



Mentoring and coaching programme final event.

Madrid - 21 September 2017

Contact information:

Junuz Jakupovic
Junuz.Jakupovic@the-mtc.org
Technology Exploitation Officer
Manufacturing Technology Centre

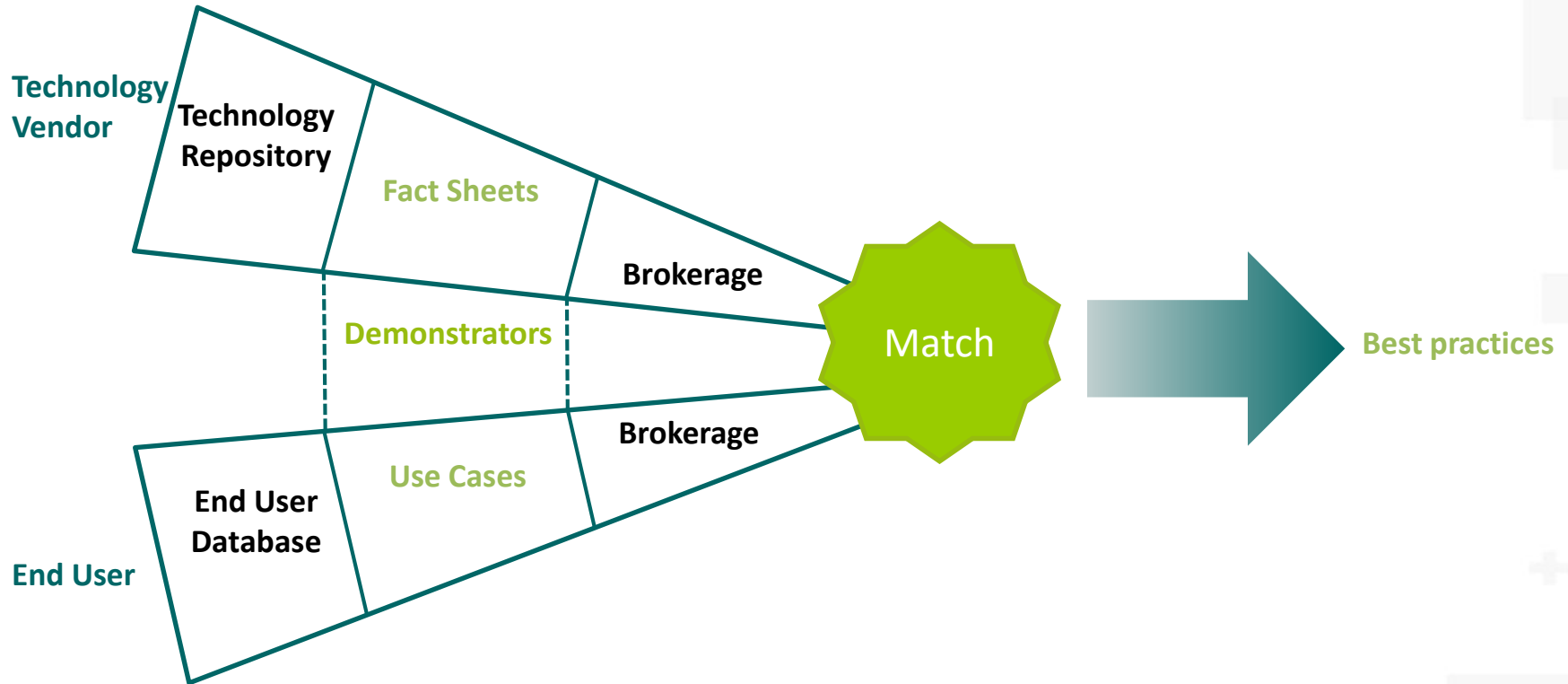
WHAT WE WILL COVER

Contents

- Use cases in the wider context
- Definition of use cases
- Importance of use cases
- What was discovered
- Best practices
- Lessons learned

WHERE USE CASES FIT

Use cases in the wider context



Use cases in the wider context

1. DEVELOPMENT OF BEST PRACTICES

Development:

- Guideline on how to generate a use case.
- Template for formalising use cases.
- Best practices on collecting use cases.



2. MENTORING & COACHING

Mentoring and coaching:

- Webinar for collecting use cases.
- Dissemination of use case guideline, template and best practices.



3. ANALYSIS OF USE CASES

Analysis of reports:

- Analysis of DIH reports (use cases)
- Picking up best practices and lessons learnt.
- Feedback to DIH's & share experiences.



4. REFINED BEST PRACTICES

Final report:

- Refined list of best practices for report.
- Recommendations for DIH's and dissemination of final content.



2. MENTORING & COACHING

Mentoring and coaching:

- Webinar for collecting use cases.
- Dissemination of use case guideline, template and best practices.



DEFINITION OF USE CASES

Definition of use cases

- Identify and define the right problem.
- Understand specific customer requirements.
- Define an innovation service which matches customer requirements and brings value to the business.
- Describe the delivery of the solution for costing and planning purposes.
- Once completed, they can be used to formalise a project with a customer.



Importance of use cases

- **Use cases are a formalised way of capturing customer requirements:**
 - Understand customer's problem and the best solution that can be offered to them.
 - Allow you to know what capability to build to deliver maximum impact through innovation.
 - Have maximum impact in regional SMEs in a financially viable way.

3. ANALYSIS OF USE CASES

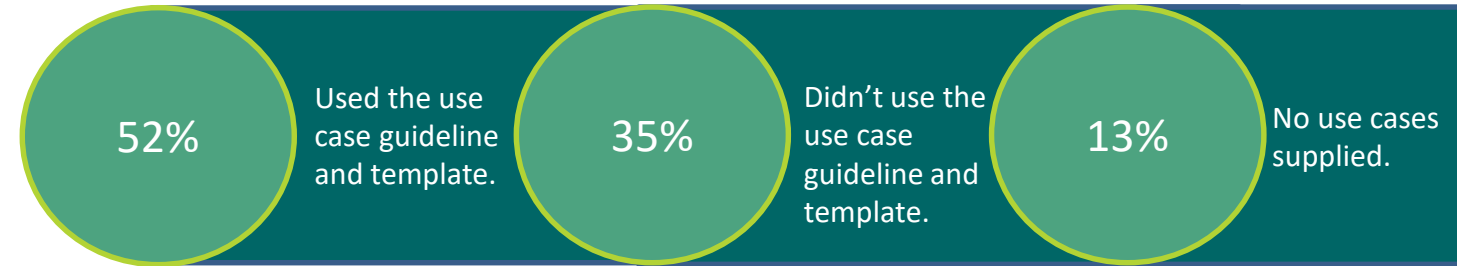
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WHAT WAS DISCOVERED

What was discovered



Best practices

- Justification provided for approached SMEs.
- Relating challenges and barriers to capabilities across the DIH.
- Highlighting supply chain impact within a specific region/use case.
- Relating the use case to KPIs.
- Inclusion of a return on investment plan.

4. REFINED BEST PRACTICES

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LESSONS LEARNED

Lessons learned

- Know your capabilities.
- Understand the customer's problem.
- Research and preparation.
- Customer involvement.

Sharing experiences

- Crobhub – (Croatia)



- ManuHub @ WG – (Greece)





Thank you for listening

Contacts:

Junuz.Jakupovic@the-mtc.org

Lina.Huertas@the-mtc.org

Kate.Gniewosz@the-mtc.org