TIPS FOR MATCHMAKING: The perspective of a SME



Pedro A. Ruiz Integrasys SA pedro.ruiz@integrasys-sa.com



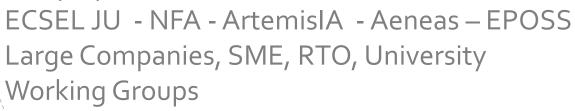
BACKGROUND INFORMATION



- Elected Member of Artemis-IA Steering
 Board Chamber A
- We started to participate in Artemis Events from 2009 Currently 4 running projects
- Large Experience in EU R&D Projects (>19 yrs) Most of our commercial products and ad-hoc projects comes from R&I projects.

TIP#1: Understanding how it works

The players:



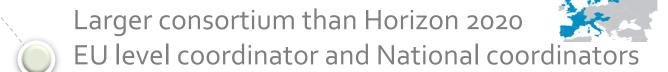


Project Idea Tool provided by ArtemisIA
Specially useful to prepare the event
beforehand

The Brokerage Event itself: Project idea presentations, parallel meetings...



TIP#2: How are ECSEL proposals





Multidisciplinar
With several technological fields
Cross domain -> End users are welcome

Different ways to get into proposals:

Proposer

Coordinator (EU and National)

Consortium (EU and National)



TIP#3: Prepare the Event

Prepare High Quality Profile

What makes you different? Unique selling point

The KISS principle: Keep It Simple & Smart

Set your goal, your contributions, potential partners you can also bring
Plan questions and answers

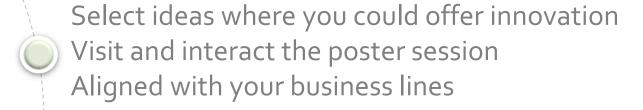
Project Idea tool
You can interact with proposers beforehand
Specific contributions to Ideas is valuable

You could also bring an idea and integrate with other consortium.

Take benefit of your existing synergies

TIP#4: In the Event





Be on time

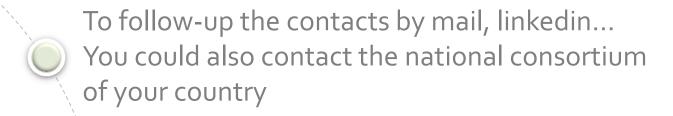
Ask questions you already prepared

Try to convince with your answers

Don't be too friendly, don't nor too business like Bring your business cards



TIP#5: After the event



Revise Project Idea Tool

To review the final presentations

Consider we cannot attend all parallel meeting,

we can find new opportunities.

To avoid large national consortium

It is the the hard work



General Advices



Check the list of participants Socialize Beforehand/During/After event

> To be active in ArtemisIA WG give you visibility and synergies

Be active in proposal preparation

Take benefits of running projects where you are already involved

TIPS FOR MATCHMAKING: The perspective of a SME



Pedro A. Ruiz Integrasys SA pedro.ruiz@integrasys-sa.com

