

1. Annexes

6.1 Interview Guide

The solution

GENERAL INFORMATION

Name of SME		Contact Person	
City		Position	
Country		Contact Person Email	
Street		Telephone	
Postal Code		Fax	
URL		General Email	
Year established			
Size of SME	<input type="checkbox"/> Industry SME <11 employees		
	<input type="checkbox"/> Industry SME 11-49 employees		
	<input type="checkbox"/> Industry SME 50-249 employees		
Turnover	<input type="checkbox"/> ≤ 2 million €		
	<input type="checkbox"/> ≤ 10 million €		
	<input type="checkbox"/> ≤ 50 million €		

THE COMPANY.

Tell us about your company. Competencies. Products or Services

TECHNOLOGY/PRODUCT/SERVICE/INNOVATION

Can you give us a brief description of the Technology/Product/Service/Innovation that you offer?

- What is being offered?
- What can it be used for?
- How does it work?
- What are the main advantages?
- What is its value proposition?
- If applicable, give reference to the value chain (project development, equipment manufacturing and integration, sites installation, exploitation and maintenance)

Current and Potential Domain(s) of Application. Clearly define the potential domain(s) of application of this Technology/Product/Service/Innovation that you offer.

- What is the problem or need that you are addressing?
- Who has the problem or need?
- What is the market opportunity addressed?
- How this addresses this market opportunity?
- In which market sector(s) this could be applied?

--

What is the current maturity level of this Technology/Product/Service/Innovation (Technology Readiness Level)? (For tech/Product Providers) ¹

<input type="checkbox"/> Basic principles observed (TRL 1)	<input type="checkbox"/> Technology demonstrated in relevant environment (industrially relevant environment in the case of key enabling technologies) (TRL 6)
<input type="checkbox"/> Technology concept formulated (TRL 2)	<input type="checkbox"/> System prototype demonstration in operational environment (TRL 7)
<input type="checkbox"/> Experimental proof of concept (TRL 3)	<input type="checkbox"/> System complete and qualified (TRL 8)
<input type="checkbox"/> Technology validated in lab (TRL 4)	<input type="checkbox"/> Actual system proven in operational environment (competitive manufacturing in the case of key enabling technologies; or in space) (TRL 9)
<input type="checkbox"/> Technology validated in relevant environment (industrially relevant environment in the case of key enabling technologies) (TRL 5)	
Comments/Notes	

What are the main challenges in trying to scale-up/ roll out this Technology/Product/Service/Innovation?

- What do you need for its production? Technologies, components, services, other
- Are there any needs/demands of different stakeholders that, according to your perspective/knowledge could/are hindering your innovation's scale up/roll out in the relevant field? (industry, regulatory, legislative, environmental, standardization, general public acceptance challenges etc.).

--

What is the IPR Status of this Technology/Product/Service/Innovation?

<input type="checkbox"/> Copyright	<input type="checkbox"/> Patent(s) applied for but not yet granted
<input type="checkbox"/> Design Rights	<input type="checkbox"/> Patents granted
<input type="checkbox"/> Exclusive Rights	<input type="checkbox"/> Secret Know-how
<input type="checkbox"/> Granted patent or patent application essential	<input type="checkbox"/> Trademarks
<input type="checkbox"/> Other (registered design, plant variety, etc.)	
<i>If the patent is applied for, list the countries</i>	
<i>If the patent is granted, enter the countries that have granted the patents</i>	
<i>If possible, indicate the year a patent was granted and its reference number.</i>	
Comments/Notes	

¹ European Commission. HORIZON 2020 – WORK PROGRAMME 2016-2017. Technology readiness levels (TRL). Page 29. http://ec.europa.eu/research/participants/data/ref/h2020/other/wp/2016-2017/annexes/h2020-wp1617-annex-ga_en.pdf

Describe the team involved so far in this Technology/Product/Service/Innovation development, exploitation, uptake (Technological, R&D, Business, Sales etc.). Capacities, competencies, number of people internal or external. Is there any “lack” of deficiency of skills or expertise you have identified so far? Any attempts to utilize external support?

Do you know your competition for this Technology/Product/Service/Innovation? Name the 3 main competitors.

- What are its competitive advantages?
- How does it provide more added value to potential customers?
- What is your USP (Unique selling point)?

What is your go-to-market strategy for this Technology/Product/Service/Innovation?

- How will you reach, acquire, and keep customers?
- How will you address current customers?
- How will you expand the market or use alternative sales channels?

What is your business model for this Technology/Product/Service/Innovation?

- How you’ll generate revenue and turn a profit?
- How do you plan to sell it? (i.e. one-time purchases, repeat purchases, or sign contracts or purchase agreements that deliver recurring revenue)
- Have you calculated its cost to produce, market, and sell it?

Open innovation

SPECIFIC NEEDS FOR TECHNOLOGIES AND PARTNERSHIPS

Give us more specific information about the technology/solution need

- Technical details of the need
- Range of the cost requirements (e.g. maximum acceptable cost per unit)
- Specific dimensions requirements (size, shape, weight, etc.)
- Required technology standards or certifications.
- The required expertise

--

What is the expected maturity of the solution that you are looking for? (Demand Readiness Level)

<input type="checkbox"/> Fundamental Research (DRL 1)	<input type="checkbox"/> Field demonstration for the whole system (DRL 6)
<input type="checkbox"/> Applied research (DRL 2)	<input type="checkbox"/> Industrial prototype (DRL 7)
<input type="checkbox"/> Research to prove feasibility (DRL 3)	<input type="checkbox"/> Product industrialisation (DRL 8)
<input type="checkbox"/> Laboratory demonstration (DRL 4)	<input type="checkbox"/> Market certification and sales authorisation (DRL 9)
<input type="checkbox"/> Technology development (DRL 5)	

Comments/notes

What type of partner are you looking for?

<p>Choose all the fields that you are seeking for OI partnerships</p>	<input type="checkbox"/> Scientific Expertise <input type="checkbox"/> Customer’s Understanding <input type="checkbox"/> Enabling Technology – IPR & Licensing <input type="checkbox"/> Regulations & Standards <input type="checkbox"/> Joint Business Models <input type="checkbox"/> Production Capability <input type="checkbox"/> Supply Chains <input type="checkbox"/> Distribution Channels <input type="checkbox"/> IPR & Licenses

Specify the type and size of the partner that you are interested in.

<input type="checkbox"/> Industry SME <11 employees	<input type="checkbox"/> Multinational enterprise industry > 500 employees
<input type="checkbox"/> Industry SME 11-49 employees	<input type="checkbox"/> Inventor
<input type="checkbox"/> Industry SME 50-249 employees	<input type="checkbox"/> R&D institution
<input type="checkbox"/> Industry 250 – 499 employees	<input type="checkbox"/> University
<input type="checkbox"/> Industry > 500 employees	<input type="checkbox"/> Other please specify

--

What Type of partnership are you looking for?

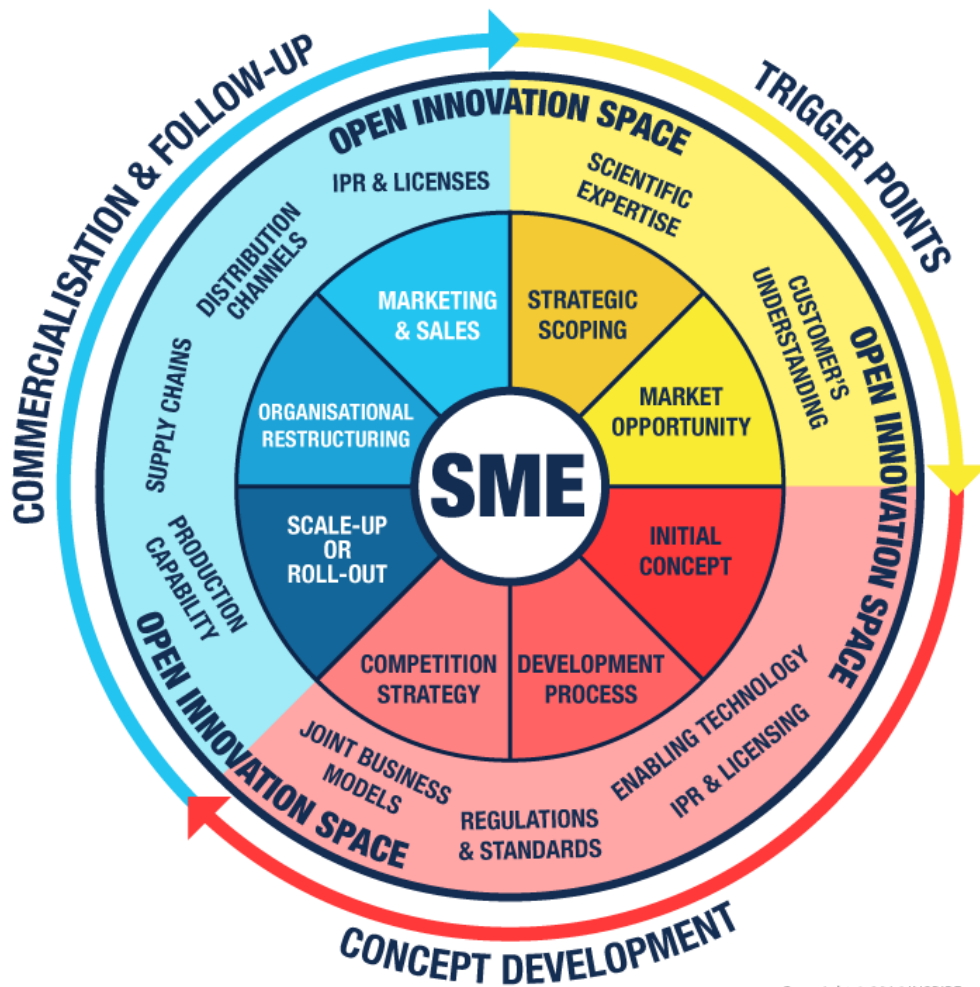
<input type="checkbox"/> Acquisition agreement	<input type="checkbox"/> License agreement
<input type="checkbox"/> Commercial agreement	<input type="checkbox"/> Outsourcing agreement
<input type="checkbox"/> Commercial agreement with technical assistance (joint further development, testing of new applications, adaptation to specific needs)	<input type="checkbox"/> Manufacturing agreement - (transfer of knowledge, new way to use, change in partner's currently used technology, absolutely novel process)
<input type="checkbox"/> Distribution services agreement	<input type="checkbox"/> Services agreement
<input type="checkbox"/> Financial agreement	<input type="checkbox"/> Subcontracting
<input type="checkbox"/> Franchise	<input type="checkbox"/> Joint venture

Country/ies of interest

In case the Beneficiary is located in Greece, Italy or Spain:	In case the Beneficiary is located in Lebanon, Jordan or Egypt:
<input type="checkbox"/> Lebanon	<input type="checkbox"/> Greece
<input type="checkbox"/> Jordan	<input type="checkbox"/> Italy
<input type="checkbox"/> Egypt	<input type="checkbox"/> Spain
Please provide more info on the country and the market:	

INSPIRE OPEN INNOVATION CANVAS

Figure 1 INSPIRE OI Canvas



Copyright © 2016 INSPIRE

Q&As – CLOSURE OF THE MEETING

Do you have any questions?

1.	
2.	
3.	

Many **thanks** for your time and the invaluable insights you have offered us!