



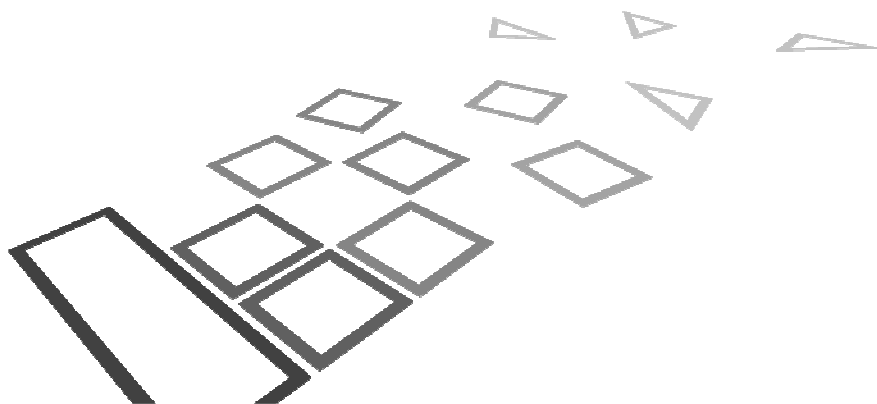
Strategies of technology-based SME in the FP7 participation



Strategies of a technology-based SME in the FP7 participation

Igor Kočiš, CEO

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Introduction - ARDACO, a.s.

Slovak communication security expert

- **Mobile communication and collaboration security**
- **Document processing security and electronic services**
- **Products & Services delivery based on own technology and know how**

Present on local and global markets – solutions for

- **Strategic European and national security initiatives**
- **Public Institutions** in the area of secure information exchange
- **Commercial vertical segments – industry, utilities, communication, financial services**



Why to run international co-operation?

- **To stay at the cutting edge in the technology field**
 - Being in contact with leaders in branch
 - Forming the future of technologies
- **To develop business opportunities**
 - Intensive partnership and common solutions development
 - Potential investments
- **To finance own research and development**
 - Insufficient Slovak resources and schemes
 - Bringing partial financial coverage of R&D expenses



How to run international co-operation?

➤ **Exploit opportunities**

- EU membership and related advantages
- EU R&D support programmes (FP7, CIP)

➤ **Have a vision to offer**

- Innovative ideas and European-wide view

➤ **Be active**

- Taking part at important meetings – boards, etc.
- Contributing to policy papers

➤ **Have professional team**

- European union and public affairs expertise
- Technology and project management expertise



How to run international co-operation?

1. Define your goal
2. Analyse opportunities
3. Choose the right ETPs/JTIs and become a member
4. Join the right expert group (i.e. Security WG)
5. Use your competitive advantage (new member state, SME, expertise)
6. Become „project leader“ or partner
7. Prove yourself as a reliable project partner



ARDACO FP7 Experience

- Active role in European technology platforms (ETPs)
 - **EPoSS ETP**- Smart Systems Integration
 - **Steering board member – Ivan Kočíš**
 - **eMobility ETP** - Mobile and Wireless Communication
 - Member
 - Active role in Joint technology initiative (JTI)
 - **Artemisia JTI** - Embedded systems (PPP of the EC)
 - **Steering board member – Tomáš Krištofič**
- ⇒ We consulted the new Work programme for ICT 2009-10



ARDACO Success Story

SECRICOM - Seamless Communication for Crisis Management

- FP7 large scale Integrated Project – 12,5 mil. Euro budget
- 13 partners: QinetiQ, Infineon, Bumar, Hitachi, Nextel, BAPCO, Unis'...
- **Ardaco is a key project partner and technological coordinator**
 - Key ideas creator – developed in EPoSS ETP – most partners
 - Project preparation, consortium building and technological management
- **Project goals:**
 - Public Safety - Secure interoperability of existing hundreds thousands mobile devices already deployed
 - Proof of the concept, demonstrator, pilot projects - crisis management



How can we help you?

➤ Consultancy services

- Strategy creation
- Partner search
- Introduction to elite clubs
- Proposal preparation
- Project management trainings

➤ Partnership

- Become our technological partner

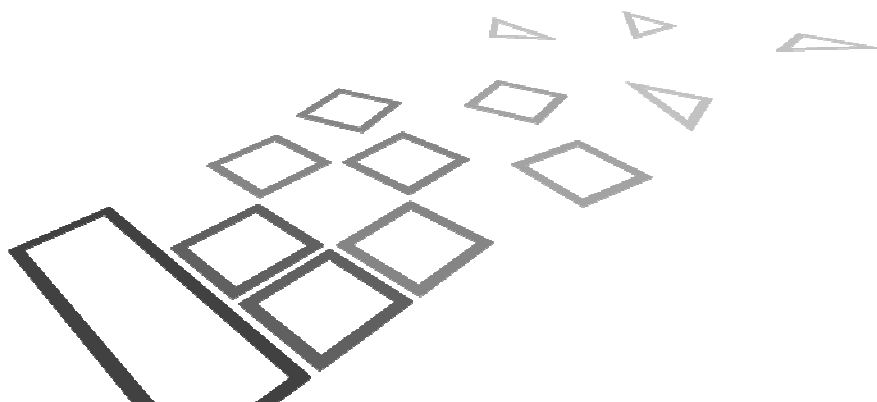


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