

Blue Ocean Robotics

Blue Ocean Robotics is a highly specialized company who is focused on developing new generations of robots for the global market. The development takes place in cooperation with strategic partners, which typically have a strong market position. While Blue Ocean Robotics takes care of the development and technology, the RoBi-X partner takes care of the global sale, service and production. The development of new solutions is based on a number of integrated technology platforms (TP-X) that ensure synergy across Blue Ocean Robotics' different partnerships. The corporations are based on a unique partnership model (RoBi-X). Read more on <http://www.blue-ocean-robotics.com/>.

Main role in ESMERA

As a facilitator, Blue Ocean Robotics' main role concerns the exploitation and commercialization activities. This means identifying key impact indicators, which will be used to assess the experiments during Phase I and the potential impact of their solution in the market. During Phase II, Blue Ocean Robotics will offer mentoring and training programs to the SMEs based on their experience of creating and commercializing robot solutions. In addition, we will provide links to industrial sectors, associations, clusters, investors and potential customers as well as links to European initiatives in order to assist the SMEs on their way of better exploiting their results.

To arrange a meeting with the facilitator, please contact us at:

facilitators@esmera-project.eu

Please mind that based on the requirements and our availability, it may take up to two weeks for the arrangement to take place, so consider contacting us in advance.

List of services provided by all facilitators

Based on the above-mentioned competences, each facilitator is engaged in multiple stages of the research application development, offering different services. The project is, thereby, supported by a multidimensional support mechanism that constitutes and innovates on its own in terms of assisting SMEs. The support offered by all partners can be subdivided into three categories and will be performed through workshops, webinars, seminars, continuous evaluations, conference calls and cross-European-visits:

(1) Concept Design for end users:

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- Identification of user needs and requirements
 - Evaluation of business idea innovative potential,
 - Feasibility of product idea,
 - Evaluation of competences and resources in development team
 - industrial/research sector;
 - Use case scenario and workflow description in relation to business case
 - Preliminary market analysis
 - Identification of business case parameters
 - Existing product and competitor analysis
 - Initial freedom to operate investigation

(2) Exploitation and Impact Analysis

- Customer business case
- Value proposition of product
- Profit-loss calculations
- Market potential analysis
- Market intelligence investigations
- Detailed description of business case parameters
- Business plan development
- Investor presentation
- Reference customer search
- Initial sales agreement support
- Pre-Go-to-market plan
- Marketing plan
- Dissemination and awareness support
- Pre-sales/ sales preparation
- Partnership business case
- Ecosystem building and networking
- Funding options research
- User testing set-up and evaluation from product/customer perspective
- Product prototype and architecture evaluation
- Product documentation evaluation

(3) Commercialization and scale-up

- Find further funding sources for possible commercialization of robotic solutions
- Support in resource planning e.g. for future spin-out
- Project budgeting for future projects/spin-out
- Contracting support (SPA, PAM, etc.)
- Lead generation support
 - Identify potential customers through existing network
 - Identify potential investors through existing network