

Intelligent City Platforms



Intelligent cities are **systems of innovation** combining innovative clusters, technology learning institutions, and digital innovation spaces. The platforms enable the creation of digital spaces facilitating five key innovation processes.

Intelligent City Platforms

- Strategic intelligence**, allowing to gather, analyze and disseminate information about technologies, markets, and competitors;
- Technology dissemination**, allowing to acquire and adapt existing knowledge;
- Collaborative innovation**, for creating networks of product design and new product development;
- New company creation**; and
- Online marketing** of products, promotion and delivery of services.

Strategic intelligence

The Platform	Services
	<p>The Strategic Intelligence Platform supports information marketing. It is structured according to strategic intelligence principles, and includes data collection, data analysis, and data dissemination modules.</p> <p>Applications:</p> <ul style="list-style-type: none"> Market research URENIO benchmarking Digital innovation centres, Thematic Entrepreneurship <p>Market and technology watch is based on the collection of information on prices, technologies, new products, suppliers, competitors, etc. Data is analysed and reports are sent to recipients.</p> <p>Tools on the Platform:</p> <ul style="list-style-type: none"> Market for market and technology watch Data mine Benchmarking of different fields of data Industry sectors Commodities and markets Competition and other Regional performance Feed back for the users Newsletter creation and dissemination Members area <p>Potential Users:</p> <ul style="list-style-type: none"> Chambers of industry and commerce Industry sectoral associations Business Other and regions

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Technology Dissemination

The Platform	Services
	<p>In the simplest form, the Technology Dissemination Platform supports the dissemination of information about R&D and technologies.</p> <p>In more advanced versions it may provide online guidance and support at different phases of technology exploitation, such as licensing, technology transfer, spin-off creation.</p> <p>Applications:</p> <ul style="list-style-type: none"> Digital Research Centres, Central Macedonia Cluster Office, Democritus University of Thrace <p>Tools on the Platform:</p> <ul style="list-style-type: none"> R&D suppliers database R&D results / products database Chambers of commerce and industry Cluster Science and technology parks Business organisations Technology transfer centres Innovation centres <p>Potential Users:</p> <ul style="list-style-type: none"> Universities, research centres and labs Business associations Chambers of commerce and industry Cluster Science and technology parks Business organisations Technology transfer centres Innovation centres

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Collaborative Innovation

The Platform	Services
	<p>The Innovation Roadmap is a platform enabling a step-by-step solution of different innovation-related problems.</p> <p>It may be used to resolve new product development, spin-off and new company creation, training, and any problem which may take a longer time to solve.</p> <p>Applications:</p> <ul style="list-style-type: none"> Digital Research Centres, Central Macedonia Entrepreneurship in Thessaly Knowledge clusters in Western Macedonia <p>Tools on the Platform:</p> <ul style="list-style-type: none"> Creativity tools Concept analysis Qualitative functional decomposition Reverse engineering Technical design Product prototyping <p>Potential Users:</p> <ul style="list-style-type: none"> Innovation existing startups Innovation centres existing innovations Qualitative functional decomposition Training companies and organisations New entrepreneurs starting a new company Companies developing and producing new products Scientists wishing to develop a new product based on their research

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New Company Incubation

The Platform	Services
	<p>The New Company Incubation Platform helps users to resolve problems that arise during the creation of spin-off companies. It provides a full toolbox for guiding the user in drafting business plans, marketing plans, and undertake cost benefit analysis, technology audits, and market research.</p> <p>Applications:</p> <ul style="list-style-type: none"> Virtual Technology Park Spin-off: the business toolbox <p>Tools on the Platform:</p> <ul style="list-style-type: none"> Business Plan Marketing Plan Cost Benefit Analysis Technology Audit Market Research <p>Potential Users:</p> <ul style="list-style-type: none"> Entrepreneurship training - new companies Companies developing or entering into new markets Innovation existing startups or new product development Established companies having developed a new product or service Innovation centres Technology based companies

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Virtual Tour & e-Market

The Platform	Services
	<p>The Digital City Platform supports the creation of digital cities and the provision of online services in various fields of urban life, such as e-government, e-education, e-recreation, e-commerce.</p> <p>Applications:</p> <ul style="list-style-type: none"> Digital City Digital Region <p>Tools on the Platform:</p> <ul style="list-style-type: none"> Virtual tour Personalised Information services Digital market place Online government services <p>Potential Users:</p> <ul style="list-style-type: none"> Communities and cities willing to promote their facilities on the Internet Tourism organisations for their marketing campaigns Local and regional authorities for their marketing and attraction strategies Local associations of producers willing to market digital their products

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Strategic Intelligence / Market and Technology Watch



The Platform	Services	
	<p>The Strategic Intelligence Platform supports information mastering. It is structured according to strategic intelligence principles, and includes data collection, data analysis, and data dissemination modules.</p> <p>Applications:</p> <ul style="list-style-type: none"> ■ Metaforesight ■ URENIO benchmarking ■ Digital innovation centre, Thessaly ■ Infopeloponnisos 	<p>The SI Platform enables the provision of market and technology watch services.</p> <p>Market and technology watch is the systematic follow up of emerging trends in different industry sectors. The service is important for institution managing and promoting industries, clusters, and business associations.</p> <p>Market and technology watch is based on the collection of information on prices, technologies, new products, suppliers, competitors, etc. Data is analyzed and reports are sent to recipients.</p>
Tools on the Platform	Potential Users	
	<ul style="list-style-type: none"> ■ Portal for market and technology watch ■ Data miner ■ Benchmarking of different fields of data <ul style="list-style-type: none"> ■ Industry sectors ■ Commodities and markets ■ Communities and cities ■ Regional performance ■ Feed back by the users ■ Newsletter creation and dissemination ■ Members area 	<ul style="list-style-type: none"> ■ Chambers of industry and commerce ■ Industry sectoral associations ■ Clusters ■ Cities and regions

Technology Dissemination



The Platform

The screenshot displays the Digital Research Center website. At the top, there's a navigation bar with links like 'Home', 'Παραγωγή Τεχνολογίας', 'Διανομή Τεχνολογίας', 'Ερευνα', 'Εκπαίδευση', and 'Παράγονση'. The main content area is titled 'Ανοίγουμε Προϊόντα και Υπηρεσίες Έρευνας' and lists services such as 'Ανοίγουμε σε νέες αγορές', 'Ανοίγουμε σε νέες, ή υπάρχουσες, εταιρείες', 'Ανοίγουμε σε νέες, ή υπάρχουσες, αγορές', 'Δίνω σε εταιρεία', 'Δίνω σε υπηρεσία', and 'Δίνω σε government agency'. Below this, there's a section for 'Supportive Web Services' with sub-sections for 'New Product Development', 'Spin-offs Creation', 'Intellectual Property', 'Quality Management', 'Forum', and 'Technology Needs'. The bottom part of the image shows a 'Digital Research Center' banner with a list of services: 'Market Applications', 'Development', 'Buildings / Construction', 'Production', 'Environment', 'Informatics / Automation', and 'Quality'. It also includes a 'Do the first step' section with links to 'Submit a research product or service' and 'Search in listed research products & services'.

In the simplest form, the **Technology Dissemination Platform** supports the dissemination of information about R&D and technologies.

In more advanced versions it may provide online guidance and support at different phases of technology exploitation, such as licensing, technology transfer, spin-off creation.

Applications:

- Digital Research Centre, Central Macedonia
- Liaison Office, Democritus University of Thrace

Services

The Platform facilitates the dissemination, marketing, and promotion of R&D results and technologies. It may be useful to universities and R&D centres to make known their research and technological achievements.

It enables also the provision of online consulting services in the fields of technology transfer, intellectual property rights, licensing, laboratory testing and measurement.

Technology intermediary organizations (relay centres, liaison offices, technology transfer centres) may use the Platform to provide training services, technology brokering, and matching technology providers and users.

Tools on the Platform

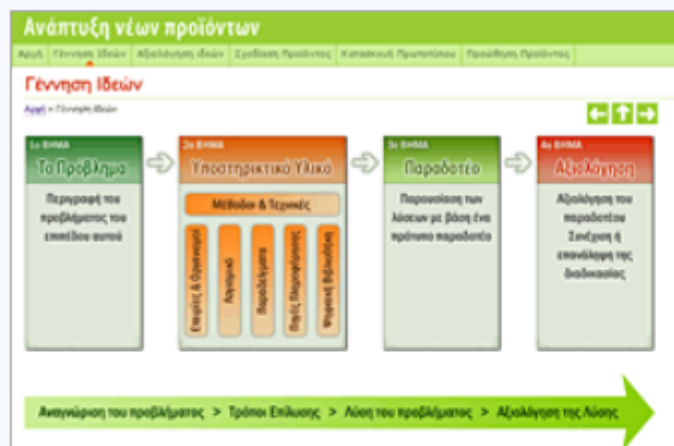
- R&D suppliers database
- R&D results / products database
- IPR licensing roadmap
- Spin-off creation roadmap
- Quality management roadmap
- Discussion forum / technology needs announcement
- Technology matching tool
- Promotion multimedia tool

Potential Users

- Universities, Research centres and labs
- Business associations
- Chambers of commerce and industry
- Clusters
- Science and technology parks
- Brokering organisations
- Technology transfer centres
- Innovation centres

Innovation Roadmaps

The Platform



The Innovation Roadmap is a platform enabling a step-by-step solution of different innovation related problems.

It may be used to resolve new product development problems, spin-off and new company creation, training, and any problem which may take a linear step-wise solution.

Applications:

- Digital Research Centre, Central Macedonia
- Entrepreneurship in Thessaly
- Knowledge-clusters in Western Macedonia

Services

Platform facilitates online cooperation in different areas of innovation:

- Cooperative new product development
- Cooperative product design
- Cooperative concept development
- Spin-off creation
- Management of intellectual property

It may be also used for training purposes as it supports the collection and systematic guidance to a large portfolio of new product development methodologies, tools, and techniques.

Tools on the Platform

- Creativity tools
- Conjoint analysis
- Quality functional deployment
- Reengineering
- Reverse engineering
- Industrial design
- Rapid prototyping

Potential Users

- Incubators assisting start-ups
- Innovation centres assisting innovators
- Universities and technology institutes
- Training companies and organisations
- New entrepreneurs starting a new company
- Companies diversifying and producing new products
- Scientists wishing to develop a new product based on their research

New Company Incubation



The Platform



The **New Company Incubation Platform** helps users to resolve problems that arise during the creation of spin-off companies. It provides a full toolbox for guiding the user in drafting business plans, marketing plans, and undertake cost-benefit analysis, technology audits, and market research.

Applications:

- Virtual Technology Park
- e-Tools: the business toolbox

Services

Drafting business plans for new companies or new product lines.

Drafting marketing plans for new companies or new product within established companies.

Market research studies and surveys.

Technology audits for the appraisal of technology capabilities and weaknesses.

Cost benefit analysis comparing cost and returns of different technology or production solutions.

Tools on the Platform

- Business Plan
- Marketing Plan
- Cost Benefit Analysis
- Technology Audit
- Market Research

Potential Users

- Entrepreneurs starting a new company
- Companies diversifying or entering into new markets
- Incubators assisting start-ups or new product development
- Established companies having developed a new product or service
- Innovation centres
- Technology based companies

Virtual Tour & e-Market

The Platform



The Virtual Tour & e-Market Platform supports the creation of digital cities and the provision of online services in various fields of urban life, such as e-government, e-education, e-promotion, e-business.

Applications:

- Digital Corfu
- Digital Aegean

Tools on the Platform

- Virtual tours
- Panoramics
- Information services
- Digital market places
- Online government services

Services

Virtual tours: Panoramas of cities, monuments, and arts, objects and products

e-Markets: Marketing and promotion of products and services

e-Government: Provision of online public services, such as e-government, e-learning, e-information, e-health, and other services to the citizens of a locality, city or region

Potential Users

- Communities and cities wishing to promote their localities on the Internet
- Tourism organisations for their marketing campaigns
- Local and regional authorities for their marketing and attraction strategies
- Local associations of producers wishing to market digitally their products