



*To prepare and foster a common understanding and consensus  
for future actions in Europe focusing on multi-KETs pilot lines*

# *Multi-Key Enabling Technologies PILOT LINES*

*Parallel session*

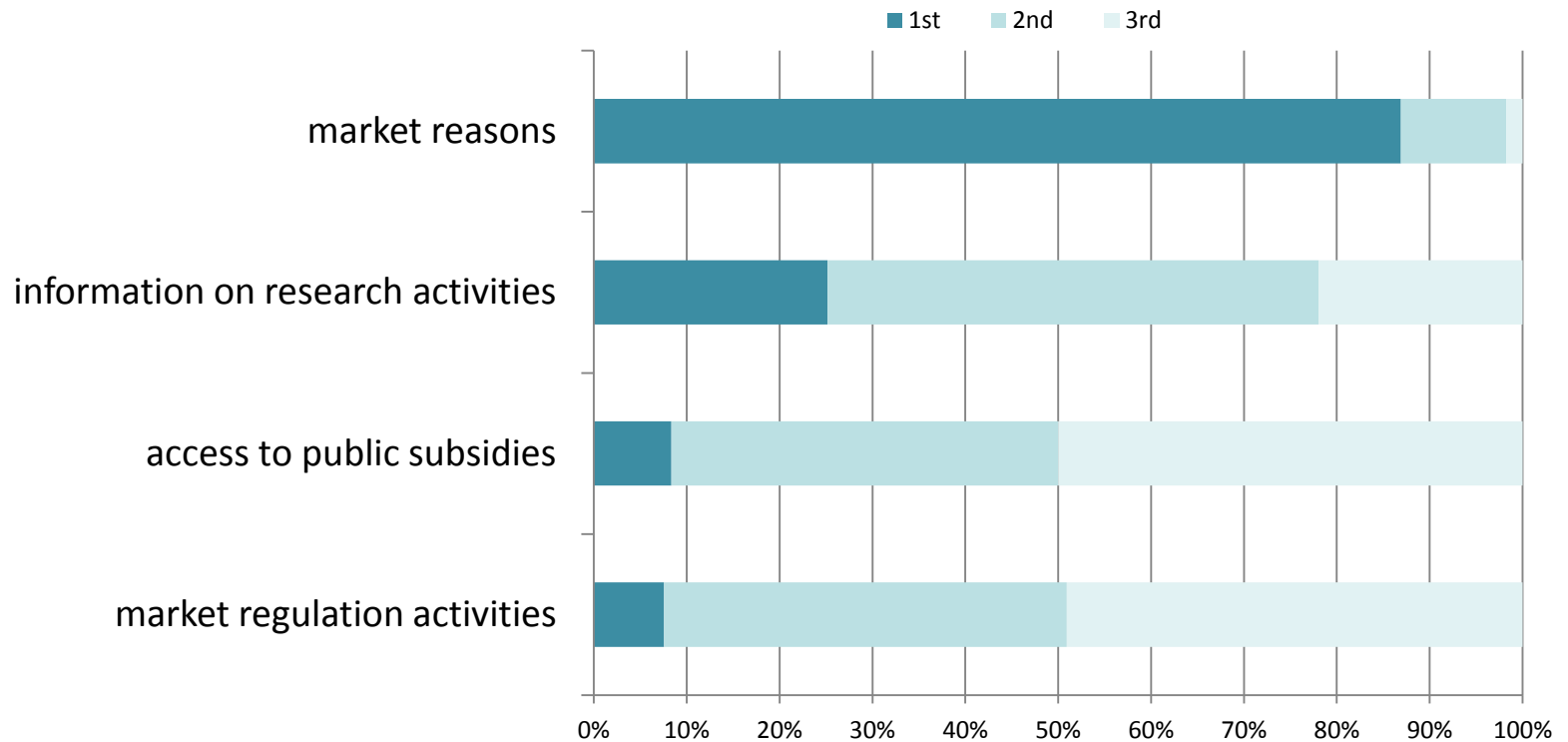
*Market complexity: Pilot  
production for the verification of  
applications (Demonstrators)*

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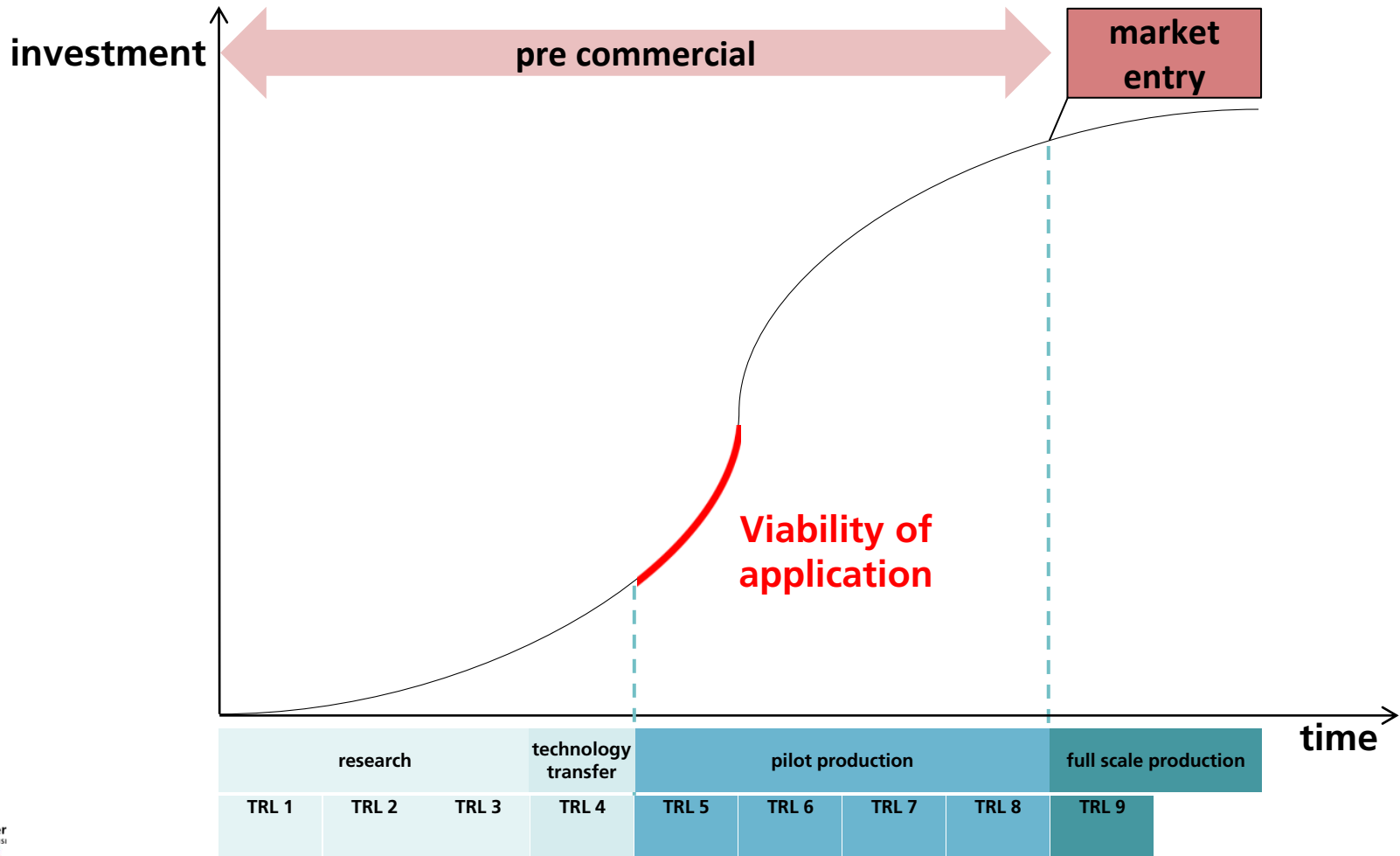
## Market most important trigger for innovation activities



Ranking of the four most quoted triggers according to their importance to pick up innovation activities. *mKPL Online Survey*



## Critical financing decision



## Market related barriers of pilot production activities

- **Market complexity**
  - *Decreased probability of match making*
  - *No access to target markets (SME: imbalance of market power)*
  - *No information on target markets (economic and framework conditions)*
- **Time related aspects**
  - *High investments: time to market most crucial*
  - *Window of opportunity*
  - *Acceleration of all processes*
- **“First customer”**
  - *Investment in systems development necessary*
  - *Back-and-forth process in technology-application development*
  - *Uncertainty of final prices*



## Deadlock situation for market alignment

### Technology supplier

„No investment in pilot production activity without proved application and estimated market size!“



Lab production of intermediate product not sufficient for application testing

### Exploiting company

„No commitment for technology without application testing!“

⇒ **Technology remains in lab**

## Market related policy interventions to increase pilot production activities

**High  
levering  
effect**

### Funding of market intelligence (in particular for SMEs)

- *Notion and access to available studies*
- *Highly specific/exclusive technology-market studies*
- *Support for market access activities*
- **Joint projects for technology-market alignment**
  - *Exclusive co-operations with two or a very few partners*
  - *High confidentiality*
  - *High speed approval*
  - *Trust building*
- **Demonstrator activities**
  - *In particular for high value/ low volume production (e.g. Advanced manufacturing)*

## Parallel session

**Market complexity:**

**Pilot production for the verification of applications (Demonstrators)**

