

CATALOGUE OF PROMISING INNOVATIVE TECHNOLOGIES RESULTS FROM MARKET RESEARCH

The **InnoBrokers project** used different methods and tools in order to identify suppliers who offer **promising innovative solutions** to the needs identified by different buyers in the ‘Catalogue of current needs’.

METHODS AND TOOLS USED FOR MARKET ANALYSIS AND ENGAGEMENT

- **Enterprise Europe Network**

Based on the need identified, a technology request profile is defined and published in the **Enterprise Europe Network (EEN)** Partnership Opportunities Database.

This EEN Marketplace offers the opportunity to reach innovative companies and start-ups worldwide.

- **Databases**

In order to complement the market analysis, a search for patents, scientific literature and companies is done by using different databases via internet. The main tool used is **IPLytics**, a platform for the analysis and attainment of strategic conclusions by using an artificial intelligence algorithm which allow access to multiple databases on real-time worldwide.

Other tools used are **Spotfolio**, a database which identifies companies mainly in Austria and Germany; **Statista**, that offers statistics for different markets, and **Industry Stock** or **Wer liefert was?**

- **Market Dialogue**

The process of an open market dialogue offers the opportunity for public buyers to get into direct contact with industry, research institutes, universities, stakeholders, networks, clusters, etc. It is done by organising information events, workshops, surveys, round table dialogues and other ways to get in contact with the market and potential suppliers. The market dialogue is complemented with information campaigns via newsletters, direct mailings or individual contacts in order to reach the target group properly.

It can be done at regional, national or international level, and helps to inform the market about specific needs in public institutions.

- **Competition (crowdsourcing)**

The option of presenting a challenge to the market, to activate entrepreneurs, startups and even intrapreneurs. A national online challenge allows for a broad reach of different actors.

The challenge can be a collaboration with other interested buyers and comes with a small cash prize for the winner of the challenge.

RESULTS FROM THE MARKET ANALYSIS

ANDALUSIA, SPAIN

IT Management Platform

- 24 expressions of interest from 11 European countries received, Turkey and Russia
- 6 companies are start-ups and the others are SMEs
- Market Analysis tool: EEN profile, different databases, market dialogue

Intelligent Lightning for Roads

- 20 expressions of interest from 12 European countries received, Turkey and Russia
- 10 companies are SMEs and 1 is a start-up
- Market Analysis tool: EEN profile, IPlytics tool, market dialogue

UPPER AUSTRIA

Open System for Emergency calls

- 9 expressions of interest from 6 European countries, Turkey and South Korea
 - 2 companies are start-ups and the other 4 are SMEs
- One Austrian start-up was identified who fulfils the requirements. The tender procedure is completed and first installations are completed. A test device is bought from the start-up.
- Market Analysis tool: market dialogue, EEN profile and permanent innovation-information from the regional and national Innovation-Network

GERMANY

LORAWAN based Sensor System

- 24 expressions of interest from 10 European countries, Turkey, Ukraine, Singapore and India
- 3 companies are startups and 3 companies are SMEs
- Market Analysis tool: EEN profile

Gaming Apps

- 10 expressions of interest received from German IT/Gaming companies
- 2 companies are startups and 8 companies are SMEs
- The tender procedure is done
- Market Analysis tool: market dialogue, direct contact to gaming networks and IT companies

Water Turbine for Fluctuating Loads

- 8 expressions of interest received from 3 European countries, Serbia, India and Taiwan
- The EoIs came mainly from universities
- Market Analysis tool: EEN profile, different databases, expert interviews

DENMARK

Circular Textiles

- 24 proposals for new ideas and/or solutions received from the National Challenge, 4 expressions of interest from 4 existing suppliers, and 14 potential solutions identified from 7 European countries, the USA and Japan
- Market Analysis tool: market engagement workshop, market dialogues, National competition, EEN network (textile sector group request), broad database search

IRELAND

Sustainable workwear

- 7 expressions of interest received from 6 European companies
- All companies are SMEs, including 1 local start-up
- Market Analysis tool: Two EEN profiles, market dialogues

