

ARTEMIS BROKERAGE EVENT CALL 2012



How can I best present myself as a partner for an ARTEMIS project?

There are a number of channels that can be used to offer participation in an ARTEMIS research Project. An ARTEMIS Brokerage Event and the ARTEMIS Project Idea Tool are the most used. But how can you make the best use of these channels? Most importantly is to present what you can offer a **research consortium**. There is often a tendency to present only the financials or business turnover of a particular existing product or service. This is useful background, but a consortium is mostly interested what you can bring to a research organisation. Therefore it's important **to focus on technologies and other in-house know-how**, to develop further or **focus on services** you can offer and what realistically can be expected to go to market in between 2 to 5 years.

The field of Embedded Systems being is so very wide, therefore we refer to the ARTEMIS Sub-Programmes and Research Domains as described in the [Draft Annual Working Programme 2012](#) for the ARTEMIS Call 2012, to focus onto a few key topics, technical and or in market expertise.

How to make the best out of the ARTEMIS Brokerage Event?

The ARTEMIS Brokerage for Call 2012 follows a different format. This year we introduce a **three step approach** to improve the availability and access to project idea information, to maximise the opportunities for consortia building. Before the Brokerage, we invite all participants to make their project ideas known through a new web tool: [ARTEMIS Project Idea Tool](#) (poster will be automatically generated via this tool). Consortia that have uploaded their idea will get the opportunity to:

1. **Present their idea in the plenary session in a [short project pitch \(3 min\)](#) to promote their poster**
 - Slide 1** ▶ Project title, acronym, contact person, organisation, market addressed key figures
 - Slide 2** ▶ R&D, technical excellence, Research Domain, ASP indication, market innovation, impact
 - Slide 3** ▶ Brief description of a project idea (if relevant)
 - Slide 4** ▶ Consortium status, available key partners, capabilities, missing capabilities/partners
2. **Get poster space to further generate interest during the poster session (after project pitches).**
3. **Get a reserved meeting space during the break-out session (tables).**

Adding your project idea onto the ARTEMIS Project Idea Tool is a good way of getting in touch with the right research partners! So go directly to:

