



TESLA Steering Committee no. 6,

December 12th & 13th 2013

National University of Ireland, 49 Merrion Square, Dublin 2

MINUTES

Present:

- Paul Healy, Cork Institute of Technology
- Carole O' Leary, Cork Institute of Technology
- Ronan Coleman, Cork Institute of Technology
- Pat Mulhern, Lionra
- Elizabeth Burke, Lionra
- Laura Lecci, EBN
- Robert Sanders, EBN
- Wolfgang Kniejski, INI Novation
- Ivona Skultetyova, Tilburg University
- Priyanka Priydershini, Tilburg University
- Andy Goodman, Bangor University
- Dermot Cahill, Bangor University
- Pedro Telles, Bangor University
- Valerie Moreau, LMT
- Kieran Moylan, BMW Regional Assembly
- Barry Guckian, BMW Regional Assembly
- Catherine Burke, BMW Regional Assembly
- Michael O' Brien, BMW Regional Assembly.

Welcome and Introduction

Chairman Kieran Moylan opened the meeting by welcoming all the TESLA partners to Dublin. Pat Mulhern, on behalf of the meeting host, Lionra also extended a warm welcome to all partners and thanked the National University of Ireland for the use of its meeting facilities. There followed a welcome address from Dr. Attracta Halpin, Registrar of the National University of Ireland who spoke about the history of the NUI Building and also the work of the National University of Ireland in the context of the NUI University configuration throughout the country of Ireland.

Adoption of the agenda.

The meeting agenda was adopted unanimously.

Minutes of Steering Committee no. 5, Eindhoven, July 2013

The Minutes of the fifth steering committee meeting were adopted unanimously.

Review of agreed tasks from Eindhoven meeting

It was agreed that the tasks would be reviewed as they arise on the meeting agenda.

Formal approval of Request for Change (RFC – no. 1)

Michael O' Brien informed the meeting that the first Request for Change to the project had been approved by the NWE Programme Secretariat on November 12th 2013. A copy of the formal letter of approval was circulated to members which described the approved amendments to the project. These changes approved were changes to the Action management Framework, budgetary movements within partner budget profiles and the inclusion of in kind contributions in the expenditure profile of Lionra. While a time extension was not requested by the Lead Partner in the RFC no. 1, the letter appeared to allow the end date extend. It was agreed that the Lead partner would seek clarification on this matter in advance of the next meeting.

Reporting, Financial Management and expenditure claims update

Catherine Burke presented a set of financial tables which captured the level of expenditure on the TESLA project up to June 30th 2013. The level of implementation across the project amounted to 19.13% or €733,200 which was approximately half of the forecast expenditure. Given the low level of implementation, partners were informed that the project was in danger of de-committing funds. The Programme Authorities had informed all projects of this possibility given the overall N + 2 Automatic de-commitment risk to the NWE Programme. All partners committed to increasing substantially their expenditure levels for the fourth and subsequent claims. A timetable was also circulated by Catherine which set out the deadlines for the April 2014 reporting period. The fourth claim will report on the expenditure from the period July 1st to December 31st 2013 she added. Members were also informed that due to the level of information required on each action in the on line April Long Form report, each Action Leader would be required to complete reporting templates for their respective actions. It was agreed that each partner would be circulated with the template for completion following the meeting for the purposes of the April 30th reporting deadline. Other issues discussed in respect of financial management matters included delays experienced with First level Control and technical matters related to the On-line financial form (OLF). It was agreed that following the meeting, Catherine would send to each partner a summary setting out the precise documents required to be uploaded to the OLF together with instructions on the use of correct file names and details of reporting deadlines.

Michael O' Brien informed the meeting that two partners had made a request for additional budget. There followed some discussion on matter in the context of outputs from each of the actions. It was then agreed that a decision on any re-distribution of budget between partners

be postponed until the summer steering meeting after further progress is made on action implementation and after all partners provide a projection of expenditure to project end.

Action Implementation update

Creative Industries.

Laura Lecci, on behalf of action Leader EBN presented an up date presentation on the progress of the Creative Industries action. The meeting was informed that needs assessment forms had been completed for 30 companies to date across the six programme partner countries. The main needs identified by these firms included access to business planning, finance and internationalisation supports. Partners were informed that a workshop would take place in the Netherlands on February 15th/20th 2014 in respect of access to finance. A workshop is planned for the UK at the office of UKBI in Birmingham in March 2014 and a further workshop would be held in France in early April 2014 on Business Planning. The remaining three workshops were planned to take place in Ireland, in Germany and at the EBN Congress with dates to be confirmed later. In the case of Tilburg University, members were informed of a planned workshop in February/March in the Netherlands, building on links established with a creative Industry platform in Brabant. Laura also presented outline details of the training envisaged for Bangor University and the testing options under consideration for the Virtual Toolkit component. It was agreed that the three Action partners would agree the format and structure of the online platform following the meeting.

New Product Design and Development

Ronan Coleman, on behalf of action leader CIT delivered an update presentation on the progress of the NPD&D action. Members were informed that a total of 13 companies had been approved to date to participate in the action (5 from CIT, 4 from LMT and 4 from Bangor University). In the case of CIT each firm had been allocated 2.5 days to develop to develop their respective technology project. In the case of LMT, three days training and four days targeted supports will be delivered to all French participants. The staff of LMT will benefit from specialist design training in order to help deliver the training directly to the selected firms and also through the expert assistance of a NPD expert. For Bangor University eight half day co-lab afternoon sessions will be delivered between Quarters 1 and 3, 2014. Bangor will use in-house expertise whereas LMT and CIT have recruited NPD experts.

In the case of the five CIT recruited firms, three have completed their projects, the remaining two are ongoing and will complete in January 2014. The four LMT companies will begin training in January 2014. The Regional platform for innovation and design, developed by Antoine Thebaud will be launched in December 2nd 2013. In the case of Bangor University the co-Lab element of the Creative Industries project has been successful with successful prototyping undertaken for the four companies during the pilot phase. Further recruitment to the action will take place during 2014.

Innovation Outreach

Pat Mulhern informed the meeting that three distinctive approaches would constitute the Outreach action which had yet to commence. In the case of Lionra, a centre had been identified in Cavan in the North East Region of Ireland to facilitate the delivery of the

scheme. He added that three Local Micro enterprise agencies had been approached with a view to identifying suitable firms to participate. The target number of firms he added would be closer to 15 than the originally planned 30. In the case of INI-Novation, he added that comprehensive Implementation plan had been furnished in October 2013. The plan, he added detailed the recruitment process for firms through awareness raising events in the Hessen region. The European Space Agency through the BIC Incubator CESAH would be central to this process as would the European Satellite navigation competition. It was envisaged that 25 firms would be targeted for the outreach programme in Germany which would comprise flexible training and mentoring, the provision of Incubation facilities, access to a Business Development Manager and a professional networked environment. In the case of Bangor University, no Implementation plan had been submitted to date. In view of this, it was agreed that the Implementation Plan for Bangor University be submitted to Lionra immediately so as to allow the commencement of the action without further delays.

Internationalisation

Carole O' Leary, on behalf of Action Leader, CIT delivered a progress update on the Internationalisation action. Overall the action had exceeded its targets already in terms of companies recruited to the pilot programme. Across all 5 participant regions 52 firms had engaged with the action. In terms of the workshops delivered during 2013 on the German Market and Chinese market entry, Carole stated that following these workshops there had been a limited level of follow through. Five companies had indicated that they needed additional help & expertise however one to one engagement was now required to match company requirements to TESLA partner expertise. A summary was then provided on the specific companies engaged to date and their individual market requirements. Going forward, Carole stated that further recruitment was planned in addition to engaging with the UK & US embassies on market entry intelligence.

Transnational Placements

Valerie Moreau on behalf of Action leader, LMT updated the meeting on the progress of the Transnational Placements action. To date 8 host organisations had completed needs assessment forms and 15 had been completed for places (moving persons). Those places participating in the Placements are as follows: -

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| LIONRA: | George Mc Court & Jeanette Gillen, IT Sligo |
| Bangor University: | Ceri Evans, Gary Clifford, Dermot Cahill, David Joyner, Siwan Mitchelmore, Ama Eyo, Pedro Telles and Andy Goodman. |
| EBN: | Laura lecci, Chiara Davalli and Margaret Mulligan |
| CIT: | Carole O' Leary, Paul Healy, George Bulmann & Kevin O' Mahoney |
| INI-Novation: | Wolfgang Kniejski and Veneta Ivanova |
| LMT: | Sandrine Trouillard, Silvia Spondu and Valerie Moreau. |

The eight host organisations completed forms were: -
CIT, EBN, INI-Novation, LMT, Bangor University, Colab (Letterkenny IT), GMIT (IIBC) and NUI Galway. While only one Placement had taken place during 2013, it was foreseen that more placements would take place during the first half of 2014. (8 in all foreseen for 2014). It was also agreed that any outstanding application forms be completed and forwarded to LMT at the earliest possible convenience. Valerie in her presentation of the report also stressed the importance of capturing follow up contacts between the Placed officer and the host institution. All partners also undertook to consider further host institutions beyond the partnership. This was agreed.

Soft landing/Co-Incubation

Wolfgang Kniejski, on behalf of Action Leader INI-Novation delivered an update presentation on the progress of the Soft Landing action. Members were informed that the Guidebook for participating firms has been completed and will be further refined taking into account participating partner contributions. In the case of INI-Nov contacts have been made with Chambers of Commerce and Commercialisation agencies with a view to targeting suitable firms. Following the initial Awareness Raising event held, other events have been attended such as a Horizon 2020 Information seminar and the European Enterprise Network event. Wolfgang then set out details of the specific types of supports required by the firms already recruited to the scheme, eleven of which have been recruited by LMT and five by INI. It was agreed that additional promotional materials would be produced which will assist the recruitment process. The meeting also agreed that all outstanding host Incubator profiles be completed and submitted to INI-NOV as soon as possible. The timetable for the training element of the action was moved to Quarter 2, 2014.

Mentor Plus

Pat Mulhern on behalf of action leader, Lionra presented an update on the progress of the Mentor Plus action. In the BMW region of Ireland, a total of ten companies were selected to participate following a recruitment drive which included both a public call for expressions of interest and the targeting of firms located within the campus environment. Pat outlined details of the mentoring assistance where selected firms could choose from an International panel of mentors, a National panel or a company identified specialist. A further ten companies will be selected in 2014 as part of phase 2 of the scheme. Members were also informed that LMT, EBN and INI-Nov were assisting with the identification of International mentors. To date 8 mentors had been identified by the participating partners. In the case of LMT a Finance Specialist, Antoine Tetart has been recruited in September 2013 to work on LMT's programme for Mentor Plus. A comprehensive auditing process of company needs is currently taking place, Pat informed members. The companies identified have completed a three year incubation phase and required mentoring supports on management strategy and financial planning. In the case of EBN and INI-Novation recruitment on the scheme will commence in early 2014. It is envisaged that the Mentor Plus action will exceed its initial target of recruited firms.

Spin Ins

Ronan Coleman, Action Leader for the Spin Ins initiative delivered a progress update. He stated that for the two Irish partners in the action (CIT & Lionra), it was agreed to source one expert in the field, Dr John Cashell. A number of promotional seminars were held during 2013 in Cork and throughout the BMW region to promote the scheme which resulted in a cohort of suitable companies identified to participate in the pilot. Based on the feedback received from the companies who attended the seminars in Ireland, it was felt that the scheme should be re-targeted at senior executives in early 2014. In this context a new brochure has been prepared by CIT & Lionra. The course presentation format proposed was 1 day/ week over an eight week period however this is subject to change based on the timetables of attending executives. LMT and Tilburg will use the content of the programme prepared by Lionra/CIT to promote the action and recruit suitable firms during the first quarter of 2014. Seminars are planned in quarters 3 & 4 2014. A presentation on the Spin Ins Initiative followed during day 2 of the meeting from Dr. John Cashell.

Entrepreneurial Finance

Ivona Skultetyova, on behalf of action leader, Tilburg University presented an update on the progress of the Entrepreneurial Finance Action. She informed the meeting that Tilburg University had established a strategic relationship with Brainport Eindhoven Region to strengthen the scheme. BER supports the development of world class Innovation projects through the provision of hi –tech growth supports. Following the completion of the course content the first Entrepreneurial Finance workshop was held on October 24th 2013 in Eindhoven. The event was attended by over 40 participants. A second workshop is scheduled to take place in May 2014 during Dutch Technology week which will be more practical based and targeted at a larger cohort of HPSU companies and Venture Capital providers (100 in all). Professor Erik Vermeulen 's paper on new forms of VC finance will be used as the main focus for the event. It is also intended to use the event to introduce case studies of successful start ups as well as facilitating match making between firms and providers of finance. It was agreed that the content of Professor Vermeulen's paper be circulated to all partners following the meeting as well as details on the second workshop. The programme will be rolled out in Cork and Darmstadt in 2014, initially through Finance workshops. Wolfgang Kniejski requested that, going forward the action leader provide more opportunities for the TESLA partners to be more involved in the implementation of the Entrepreneurial Finance action. This was agreed.

Public Procurement

Dermot Cahill representing the Action leader Bangor University presented an overview of the progress of the Procurement action. Members were informed that the content for the programme had been prepared over previous months. The detailed content of the programme was explained to the group. The recruitment drive for the action will commence with the presentation of the TESLA Procurement action at the National Procurement Week Conference in Cardiff, Wales from March 17th -21st 2014. The TESLA procurement action will feature over two days at the event (March 18th and 19th). Topics covered will include tender strategies, legal aspects of public procurement, collaborative bidding techniques and tender surgeries. All partners were encouraged to attend the Procurement week event in Cardiff. It was agreed that Bangor University would liaise closely with Tilburg University in respect of the organisation of procurement seminars in the Netherlands on April 9th & 10th 2014. The firms recruited to the action will then receive one to one guidance through tender surgeries as well as structured training.

Evaluation

Pat Mulhern on behalf of Lionra, the Action leader repeated the importance of capturing all monitoring data & beneficiary feedback in respect of all actions, as required under the project. Pat agreed to circulate Evaluation templates in respect of both the firm and mentors/Trainers following the meeting. It was agreed each action leader would customise the form to the specific action.

Best Practise Guide

To assist Bangor University with its work in completing the Best Practise Guide it was agreed that each action leader would identify one best practise case study per action and forward to Bangor University using the established Best Practise template.

Communications/Publicity

Barry Guckian presented a draft of the second Newsletter which covered activities on the project over the period April to December 2013. These activities included the launch of the Tesla actions by the Irish Minister for Research and Innovation, Mr. Sean Sherlock, TD in May, coverage of the TESLA presentation to the EU WIRE conference in Cork in June, features on the Entrepreneurial Finance workshop in Eindhoven in October and coverage of the Internationalisation workshops in Cork and Galway in May. Barry also attended the North West Europe Annual event in Roubaix, France in November. Regarding the third newsletter it was agreed that more company case studies should be used featuring testimonials from the beneficiaries. The third newsletter will cover the period January to June 2014. This was agreed.

Regarding the TESLA project website, Pat Mulhern explained the change in membership of Lionra. It was agreed therefore that all references to Athlone and Dundalk Institutes of Technology be removed from the site given their withdrawal from the Lionra network. It was also requested that partners forward content for upcoming events to Barry for upload to the website.

Potential for future collaboration

Valerie Moreau informed the meeting that the Laval Virtual Expo event would be held in Laval in early April 2014. It was proposed that a meeting of North West Europe project managers/partners be held to discuss the potential for future collaboration. LMT had established links with the North West Europe LILA and Open Innovation projects and so a meeting with TESLA was encouraged. It was agreed that the Lead partner attend this meeting to explore future possibilities and report back to the Steering committee. LMT agreed to liaise closely with the Lead Partner on a precise date for the meeting.

Arrangements for Steering committee meeting no. 7

Robert Sanders made a proposal that the EBN Congress 2014 could be used as an opportunity for the TESLA project to disseminate its positive results and Internationalisation opportunities. The 2014 EBN Congress is due to take place in Lleida, Catalonia, Spain on June 25th-27th 2014. Some partners who are EBM members/ associate members will attend this event. Partners agreed that the opportunity to showcase the project at such a large EU business networking forum should be taken advantage of. The Lead partner informed the meeting that Lleida was outside the programme area therefore a formal application to the Programme Secretariat to host the seventh steering meeting in Spain was required. It was agreed that the Lead partner seek permission from the JTS to host the meeting in Spain in June 2014. The members also tentatively provided for the penultimate steering meeting in Bangor in November 2014 followed by the final meeting in Cork during the first six months of 2015.

Kieran Moylan then concluded the meeting by thanking all partners for their contributions. He wished everyone a happy Christmas. A tour of the Dublin technology & enterprise centre at Trinity College followed. There being no further business the meeting concluded.

The above minutes are an accurate account of the Steering meeting

Signed: Kieran Moylan (Steering Committee Chair)

Dated: 24/6/14