Board Meeting at ESWC 2011
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Founding STIA

• Semantic Technology Institute Americas Inc is a joint venture of
  – STI Consulting & Research GmbH
  – Steve Bastasini
  – Craig Wingate
• Founded April 2011 in San Diego California
• Provides Services and exploitation opportunities for STI Members and EC funded R&D projects in the US
• Support the setup of a STI Community in the US
General Service Portfolio

• Consulting
• Exploitation
• Events
• Investor Relation
STIA Service Offerings - Consulting

- Analysis and research of US exploitation opportunities
- Development of targeted commercial use cases for appropriate domains
- Support of exploitation of European R&D projects
  - Develop Business Plans and investigate potential IPRs and exploitation opportunities
  - Outreach, education and introduction to potential business partners, acquirers, investors
STIA Service Offerings - Events

- Participation, representation or creation of appropriate dissemination events in US
- Development of targeted events/meetings specific to each project opportunities
- Organise Startup Competitions, e.g. at Semtech US West
STIA Service Offerings - Investor

- Potential initiation of IP licensing, pilot project deployment, and commercial proofs
- Potential initiation of discussions for investment and/or acquisition
Ongoing activities

- Startup competition at Semtech West US
- Semsphere US Business Launch
- Evaluation of exploitation opportunities of
  - Notube
  - Incemtives

- More: stia.sti2.org
STI SME Strategy

• Develop 3 strategies as asked by the board
  – SME - helping on funding and lobbying
  – SME - vertical conference representation
  – SME - benchmarking and other services

• Is this really what is SMEs need?
Analysis: helping on funding and lobbying

• Funding
  – nice to have but not a real focus in a startup
  – EC funding mostly has high administrative burdens with less economic impact for SMEs
  – Nevertheless great money in FP7 (75% funding, 60% flat rate overhead)

• Lobbying
  – Normally no efforts for that in a SME
  – But is there a real need?
  – SMEs just want to take the money
Analysis: vertical conference representation

• SMEs need economic contacts and need to increase their business network
• Scientific papers are nice to have but have not a real business impact for SMEs
• Open questions:
  – As a mostly scientific network, what can STI offer?
  – What are interesting conferences?
  – What are interesting tracks for SMEs?
Analysis: benchmarking and other services

- Benchmarking is interesting but
  - What can STI do better than the project SEALS with a lot of experts, millions of funding and not a real outcome at the moment?
- Other services?
What SMEs and startup really need?

• Money
• Contacts/network to investors, business people, customers, (researcher)
• Publicity
• Experts that evaluate their ideas
• Support in solving complex problems
• Support in maintaining the innovation queue
• Training
How does STI address this?

- **Money**
  - Bring them funding
- **Contacts/network to investors, business people, customers**
  - Startup competitions
- **Publicity**
  - Platform for Semantic Technology Companies
- **Experts that evaluate their ideas**
  - Not really implemented
How does STI address this?

- Support in solving complex problems
  - Matchmaking events. But not really implemented
- Support in maintaining the innovation queue
  - Not really implemented
- Training
  - Implemented with semsphere but do we really address startups?
Platform for Semantic Technology Companies

• List of SMEs in RDF including self maintenance (publicity)
• Matchmaking for proposal ideas and looking for consortium partners, initiate proposal moderated by STI (money)
• Matchmaking with researcher to find experts for complex problem solving (problem solving)
• Merge/enhance platform with planned Web 3.0 activities
Events

• Setup a yearly Innovation Workshop for SMEs (innovation queue)
• Startup competitions (networking)
  – Semtech US
  – Semtech London or ESTC Berlin
  – Starteurope cooperation
• Give SMEs a slot in the yearly summit to present their ideas (expert evaluation)
• Vertical slot at Semtec US or London in cooperation with EC projects for exploitation presentations
• Training events by semsphere
Complementary services

• Lobbying @ EC
  – Present ideas of SMEs
  – Bringing in new challenges
  – Be active in EC workshops and events

• Consultancy to submit a proposal

• Project Management for research projects