

RURobots

R U Robots is a technology transfer SME that has over 15 years' experience of developing innovative products and services for clients, helping clients assess new markets and spinning out new companies to exploit opportunities not taken up by clients. R U Robots has extensive experience of the successful exploitation of robotic solutions in a wide range of B2B and B2G markets, together with some B2C implementations. While R U Robots is UK based its extensive technology provider and end-user contacts cover most of Europe and, though to a lesser extent, the Far East and USA.

Main role in ESMERA

RUR's main role in ESMERA is a facilitator for the SMEs undertaking the challenge projects. This is active, tailored advice and support that has two, related dimensions. First RUR will be able to assist companies undertaking the challenges to develop the technical features of a product or service that will not only meet the direct customer needs but which will also maximise the possibility of diversifying into other application sectors. Second, once the product concept is refined, RUR will help the companies to plan their exploitation including finding other customers and methods of financing their work. In performing this work RUR will be working in close cooperation with Blue Ocean Robotics.

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