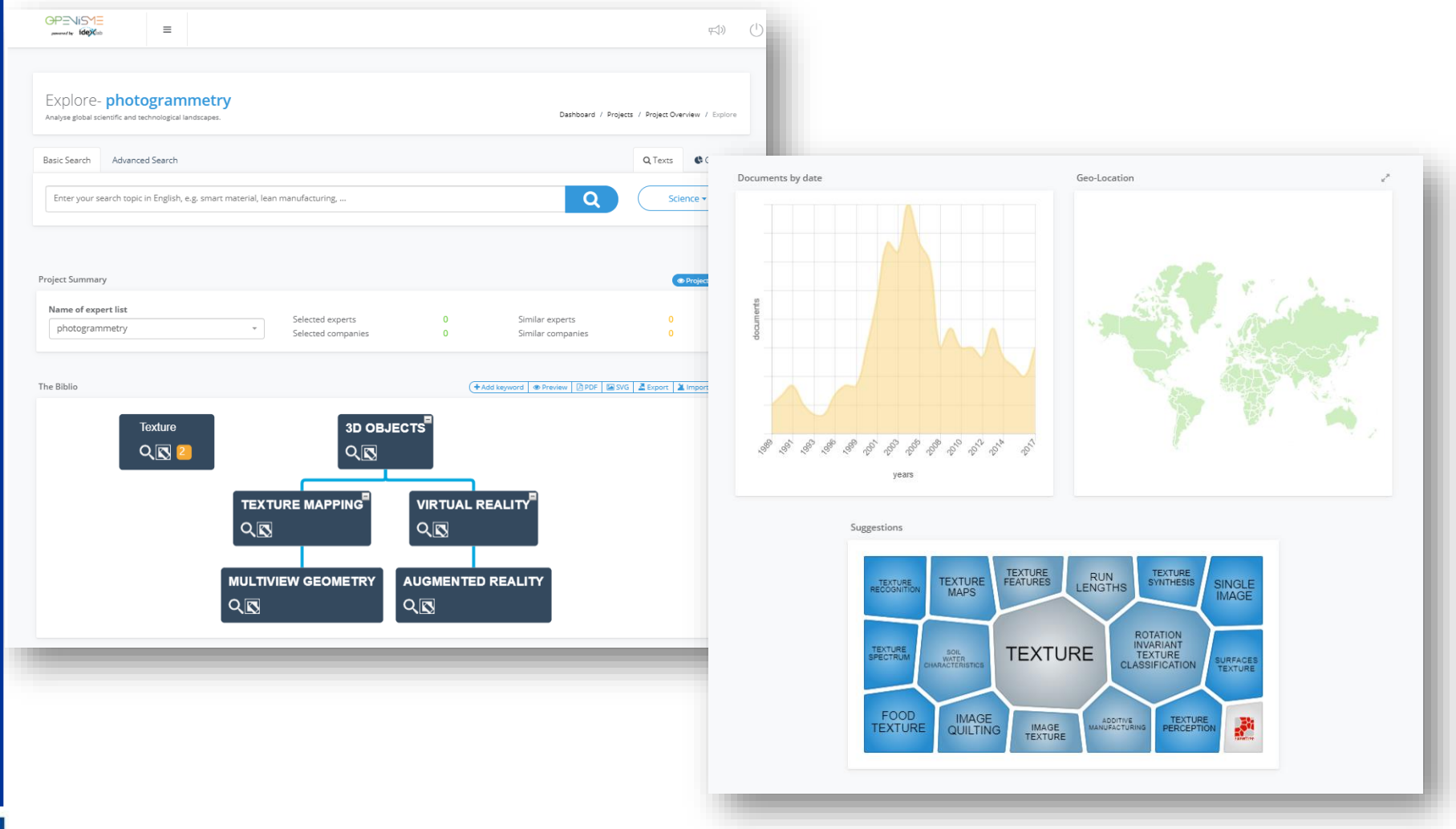
Suggestions and graphic information



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Benefits

- Matching the right problem to the right expert is the key to success.
  - **Better solutions:** the proposed expert has deep knowledge of the state-of-the-art and can propose you the best solution with the right technology or innovation to solve your problem.
  - **Quicker solutions:** thanks to their knowledge, the expert does not need to start from scratch, requiring less time to reach the solution. The expert will have studied the problem area previously, or be active in that area currently, and may have a solution already.
  - **Cheaper solutions:** thanks to the fact that a specifically-skilled expert usually employs less time to reach the solution, the final costs of the R&D project are often lower than working with someone that has more generic skills

Co-funded by the European Union

CAMERA DI COMMERCIO
TREVISO - BELLUNO | DOLOMITI
bellezza e impresa

CAMERA DI COMMERCIO
VENEZIA ROVIGO

CAMERA DI COMMERCIO
INDUSTRIA ARTIGIANATO
AGRICOLTURA VERONA

keep in touch!

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www.t2i.it

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Our History

1989
Treviso Tecnologia (special agency for innovation of Treviso Chamber of Commerce) is founded

1996
Cert, the centre for certification and test opens

2007
Neroluce, research centre for applied innovation, is created

2014
t2i is founded from the merging of Treviso Tecnologia and Polesine Innovazione, (special agency of Rovigo Chamber of Commerce)

2016
Verona Innovazione (special agency of Verona Chamber of Commerce) is merged in t2i

Trademarks, Patents and Technical Standards

Services to safeguard and develop companies' Intellectual Property, and orient and support the use of UNI/CEI/ISO standards.

- Trademarks
- Patents
- Design
- Technical standards

goal:

safeguard / protect / adopt standards

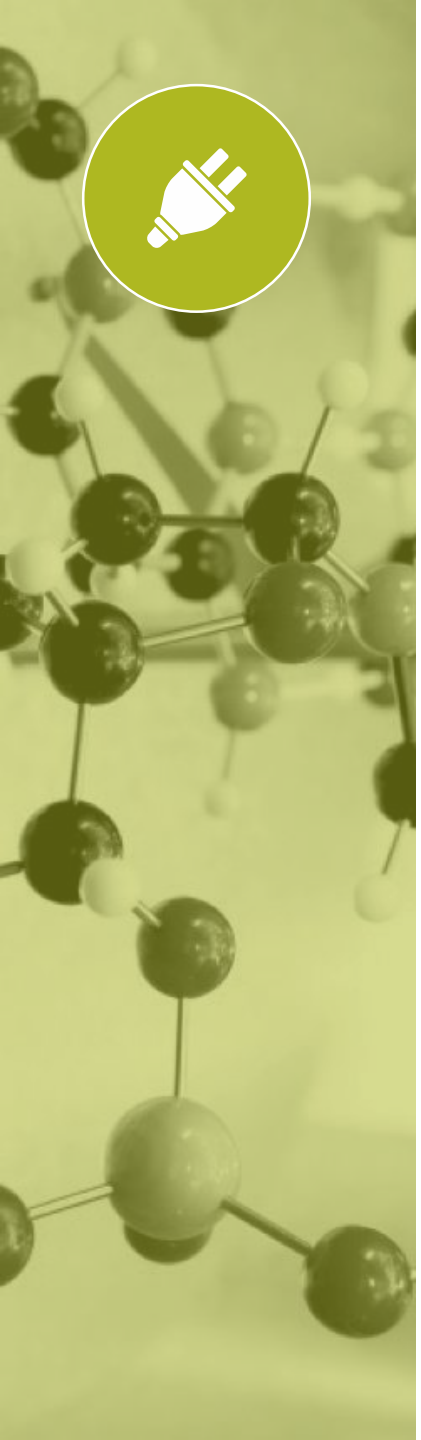
Testing and Metrology Lab

State of the art labs to support product qualification and identification in national and international markets:

- Chemical lab
- Metrology lab
- Physical and Mechanical testing lab

goal:

certify / measure



Innovation, Research, and Financing Opportunities towards the Digital Transformation

- Services to support companies in developing research and innovation projects, also in collaboration with international networks and partners as Digital Innovation Hub

- Technology Forecasting
- Technology Transfer
- Usability and cognitive ergonomics
- Augmented Reality

goal:

innovate / research / share

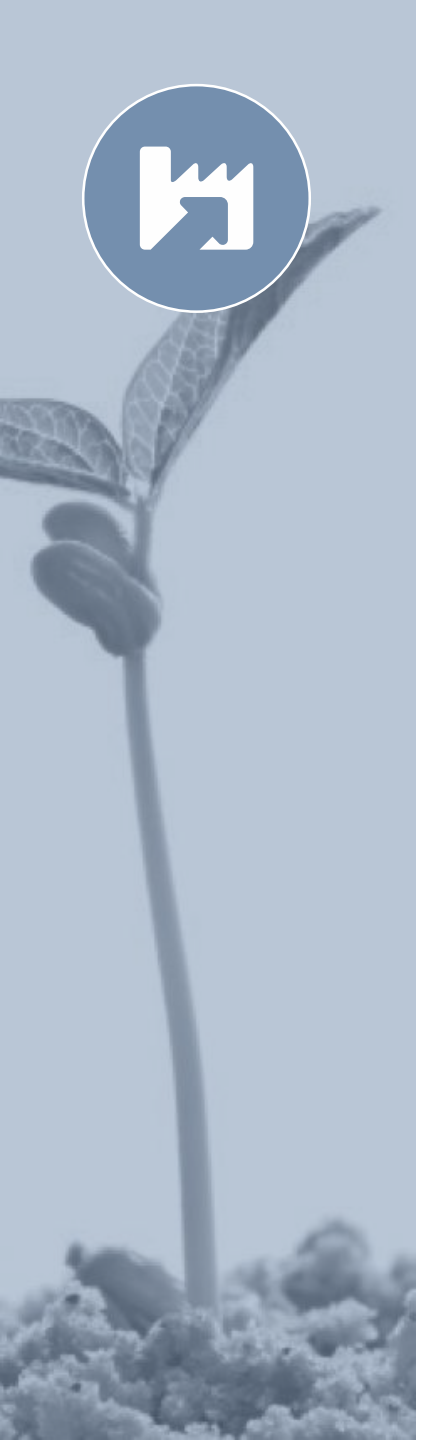
Training, organisation and skill development

Courses for skill development, both for enterprises and people looking for new training and work opportunities, and integrated orientation, training and coaching services.

- Co-financed courses
- Personalized courses
- Off-the-shelf courses
- Innovative training projects

goal:

acquire skills / grow / work



Certified Start-up Incubator

Services to support the creation of new innovative companies, through information, orientation, coaching and settlement in the incubator:

- Start-up incubator
- Training courses for startuppers
- Coaching
- Italia/Polesine desk
- Vouchers for consulting

obiettivo:

challenge oneself / innovate / design the future