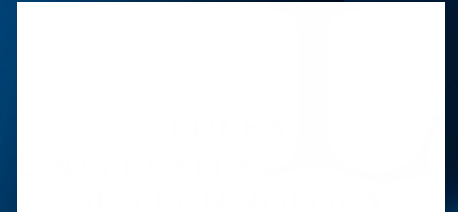


30 ÅR MED EUs RAMPROGRAM - FRÅN NYBÖRJARE TILL MILJARDPROJEKT

Professor Jerker Delsing



From partner to coordinator

FP5

Partner, MobiHealth - 1996



EXCEL/KDT/Chip-JU

LTU project coordinator - Innovation Actions

Arrowhead 78 partners, 68M€ - 2013-2017

Arrowhead Tools, 80 partners, 90M€ - 2019-2022

Arrowhead fPVN, 43 partners, 38M€ - 2023-2026



From contributor to influencer

2004 - Process IT Vinnväxt winner

Sustainable even without Vinnväxt funding - annul project portfolio 50-100 MSEK

2005 - LTU becomes member Artemis industry association

2005 - Jerker: contributor to Artemis Strategic research Agenda

....

2023 - Jerker: ECS-SRIA Core Team member, Editor of 2 chapters

2013 - ProcessIT named Centre of Innovation Excellence — by Artemis

2015 - ongoing, Jerker: Artemis steering board of directors

2015 - ongoing, Jerker: Smarter electronics Systems board of directors

2019 - ongoing, Jerker promoted to Vice President INSIDE Industry association

2013 - ongoing, member of ESTEP Smart Factory focus group

2023 - Arrowhead Tools selected for Chips-JU Projects Walk of Fame

LTU output results

70+ PhD's. from my chair

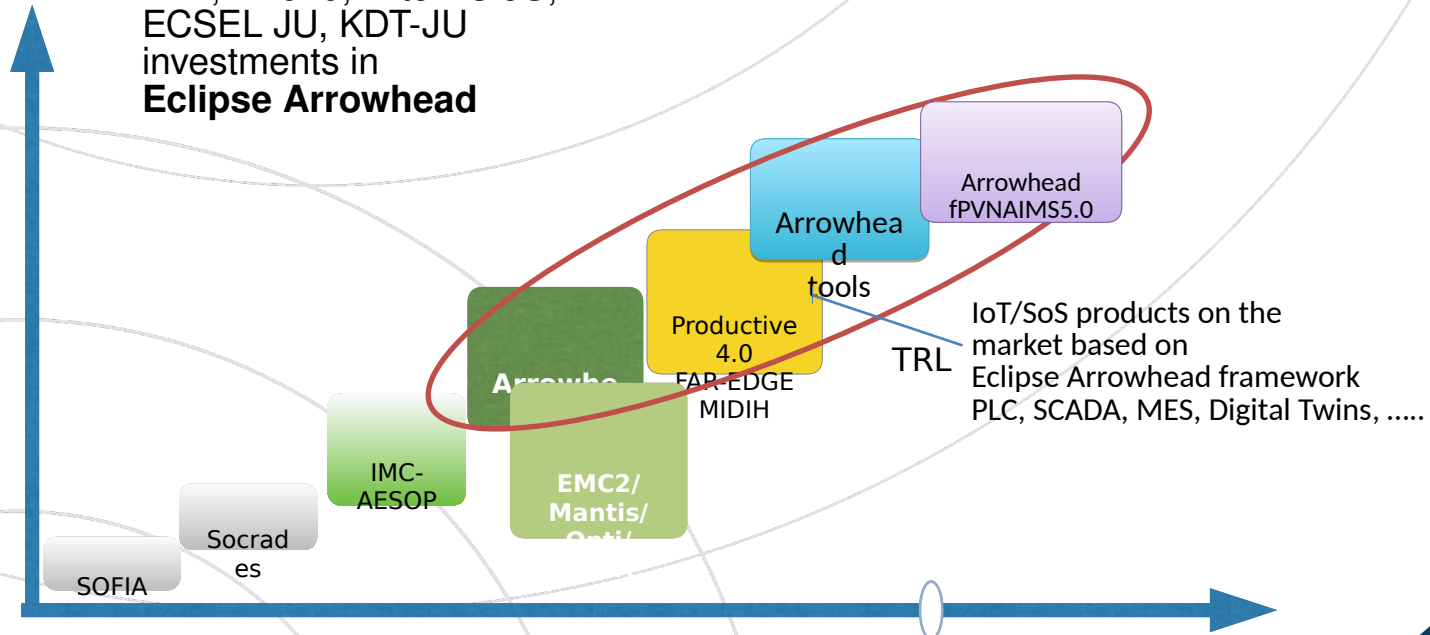
7 spinn-off companies from the my chair

x00M funding to my chair



IoT/SoS and Industry 4.0/5.0 project time line

FP7, H2020, Artemis-JU,
ECSEL JU, KDT-JU
investments in
Eclipse Arrowhead



2010

Eclipse Arrowhead

Open source IoT/SoS architecture and reference implementation

Project lead

Jerker Delsing, Lulea University of Technology

Pal Varga, Budapest University of Technology and Economics

WEB: <http://www.arrowhead.eu>

<http://www.eclipse.org/iot/arrowhead>

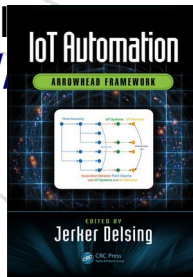
Youtube:

<https://www.youtube.com/channel/UCC-kTqFXh7StNwR7IFC>
RCjw

LinkedIn:

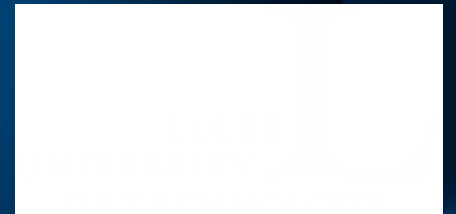
<https://www.linkedin.com/company/eclipse-arrowhead/>

Book:



www.arrowhead.eu

DET TAR TID



2005

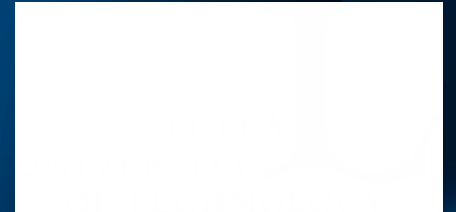
ProcessIT Vinnväxt winner 2004

Stated the ambition to be established in Europe

Today

LTU is a leading European University in
IoT/SoS/Automation

HOW COME?



How come?

By us understanding who are our customers!!

Funding bodies, e.g. Vinnova, Horizon Europe

Industries as project funders and/or partners

Industries recruiting the by us trained B.Sc., M.Sc. or Ph.D.

Institutes and Universities

Students

Funding bodies

Why are they providing research funding?

We need to understand their objectives!!!

Industries

Why are they funding research project?

Why are they interested in participating in research projects?

Earn more money!

Improve competitiveness!

Personnel up-skilling!

Personnel recruitment!

.....

Institutes and other Universities

Why do they like to collaborate with LTU?

Why are they interested in joining with us in research projects?

Complementary competences exchange!

Adjunct positions - e.g. RISE

Post docs and faculty sabbaticals

Recruitment of staff!

Collaboration with a winner!

.....



ALMA MATER STUDIORUM
UNIVERSITÀ DI BOLOGNA



Students

Why do they become a PhD student?

What's their long term ambitions?

What make them eager and happy?

Understanding our customers

By us appreciate their needs and interest

Who is us?

LTU as an organisation

Professors, Faculty, Students and the whole support organisation!!!!!!

Customers selection strategy

Early stage - regional funding bodies and industries

Established stage - national funding and industry

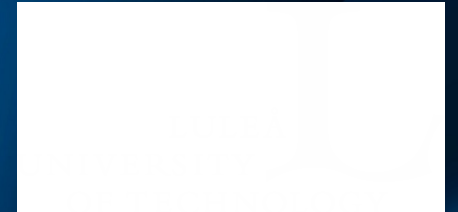
High ranked stage - international, national and industry

Find customers where our competence matches their need

Identify the key individuals for dialogs

Customer - LTU

HOW TO TELL THAT WE CAN MEET OUR CUSTOMERS NEEDS



Becoming a trusted partner

Highly appreciated knowledge body/person

Being a partner who a customer can trust and get support from

You need to have something relevant to say!!

Formulated to attract the customer!!

A person with skills and relevant position

Becoming a trusted partner

Well formulated and packaged “sales” messages

How our knowledge can propel customers needs

Messages visibility!

Brand visibility!

Communication

Knowledgable and communicative staff

Conclusion

Who are our customers?

Why are they interested in funding us?

Why are they interested in cooperating with us?

Build our networks based on a clear strategy!

Identify key customer and LTU individuals!

Appreciate that it will take time - many years!