



The European Coordination Hub for Open Robotics Development

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## 5<sup>th</sup> Review Meeting Reviewers' Recommendations

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Marie-Luise Neitz, TUM

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Barcelona – 2019-03-27



# Recommendation R1

Make **concrete suggestion** for the use of **excess funds** from the ROAR project based on a cost-benefit analysis and act on these in time for the next review.

Budget amounting to about 227.000 € was re-allocated:

- **RIF Booster:** finalized
- **Healthcare Booster:** Scheduled for 13th March '19, finalized
- **Video Automatica:**  
<https://www.youtube.com/watch?v=W5NeN1e2Ko8>, done
- **Medica 2018:** finalized
- **Booklet Success stories:** done
- **EU Parliament event:** scheduled for 2nd April 2019 (reduced scope) after having been cancelled once (with a larger scope)



## Recommendation R2

RIFs: The project is requested to clearly report using measures common to all 3 RIFs and plot this by time, and across the 3 sites to allow comparison and additional insights. It should also assess the level of development of the 3 RIFs and to use this to plan out the evolution towards a more mature state, and what outcomes would be expected and what actions and resources would be required to move to the next stages, both within the rest of the project, and beyond it.

The RIF Booster initiative will be reported in WP 4 and Lennart Karlsson will be with us in person.



## Some conclusions from the RIF Booster

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*“All three RIFs have managed to finance a continuation of their operations. During the RIF project, all the RIFs acquired a **deeper knowledge of the dynamics of tech transfer activities**, which has been exploited in their subsequent operations. **Models for alternative ‘tech-transfer’ career paths have been developed**, particularly in the university environments.*

*The RIF project has resulted in an **improved regional and national visibility**. All three RIFs will **therefore continue to use the brand ‘RIF’**. The key improvements to the RIF project in the continued operations are more **efficient interaction with potential customers, improved internal processes to deliver results, and improved internal and external communication processes.**”*

Lennart Karlsson, CEO, WIDE Idea Development AB  
(entrepreneurial expert engaged to implement the ECHORD++  
RIF Booster Programme)

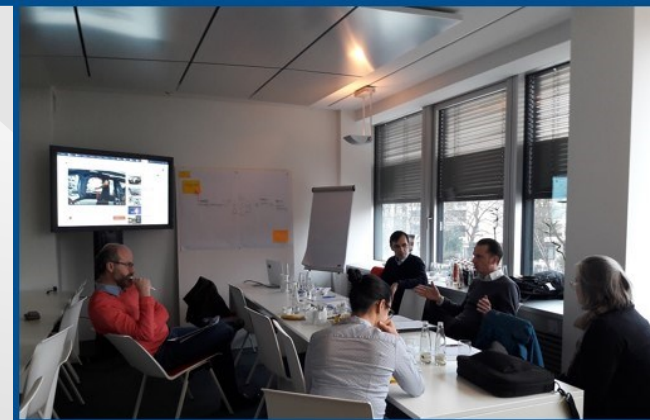


# Recommendation R3

Marketing and branding. The consortium is encouraged to continue to take seriously all efforts to brand the partner activities (experiments, RIF clients, PDTI clients etc) via the product, website etc. The review team especially recognises the marketing and branding potential of the PDTI activities and encourages the acceleration of the marketing activities.

Significant marketing effort has resulted in a higher profile of all 3 instruments, but particularly of the RIFs. These are now seen as the prototypical model of Competence Centres and DIHs.

Because of this, the RIF brand strength is high but we still need to look at protecting this brand.



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## ECHORD++ Call 1 Experiments Technology Readiness Level (TRL) Evaluation result summary

Room T.A.01  
Volkswagen Data:Lab  
Ungerstr. 69, 80805 München

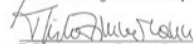
30/01/2018

Experiment	Start TRL	End TRL	Comments
2F	3	4	
3DSSC	2	3	
ColHRS	4	6	
DEBUR	4	5	
DexBuddy	3	3	
EXOTrainer	4	7	
GARobotics	5	6	
LA-ROSES	2	2	
LIarm++	3	5	
MARS	2	5	
MODUL	4	4	
MOTORE++	6	8	
Pickit	6	7	
SAPARO	3	6	
TIREBOT	2	4	


The undersigned certify that the TRLs reported above reflect the consensus reached on the day between the contracted external evaluators.

  
A. Möller – External Expert

  
P. van der Smagt – External Expert

  
T. Zimmermann – External Expert

  
M.-L. Neitz – Project Manager

  
Y. Morel – Project Manager