

Medical Innovation and Technology Explorer - MEDiate -

Description of required partners

The objectives of the project described here are:

- The main subject of the project is to strengthen innovation in the European medical technology industry. Therefore, collaboration, exchange of knowledge, communication and the conduction of common projects between European stakeholders of the medical technology industry (i.e. hospitals and doctors, medical technology companies, research institutes and R&D service provider, venture capitalists, ...) has to be boosted.
- The realization of the objective is based on two essential sub-objectives of the project:
 - a) Development of a tool set for technology and innovation management (TIM) for SME as a major requirement for effective collaboration
 - b) Development of a communication platform for all stakeholders of the medical technology industry

The figure below illustrates the principal functionality of the platform to be developed (Figure 1).

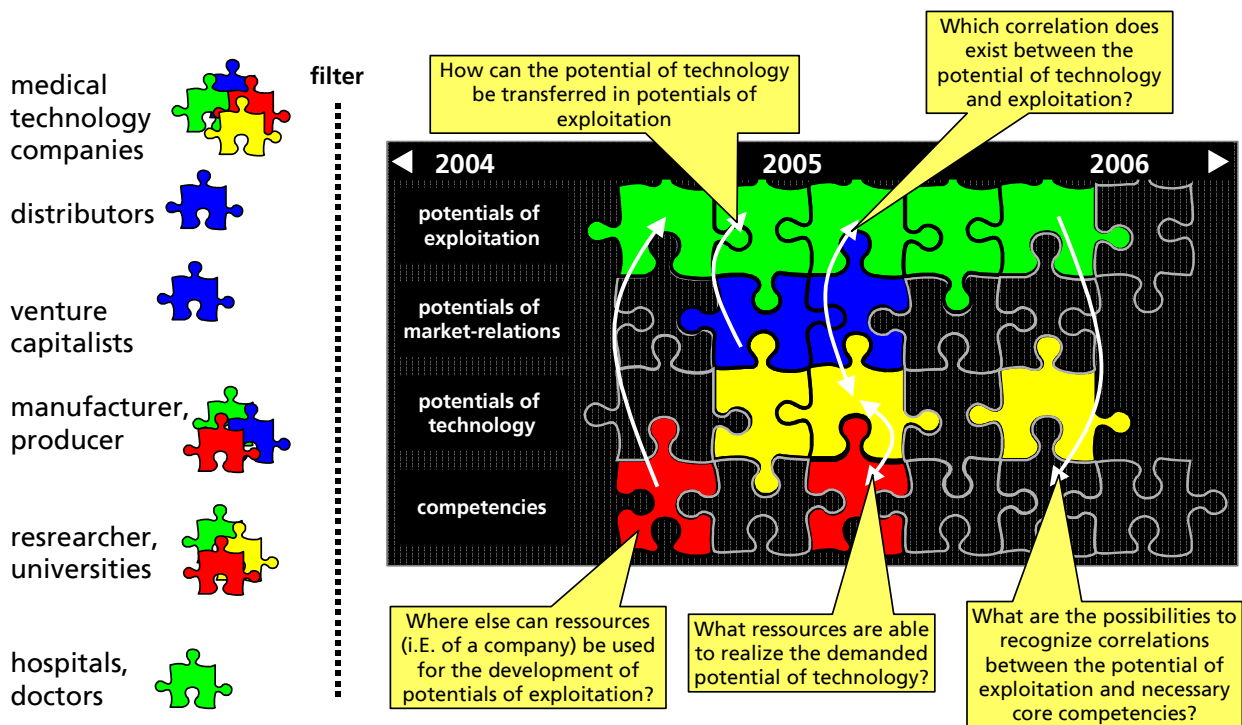


Figure 1 : Internet based communication platform

The project consortium should consist of different partners. Beside the Fraunhofer IPT and the machine tools laboratory WZL the following partners are requested:

- **Research Institute**

In order to embed not only R&D issues in the project, a European Marketing Institute or a chair of financing that is familiar with the financial structures of sme is wanted. The task of this partner would be to do the necessary research in marketing instruments and methods for sme. This involves how to find out possible potentials of exploitation and potentials of market-relations. Furthermore, the partner has to develop a method that allows to plan the financing of R&D projects and to assess the financial value of (core) competencies, technologies and potentials of technology. The objective of this method is to work out how companies can get financial support

(i.E. venture capital) for risky technology projects if they can qualify the monetary value of their projects. Therefore, the partner should be able to analyse the actual cost structure of the sme and should be able to give constructive advises. That means, the staff of the institute we are looking for should be a little familiar with common consulting methods.

- **Medical Technology Associations**

The medical technology associations carry out the communication platform at the end of the project and in the future past the project. They are responsible for the content of the platform. That means, they have to control what kind of information the different stakeholders can place in the platform. We are looking for medical technology associations (national or regional) that count at least 50 companies as their members. Ideally the association is from an eastern European country (i.E. Czech Republic, Hungary, Rumania, Slovakia etc.). The associations are also involved in the development of the business model for running the platform on the internet.

- **Medical Technology Companies**

Different medical technology companies shall be the lead users of the communication platform to be developed. They are responsible that the platform is especially be designed for their demands. Ideally the companies are typical sme's. They should have reached a critical size of 20 or more employees and should own a R&D department. The medical technology companies are also important for the project in order to evaluate the methods and tools that are developed for their strategic alignment. Furthermore, the companies are the testers of the training program. Within the training program the companies learn how to apply the methods and tools.