

Digitising European Industry (DEI) Strategy





WHAT DOES A DIGITAL INNOVATION HUB OFFER

A place where companies can get help to improve their business through digital innovations

GOAL: ensure that every company, small or large, high-tech or not, can fully benefit from digital opportunities



EXPERIMENT WITH ICT TECHNOLOGY



SUPPORT TO FIND FINANCE & FOLLOW-UP INVESTMENTS



DIGITAL SKILLS-TRAINING



INNOVATION ECOSYSTEM



Digital transformation challenge





Digital transformation challenge





Digital transformation challenge







Take-away 1:
Design DIHs to Connect
Offer & Demand

15 national initiatives on digitising industry





European Catalogue of Digital Innovation Hubs









Take-away 2:
Design DIHs to connect
with regional RIS3, national and European
digitisation strategies





ervice Model Business Model

Technology-focused Private

Value-Chain Sectorial

PublicRegional

Value Model Organisation

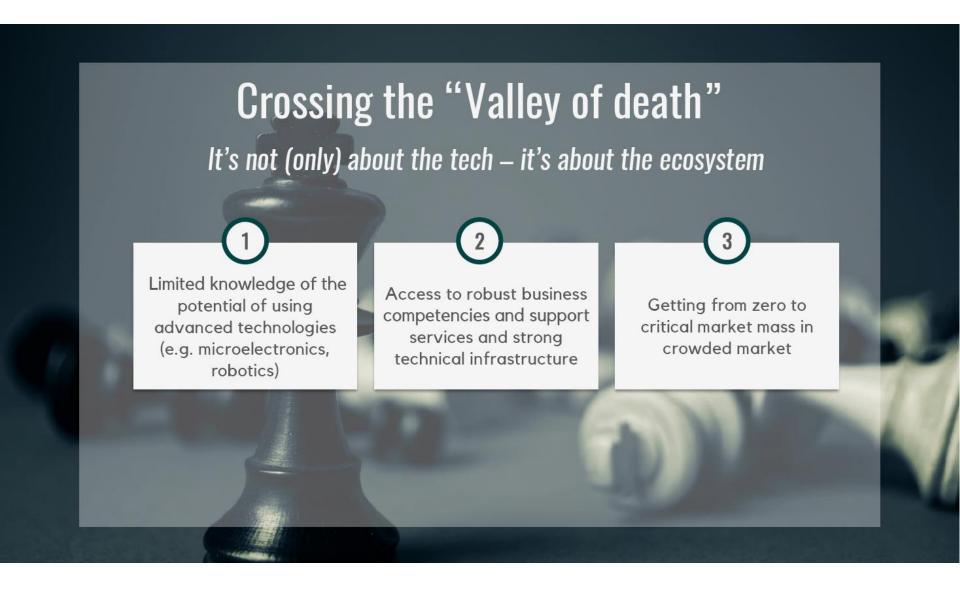
Funding Investments







From theory (DIH Values – Digital Transformation)





OPPORTUNITIES AT A WORKING DISTANCE

Through DIHs, any company, regardless of size/market position, can **grasp digital opportunities**, to get access to the expertise and testing facilities needed to bring robust digital solutions to market.

From theory (DIH model)



A DIH offers both technological support to companies (through a competence center) and tailored business support services relevant to their business production processes, products or services.

THE BOTTOM-UP APPROACH

Unlike CCs, DIHs are driven by demand, focused on enabling and fostering more intensive collaboration and dynamic interaction between the demand and supply side (tech adopters w/tech suppliers).



CCs act as the heart of DIHs, spurring bottom-up innovation by providing core technology infrastructure, but need to be embedded in a DIH to offer an integrated set of services.

To practice

AIC, a model supported by the European Union



"Innovation through cooperation"





Services



TECHNOLOGICAL SUPPORT

Access to technology
& know-how;
Availability of research
infrastructure;
Technology-oriented trainings;
Tailored technical support;
Technological tools &
experimentation facilities;



Tailored Competence Brokerage;
Business plan development support;
Online investor readiness webinars;
Intellectual Property (IP) trainings;
Mentoring and coaching services;

ACCESS TO CAPITAL

Investment readiness programs (IRP);

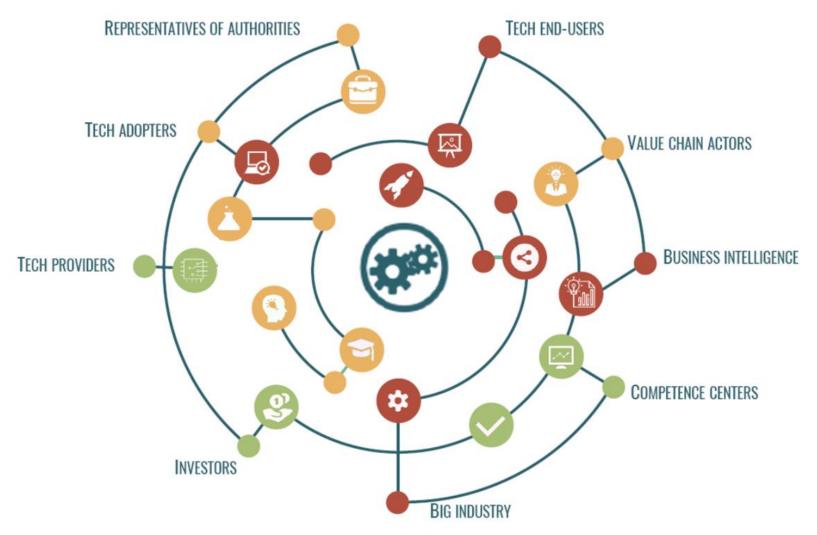
Networking with VCs, Business angels, accelerators etc.;

Capacity building in novel funding mechanisms e.g. equity crowdfunding;

Support and participation in relevant venture events;



Ecosystem



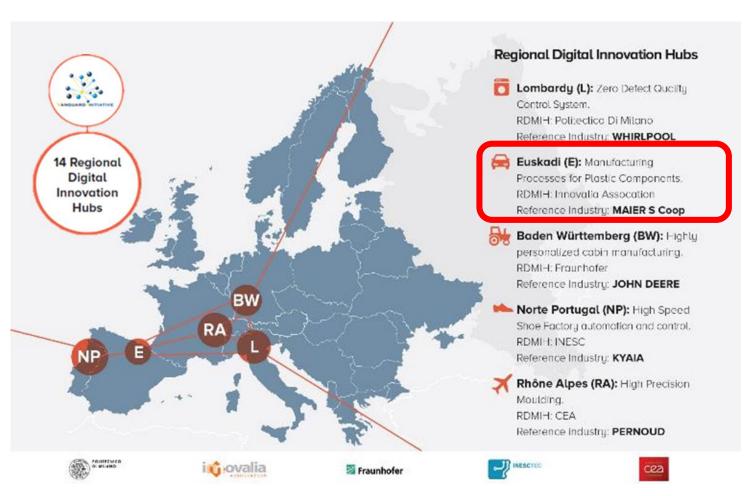




Take-away 3:
DIH driven by open industrial innovation ecosystems complement DIH driven by public innovation ecosystem

Automotive Digital Innovation Hub: Innovalia Advanced Quality Control Services Competence Centre







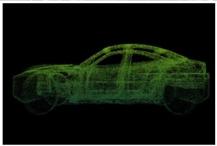
I4MS DIH Competence Centre Services





Digital Competences.

- Industrial IoT & CPPS
- Zero Defect Manufacturing
- Business Digitisation
- Big Data and 3D Mobile Visualization
- · Cybersecurity and Digital Trust







European Automotive Competence Center in Advanced Quality Control Services







Services

- New product/service design
- · International digital hub
- Technology development
- Market assessment

- Technical support
- Access to infrastructures
- Pilots and end-user access
- · Business model development
- Specialised training digital skills
- · Digital transformation consulting
- · Knowledge transfer and dissemination

- Market assessment
- Technology development
- International digital hub
- Pilots and end-user access
- · Access to infrastructures
- recnnical support

- Knowledge transfer and dissemination
- Digital transformation consulting
- Specialised training digital skills



Take-away 4:
DIH is a digital innovation
instrument for the
benefit of the regional ecosystem



Thank you!



Silvia de la Maza



smaza@innovalia.org

