

ENDORSE - MINUTES OF THE ADVISORY BOARD MEETING

Sophia Antipolis (France) – December, 19th 2012; January 9th, 2013

List of Participants

	Organisation	Role	Name	Surname
1	MINES ParisTech / Armines	ENDORSE Project coordinator	Lucien	Wald
2	IRENA	Advisor	Nicolas	Fichaux
3	ESA	Advisor	Eleni	Paliouras
4	Technofi	Advisor	Eric	Peirano
5	European Space Agency - ESRIN	Advisor	Pierre-Philippe	Mathieu
6	iCons Srl	ENDORSE Project Partner	Elena	Gaboardi
7	iCons Srl	ENDORSE Project Partner	Raffaella	Moreschi

Wednesday, 19th December 2012, via Skype

- 10.30 am with Mr Nicolas Fichaux
- 15.00 pm with Ms Eleni Paliouras

Wednesday, 9th January 2013,

- 12.00 am with Mr Eric Peirano, personal meeting
- 14.00 pm with Mr Pierre-Philippe Mathieu, via telephone

Welcome and introduction

Welcome by Lucien Wald and presentation of the participants and their role in ENDORSE. Armines is the coordinator; the role of iCons in ENDORSE is to support the project partners in establishing and managing the community of users, both prime users and new potential users and customers.

The discussion with the members of the AB is mainly about WP8 of ENDORSE “Towards the market”. All the experts, received a PPT presentation about WP8, along with a brief presentation of the downstream services.

Brief introduction to ENDORSE and the WP8 “Towards the market” activities

Elena Gaboardi introduced the ENDORSE project, which is now approaching the third year of activity. So far, 10 downstream services have been developed with and tested by prime users. From now onwards, these 10 services have to be proposed to a larger audience of organisations, in addition to the prime users that have been involved since the beginning. The ENDORSE services aim at being marketable and replicable. To support the ENDORSE partners in this process is the objective of WP8 of ENDORSE and this is where iCons has to play its main role.

Presentation of the WP8 of ENDORSE

Raffaella Moreschi talked through the PPT presentation. She provided an overview of the range of

the ENDORSE services, highlighting the diversity of domains addressed. She also illustrated the expected outcomes of WP8, according to the project DoW. The discussion then pointed at a major ENDORSE challenge, which is to keep a consistent methodological framework across all the 10 ENDORSE services, bearing in mind their characteristics. The approach itself was thoroughly illustrated and discussed. The topics are by now a tentative list, based on the inputs from the ENDORSE prime users, therefore they will have to be validated and if any gap is identified, it will have to be filled. The ENDORSE partners have been asked to identify people who may be interested in using their service. As the main goal of WP8 is to understand the way the market for these services works, we plan to carry out a qualitative field-work. Basically it will consist of in-depth interviews, based on a guide, which will be specific to each service. The target of our interviews is, by and large, those people and organisations who may be interested in adopting and buying the ENDORSE services, as well as other stakeholders who might have a say on the market acceptance. A preliminary and rough structure of a deliverable about WP8 was presented.

Comments and suggestions from the advisors

Nicolas Fichaux agreed on the overall approach. He nevertheless invited the consortium to pay attention to the following points:

1. The survey. He invited the consortium to consider very carefully the composition of the panel of the interviewees. He reminded about the risk of generic surveys that often fail to collect valuable responses. The approach proposed by ENDORSE, i.e. a few selected representatives of the most relevant categories of users and customers, seems more convincing but he invited us to especially include people who may have a say on the commercial aspects and the market potential.
2. He recommends that ENDORSE should recall the service providers not to base their decision on the sole findings of ENDORSE.
3. He suggested organising the results of WP8 according to two different angles: (1) obviously the 10 different services but (2) also the different kinds of organisations that may take up the projects. SMEs partners that are already close to the market may need different support with respect to more research-oriented organisations.
4. He insisted that ENDORSE should bear in mind the following question “who is committed to put this given service on the market?”
5. He noted that lessons learnt in ENDORSE about users approach should be shared with other EC-funded projects.

Eleni Paliouras also expressed her overall agreement on the proposed approach, stating the following recommendations to the ENDORSE team:

1. She pointed out that the effort to ensure consistency when applying our methodology may turn out to be difficult, considering the diversity of services. She warned that this may require a pragmatic approach and we might, at same point, shift to a more diversified approach than initially planned.
2. As for the fieldwork, she recommended that we have a look at what is going on in the market, e.g. fairs conferences and alike, and try to exploit these events in order to get a good number of qualified contacts for our interviews.
3. She recommended that, when drafting our recommendations for the Commission services, we stick to the lessons learnt from ENDORSE, avoiding to provide general recommendations that might be not really needed.

4. Finally, she offered her support for broadening and qualifying our panel of users and interviewees as she has good connection in the field.

Eric Peirano asked clarifications about the degree of proximity to the market that is expected for the ENDORSE services. Having clarified that ENDORSE is not expected to provide a business plan for the pre-market services, but guidelines for further uptake, Eric agreed on the overall approach proposed. He nevertheless invited the consortium to pay attention to the following points:

1. He suggested considering the extended value chain for each service, not just the end users and customers. This may allow addressing all the relevant actors who have a saying in the adoption process of the various services, such as, e.g., investors that may push for the adoption of certain tools. Moreover, certain services, e.g. D1, could be proposed as part of a broader basket of services thus allowing focusing a larger target market.
2. He expressed some concerns about the market perspectives for those services (namely S1 and S5) addressing public actors rather than private companies.
3. He recommended that WP8 guidelines for the services uptake would advise service providers to carry out a thorough analysis of the risks connected to the cease of data supply. All the ENDORSE services are heavily dependent on the provision of data coming from different sources and any developments and changes in this flow of data are likely to impact on the positioning of the services.

Pierre-Philippe Mathieu also expressed his overall agreement on the proposed approach, stating the following recommendations to the ENDORSE team:

1. He recommended including representatives from various categories of stakeholders in the panel of interviewees; he mentioned e.g. the various EC DGs who are decision makers in this field.
2. He suggested that the roadmap toward the market includes a scheme of the decision making process in the adoption of services. This would allow to better understand the way decision is made and at which point the perceived value of the service comes in.
3. He also suggested that the analysis to be made in WP8 includes quantitative information about cost and perceived value of the services. Having explained that this cannot be covered within the scope of the ENDORSE WP8, it was agreed that this point will be a recommendation for service providers developing their own business plan.

Conclusions and actions

All the comments have been taken into account, and the time schedule proposed has been agreed upon.

Both the advisors asked to be kept posted about progress made in ENDORSE.