

COMAU

COMAU is a global supplier of industrial automation systems and services mainly for the automotive manufacturing sector. Over the years, by acquiring and integrating other companies, COMAU broadened its presence all over the world, becoming the ideal partner for the automotive industry in developing solutions for all industrial production programs. COMAU is organized into 3 Business Units: Robotics, Body Welding, Powertrain, and capital goods. The offering of full service, from product engineering to production systems and maintenance services, together with a global organization, allows COMAU to compete in the continuously evolving market. COMAU provides integrated services to the plants, from assistance during production start-up, up to equipment and plant full maintenance.

Main role in ESMERA

COMAU will bring a wealth of experience that can assist the SMEs in developing and proving their technology as a large and established robot company. In more detail, COMAU will have mainly three roles in ESMERA project:

- Provide validation services and facilities for the technology developers, particularly those addressing the manufacturing challenge area. COMAU can bring expertise and facilities that complement and extend those found in the Competence Centres. They can also advise on the appropriateness and practicality of proposed solutions and possible alternative markets.
- Assist with the introduction of the technology to a potential industrial end user, providing both a potential source of eventual customers as well as further validation of the technology approach and features.
- Offer direct assistance with the exploitation of the outputs of the SMEs through, for example, direct partnering to introduce the technologies into the COMAU range of products and/or services resulting to shorter time to market.

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