



DIH summer school

*Roles and activities for
Digital innovation hubs*

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Objectives of the presentation



- **Objectives:**
 - *Understanding different possible added value of a DIH*
 - *Understanding the possible activities of a DIH*
- **Why:**
 - *How to make money and making legitimization operational*
 - *Initiating the discussion in the panel session*

Two concepts within I4MS



Digital Innovation Hubs

- Creator of **awareness** on digitalization in their region
- **Connector** research to business development
- Developer of the innovation **ecosystem**
- A (one-stop-shop) **spider in the web** of digitalization
- Organizer of the development of **qualified personnel**
- Consultant to SMEs how to commercially apply digitization innovations (**accelerator**)

Competence centres

- Provider of **infrastructure** and technology platforms
- Explorer/developer of (technological) **expertise** on innovative opportunities
- Expert in the field of the **application** of digitisation technologies
- Platform for the **experimentation** in real-life environments
- Creator of **showcases** on digitization technologies in pilot factories, fab-labs

Possible activities activities



More CC

- Research and development activities
- Concept validation and prototyping
- Testing and validation
- Pre-competitive series production
- Commercial use infrastructure

More DIH

- Support of new product and start-up development
- Voice of the customer, product consortia
- Market intelligence
- Community building
- Brokerage
- Education and skills development

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Research & development



- Why:
 - *Often core of a hub: creating critical mass of work and boosts renewal*
- Target audience:
 - *Larger companies first, SMEs later, connection to other research organisations*
- What:
 - *Projects, either through contract research or strategic research*
- Remarks:
 - *Funded by companies and co-funded by governments*
 - *Focus on the exploitation of the infrastructure and expertise*
 - *Needs a technology roadmap*
 - *Also have facilities for industry and research*
 - *Companies like this because of networking and learning*

Concept prototyping and validation



- Why:
 - *Show the application and create business (impact)*
- Target audience:
 - *SMEs and larger companies*
- What:
 - *Projects through contract research*
- Remarks:
 - *Mostly commercial*
 - *Creates a business orientation for your personnel*
 - *Laboratories are included*

Testing and validation

- Why:
 - *Provide external objective view and establish status*
- Target audience:
 - *SMEs and larger companies*
- What:
 - *Projects only through contract research through predefined routines*
- Remarks:
 - *Fully commercial*
 - *Specialized personnel and equipment needed*
 - *Long term contracts might be applicable*

Commercial use infrastructure



- Why:
 - *More usage of your equipment, but also learn from the business*
- Target audience:
 - *(SMEs and) larger companies*
- What:
 - *Just renting out the equipment for a few days/weeks*
 - *Testing their ideas*
- Remarks:
 - Fully paid, even profit maker
 - Bit of a hassle sometimes
 - Confidentiality is important
 - Get suppliers of equipment involved

Micro production



- Why:
 - *More usage of your equipment*
 - *Show that you can do it*
- Target audience:
 - *(SMEs and) larger companies*
- What:
 - *Producing small series for customers for their customers (testing/sales)*
- Remarks:
 - *Fully paid, even profit maker*
 - *Bit of a hassle sometimes*
 - *Confidentiality is important*
 - *Get suppliers of equipment involved*
 - *Some nice income, but mostly important image builder*

Support of new product and start-up development



- Why:
 - *Have impact by creating business*
 - *Help companies in actual application*
- Target audience:
 - *SMEs: Start-ups and new business*
- What:
 - *Incubator/accelerator activities*
 - *Business models, access to finance, business case/plan, IPR, market assessment, etc.*
- Remarks:
 - *Needs co-funding from government*
 - *Different from the business developers of the DIH!!!!*
 - *Strong formal linkages with partners (on-site!!)*
 - *Full staff not needed, but some experts required*
 - *Create contacts between the engineers and business developers*
 - *Setup a procedure for this*

Voice of the customer product consortia



- Why:
 - *Help companies understanding their customers*
- Target audience:
 - *SMEs: Start-ups and new business*
- What:
 - *Sessions with customers*
 - *Review of the product, or even identification of products*
 - *Customer of customers*
- Remarks:
 - *Commercially paid, one-on-one*
 - *Strong linkage with accelerator*
 - *This shows that you understand the business of your customers*
 - *Needs design expertise*
 - *Bit more product oriented*
 - *Servicitization is included*

Market intelligence



- Why:
 - *Understand the view of customers*
 - *Have strong added value to them*
- Target audience:
 - *SMEs, large companies, governments*
- What:
 - *Surveys, meta-data, business interviews, buying existing data*
- Remarks:
 - *Meta-data is hardly paid, micro data is commercial*
 - *Data collected is on meta-level, but can be further used for micro data (one-on-one)*
 - *Connection with commercial consultants*
 - *Show present and future markets (demand, supply, competitors)*
 - *Connected to feasibility studies*

Brokerage



- Why:
 - *Connect supply, demand, investors*
- Target audience:
 - *SMEs, large companies, investors*
- What:
 - *Workshops, website, events, etc.*
- Remarks:
 - *Crucial process in the DIH as this will create the foundation for impact*
 - *[A full session on this is scheduled]*

Education and skills development



- Why:
 - *Create the labour force for your clients*
 - *Get money from a different department..*
- Target audience:
 - *SMEs, large companies, educational institutes*
- What:
 - *Let educational institutes use infra*
 - *Dedicated training programmes*
- Remarks:
 - *This can be a money maker, but needs to be fully explored*
 - *Use an professional educational institute as partner*
 - *Be aware that your customers can take your best personnel with them*

Community building



- Why:
 - *Create the ecosystem and create demand for your work*
- Target audience:
 - *SMEs, large companies, research, governments, associations, etc.*
- What:
 - *Conferences, newsletters, FTF visits, briefs, reports of conferences*
- Remarks:
 - *Hardly any private income; there are some governmentnal programmes*
 - *Use a Tier1/Tier2/Tier3 approach (members)*
 - *This is crucial for your organisation to create demand*
 - *Often forgotten and hardly addressed => viability of the DIH*
 - *Create ASAP a database of stakeholders*

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