

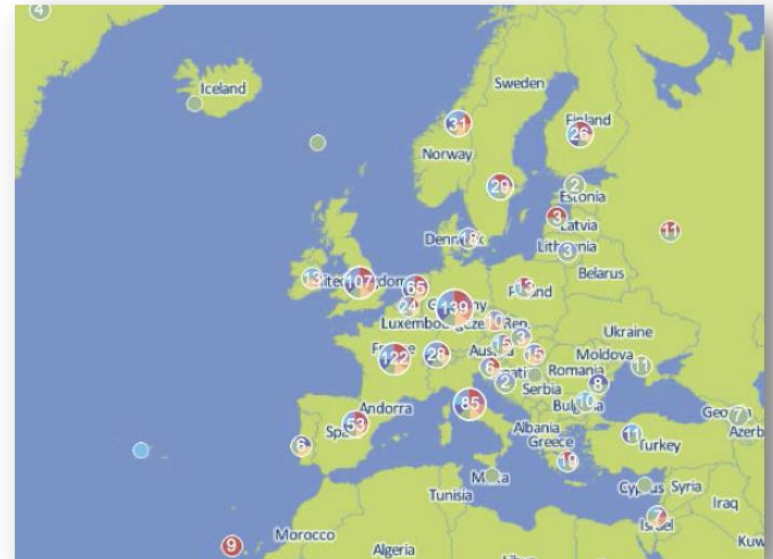
# The ATTRACT initiative



[www.attract-eu.org](http://www.attract-eu.org)

# ATTRACT: Political Context

- The EC is increasingly emphasizing the role that European Research Infrastructures (RIs) need to play as innovation engines.
- Pan-European and National RIs represent an enormous potential as well as investment in people and resources.
- Key question: Is it used optimally?
- Could RIs work together to make it work better?



# ATTRACT: A New Innovation Ecosystem

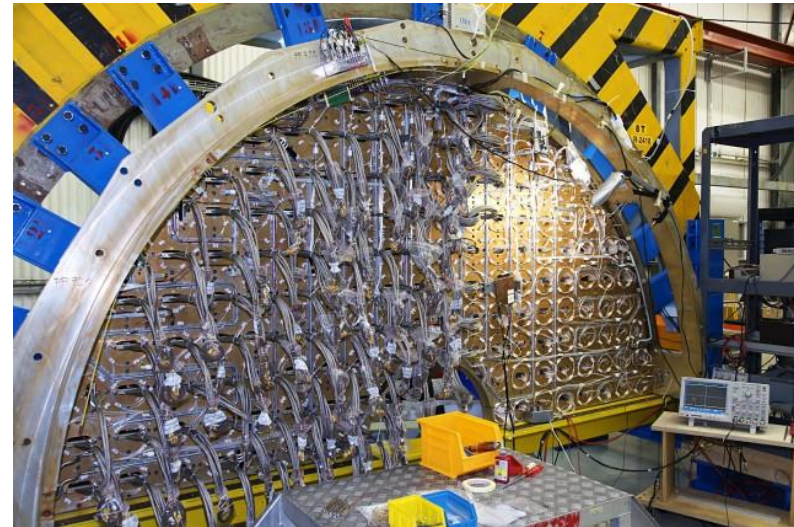
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A pan-European ecosystem of opportunities:

- ☐ For serving the RIs and their R&D communities in their mission, while...
- ☐ ... better extracting industrial and societal value out of fundamental science and ...
- ☐ ... stimulating the talent of young professionals.

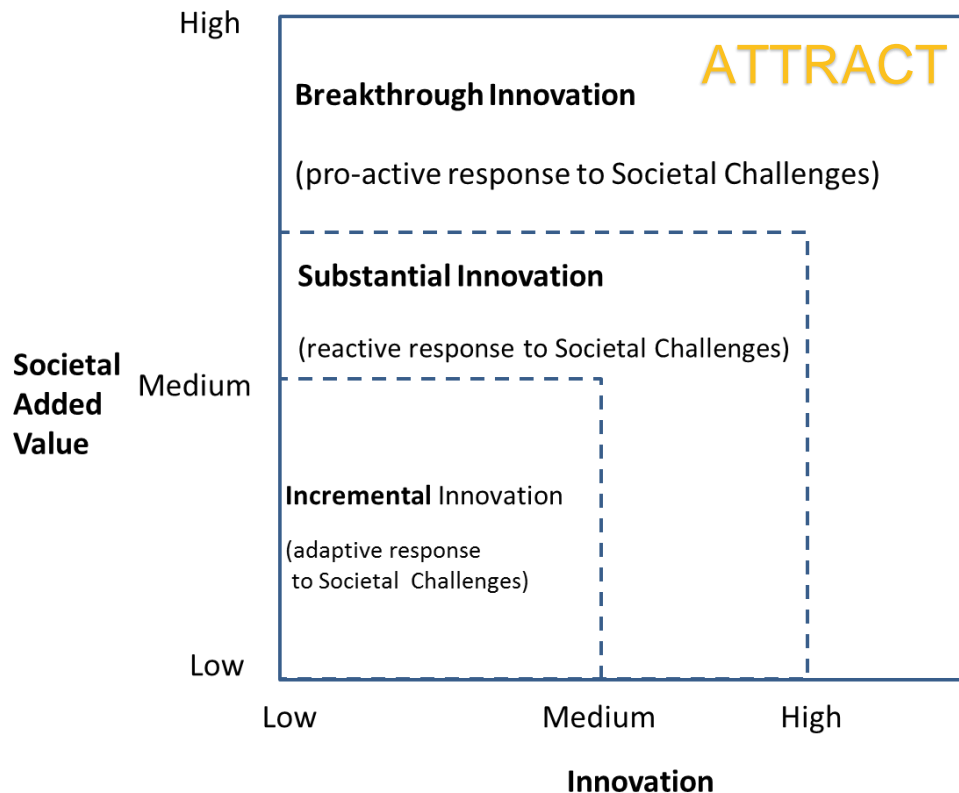
# ATTRACT: Philosophy

- Pursuing the limits of Fundamental Science generates breakthrough technologies.
- Within the right ecosystem these technologies can systematically generate innovations capable of transforming our society and responding to societal challenges.
- These transformations increase our social wealth as citizens.

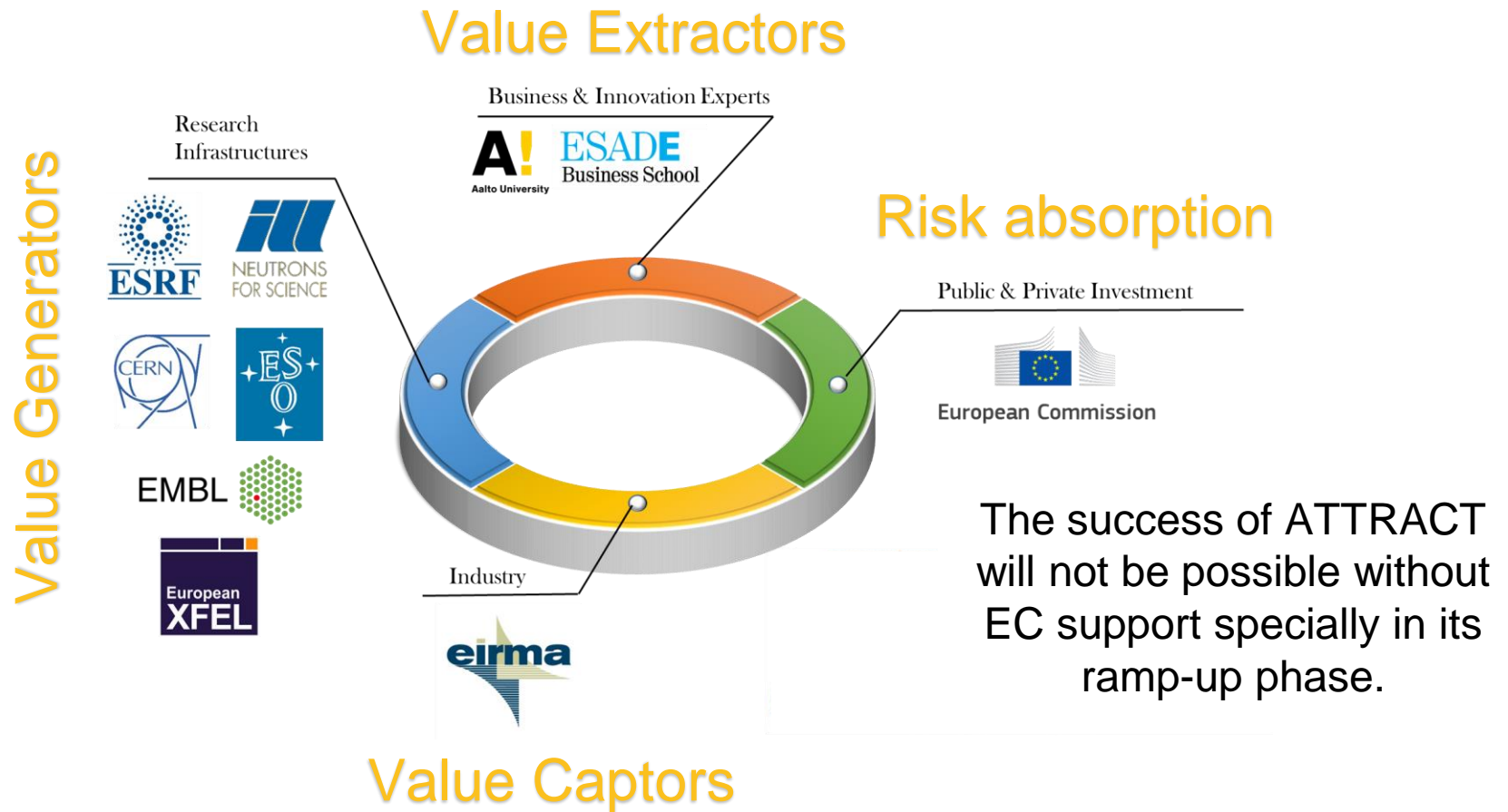


# ATTRACT: Pro-active Response

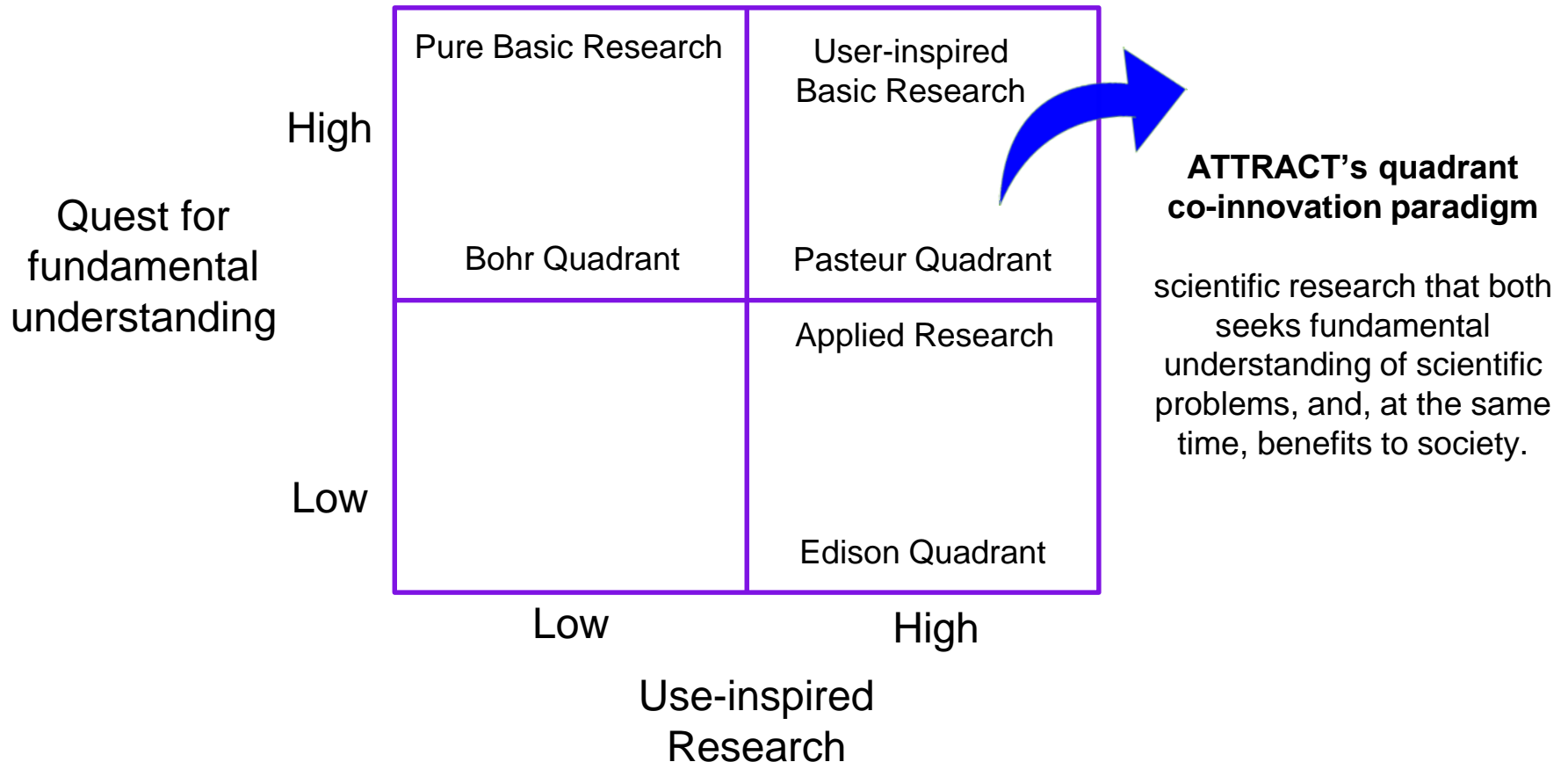
Breakthrough innovation anticipates future societal needs.



# ATTRACT: Main Strategic Actors



# ATTRACT: Why Research Infrastructures, Industry and Business and Innovation specialists together?



# ATTRACT: Paradigm

## Balancing collaboration and competition

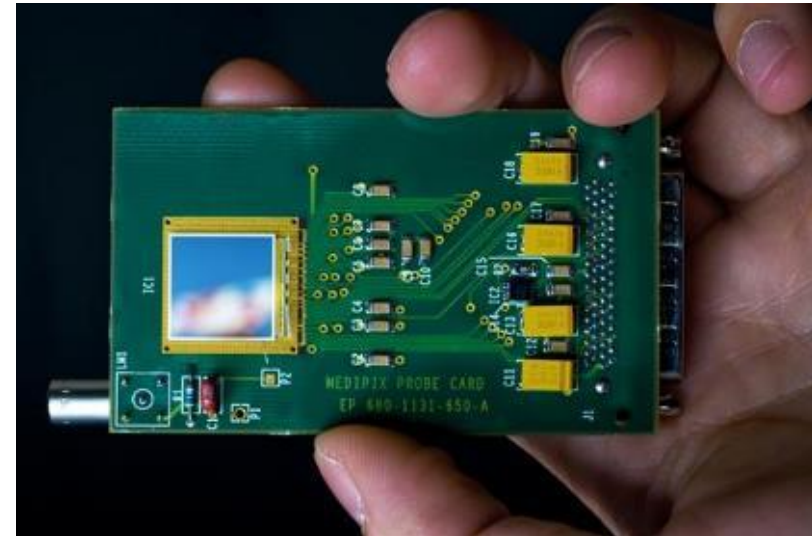
- ATTRACT aims for facilitating the transition from Open Science (RIs) to Open Innovation (Industry).
- Proposes a new *co-innovation* paradigm between Industry and RIs.
- *Co-innovation* breaks with the traditional procurer-buyer model and proposes a strong cooperation from the beginning of the innovation value chain on identified win-win technology and business opportunities.



# ATTRACT: Technology Focus

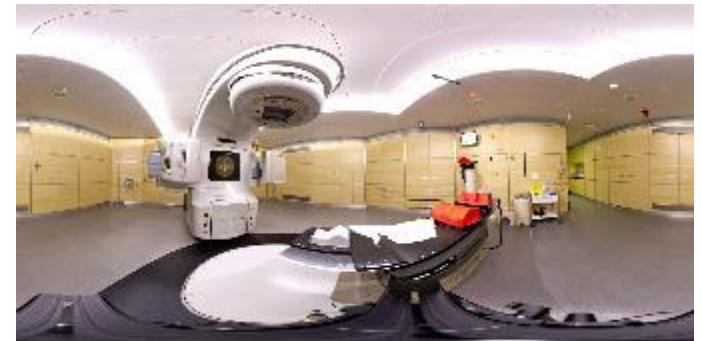
## Focus on detection and imaging technologies

- They are the backbone for European RIs and their R&D communities.
- They are the core of future industrial developments, applications and business.
- Detection and imaging technologies allow for the emergence of fast innovators especially SMEs.



# ATTRACT: Technology Focus

- Detection and imaging technologies will be critical for the future of European competitiveness and jobs.
- Key European industrial players will leverage on them to gain a crucial competitive advantage.
- They will enable profound social transformations.



# Multi-billion market technologies propelling industries and transforming our world



All within the ATTRACT detection and imaging value chain.

# ATTRACT: Business Angle

## Fostering entrepreneurship

- ATTRACT is not an initiative with an exclusive focus on technology development.
- ATTRACT aims to create new paradigms for innovation with the contribution of innovation experts.
- Business Schools, Innovation hubs and entrepreneurship experts are key and together with RIs and industry on the driving seat from start.



# ATTRACT: Young Talent

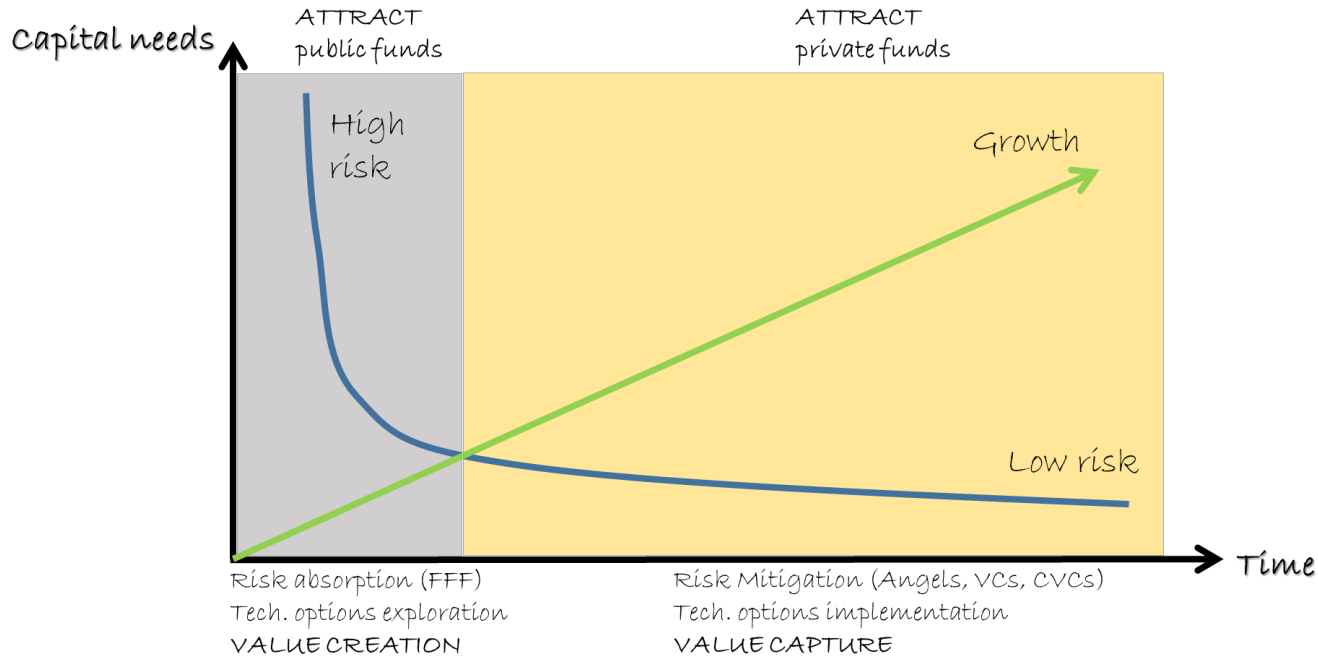
## An instrument for the young talent

- ATTRACT aims to create a new pathway to favour innovation linked to entrepreneurship and “out of the box” thinking.
- This philosophy will be specially oriented to young talent in Europe.
- CERN (IdeaSquare), Aalto (Design Factory), ESADE (Creapolis) among many other ATTRACT supporters already have dedicated pilot experiences.



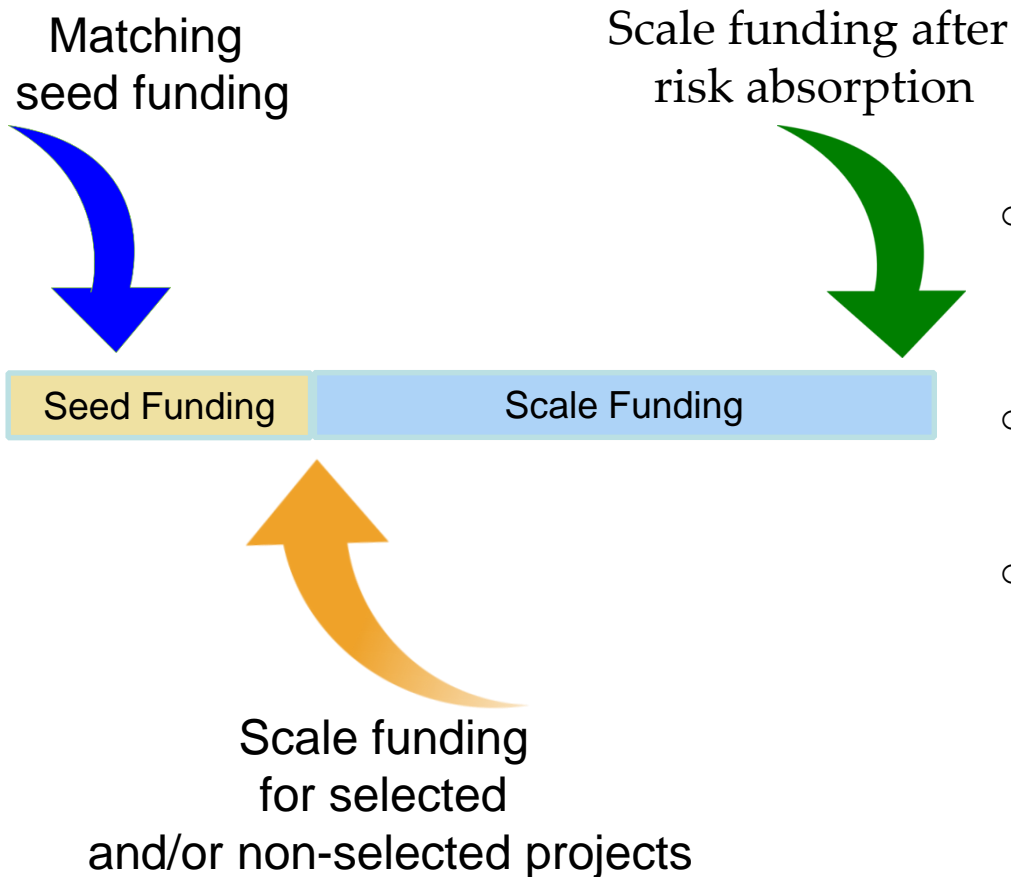
# ATTRACT: A New Approach for Funding

Long term challenge beyond 2020: How to blend public and private funding?



- ❑ Public EC money has the capacity to absorb the high risk inherent to breakthrough innovation to pave the way for a more effective entry of private capital.
- ❑ The net result is an increased leverage of private money out of public funding.

# ATTRACT: A New Approach for Funding



- Private Investors can choose depending on their interest (Corporates, VCs, Angels) and capacity to assume risk.
- Different ways of investing (SMEs, start-ups, corporate investment, etc).
- Advantages: low complexity, no need of *ad-hoc* mechanisms; decoupling between public and private funding but complementarity.

# ATTRACT Roadmap

## 2018 (ATTRACT Phase 1)

Initial 20 M Euros EC fund.  
Seed funding of 170 breakthrough projects (100 k Euros each).

1

## 2020 (ATTRACT Phase 2)

Scale EC funding (in place).  
Select 6 to 7 projects of ATTRACT Phase 1.  
Scale funding them with 4 to 6 M Euros.

2

## 2021 (Maxi-ATTRACT)

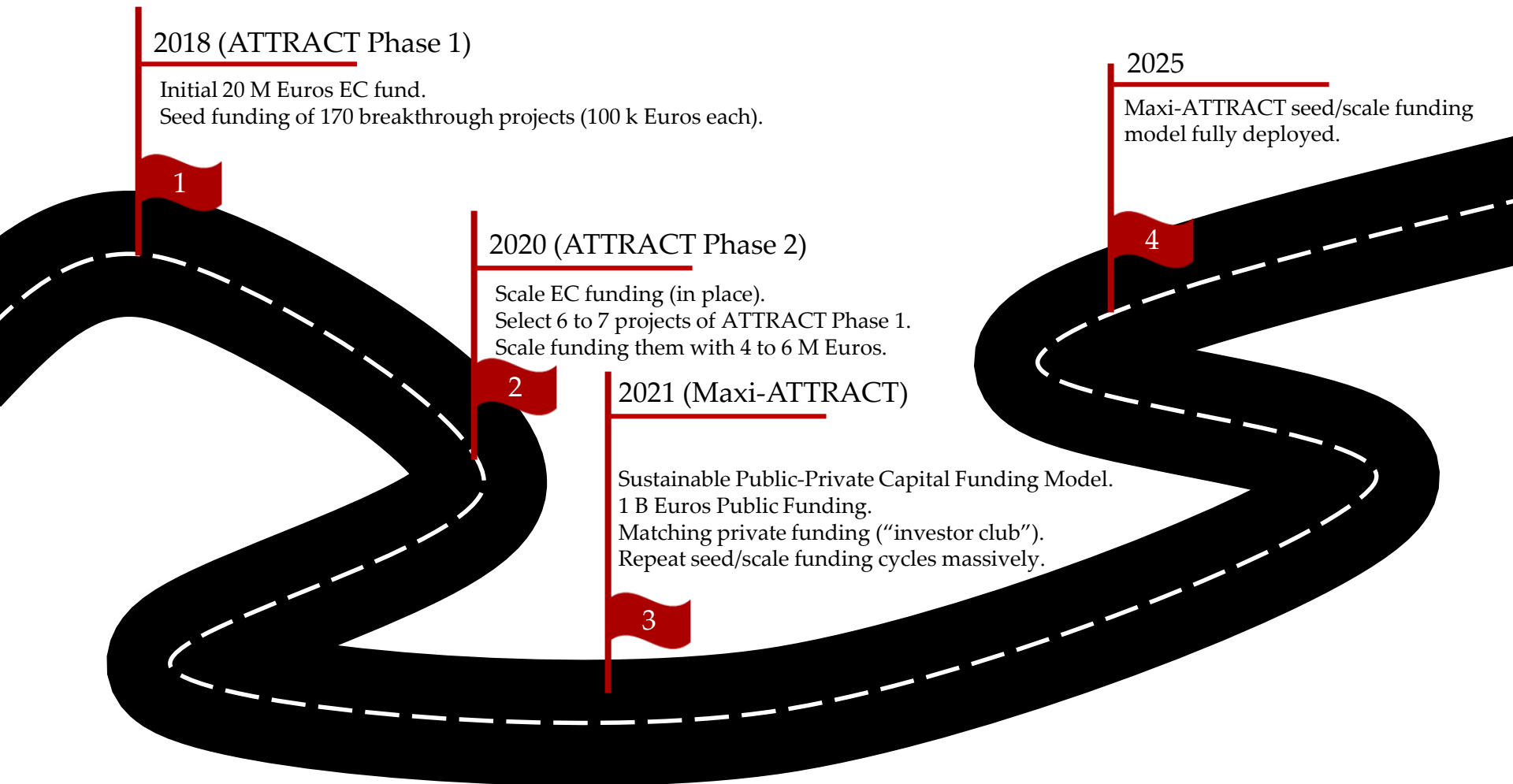
Sustainable Public-Private Capital Funding Model.  
1 B Euros Public Funding.  
Matching private funding ("investor club").  
Repeat seed/scale funding cycles massively.

3

## 2025

Maxi-ATTRACT seed/scale funding  
model fully deployed.

4



# ATTRACT: Conclusions

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- ATTRACT represents an opportunity to place RIs at the forefront of innovation in Europe together with industry and business and innovation specialists.
- It nurtures win-win projects enabled by National and pan-European RIs and industry by balancing collaboration and competition (co-innovation).
- Aligns with and implements the new political paradigm “From Open Science to Open Innovation and Open to the World”.
- Creates opportunities for young innovators in Europe.

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# **Thank you for your attention**

## **Any questions?**

Our website: <http://www.attract-eu.org/>