



ASSYSTEM



SINEQUANET Support Priorities for SMEs : Ensuring Unique Added Value

Siemon Smid
Virginia Mulvihill

ASSYSTEM Group

ENGINEERING & INNOVATION CONSULTANCY

8 December 2006



- › The Consortium for the Baseline Study
- › Baseline Study
 - > Purpose
 - > Planning
- › Outcome of the Requirements Definition Study
- › Overview of Active Networks and Service Providers
 - > Market segmentation
 - > Market sectors
 - > Technology areas
 - > Possible synergies
 - > Access to Facilities
- › Role of Sinequanet
 - > Added value
 - > Cooperation possibilities



ASSYSTEM

Consortium

BIRD & BIRD

- › International law firm
- › Operates on the basis of an in-depth understanding of key industry sectors:
 - > aviation & aerospace,
 - > banking & financial services,
 - > communications,
 - > e-commerce,
 - > IT,
 - > life sciences,
 - > media and sport
- › Offices in in Beijing, Brussels, Düsseldorf, Frankfurt, The Hague, Hong Kong, London, Lyon, Madrid, Milan, Munich, Paris, Rome and Stockholm



ASSYSTEM

- › Engineering and innovation consultancy
- › A worldwide network through 17 countries and 4 continents
- › Quoted at the Paris Stock Exchange since 1995
- › Now 30% of the turnover out of France
- › Over 8000 employees around the world
- › 27% growth in First-Half 2006 Revenue
- › 14% organic growth
- › 26% growth in International Operations

› Purpose

- > To investigate options and determine appropriate trade-offs:
between SMEs and service and facility providers.
- > The optimum solution will be based on a business model and linked to an appropriate legal structure.

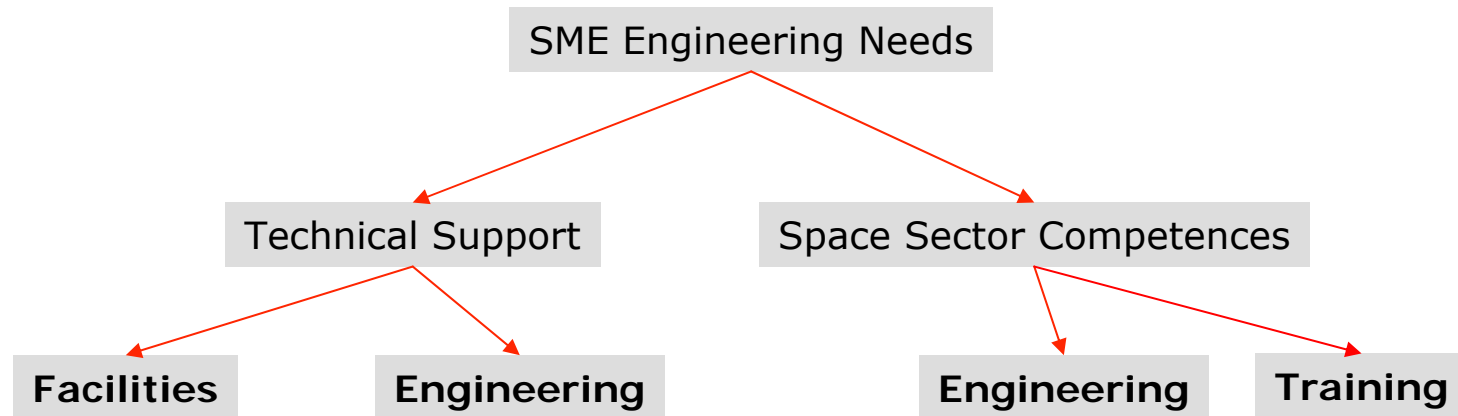
› Planning

- > WP3.1 Refinement of SINEQUANET Role
- > WP3.2 SINEQUANET Legal Structure
- > WP3.3 Business model and Logistics, and
- > WP3.4 Preliminary Legal Documents and Templates

› Timeframe

- > 17 months duration from July 2006
- > Currently at end of WP3.1



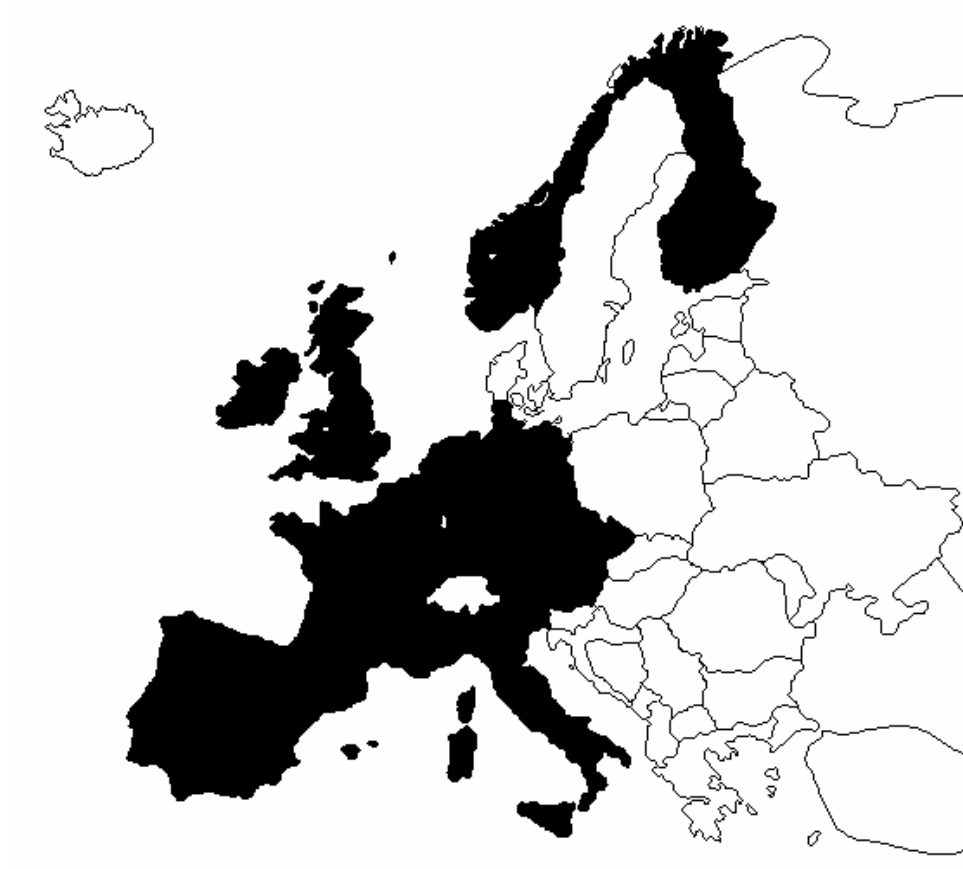




WP3.1 Refinement of SINEQUANET Role

Objective of WP 3.1

To optimise the type of services to be given by SINEQUANET and avoid any duplication with services given by other existing networks



- › The organisations selected:
 - > Existing Institutional Networks supporting SMEs, with an emphasis on space support and technology support, and
 - > Engineering support organisations.

- › They provide services of the types:
 - > engineering support
 - > business support

- › These organisations have different level of concern regarding reimbursement
 - > Satisfying private companies
 - > Satisfying public funding agencies

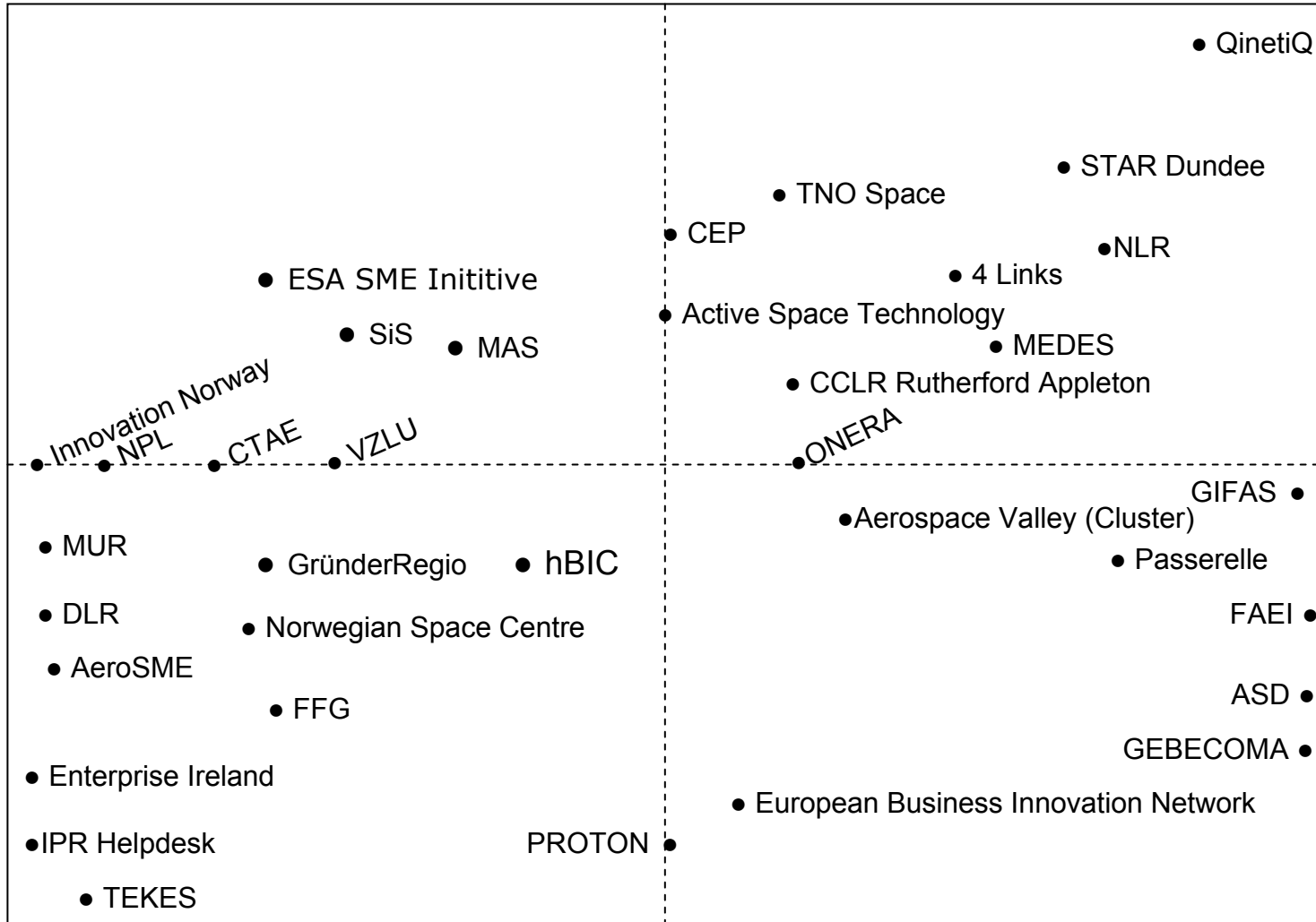


Active Networks and Service Providers Market segmentation

Engineering Support

*Public
Funding
Concern*

*Private
Receiver
Concern*



Business Support



- › Services for SMEs :
 - > Existing Institutional Networks support SMEs, but have not a space specialisation, and
 - > Engineering support organisations do not actively seek SME clients.

- › Organisations offering engineering services usually do so on a commercial basis and do not support SMEs to secure revenues

- › European SME support organisations assist SMEs to secure research budgets and deliver technology audits, etc. but they provide no engineering nor technological support

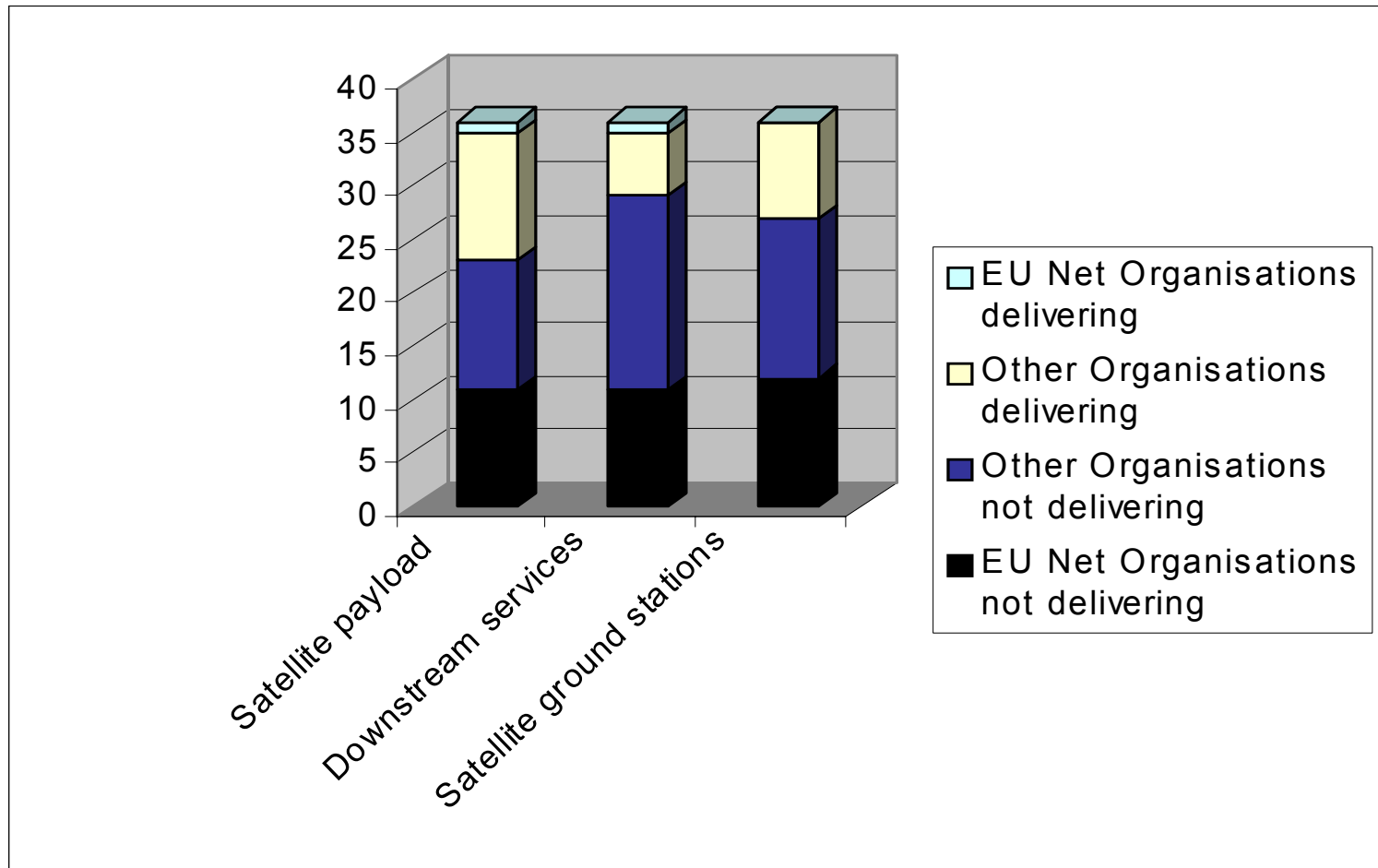
- › There is no space engineering support network for SMEs in Europe



Active Networks and Service Providers

Market sectors

No European network organisation identified which provide engineering and technical support in: satellite payload, downstream services and satellite ground stations.

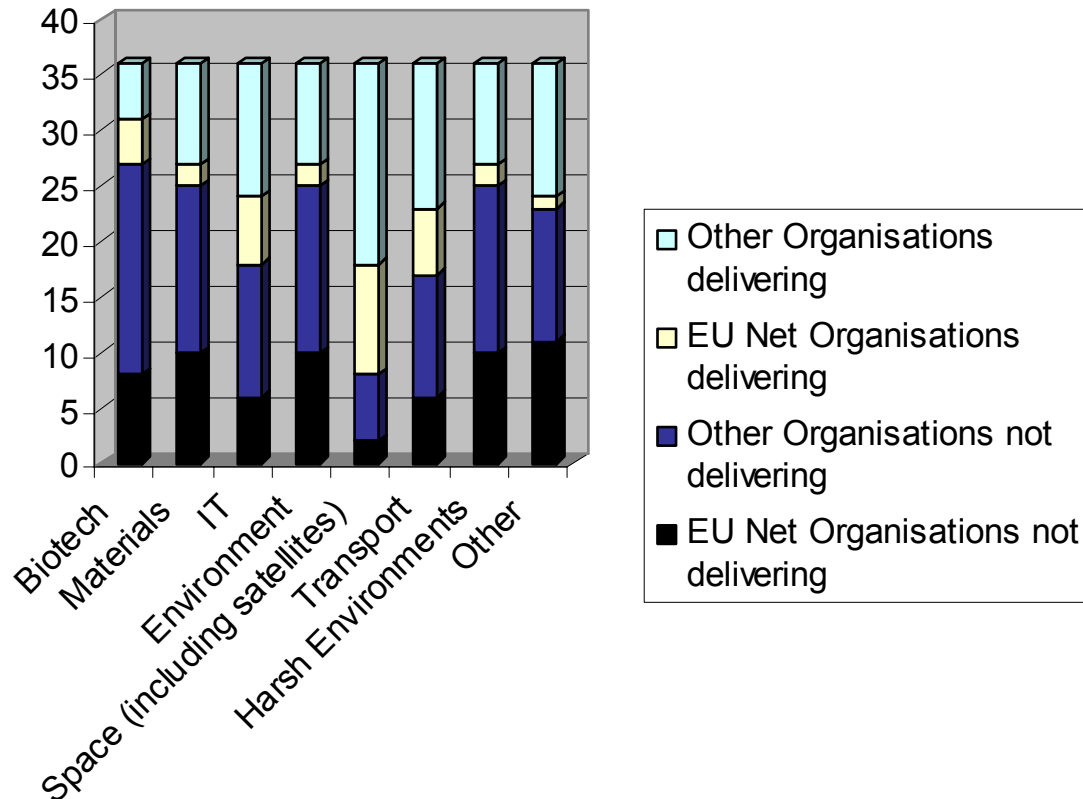




Active Networks and Service Providers Technology areas

Organisations offering engineering and technical support may have a specific technology as their focus, but:

- they have resource constraints and
- SMEs as client have special attributes.



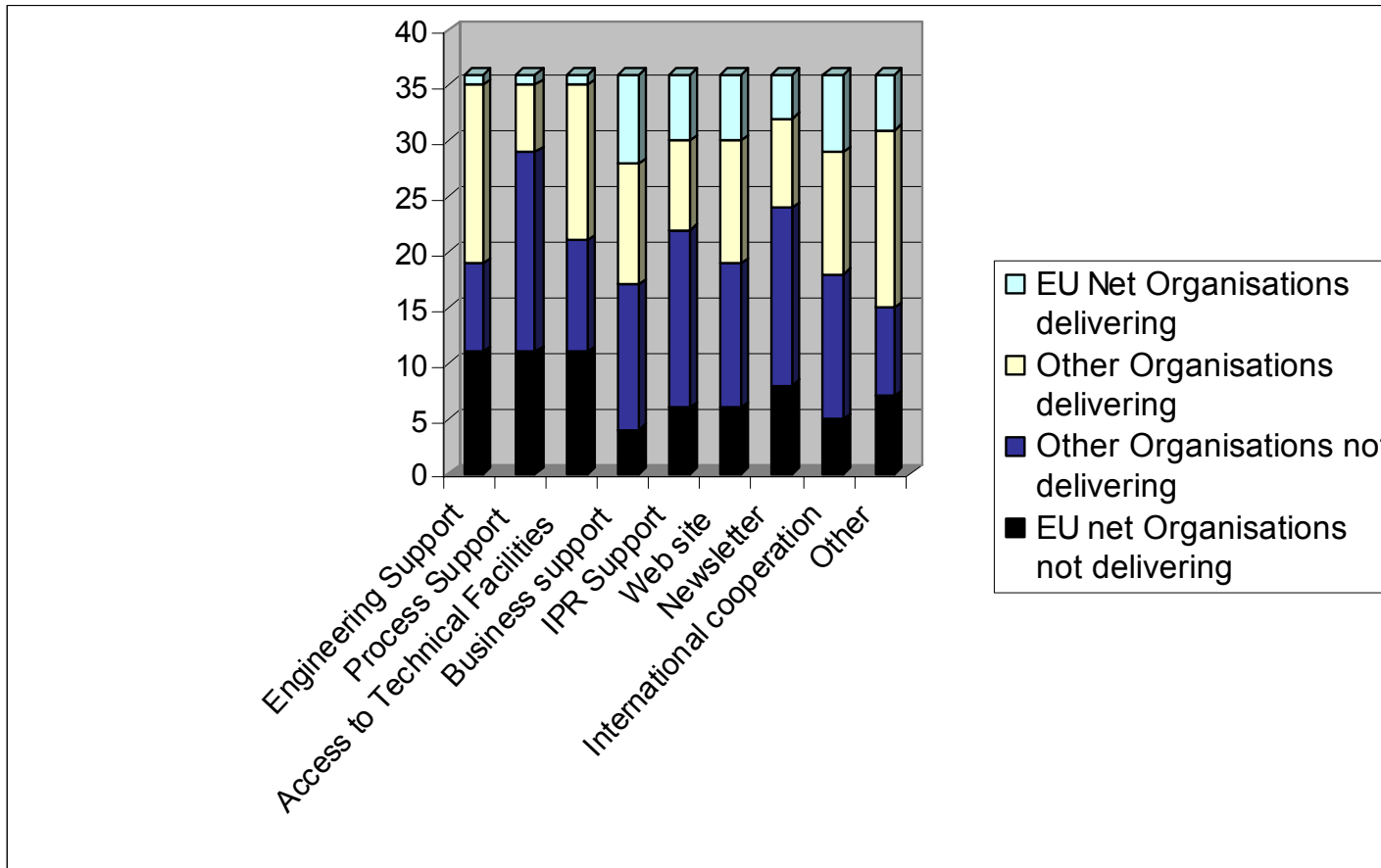


Active Networks and Service Providers

Possible synergies with other types of service providers

Both European networks and technical engineering support organisations highlighted the **specificities of serving SMEs, (first contacts, re-orienting and filtering, validating technical competence, payment difficulties, etc.)**

Signposting to an alternative source of support, both financial and technical, was deemed necessary for SMEs.





Access to clean rooms, vibration chambers, thermal test facilities, molecular spectroscopy, calibration, acoustic rooms etc.

- › 16 out of 36 networks interviewed provide access to technical facilities
- › State agencies, state research institutes and business incubators play an important role
- › Access to technical facilities is usually not arranged at a European level and at best at a national level
- › At best access to technical facilities is called assembly, integration & verification and is part of a broader range of services



Role of SINEQUANET

Added value (1/2)

Studies	Market Actors	Service Requirements to target SMEs
Refinement of SINEQUANET Service Requirements (D44)	Service Providers	<ul style="list-style-type: none"><li data-bbox="904 492 1551 692">} Set up of a European service tailored to Space SMEs, that SMEs understand<li data-bbox="904 706 1551 856">} Reinforce information on technology standards & funding sources for SMEs<li data-bbox="904 871 1580 1013">} Assure space readiness of SME to select the best SMEs



Role of SINEQUANET

Added value (2/2)

WHAT

Activities of SINEQUANET:
One desk for:

- 1.** Delivery of hands-on experts and training
- 2.** Access to Space engineering process support
- 3.** Access to Facilities

HOW

- 4.** A multilingual help-desk & tool to orient SMEs
- 5.** Re-orient SMEs to additional support (standards training, audits, funding, etc)
- 6.** ESA accreditation as a brand or standards for space readiness



Role of SINEQUANET

Cooperation possibilities (1/2)

Synergy with existing services

SME Engineering Needs

Technical Support

Space Sector Competences

Facilities

Engineering

Engineering

Training

Cover Service Costs

Sponsor

- > Income
- > Grants
- > R&D grants
- > Deferred costs
- >



Role of SINEQUANET Cooperation possibilities (2/2)

