

Competitive Innovations PLUS
Embedded Systems Competence

HORIZON 2020
Chances and Challenges in Transnational Programmes

Dr. Markus PISTAUER
CISC Semiconductor GmbH - AUSTRIA

Outlook

- n Motivation to participate
- n What are positive and negative aspects of this instrument
- n Strategic planning compared to FP7 projects
- n Room for improvement?
- n What are the biggest challenges in the participation?
- n Experiences

Erster biz.plan-Durchgang ist beendet

CISC Semiconductor Design + Consulting wurde Sieger beim biz.plan

Dem biz.plan Kärnten gelang es, über 100 potenzielle Jungunternehmer und Gründer zu motivieren und ihre Ideen auf Papier zu bringen. Nun steht der Sieger fest.

„Der biz.plan soll als Schlüsselinstrument zur Planung, Steuerung und Beurteilung einer Geschäftsidee dienen“, so Projektleiterin Erika Napetschnig. In 36 unterschiedlichen Veranstaltungen wurden über 3300 Besucher gezählt, 100 Businesspläne wurden eingereicht.

Sieger steht fest

Sieger des biz.plan und damit glücklicher Gewinner von 100.000 Schilling ist die Firma CISC Semiconductor Design + Consulting aus Klagenfurt. „Wir bieten der Halbleiterindustrie Entwicklungsleistungen sowie Consulting- und entwicklungsbegleitende Leistun-



Erika Napetschnig und Kurt Gasser von Gasser + Partner gratulieren den Siegern.

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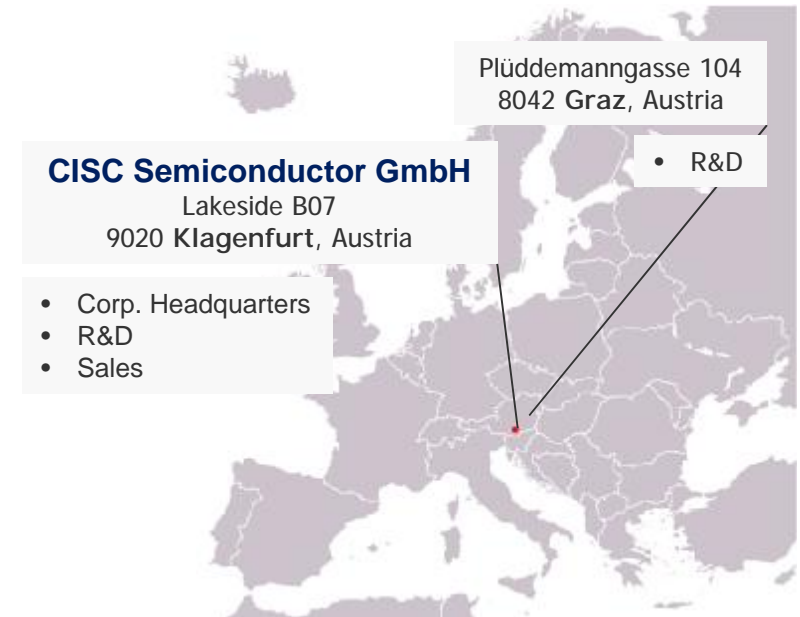
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Motivation

CISC 2013:

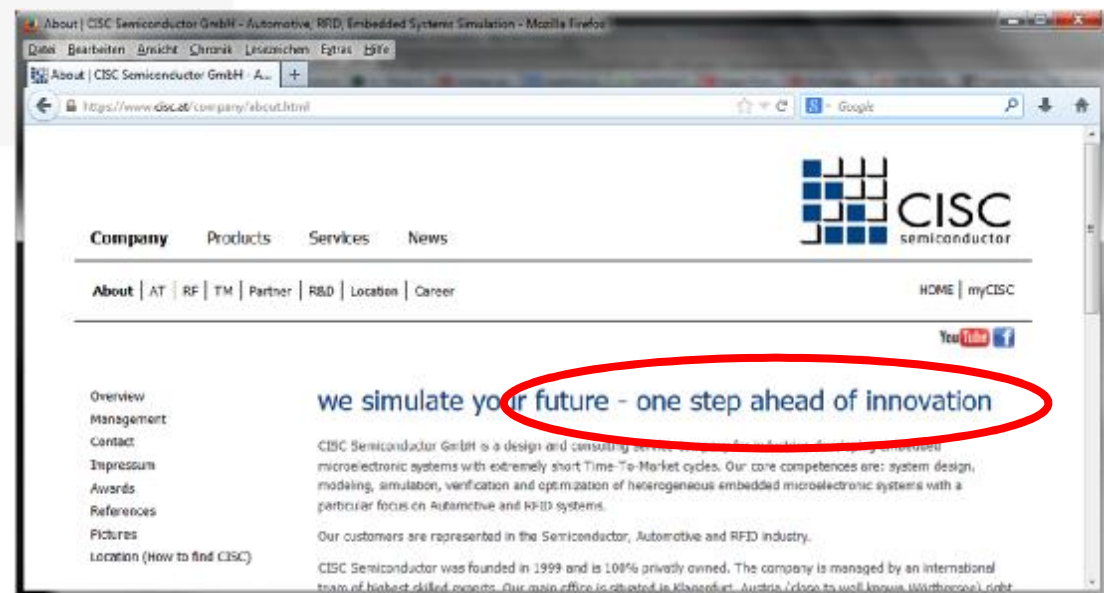


Motivation

n CISC customers are:

- p 2 out of first 5 from *FT Global 500* list
- p 3 out of first 50 from *Forbes Global 2000* list
- p 10% out of 70 biggest companies worldwide (

http://de.wikipedia.org/wiki/Liste_der_gr%C3%B6%C3%9Ften_Unternehmen_der_Welt)



Positive and negative aspects

n ++

- ⌘ Access to leading partners worldwide
- ⌘ Channel to promote company solutions
- ⌘ Platform for marketing and sales
- ⌘ R&D network
- ⌘ Increased turnover on products and services

n --

- ⌘ Administrative effort in reporting
- ⌘ Payment conditions vrs. planning

Strategic planning vrs. FP7

- n Aspects to be considered compared to FP7 projects
 - p FP7 has clear criteria per call and topic
 - p EC level:
 - n Partners undergo national criteria which must be aligned within the partners
 - p National level:
 - n Yearly budgets vrs. positively evaluated projects
 - n National focus of programme/call
 - n Partner alignments
 - n Individual eligibility

What else ...

n Improvements

- p Always ...
- p Alignment in EC, National PA's and Industry difficult
 - n Budget plans vrs. Reality
 - n Interest conflicts on funding schemes and targets
- p Administrative project execution
 - n Other country – other rules are blocking projects
 - n Speed up evaluations and feedback

n Challenges

- p Overcome items as in „room for improvements“
- p Liquidity: Upfront payment usefull, intermediate and final payments with significant delays
- p Partner changes due „less tight frame“ compared to FP7

Experiences based on ...

- n ... projects recently done/running/upcoming:

- p JTIs

- n e3Car (finished Sept. 2012) – JTI ENIAC Project

- n POLLUX (finished Sept. 2013) – JTI ARTEMIS Project

- n IoE (since April 2011) – JTI ARTEMIS Project

- n E2COGaN (since April 2013) – JTI ENIAC Project

- n eRamp (Start May 2014) – JTI ENIAC Project

- p FP7:

- n AVTR (since May 2012) – FP7 Project

- n FREE-MOBY (since Sept. 2013) – FP7 Project

- p Several EUREKA (CATRENE)

Experiences

- n Entered new markets with new products
- n Opened new business opportunities
- n Increased
 - p Know-how (benefitted from partners)
 - p Visibility
 - p Acceptance (as SME)
 - p Market position
 - p R&D staff



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