







A person wearing a grey V-neck sweater over a white collared shirt and a dark tie is sitting on concrete steps. They are holding a large, rectangular piece of brown cardboard in front of their chest. The cardboard has the words "LOOKING FOR A JOB" written on it in large, black, hand-painted capital letters. The person's left hand is visible, wearing a black bracelet and a ring with a black and white design. The background consists of several rows of concrete steps, suggesting an outdoor setting like a public square or a transit station.

LOOKING
FOR A
JOB

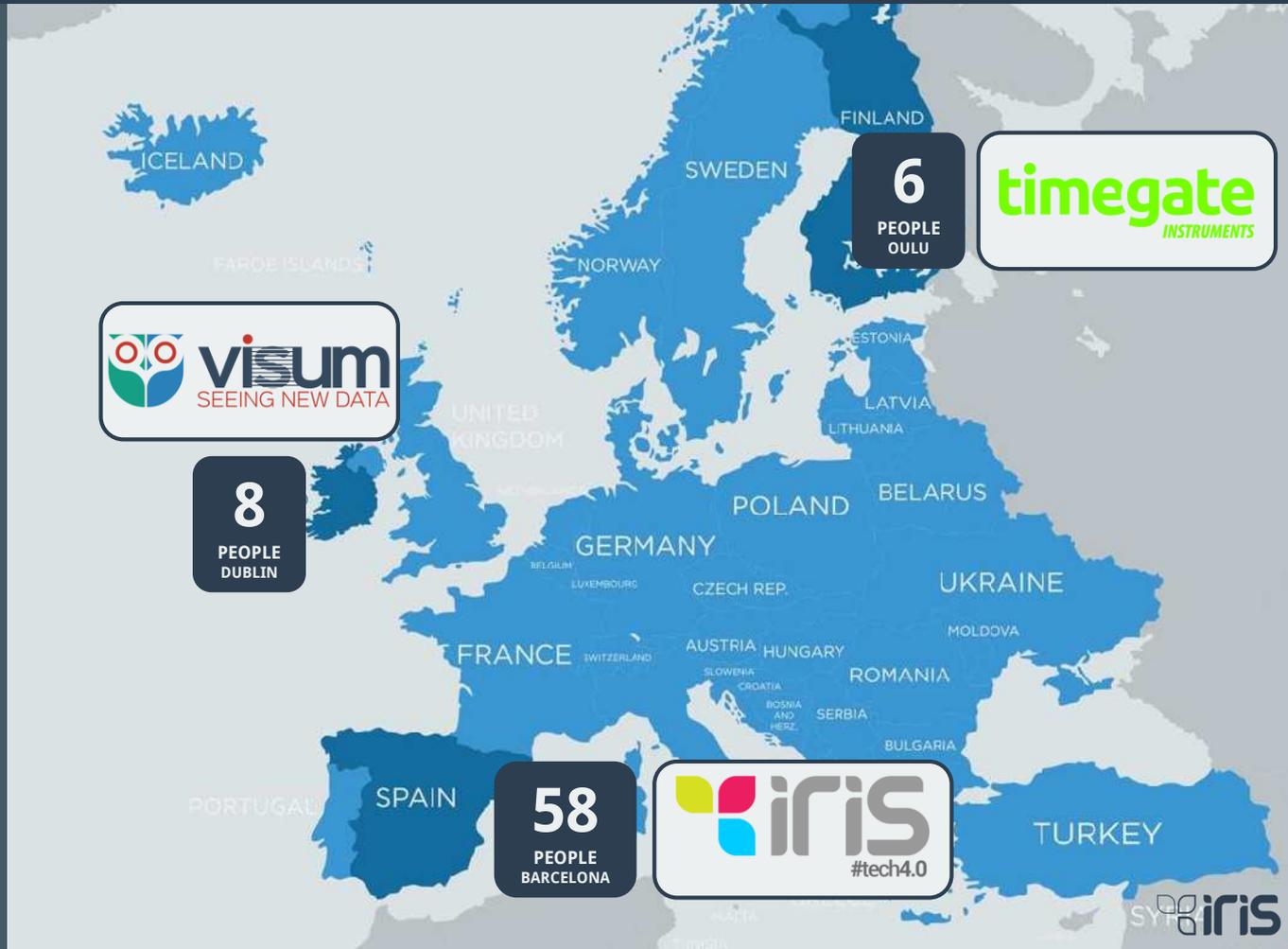


Innovació i Recerca Industrial i Sostenible S.L.

Advanced
engineering

Products and
solutions to
digitally transform
processes and
business to
industry 4.0

#Stay
Competitive



IRIS Core Activities

IRIS MONITORING



CYBER-PHYSICAL SYSTEMS

Integration and definition of ad-hoc projects based on **photonic solutions** for process monitoring and in/on-line quality control.

IRIS SMAC



CONNECTIVITY

Implementation and design of Cloud Solutions to gather information and connect systems.

ANALITICS

Development of advanced solutions for data mining and **artificial intelligence**.

IRIS INNOVATION



R&D PROJECTS

The definition of R&D projects let us link our research to the market needs, to extend our know-how and keeps us on the top European research level.

Innovation [/'ɪnə'veɪʃ(ə)n/]

Oxford Dictionary:

The action or process of innovating. A new method, idea, product, etc.

Business Dictionary:

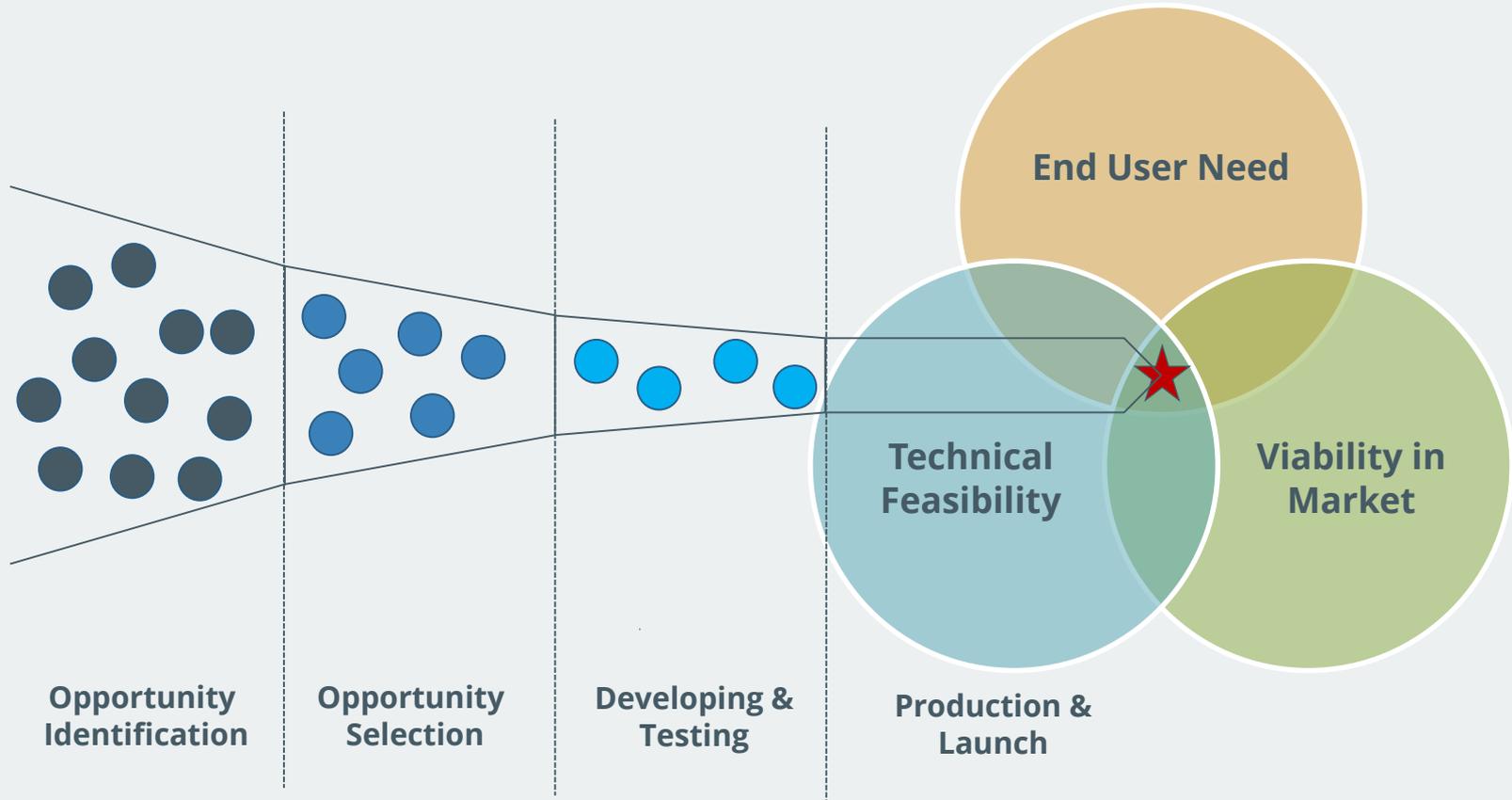
The process of translating an idea or invention into a good or service that creates value or for which customers will pay.



It's not about ideas. It's
about making ideas happen.

Scott Belsky

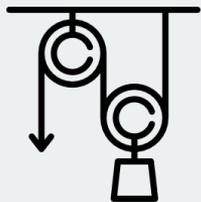
Where Innovation happen



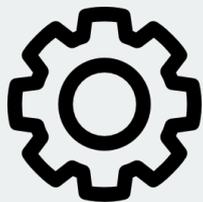
Where Innovation happen ???



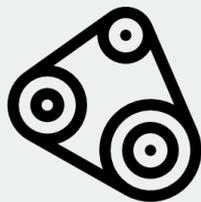
It's a long way to the top if you wanna innovate



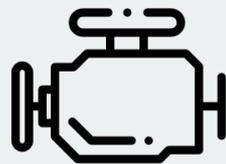
**Basic
Research**



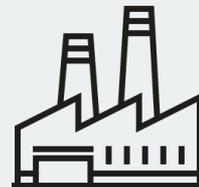
**Applied
Research**



Prototype



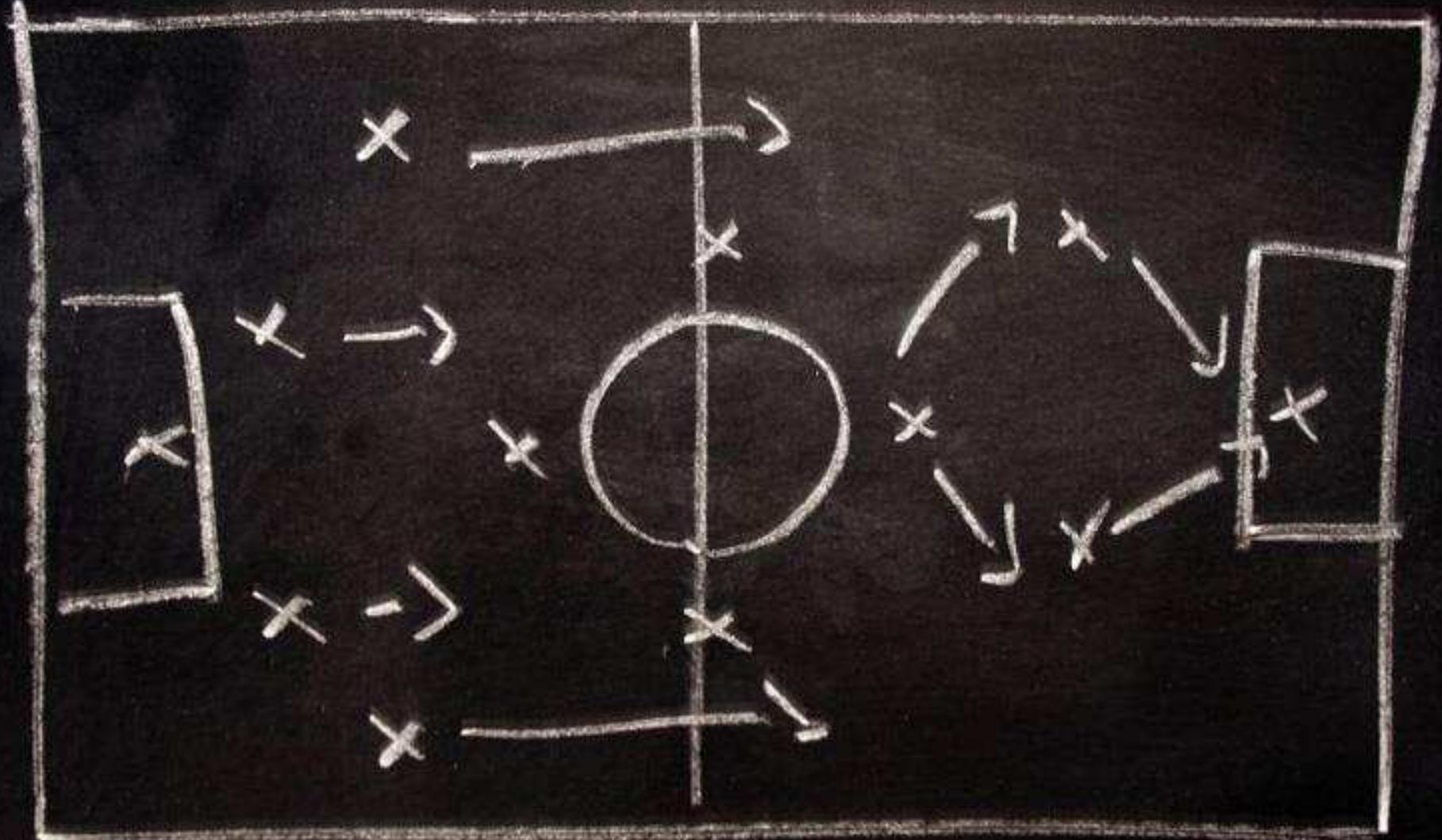
Product



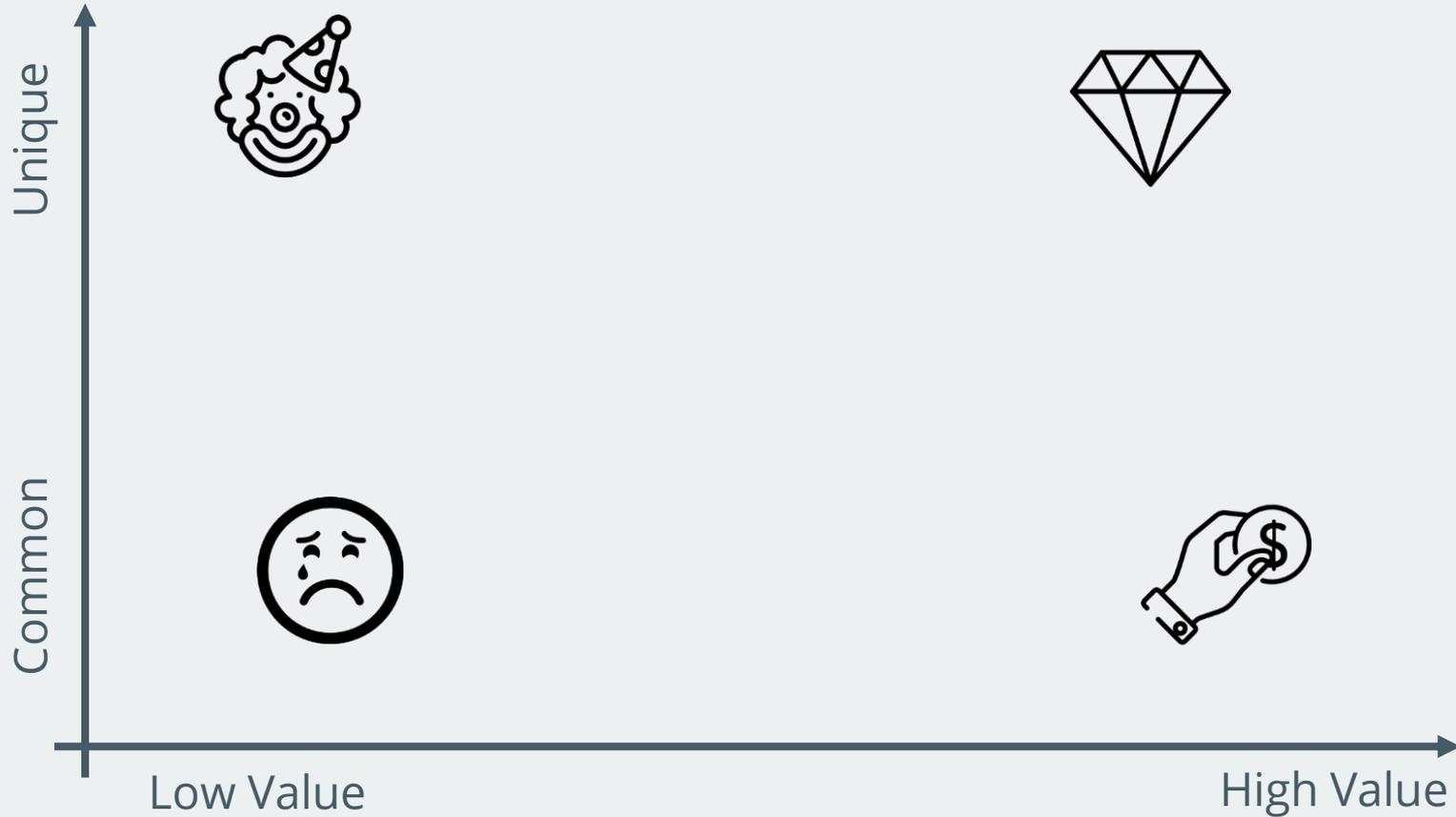
Production



Sell



The best way to win is not to fight at all





Technology push VS Market pull

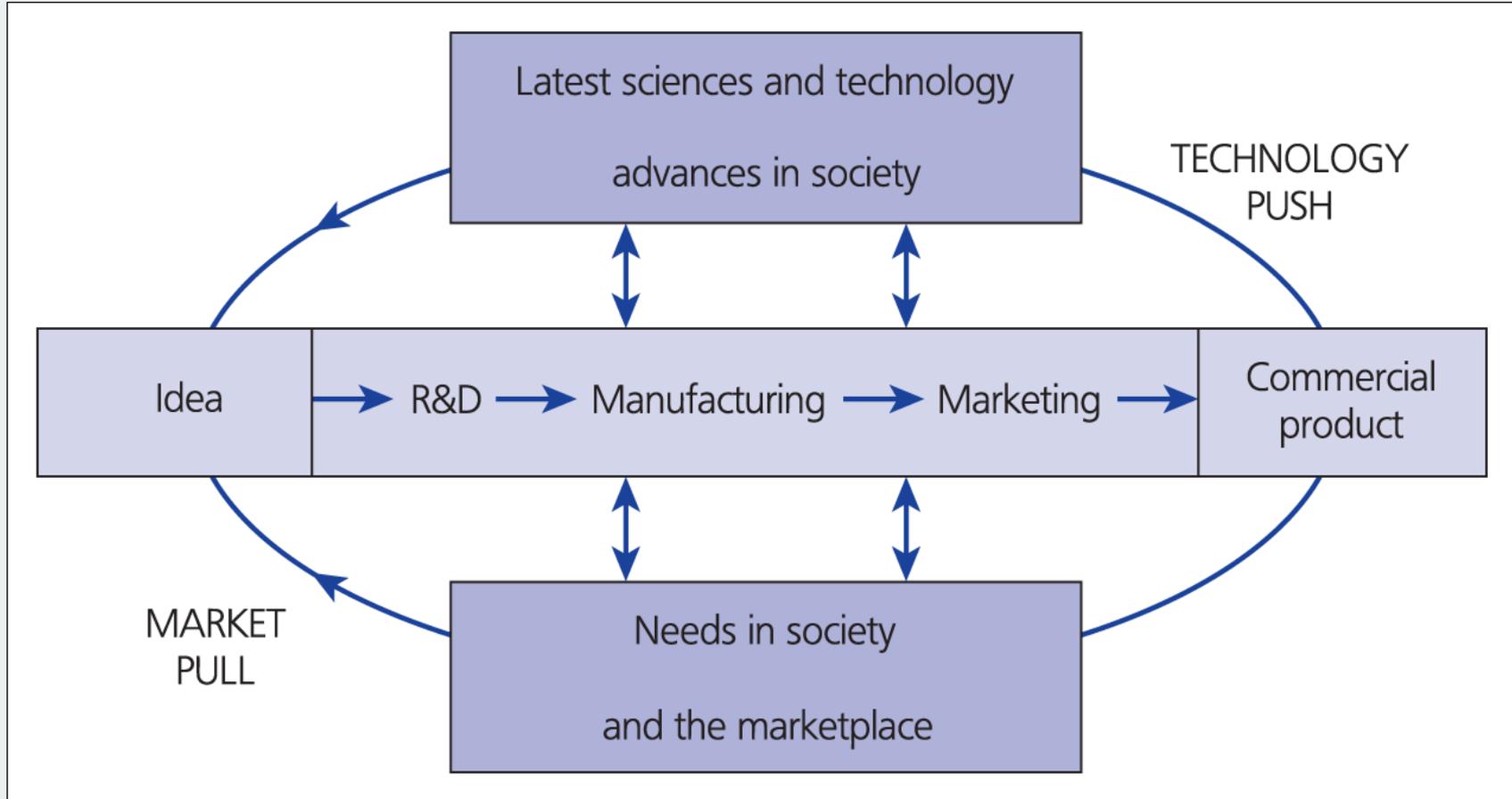
Market Pull



Technology Push



Technology push VS Market pull



First of all..

**Every year thousands of million
€ are lost in Europe by
reinventing the wheel**

Intellectual Property



Intellectual Property



Intellectual Property

Patenting is a long and expensive process that can end negatively

A patent is always granted without any guarantee

Patents do not generate revenue by themselves (exploitation strategy has to be successful)

Even a patent infringement is ongoing we have to be able to detect it

Litigations are long and uncertain actions

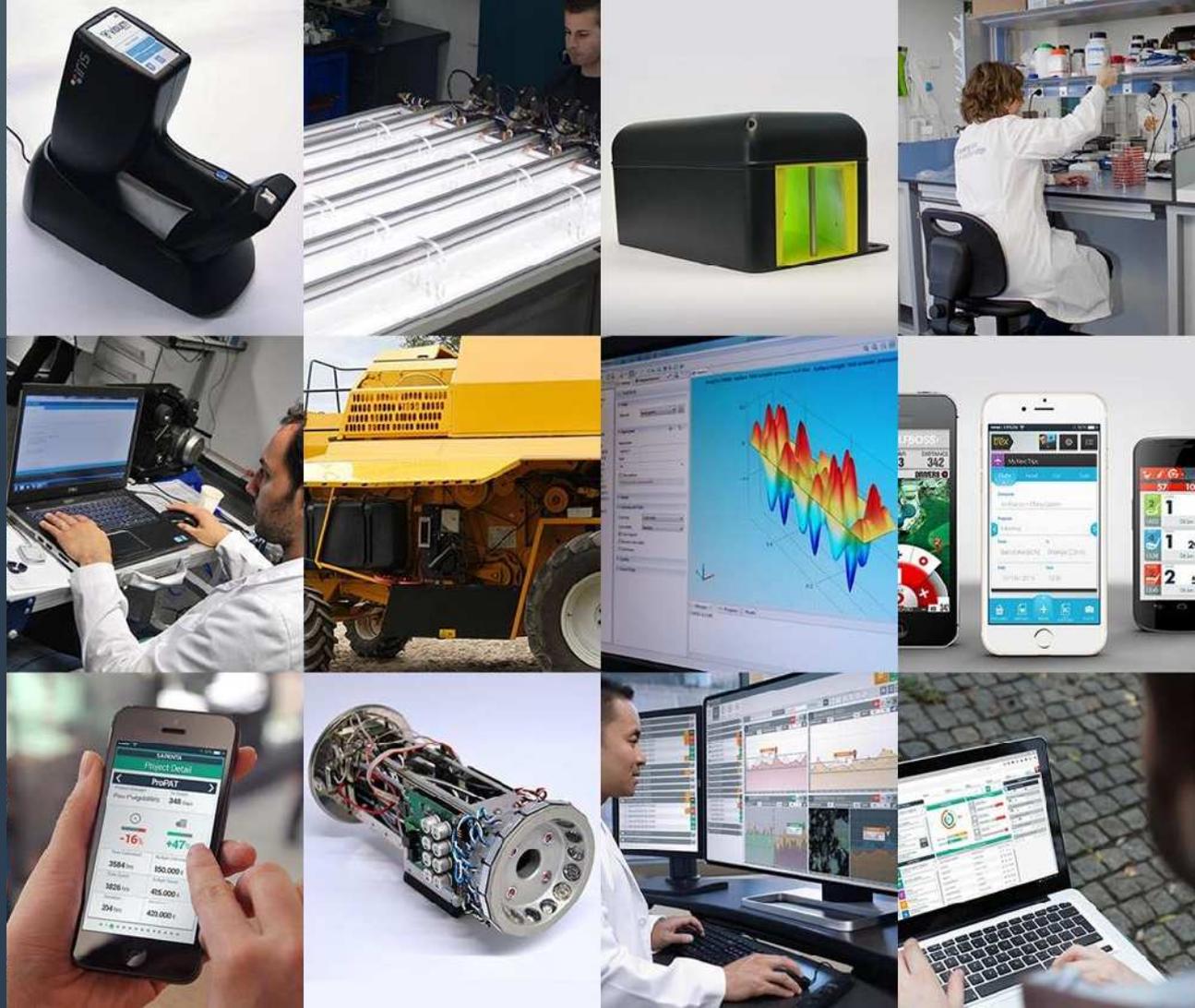
Intellectual Property

The IP generated by a Company should be aligned with the company strategy!

For example an IP can be used for:

1. Fund raising
2. Marketing reasons
3. For blocking or interfere with a competitor
4. For preventing or delaying competitors new products launch
5. Offered to Licensing or Selling
6. To commercialise a product or service
7. Open a new market

THANK YOU!



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