

A World Leading SFI Research Centre

Liam Cronin



Associate Director Commercialisation ADAPT Research Centre

**How to engage with Industry: The ADAPT Research Centre
Experience?**





To **revolutionise** the
way people can seamlessly

**interact with digital content,
systems and each other**

Enabling users to achieve
unprecedented levels of access and efficiency

Meet The Commercialisation Team



Declan McKibben

Head of Design and Innovation

Declan leads a team of project managers, research engineers, design and architecture experts to plan and execute targeted projects.



Olivia Waters
Marketing and

Communications Manager

Olivia is responsible for driving the ADAPT internal and external communications and marketing strategy.



Conor Mc Nally

Startup Development Manager

Conor is responsible for driving the ADAPT spinout strategy focusing on building a pipeline of spin-in / spin-out opportunities.



Gabriel Hogan

IP / Contracts Manager

Gabriel's focus is enabling research impact through collaborative innovation and entrepreneurship, working with the Technology Transfer Offices (TTO).



Laura Clifford

Senior Executive Manager, FinTech Fusion

Laura as Senior Executive Manager for FinTech Fusion, directs the business development and operational leadership of the ADAPT FinTech Spoke.

Derek Collins, Director of Industry Engagement, Huawei Technologies: "We believe Ireland, and the ADAPT Centre is one of the leading institutes in the world where we can bring uniqueness and value to Huawei's vision and roadmap".

Uniquely Organised to Maximise Industry Impact



Platform Research Teams



Design & Innovation Lab (DLAB) - Unique Translational Impact



Dedicated Business Management Team



Design & Innovation Team



20 Targeted Projects

with 14 Industry Partners in 2018

16 Team Members

Research Engineers, Designers, Program managers,
Architect & System admin

Agile S/W Dev Methods

Deutsche Bank 12 weeks project

Program Management

Definition and execution of Targeted Projects

Wolters Kluwer, Christian Dirschl, Chief Content Architect & Head of Content Strategy: "ADAPT's expertise is extraordinary, and the team understands that a project needs to be handled properly with respect to deadlines, deliverables and communication".

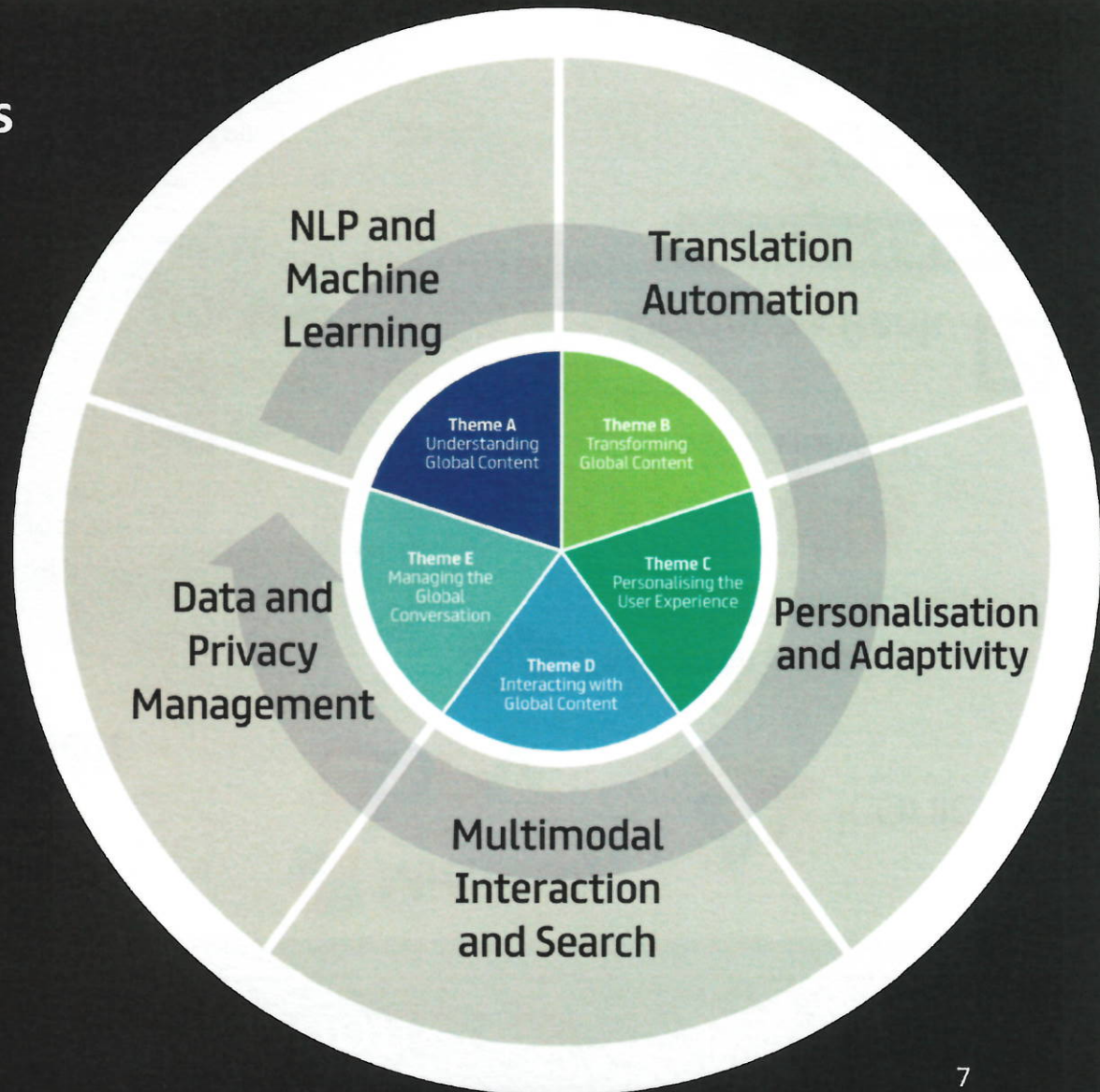
Industry Partners Across The Globe



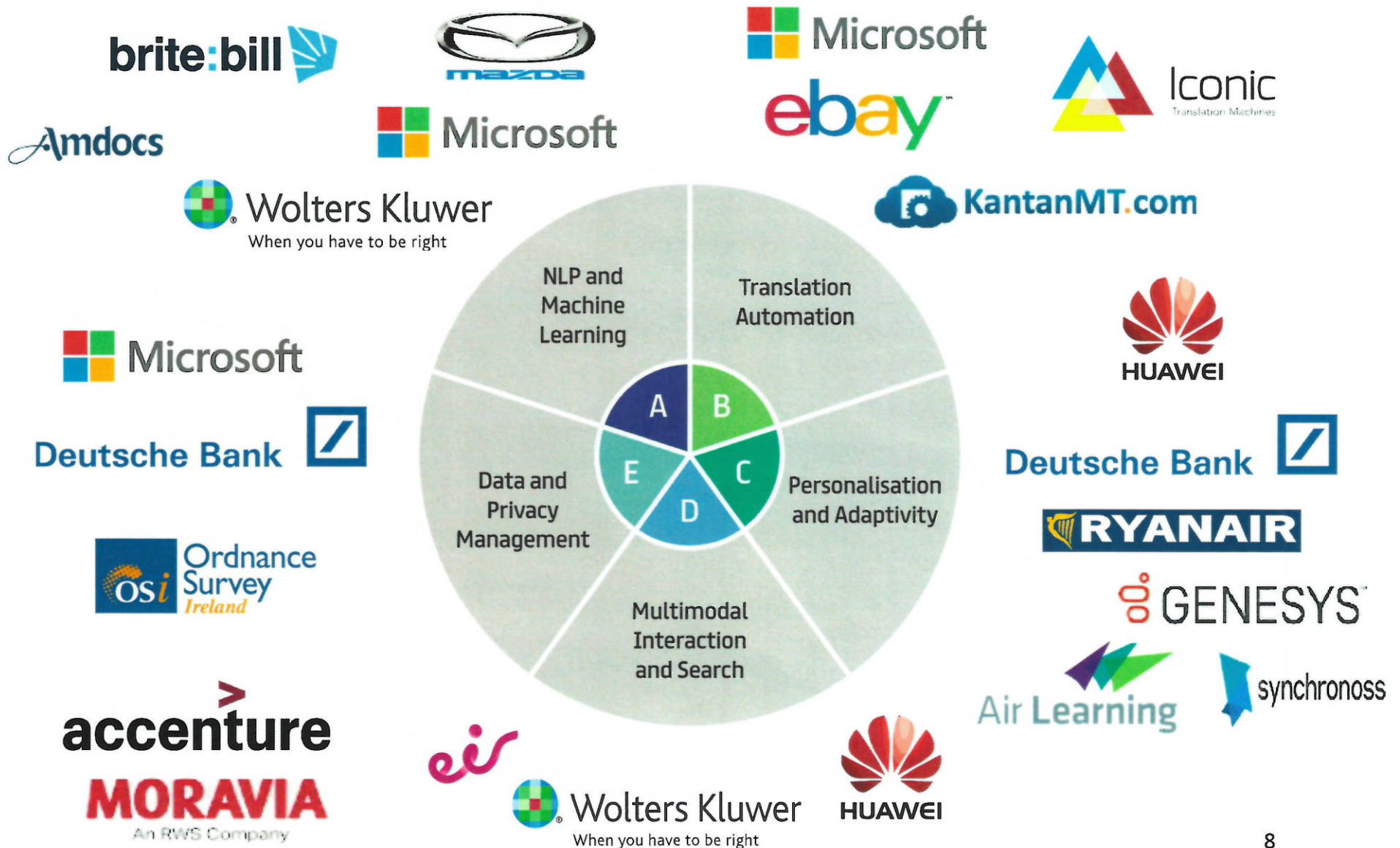
ADAPT Research Programme: Delivering Scientific Excellence & Economic Impact

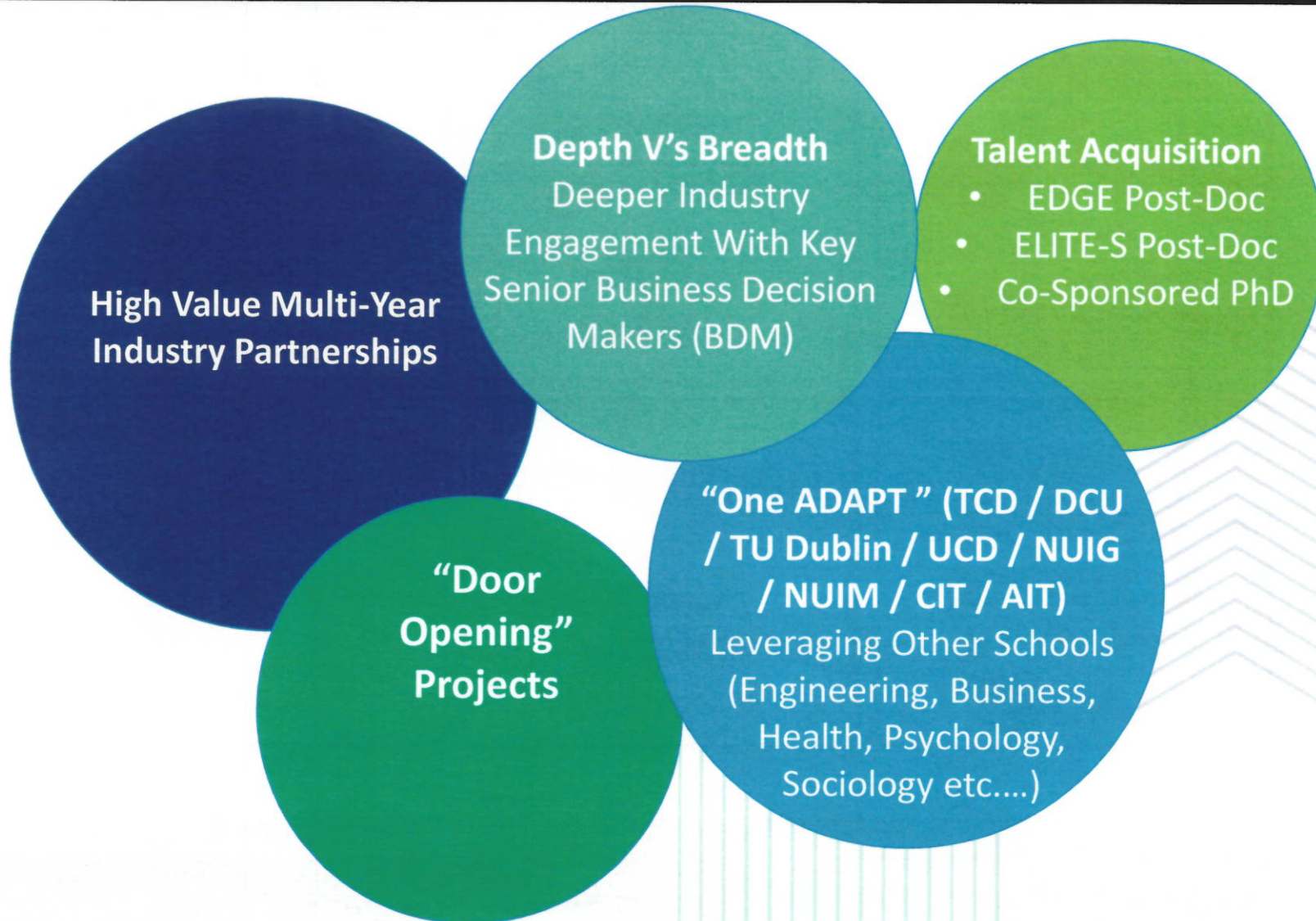


- **Unique Research across Lifecycle of Digital Content**
- **Integration Across Media Text, Video, Speech, Image and VR**
- **Embedding Intelligence for enhanced digital engagement**



Selection of Industry Collaborations





Sectoral Opportunities



Elevator Pitch To Industry Partner



**It's a quick and compelling introduction. It should be short, clear, memorable.
20-30 seconds!**

You're in a lift or elevator with a decision maker from a customer or potential investor or you're introduced to him or her at an event; you've got 20-30 seconds and you need to make an impact?

Form And Format

- 1. Content: your name, who we are, what we do, what makes us unique, spark an interest?**
- 2. Tailor it to the person you're talking to (what is their role: sales, operations, finance, engineering...).. What industry are they in?**
- 3. Close with a commitment to follow-up?**

Commercial Partner Selection Process



- Establish a pipeline of prospective industry partners.
- Criteria for partner advancement through 1) Contact 2) Prospect 3) Target.
- Rigorously research and filter prospective partners.

Criteria	Contact	Prospect	Target
1) Financials / Budget	Understand company revenue structure.	Research and Development budget.	Budget owner has sign-off to spend.
2) Relationships	Contacts established in R&D and C level executive (Business Decision Maker & IT Decision Maker).	Specific scientific contacts established. First or second priority problem aligns with ADAPT Centre expertise.	ADAPT Centre can provide a solution to their scientific problem. Multiple Contacts established across organisation.
3) Legal / IP / Contracts	ADAPT Centre NDA shared.	NDA signed and reviewing Framework Agreement.	Framework signed & Purchase Order (PO) in progress.

Sales Pipeline Management Strategy Employed



Tracking Leads

1. Targeted Projects
2. Co-Sponsored Post-docs
3. Co-Sponsored PhD's

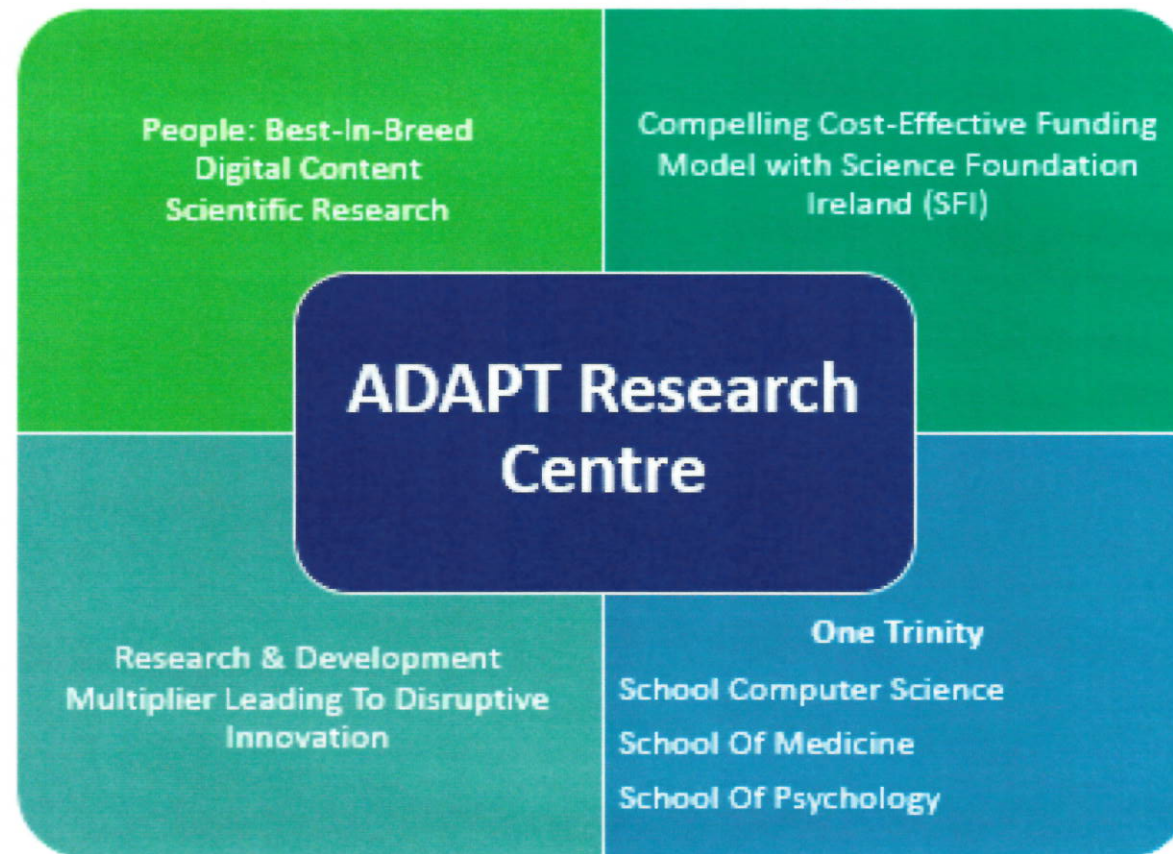
Professional CRM
System In place :
Pipedrive

**RWS Moravia, Jim Compton,
Technology Manager:** "working with
ADAPT, we've been exposed to a rich
world of research, technology, and
forward thinking folks who are
working on things that are poised to
disrupt the industry"

Value Proposition for Industry



“The economic value of the initial use has been estimated at €3m over a 3 year period.” Helene Graham CTO eir



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Value Proposition for Researcher



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Fostering Innovative Startup Companies



Ideas Coaching

1. Sprogs Welcome
2. Motion Detector
3. Unicook

Spin-in Ideas Coaching

4. Unity Style
5. Dock-it
6. Calibre (AiEditor)
7. Metro exchange

Feasibility fund €15k

8. Raave
9. Empushy
10. Hows my strike
11. Holmes
12. Syze.ai
13. AiMapIT

Commercialisation fund €40k - €350k

14. Darwin and Goliath
15. InterAct
16. VoiceTune
17. PathFinder
18. ARK

Q1 2019

19. Below the Horizon



- 20.

Spin Out



John Tinsley CEO Iconic Translation Machines: "Iconic has collaborated with the ADAPT Research Centre to access resources and expertise we don't have in-house to work on cutting-edge areas; and secondly, it helps Iconic to stay on top of the latest R&D in our field so that we can maintain our position as a market leader."

Customer Discovery Workshop



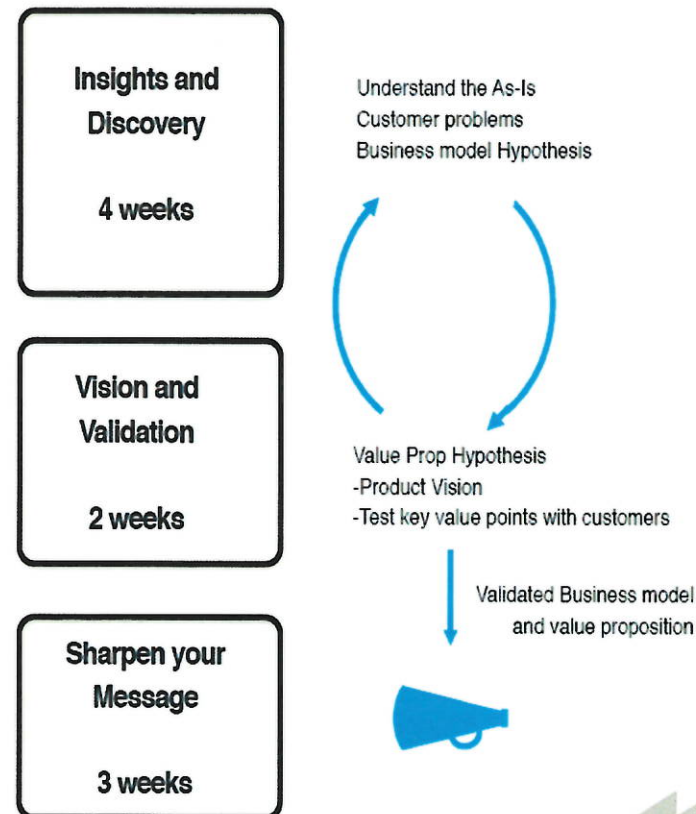
Workshop series

Customer discovery Workshop series

Goal is 30 interviews over 9 weeks, supported by:

- Learning by doing - get out of the building and talk to at least 30 customers
- Entrepreneurial training through hands-on workshops
- One-to-One coaching
- Guest speakers
- Pitch construction
- Pitch practise
- Pitch day in front of a Panel/Crowd

Result - a validated *business* opportunity, interested customers and well communicated pitch



Customer Discovery Workshop



Customer discovery Workshop series

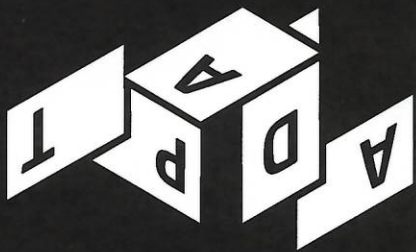
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Workshop Dates	Workshop Content	Homework	Goal is 30 interviews over 9 weeks	
14th Mar 2pm-4pm	<ul style="list-style-type: none"> Introduction Understand the As-is (Customer, Competitor, Business, Technology) Customer discovery and Outreach techniques 	<ul style="list-style-type: none"> Research the As-is Read Mom-Test Plan target lists and customer questions 	Insights and Discovery 4 weeks	Understand the As-Is Customer problems Business model Hypothesis
19th Mar 2pm-4pm	<ul style="list-style-type: none"> Assumptions Mapping 	<ul style="list-style-type: none"> Assumptions list Interviews 		
26th Mar 2pm-4pm	<ul style="list-style-type: none"> Start with the end in mind Assumptions Validation plan 	<ul style="list-style-type: none"> Validation Plan Interviews list to validate 		
2nd Apr	<ul style="list-style-type: none"> No workshop (one-to-one) sessions 	<ul style="list-style-type: none"> Interviews Gathered insights 		
12 Apr 2pm-4pm	<ul style="list-style-type: none"> Value Proposition Canvas 	<ul style="list-style-type: none"> Value prop demo/prototype Interviews 	Vision and Validation 2 weeks	Value Prop Hypothesis -Product Vision -Test key value points with customers
23 Apr 2pm-4pm	<ul style="list-style-type: none"> Your Pitch and Validation points- part 1: Problem/Solution/Market Opportunity/Routes to Market/Competition 	<ul style="list-style-type: none"> Update your pitch Interviews 		
1 May 2pm-4pm	<ul style="list-style-type: none"> Your Pitch and Validation points- Part 2: Revenue models/Team/Funding/Roadmap WoW statement 	<ul style="list-style-type: none"> Update your pitch WoW statement Interviews 	Sharpen your Message 3 weeks	Validated Business model and value proposition
7 May 2pm-4pm	<ul style="list-style-type: none"> Pitch Practise, Group feedback One-to-One sessions. 	<ul style="list-style-type: none"> Pitch Improvements Interviews 		
14 May 2pm-4pm	<ul style="list-style-type: none"> Pitch Practise 	<ul style="list-style-type: none"> Pitch Improvements Interviews 		

Workshop Location - LCR - O'Reilly Building, TCD

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Questions?

Thank you ...

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