

The logo features a stylized globe with a grid of latitude and longitude lines. The globe is composed of a pattern of small dots. In the foreground, the words "enterprise europe" are written in a white, lowercase, sans-serif font. The background is a solid blue color.

enterprise europe

Enterprise Europe Network: How Do You Develop A Unique Value Proposition?

Mantas Vilyš

Lithuanian Innovation Centre



Business Support on Your Doorstep



European Commission
Enterprise and Industry



LI...THU...A...NI...A



Lithuania's highest peak



...tall people



tall people in action...





last pagan nation in Europe...

Innovation, Technology and Knowledge Transfer Services...

Service-oriented, network-based model of technology/knowledge transfer:

*Selling technology partnership building service is like selling any other service: you need a **good service**, a **clear target**, skilled and **motivated people** and **good networking**.*



In search of EEN value proposition:

- **Accelerated innovation process through partnership**
- **Creative process leading to the problem solving**

In search of EEN value proposition:

**accelerated innovation process
through partnership...**

SME in Italy



In search of EEN value proposition:

**accelerated innovation process
through partnership...**

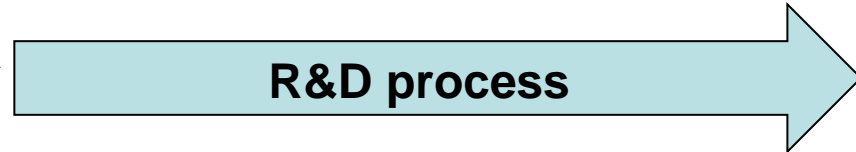


Institute in Lithuania

In search of EEN value proposition:

accelerated innovation process through partnership...

SME in Italy



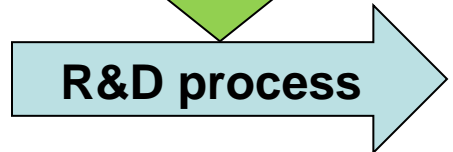
New ketchups



Institute in Lithuania



SME in Italy



**New
ketchups**

The paradigm shift is needed:

- **From** “information push”
- **To** “creative process leading to the problem solving”

In search of EEN value proposition:

Challenge of Lithuanian Biotech Company

How to remove the liquid leftovers from high number of glass tubes without touching them?



44 methods could be proposed?

Acoustic Cavitation, Acoustic Vibrations, Archimedes' Principle, Bernoulli's Theorem, Boiling, Brush Constructions, Capillary Condensation, Capillary Evaporation, Capillary Pressure, Coanda Effect, Condensation, Coulomb's Law, Deformation, Electrocapillary Effect, Electro-osmosis, Electrophoresis, Electrostatic Induction, Ellipse, Evaporation, Ferromagnetism, Forced Oscillations, Funnel Effect, Gravity, Inertia, Ionic Exchange, Jet Flow, Lorentz Force, Magnetostriction, Mecano-caloric Effect, Osmosis, Pascal Law, Resonance, Shock Wave, Spiral, Super Thermal Conductivity, Super-fluidity, Surface Tension, Thermal Expansion, Thermo-capillary Effect, Thermo-mechanical Effect, Ultrasonic Capillary Effect, Ultrasonic Vibrations, Use of foam, Wetting.

Do we a solution here?

**Information is not
a “magic pill”...**

**Ok, 44 known processes
of moving a liquid to be
exploited.**

**Is this information a
Solution?**



In search of EEN value proposition:

Acoustic Cavitation, **Acoustic Vibrations** Archimedes' Principle, Bernoulli's Theorem, Boiling, Brush Constructions, Capillary Condensation, Capillary Evaporation, Capillary Pressure, Coanda Effect, Condensation, Coulomb's Law, Deformation, Electro-capillary Effect, **Electro-osmosis** Electrophoresis, Electrostatic Induction, Ellipse, Evaporation, Ferromagnetism, Forced Oscillations, Funnel Effect, Gravity, Inertia, Ionic Exchange, Jet Flow, Lorentz Force, Magnetostriction, Mecano-caloric Effect, Osmosis, Pascal Law, Resonance, Shock Wave, Spiral, Super Thermal Conductivity, Super-fluidity, Surface Tension, **Thermal Expansion** Thermo-capillary Effect, Thermo-mechanical Effect, Ultrasonic Capillary Effect, Ultrasonic Vibrations, Use of foam, Wetting.

IT


Liquatech, a.s., Mr. Karel

UK

Bubble, Ltd, Mrs. Misa

SE

Laqua AB, Mr. Dahn



“The solution is not a list of possible solutions. The solution is a tailored creative process leading to a consensus”.

Aleardo Furlani



Innovation, Technology and Knowledge Transfer Services should be:

- enriched by creativity. We should be able to provide a framework for our clients to think out of the box;
- linked to the new ways for SMEs to cooperate with researchers as well as with large companies and clusters.

Creativity and value proposition

- Creativity as facilitation methodology, a consulting process - an integral part of the EEN value proposition to SMEs
- Creativity - important EEN facilitation tool to:
 - help SME, in an original way, to re-formulate their strategic view
 - Facilitate the take-up of innovation, technology transfer and internationalisation projects in SMEs.



Thank you for your attention!

Contact:

m.vilyis@lic.lt

Lithuanian Innovation Centre



**How DO
we do it? ▶**

Technology marketplace

Daily updated database available to more than 3000 technology brokers and 11.000 companies

- Designed for efficient exchange of technology profiles
- Not only for offers, requests as well
- Profiles stored in searchable database
- More than 4000 technology offers
- More than 1000 technology requests
- Automatic matching of profiles





Examples

Solution proposed:

A method to improve Magnetic Resonance Imaging (Selective Parity RARE imaging)

Solutions required:

Anti-bacterial technologies sought for liquid applications

Information instantly available:

- **Technical details**, specification
- **Novelty**, uniqueness explained
- **Stage of development** (lab tested, available for demonstration, already on the market etc.)
- **Patent Rights** (applied, patent(s) granted etc.)
- **Expectation towards cooperation type** (technical consultancy, joint further development, license agreement etc.)
- **Expectations** for the partner:
 - Type of partner sought
 - Specific area of activity of the partner
 - Task to be performed by the partner sought



EEN clients can act:

- **Passively :**
 - **Monitor technology profiles (e-mail subscription)**
 - **Search for the technology profiles online**
- **Actively:**
 - **Propose solutions to the network**
 - **Insert the need (request) that requires solutions**
 - **Present your offer/request during the matchmaking event**

Matchmaking Events

The purpose of the matchmaking events is to **create opportunities** for companies to meet and to agree on how to make a creative partnership.

- Usually organized in the framework of the well known fair (CeBit, WMC etc.)
- Face-to-face meetings with the potential partners
- Individual agenda for every participant
- Highly “condensed” meetings schedule

Matchmaking Events. Facts and figures



Mobile World Congress '13
25 to 28 February

Future Match 2012:

- **391** participants
- **39** countries represented
- **1.508** bilateral meetings

MWC 2012:

- **514** participants
- **27** countries represented
- **588** technology profiles
- **1.142** Matched meetings



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