ARTEMIS Call 2013

Preliminary information and timing of Call 2013
Alun Foster - Programme Manager, ARTEMIS-JU

Advanced Research & Technology for Embedded Intelligence and Systems

ARTEMIS Joint Undertaking
The public private partnership for R&D in embedded systems

Call 2013
PRELIMINARY INFORMATION

▶ Call 2013 will be the last Call of the current ARTEMIS-JU

  ▷ Continuity in a future JU is assured

▶ Key features:

  ▷ Accelerated Call cycle

    ▶ To finish all negotiations before year end

    ▶ Single phase "FPP" with optional but recommended **"Expression of Interest"**

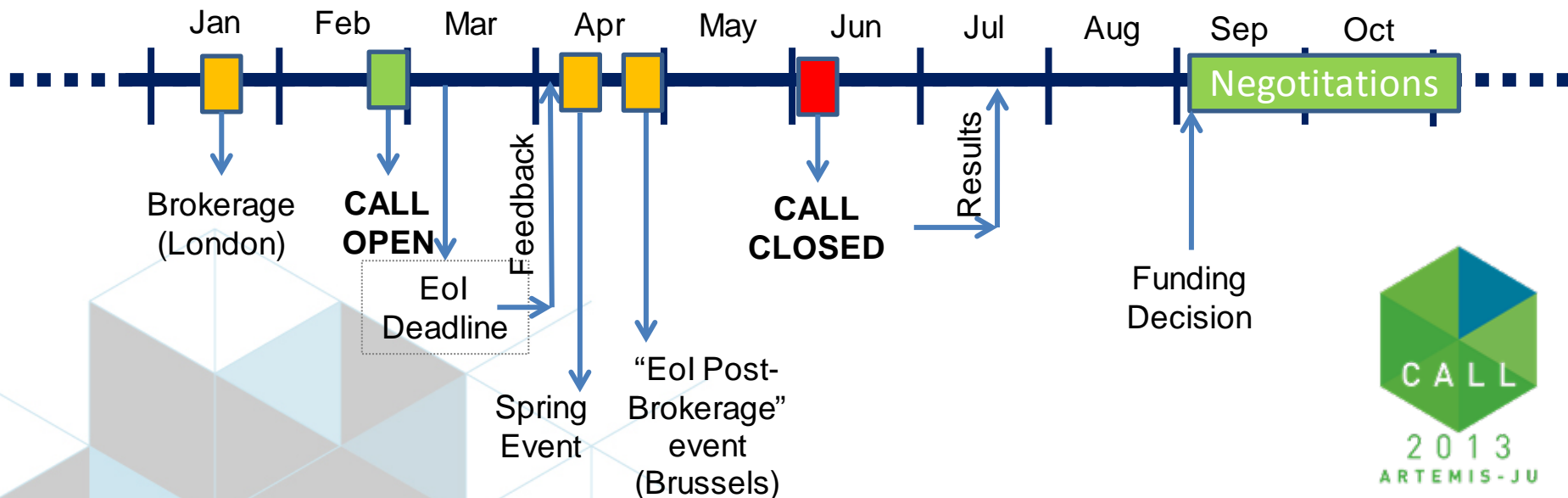 ▷ Open for ASP and AIPPs

    ▶ But selectivity in the topics

Call 2013 PRELIMINARY INFORMATION – II

▶ Call 2013 Provisional Timeline

| Jan | Feb | Mar | Apr | May | Jun | Jul | Aug | Sep | Oct |

Brokerage (London)

CALL OPEN

Feedback

EoI Deadline

Spring Event

"EoI Post-Brokerage" event (Brussels)

CALL CLOSED

Results

Funding Decision

Negotitations

CALL 2013 ARTEMIS-JU

▶ Negotiations finished and contracts signed by end December 2013.

Call 2013
PRELIMINARY INFORMATION - III

▶ Call 2013 provisional time-line

  ▷ Published / **Call Opens February 26th 2013**

  ▷ "Expression of Interest" by 8thMarch

   ▶ Feedback by April 18th

   ▶ "Post-brokerage" event 23rd April

  ▷ **Call Closes June 6th**

   ▶ Evaluation feedback end July

  ▷ Funding decision / start of negotiations - September

   ▶ Negotiations must be completed and contracts should be signed before end December 2013

Call 2013
PRELIMINARY INFORMATION - IV

▶ Call 2013 "**EoI Post-brokerage" event**
  ▷ 23rd April 2013
  ▷ In Brussels (JU Offices - tbd)

▶ Possibility for One-on-One discussions with A-JU Programme Officers
  ▷ Review / discuss the EoI feedback

▶ Possibility for plenary presentations / "meet and match" consortium completion

Call 2013
PRELIMINARY INFORMATION - V

▶ Call 2013 "**Expression of Interest**"

▷ An **INFORMAL** procedure, parallel with the FPP submission

▶ Has no legal implications on your proposal

▶ **Not mandatory**, but **highly recommended**

▶ A template will be available to help you

▷ **Why ?**

▶ Provides early visibility to Participating Member States

▶ Possibility to get feedback / guidance before submitting the Full Project Proposal

▶ Disclaimer: the feedback is only based on a cursory description of the project's main ideas, so is also informal and has no legal value

Call 2013 : PRELIMINARY INFORMATION

▶ Call 2013 Work Programme : approved by the PAB (written procedure on-going)

▶ Call 2013 funding budgets : ?

▶ Selective support of MS for AIPPs (2, 3 and/or 5) : ?

Thank you!

Alun.Foster@artemis-ju.europa.eu

Advanced Research & Technology for Embedded Intelligence and Systems

ARTEMIS Call 2013

Getting the most out of an ARTEMIS-IA Brokerage Event

Advanced Research & Technology for Embedded Intelligence and Systems

ARTEMIS-JU Funded Research Projects

▶ **What do you need?**

▷ **An R&D project idea**

▶ ARTEMIS looks DOWNSREAM - realistic and concrete impact within a few years

▷ **Some friends to play with**

▶ Minimum 3 independent legal entities in three different participating countries

▷ **Passion** – wanting to make a difference

"Brokerage"? What for??

▶ **Brokerage events bring potential partners and project ideas together**

▷ If you'd like to work in a project, find proposals and "proto-consortia" that fit your needs

▷ If you have a project idea, share it with like-minded participants

▷ If you're already in contact with a consortium, refine your ideas together

"Brokerage"? How do they work?

▶ **The Power of Chaos !**

  ▷ **Only a loose structure for the days' agenda**

  ▷ **Poster sessions where project ideas are made known**

  ▷ **Network, network, network …**

  ▶ **Possibility to present yourself as a partner**

  ▷ **Ample possibility for ad-hoc meetings to consolidate ideas**

  ▷ **Plenary presentations of some nascent proposals**

"Brokerage"? How to prepare?

▶ **Check the ARTEMIS-IA web-site for registration and other details:**

▷ **http://www.artemis-ia.eu/brokerage2013**

▷ Brochure **"How to participate ..."**.

▶ **Check the Project Idea Tool**

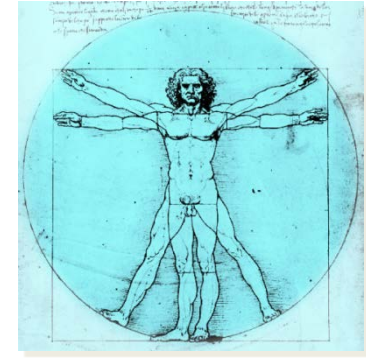▷ **http://www.artemis-ia.eu/idea**

▶ **Prepare your own kit**

Your Own Kit

▶ **Your Project idea (if applicable)**

▶ **Your value as a consortium player**

Your Project idea (if applicable)

▶ **Check the ARTEMIS AWP for relavance and inspiration**

▶ **REMEMBER:**

  ▷ **ARTEMIS is a MARKET FACING programme**

    ▶ **On EMBEDDED SYSTEMS (and their use)**

  ▷ **Project results yielding real industrial added-value in a short time-frame**

    ▶ **Consortium must know the market they go for**
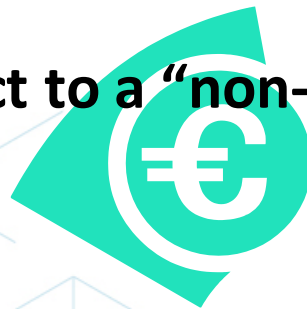
Your Project idea (if applicable)

▶ **Describe your project idea succinctly**

▷ **ARTEMIS is about content and impact …**

▶ So do me a favour… Please don't say things like "Stochastic heterogenous multiprocessor systems…". Try "a random mix of different processors…".

▷ Remember, not all partners in the project may use the same jargon !

▶ "Sell" your project to a "non-technical specialist" investor

Your Project idea (if applicable)

▶ Describe your project ...

▷ **GOALS. What you want to achieve in which market / application**

  ▶ **DEMONSTRATORS!**

▷ **Technologies needed to make it work**

  ▶ **Technologies from other partners, to be refined**

  ▶ **New technologies needing to be developed**

▷ **Technology base: what the starting point is**

  ▶ **What others can eventually get access to**

▷ **Other partners needed to make it work**

  ▶ **End-users, vendors, ...**

Your value as a consortium player

- **Have a clear idea what you want to get out of collaboration**

- **Have a clear idea of what you can put IN to a collaboration**
  - ▷ **Background IPR is protected, but get advice anyway.**
  - ▷ **How much time/effort are you willing to dedicate**

- **Have information about yourself on hand**
  - ▷ **Make a presentation, 4 slides maximum**

Your "I'm a consortium player" pitch

▶ **Four slides:**

▷ **Slide 1** – basic data about your organisation

▶ **This is NOT a sales-pitch!**

▶ Establish what you do and build credibility as an R&D partner

▷ **Slide 2** – what special technologies, facilities or other know-how you can bring to a collaboration

▶ Your "background IPR"

▷ **Slide 3** – what technologies or know-how you are looking to develop or obtain to improve your business or portfolio

▷ **Slide 4** – Project-related ideas (if applicable)

Thank you!

Alun.Foster@artemis-ju.europa.eu

Advanced Research & Technology for Embedded Intelligence and Systems

ARTEMIS JU :
our project portfolio so far

▶ **ARTEMIS programme 2008-2012**

▷ Call 2008 – 12 projects

▷ Call 2009 – 13 projects

▷ Call 2010 – 10 projects

▷ Call 2011 – 9 projects

▷ **44 projects in total**

▷ Call 2012 – 2 AIPP and 6 ASP projects in negotiation

▶ **AND emergence of PROJECT CLUSTERS**

▷ **ARTEMIS-JU MASP promotes "Self-Sustaining Innovation Ecosystems" to maximize R&D impact**

AWP for 2013 : AIPPs

"ARTEMIS Innovation Pilot Projects"

▶ **Why AIPPs?**

 ▷ Speed-up "the innovation process"

  ▶ Leading to "Self-Sustaining Innovation Ecosystems"

 ▷ Complement the AIPPs resulting from Call 2012

  ▶ AIPP2, 3 and 5 are open

▶ **How:**

 ▷ Strengthen the dialogue with PAB

  ▶ recommended in the ARTEMIS mid-term evaluation report

 ▷ **Build on the ARTEMIS assets**