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## **Bridging the gap between Science and Business: How to empower Intermediary Companies**

A conference organised by CAROTS in cooperation with Science | Business

***15 September 2020, 10:00 – 12:00 CEST, Zoom***

### **Background**

There are high expectations by society and policy makers today, that science and research should expand and improve their interaction with industry to solve the grand challenges of our time, like fighting cancer, climate change or the current COVID-19 pandemic. To unlock the innovation potential of research infrastructures like particle accelerators or x-ray lasers we therefore need disruptive, faster and rearranged cooperation patterns with industry partners in order to work on solutions for these pressing societal problems.

A great way of bridging the world of science and industry is the creation of micro and small sized private companies acting as an intermediary between research infrastructures and industrial customers, providing targeted support and consultation based on analytical research and measurement services in a variety of fields on a contractual basis – so called **Commercial Analytical Research Organisations (CAROs)**. This helps the research institutions because they do not have to provide their own resources for as many industrial issues as possible, it helps industry because they get better and easier access to large scale research facilities, and it helps a balanced development in the Baltic Sea Region and Europe because less innovative countries also get the chance to offer their own scientific services and thus mitigate the brain drain. By solving research challenges in areas like e.g. New Materials or NanoTech and thus significantly expedite innovation, these companies can create and expand a new market in material science.

### **What to expect?**

This conference aims at spreading the word on improving research-industry cooperation and showcasing these intermediary companies and how they work.

The event will

- address the importance and conditions of this new type of enterprise acting as intermediary between industry and academic research
- showcase successful intermediary companies and the business models that made them excel
- show which public support programs for intermediary companies already exist within the Baltic Sea Region
- explore which additional examples of financing could help to support new intermediary companies and hence boost innovation and encourage entrepreneurship in the BSR

### **Who should attend?**

This event is aimed at policy makers from the EU Commission, science ministries, science community,



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regional development agencies, representatives of CAROs, representatives of analytical research facilities, knowledge institutions, industry and business representatives and financial investors.

## Schedule of the conference

### Agenda

#### **10:00 – 10:05am Conference Introduction**

#### **10:05 – 10:45am Modul 1 – A disruptive approach to industrial research: Explaining Commercial Analytical Research Organisations (CAROs)**

*Commercial analytical research organisations (CAROs) are profit-seeking micro and small sized private companies acting as an intermediary between research infrastructures and industrial customers, providing targeted support and consultation based on analytical research and measurement services in a variety of fields on a contractual basis. Due to their high degree of specialization they are internationally sought-after, as they act as absolute specialist experts in their area. However, there are still very few established businesses in this area of expertise in Europe so far. How do successful CAROs work, collaborate and excel? Meet their CEOs and find out.*

**The way we work:** Impulse by **Anna Stenstam, CEO of CR Competence AB** (Sweden)

- o How do we work?
- o How to start a CARO and run a successful business?
- o What's its USP?
- o What are the major challenges for CAROs?

**The way we solve challenges:** Impulse by **Bernhard Hesse, CEO of Xploraytion GmbH** (Germany)

- o Being empowered to start a business
- o How to facilitate cooperation and solution seeking between different parties (CARO & Industry & RI)?
- o How to access an RI? Possible solutions & opportunities?

**The way we earn money:** Impulse by **Simon Jacques, Managing Director of Finden Ltd** (UK)

- o The start-up story of Finden Ltd
- o Talking about the “portfolio solution of gathering money”
- o Knowledge loop back to RI (software development)

**Followed by a short panel discussion** with the 3 CEOs

#### **10:45 – 10:55am Break**

#### **10:55 – 11:05am Modul 2 – Presentation**

**CAROTS – the project:** Elizabeth Harmstorf (DESY)



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*The overall objective of the CAROTS project is regional development. It aims to boost innovation and encourage entrepreneurship in the Baltic Sea Region (BSR), strengthen its competitiveness and co-operations between the countries bordering the Baltic Sea and thus reduce brain drain in the region. CAROTS has chosen materials research to be the tool of its operation. The project aims to establish a new type of materials service provider in the BSR: Commercial Analytical Research Organisations (CAROs). In this modul the project's findings of the past 20 months will be presented.*

- Key aims and principles of the project
- Current findings:
  - Business models & financing
  - Networks of CAROs & visibility
  - Support programs
  - Pilot activities

### **11:05 – 11:45am Modul 3 - Panel Session**

#### **How to improve the industry-science cooperation? Solving challenges through collaboration**

*In this modul the speakers will discuss how pressing societal challenges can be tackled by an improved cooperation between industry and science. How can scientific advances or breakthroughs be translated faster into innovative remedies, products and processes? How can we strengthen the link between the creators of scientific insights and those actors that deliver a product to the market? And, how to foster collaboration and regional development at the same time?*

Speakers:

**Caterina Biscari**, Director ALBA Synchrotron

**Johannes Klumpers**, Head of Research and Industrial Infrastructures Unit at European Commission

**Ernst Lutz**, President of EIRMA (European Industrial Research Management Association)

**Anna Stenstam**, CEO of CR Competence AB

**11:45am – 12:00pm**

**Summary of panel discussion and Wrap up**