



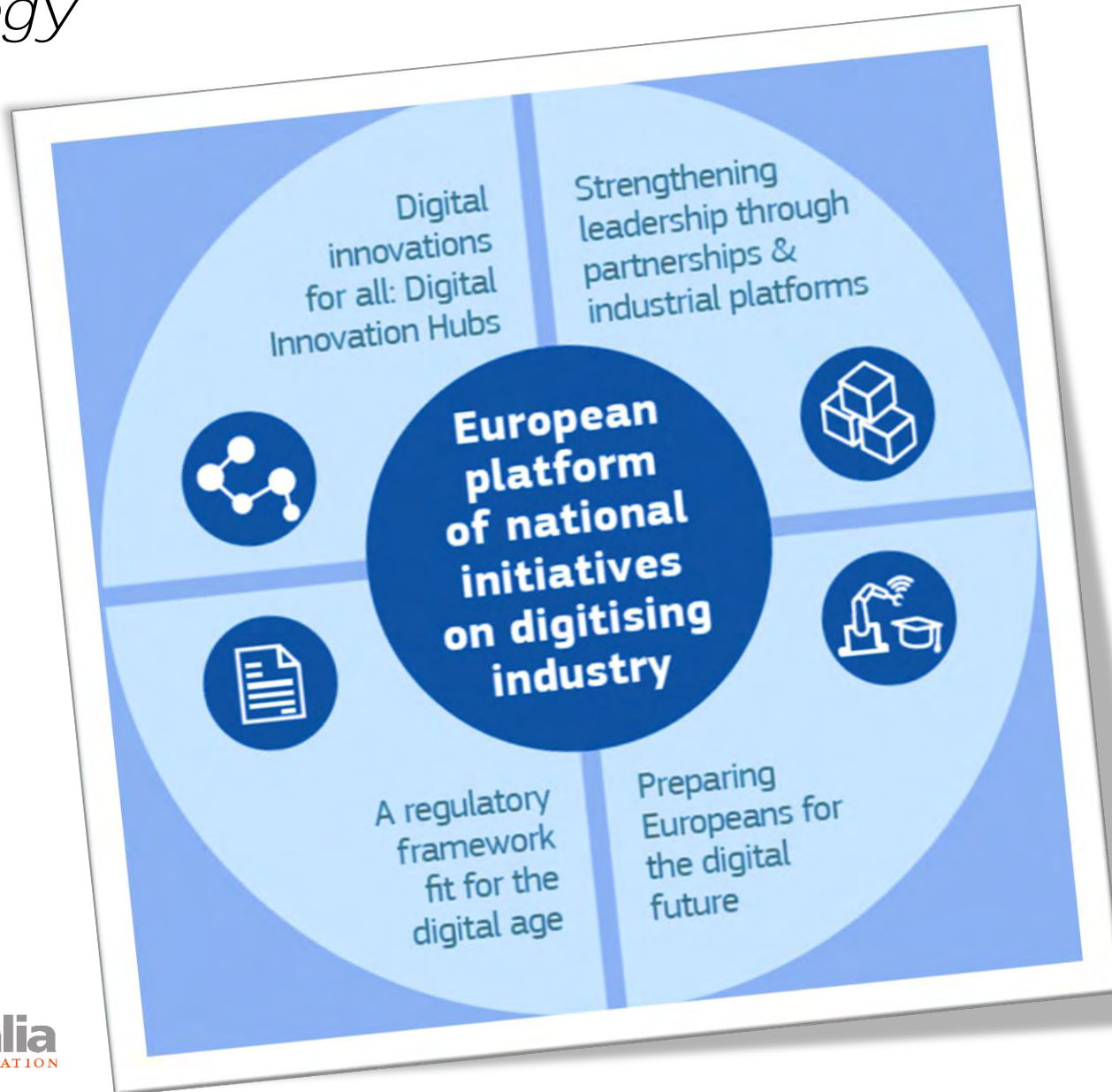
innovalia

Transformando *Digital Innovation Hubs* en crecimiento y desarrollo de negocio

Innovation, Technology and Internationalization

Silvia de la Maza

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

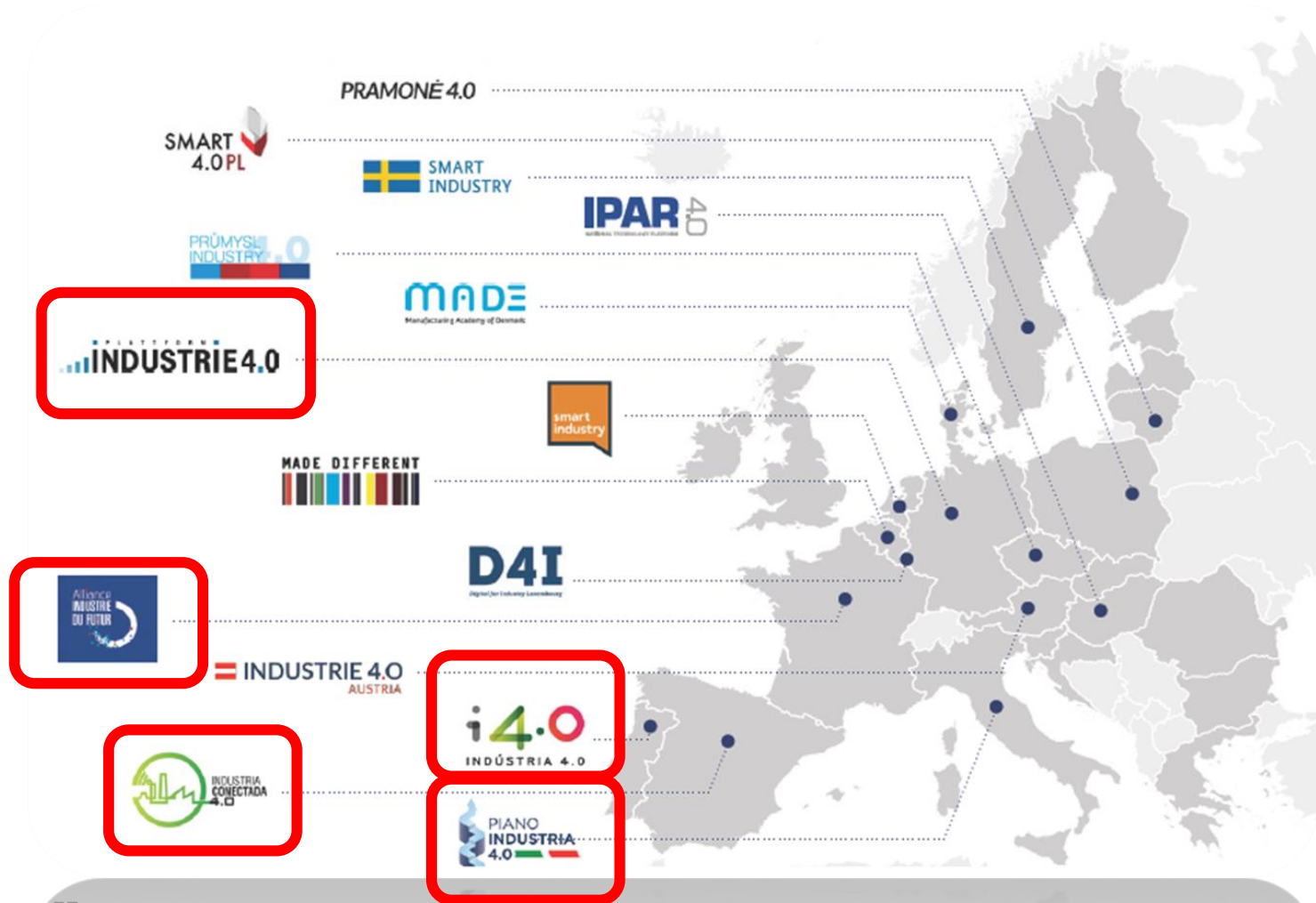


Digital transformation challenge

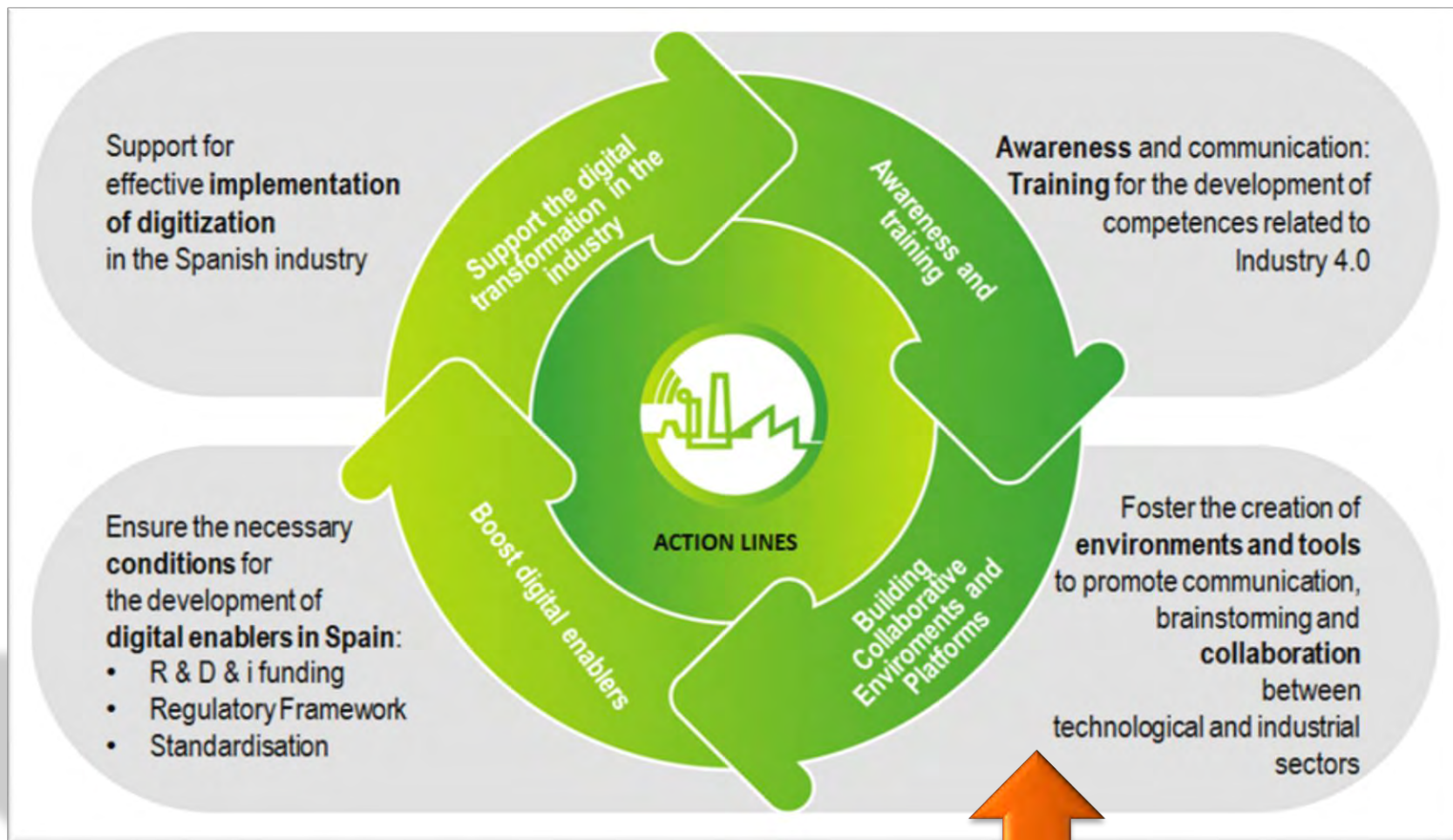


IT at the Speed of Business:
Dynamise **Digital Business Transformation**

15 national initiatives on digitising industry



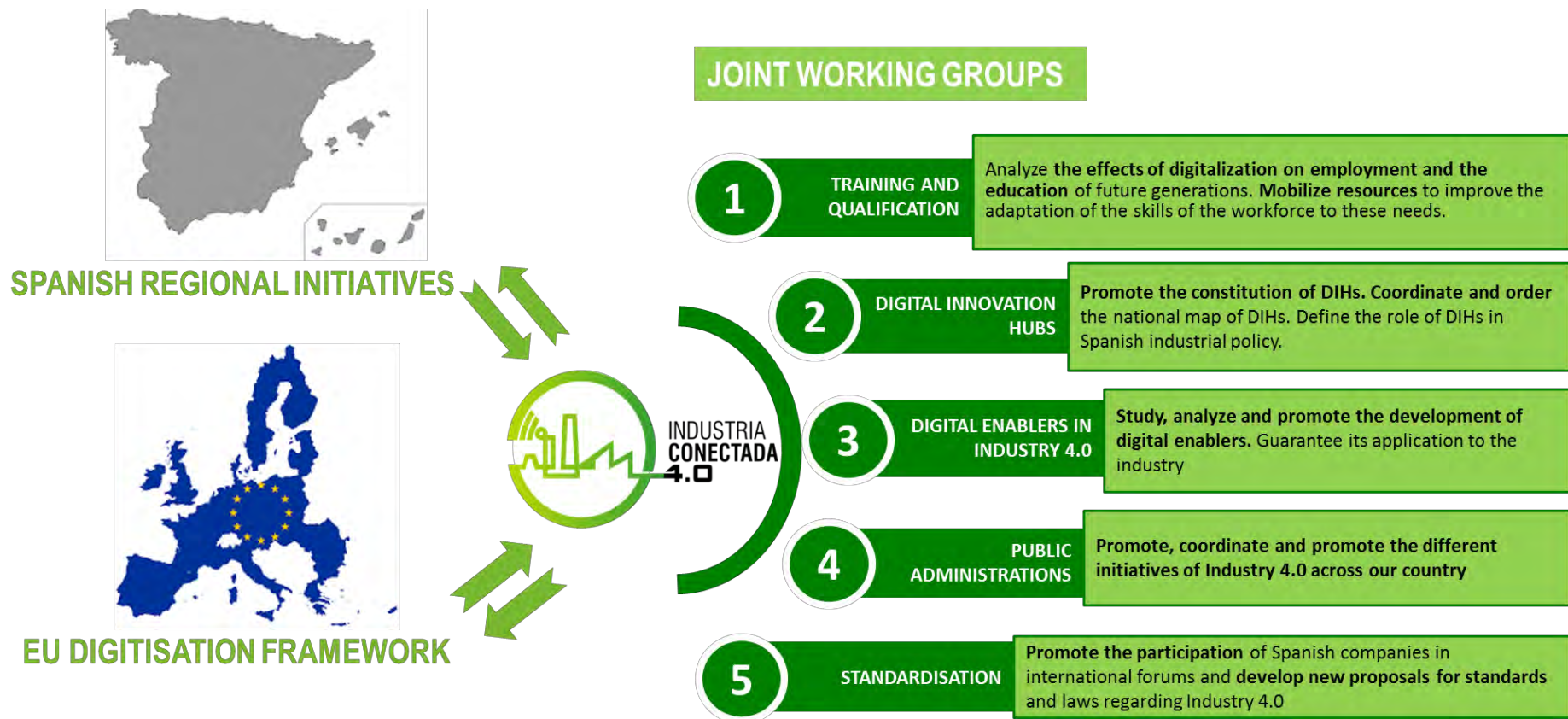
Digitising European National Strategy: Industria Conectada 4.0



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European Catalogue of Digital Innovation Hubs



Service Model Business Model

Technology-focused Private

Value-Chain Sectorial

PublicRegional

Value Model Organisation

Funding Investments



digital
innovation
hubs

AIC – Automotive Intelligence Centre: A unique Value Generation



Crossing the “Valley of death”

It's not (only) about the tech – it's about the ecosystem

1

Limited knowledge of the potential of using advanced technologies (e.g. microelectronics, robotics)

2

Access to robust business competencies and support services and strong technical infrastructure

3

Getting from zero to critical market mass in crowded market

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.



ONE STOP SHOP FOR BUSINESSES

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).



TECHNOLOGY AT THE CORE OF AN ECOSYSTEM

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"



Focused on Automotive sector

AIC focuses on providing value to the automotive sector



In a high-level environment

Prime location including modern first-class facilities



Open to the world

International vocation, clustering companies from 6 different nationalities



Integrating both its own and third parties' capabilities

Creating talent by bringing together its own capabilities with the capabilities of both member companies and the network it works with



Market-oriented

Through the development of market-oriented projects



Based on cooperation and open innovation

Working under a cooperation and open innovation philosophy that contributes to the development of joint projects

Services



TECHNOLOGICAL SUPPORT

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



BUSINESS SERVICES

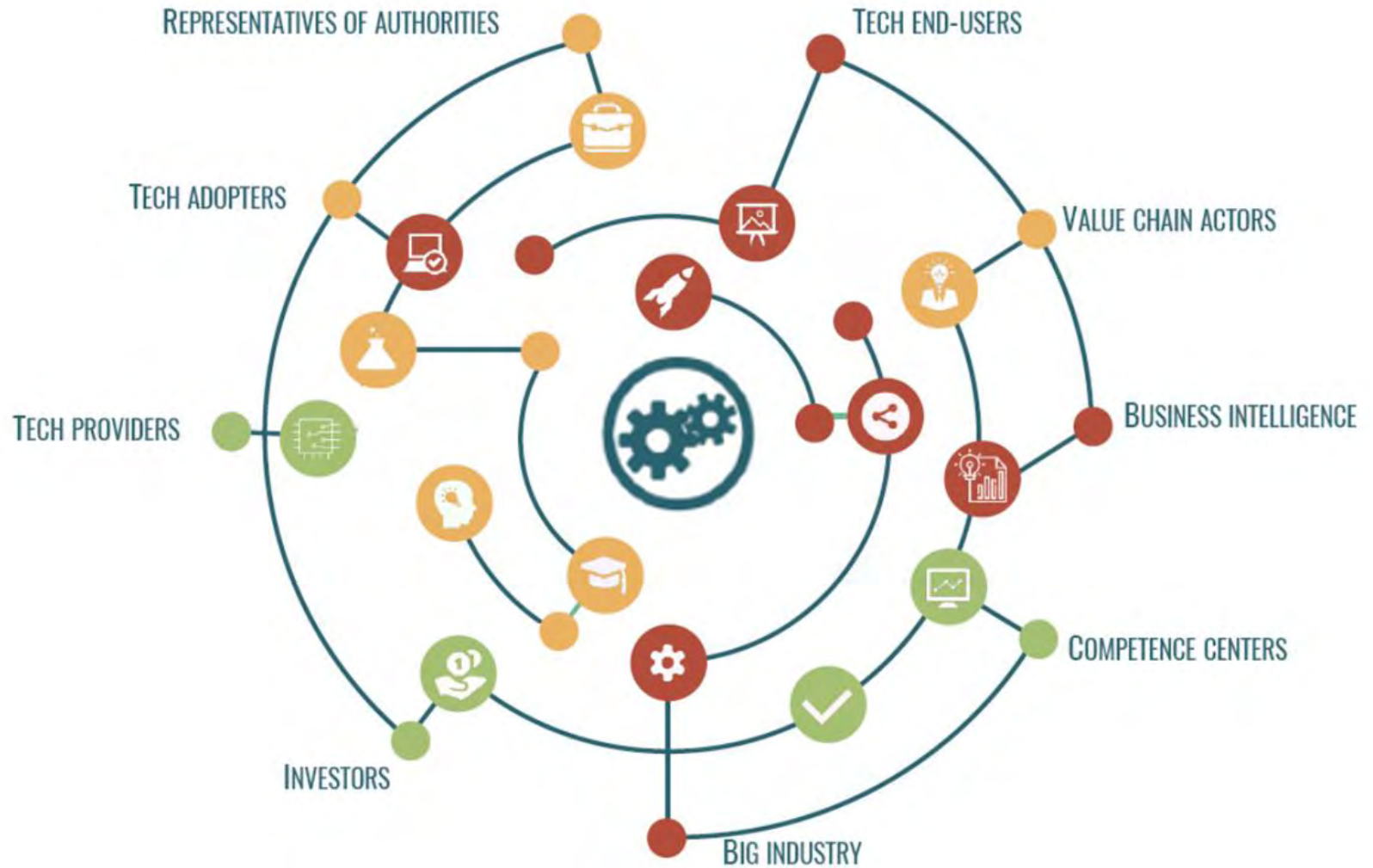
Tailored Competence Brokerage;
Business plan development
support;
Online investor readiness
webinars;
Intellectual Property (IP) trainings;
Mentoring and coaching services;



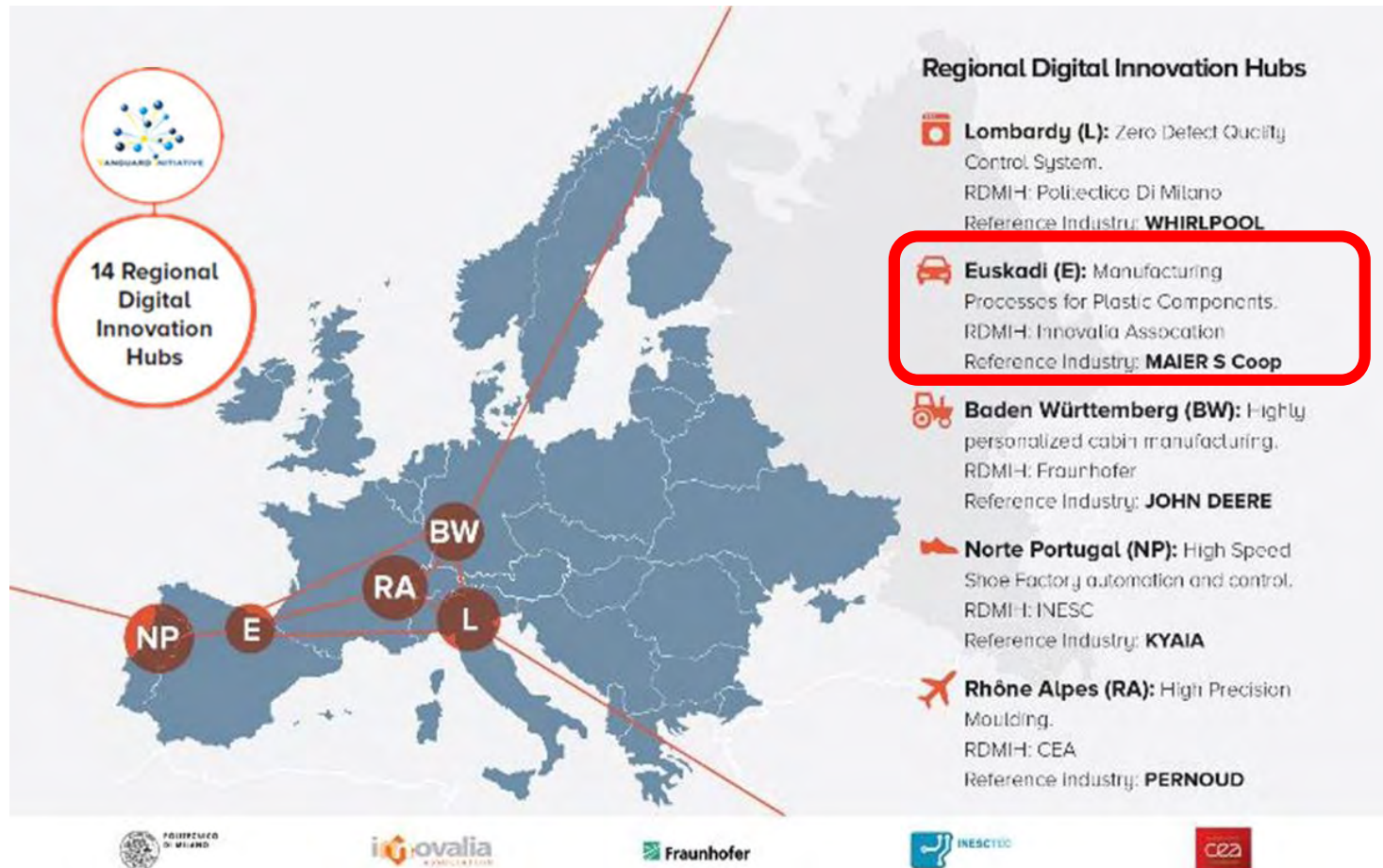
ACCESS TO CAPITAL

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



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



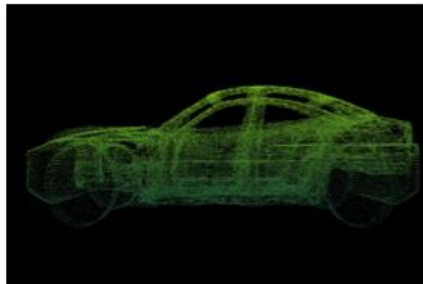
I4MS DIH

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
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- Knowledge transfer and dissemination
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MENTORING Y COACHING EN INDUSTRIA 4.0



14 REGIONES
EUROPEAS

MENTORING
DE DIGITAL
INNOVATION
HUBS



4 REGIONES
ESPAÑA
(CATALUÑA,
NAVARRA,
RIOJA,
CANARIAS)

DIAGNÓSTICO
DE + 30
PYMES EN
INDUSTRIA 4.0

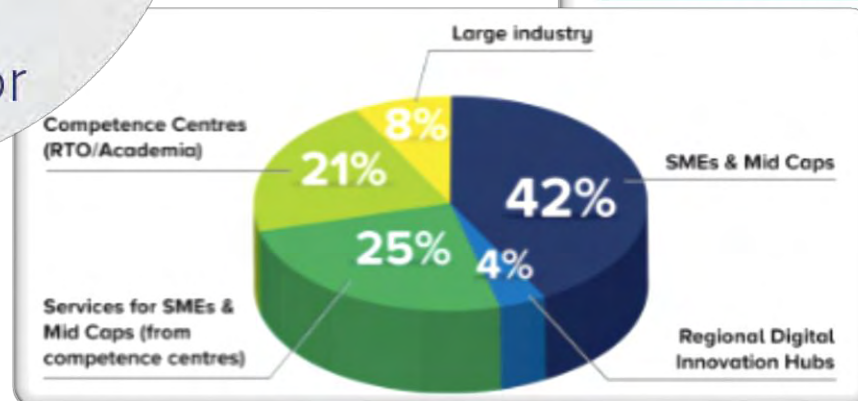
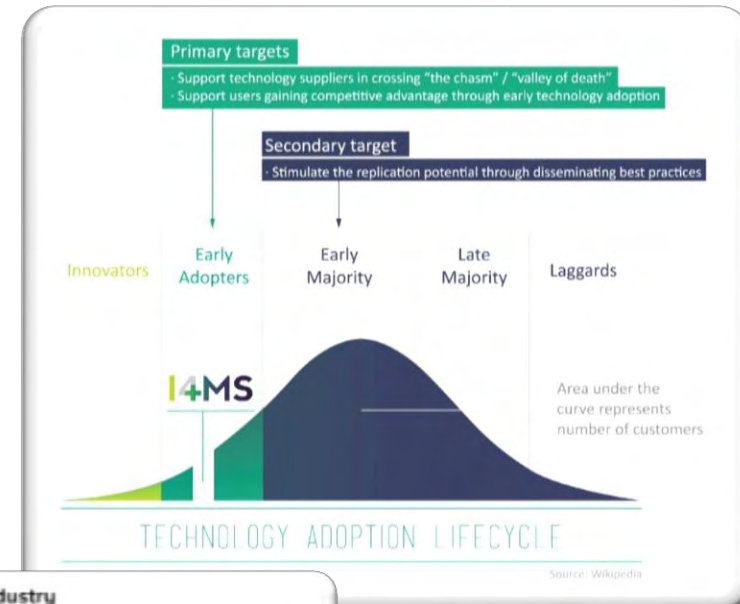
Entorno internacional



Ejemplos de transformación digital



I4MS:
European Programme
for Manufacturing
SMEs Digitisation



Algunos programas para la transformación digital



Digital Transformation
Scoreboard



Servicios de asesoría
para el EIB



WATIFY 2.0 - Campaña de
sensibilización sobre
Transformación digital



SME Performance
Review



Investigación de la
transformación digital
y empresarial en Europa



Evaluación
Programa H2020,
ARTEMIS, ECSEL,
ENIAC

Programas de interes para pymes y start ups

- SME instrument: fase 1 y 2
- Start up Europe: programas de aceleramiento, hackathons....
- Open calls **proyectos H2020: I4MS, SAE...**

Thank you!



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