

# ***TIPS FOR MATCHMAKING: The perspective of a SME***



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# BACKGROUND INFORMATION



Integrasys SA, founded in 1990, is Spanish SME focused on real time monitoring, comm. solutions for critical environment

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:

ECSEL JU - NFA - ArtemisIA - Aeneas – EPOSS  
Large Companies, SME, RTO, University  
Working Groups

The documents

MASP, SRA, WP, MASRIA...

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

Larger consortium than Horizon 2020  
EU level coordinator and National coordinators



Have in mind: Results could be more than 3 years of collaboration



Multidisciplinary  
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



To attend project idea session.

Select ideas where you could offer innovation  
Visit and interact the poster session  
Aligned with your business lines

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



To follow-up the contacts by mail, linkedin...  
You could also contact the national consortium  
of your country

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



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