
FEASIBILITY MEETS ECONOMICAL INTEREST

**OPEN CALL WEBINAR
30th of November 2022**

AGENDA

- 14:00 – 14:05** **Welcome message by Dr. Christian May, FlexFunction2Sustain Project Coordinator**
- 14:05 – 14:35** **Feasibility meets economical interest, Dirk Brückner (GEMIFO)**
Projects often face the challenge of market relevance and developing investor relations. Meeting the market is an often-heard challenge/task. We will provide a market perspective about encountering challenges of projects and pilot case applications. Participants will learn important aspects of creating an economical relevance in applications and projects, that will sustain the market and establish interest of partners and investors from the early beginning, to successfully realize and marketize scientific results.
- 14:35 – 15:05** **Strategic protection of innovation, Dr. Robert Harrison (SHP)**
Strategic protection of innovation is a challenge for many companies. The FlexFunction2Sustain consortium includes intellectual property consultants and attorneys who can advise on the best tools to protect inventions and brand names. We will explain how we work with companies to enable them to exploit their creations and create a sustainable business.
- 15:05 – 15:15** **Introduction to FlexFunction2Sustain, Dr. Christian May (Fraunhofer FEP)**
Overview of the FlexFunction2Sustain project, what benefits the Open Innovation Test Bed brings to the customers and what technical and business support are offered from the Ecosystem will be presented.
- 15:15 – 15:45** **Open Call insights: application and selection process, Anastasia Grozdanova (AMIRES)**
The session will provide details on the purpose and background of the Open Call for Pilot Cases projects, evaluation and selection processes along with the eligibility criteria and conditions for application.
- 15:45 – 16:00** **Questions and answers**