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

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LITHUANIA
Lithuania’s highest peak
...tall people
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
accelerated innovation process through partnership…

SME in Italy
accelerated innovation process through partnership…

Institute in Lithuania
In search of EEN value proposition:

accelerated innovation process through partnership…

SME in Italy → R&D process → Institute in Lithuania → SME in Italy → R&D process → New ketchups
The paradigm shift is needed:

- **From** “information push”

- **To** “creative process leading to the problem solving”
Challenge of Lithuanian Biotech Company

How to remove the liquid leftovers from high number of glass tubes without touching them?
Do we a sollution here?

44 methods could be proposed?

Information is not a “magic pill”...

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

Is this information a Solution?

**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!

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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

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
Thank you for your attention!

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