

The ATTRACT PROJECT



Michael Krisch, The European Synchrotron

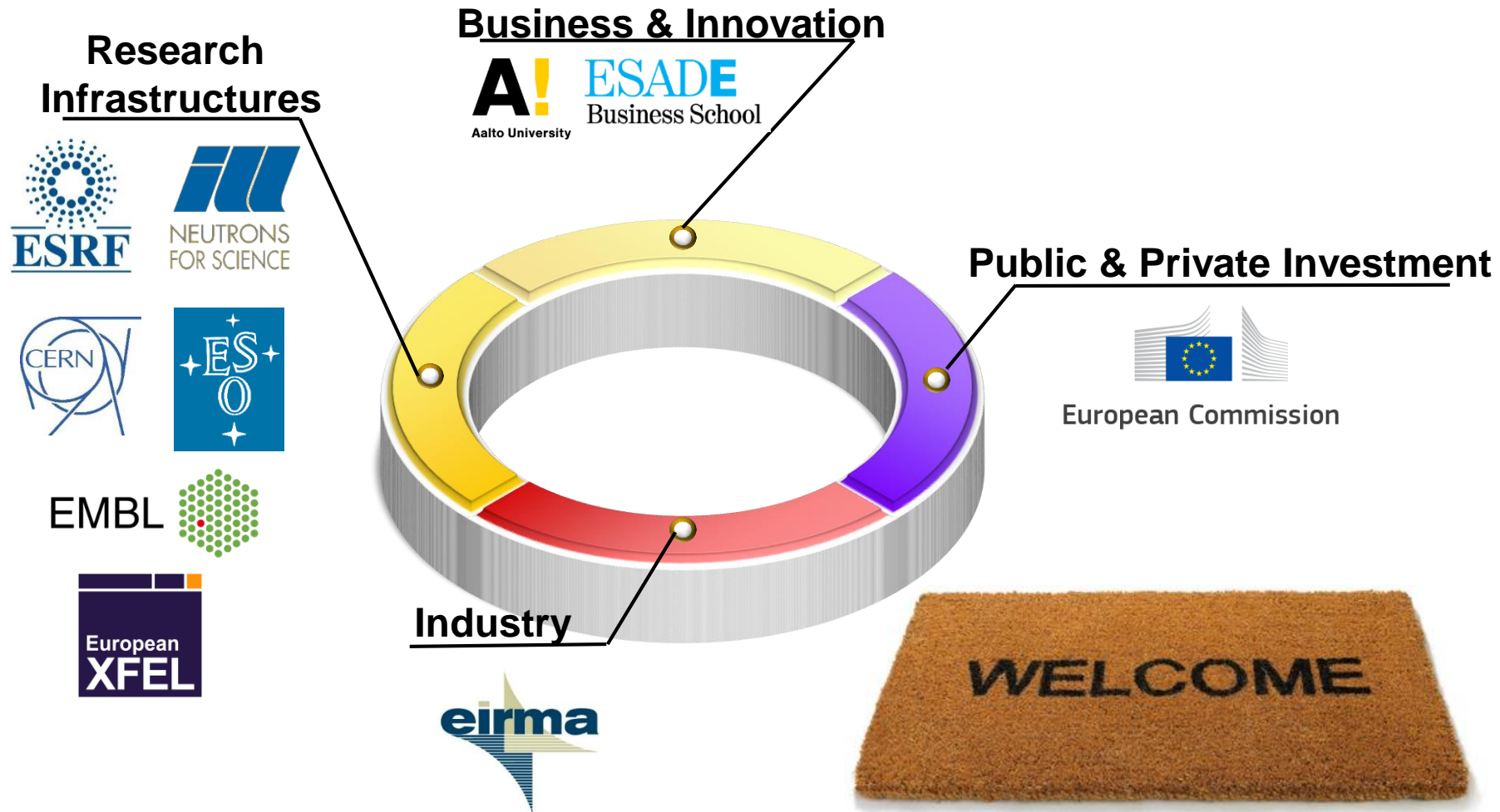
ATTRACT

A proposal for a dedicated, interdisciplinary program to **co-develop with Research Infrastructures and industry breakthrough sensor & imaging technologies**

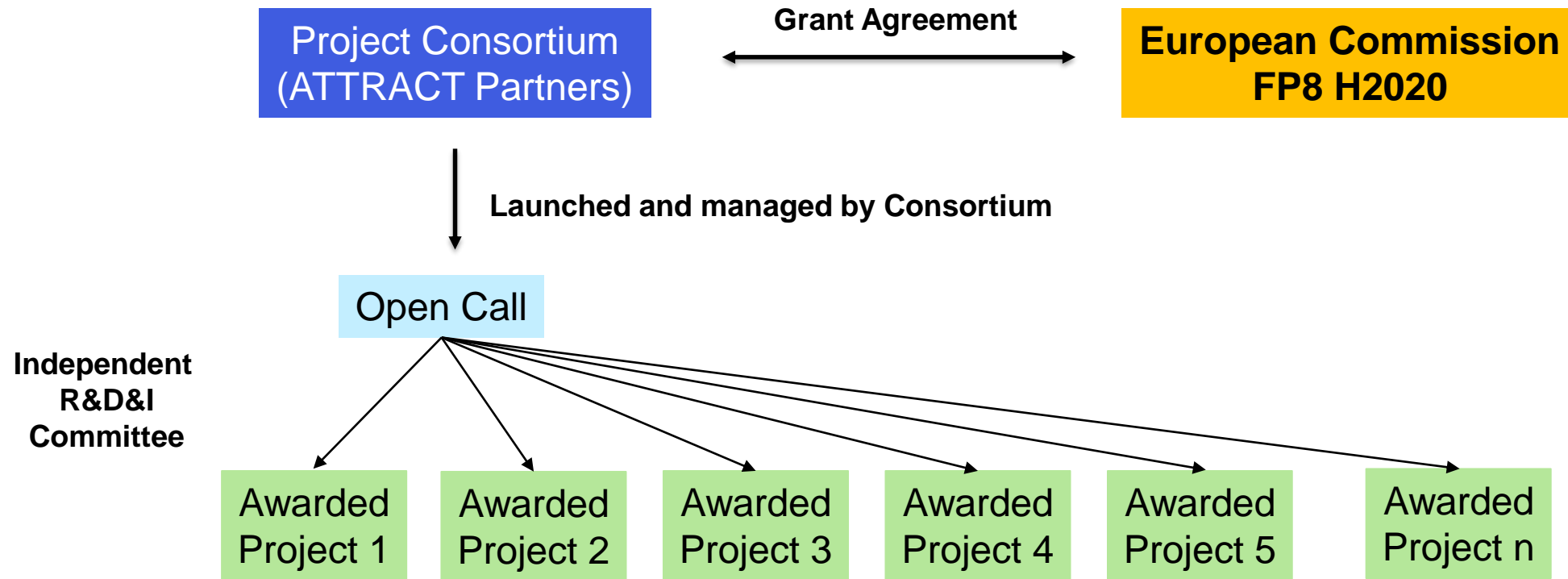
*The purpose is to address demanding **challenges** in both **science and societal needs** (e.g. health, sustainable materials and information and communication technologies)*

It shall involve the detector R&D community from many fields including e.g. biology, physics, astronomy, space exploration, nuclear engineering, medical sensing and imaging, related computing (ICT) and others

The ATTRACT Partners



ATTRACT project concept

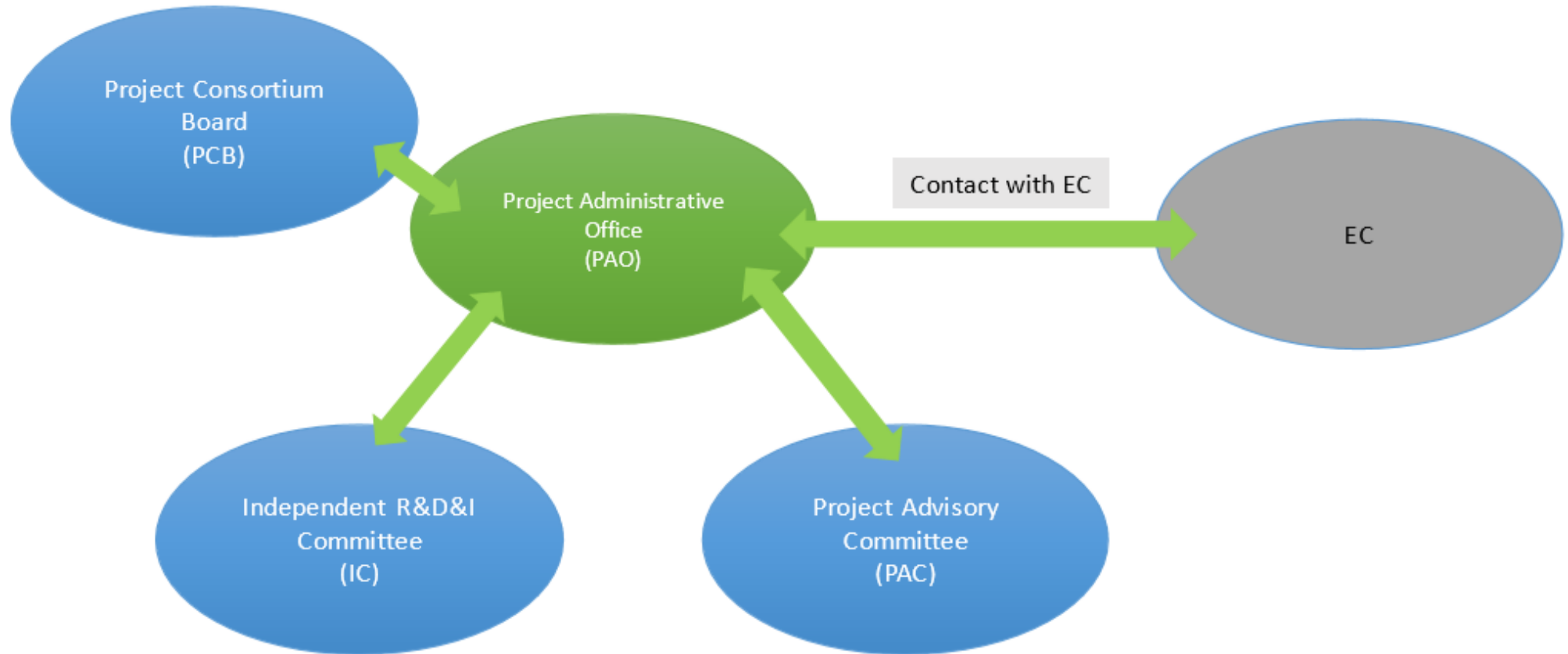


Attract Phase-1: 20 M€ (2018 – 2020, 24 months): seed funds (100 k€) for 180 projects

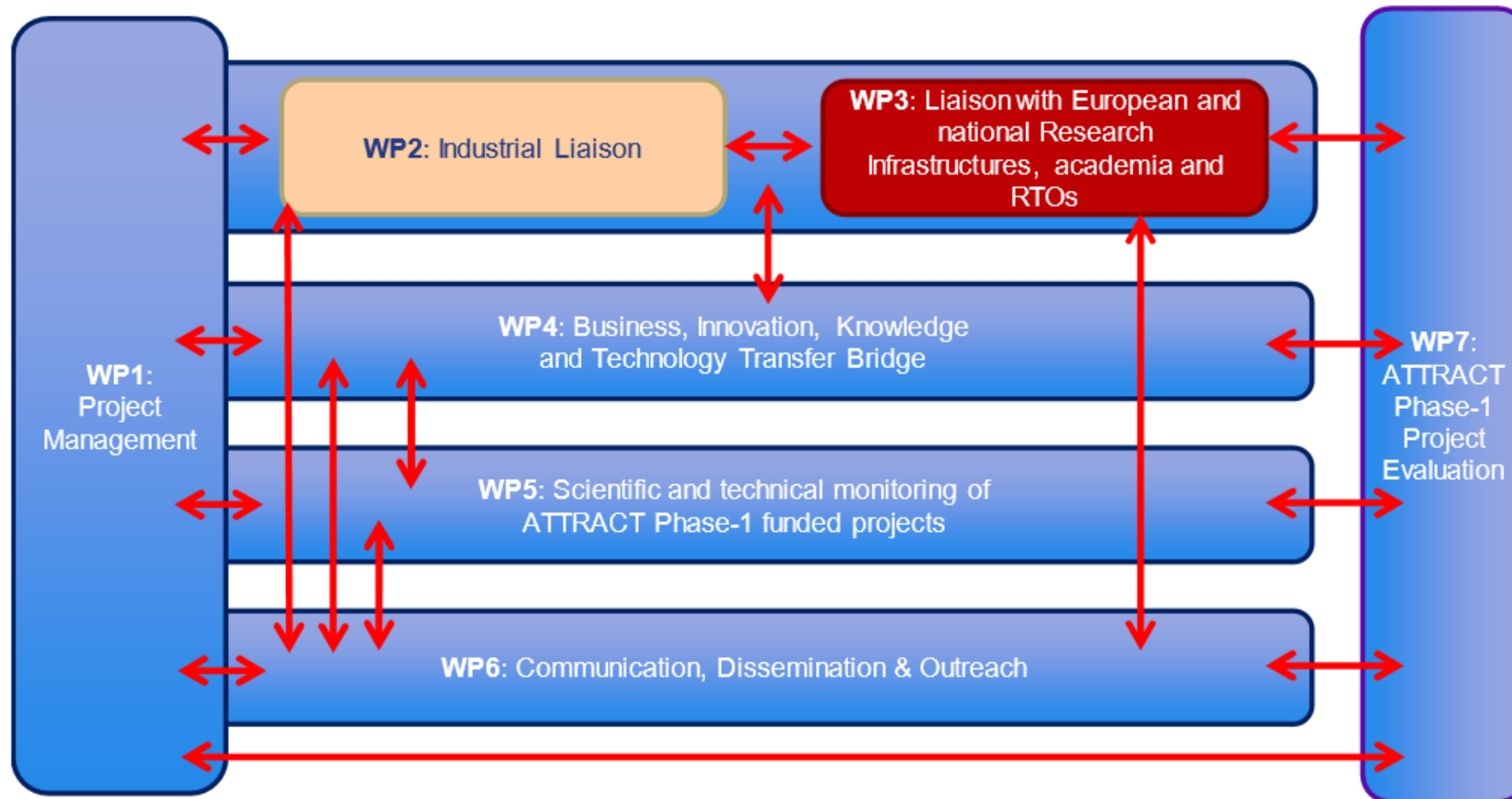
Topics: sensors, front- and back-end electronics, data acquisition systems, software and integration

Eligibility criteria: legal entity within EU or H2020 associated countries, joint proposals of at least two entities

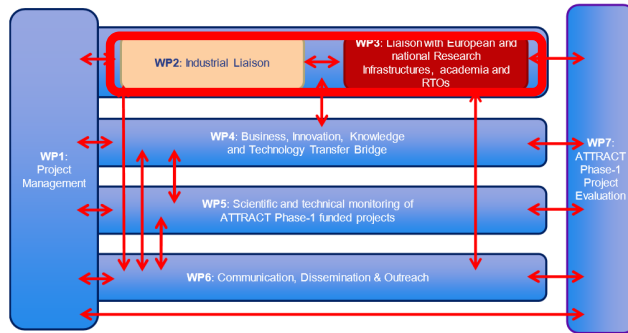
ATTRACT Governance



ATTRACT – Project structure



ATTRACT – Project structure



WP2 – Industrial Liaison &

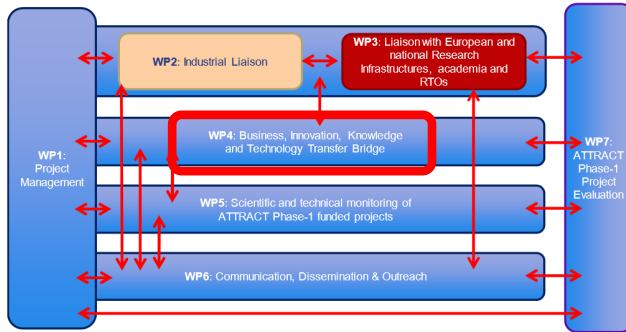
WP3 –Liaison with European and National RIs, academia, and RTOs

GOAL: Promote participation in the ATTRACT Phase-1 Open Call for a specific target audience

WP2: large industry; SMEs and private investment communities, including venture-capital firms, Business Angels

WP3: European and national RIs, academic centres and RTOs through their TTO offices.

ATTRACT – Project structure

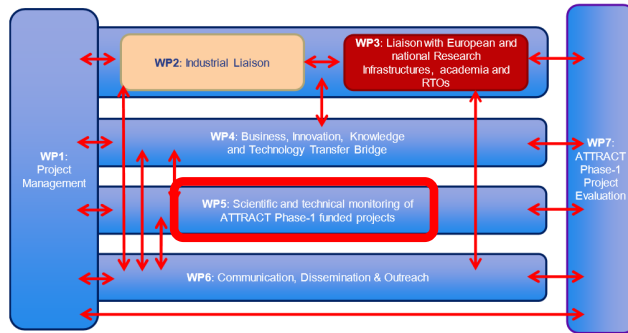


WP4 – Business, Innovation, Knowledge and Technology Transfer Bridge

GOALS

- Run the **‘Young Innovator & Entrepreneurs’ Pilot** in which MSc-students will be encouraged to use **Design Thinking methodologies** to **imagine and develop new societally relevant product** or service concepts based on a selection of **different technologies** featured in the **ATTRACT Phase-1 Open Call funded projects**.
- **Provide scientists** within the 180 ATTRACT Phase-1 funded projects with a basic knowledge or better **understanding about entrepreneurship**.

ATTRACT – Project structure

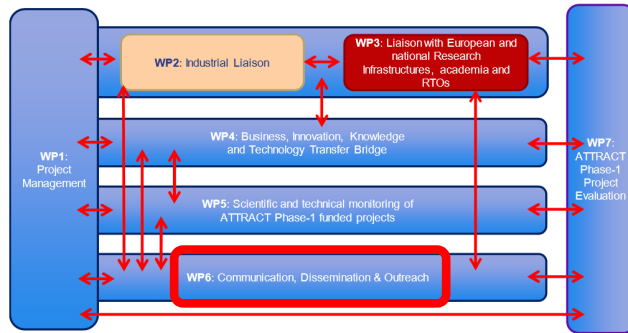


WP5 – Scientific and technical monitoring

GOALS

- Monitoring of the scientific and technical progress of the awarded projects
- Reporting to the Project Coordination Board via the Project Administrative Office

ATTRACT – Project structure

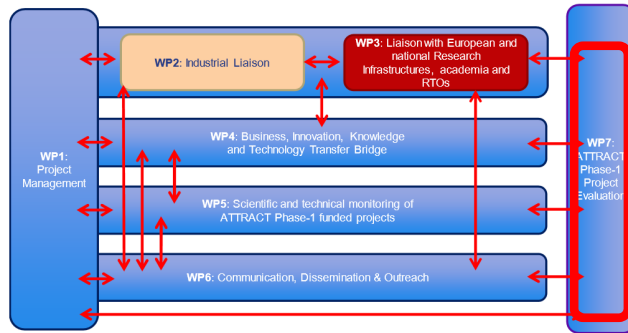


WP6 – Communication, Dissemination & Outreach

GOALS

- Promote the results of the ATTRACT Phase-1 project
- Investment pitching training for interested Open Call consortia members

ATTRACT – Project structure



WP7 – Project Evaluation

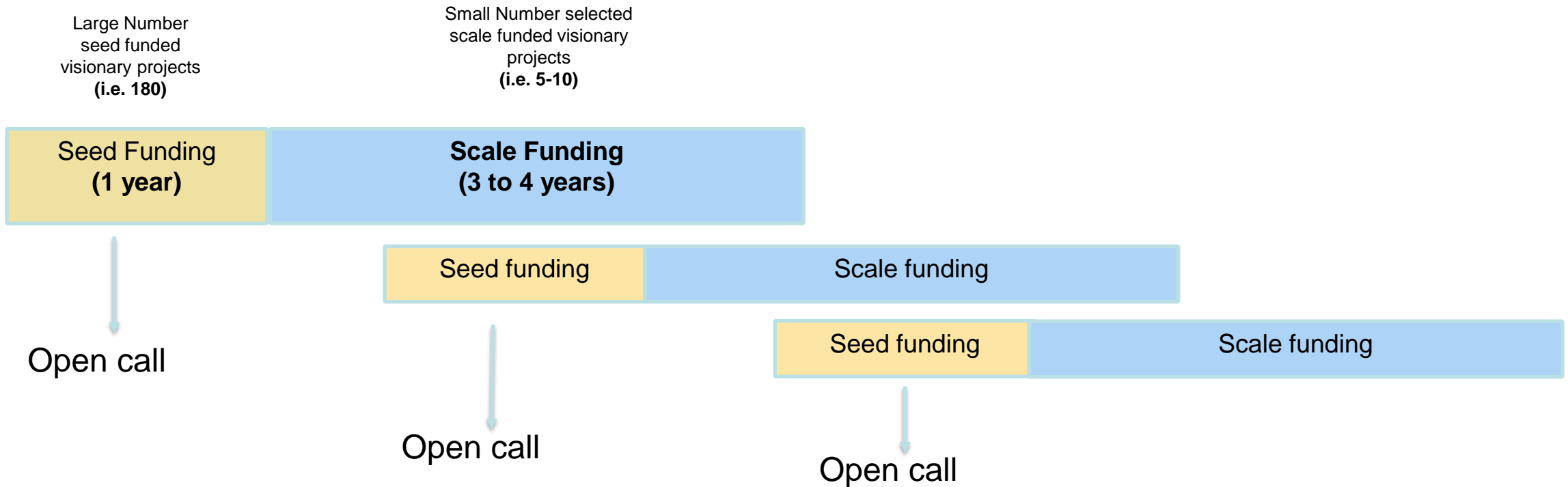
GOALS

- Evaluate and validate the results of ATTRACT Phase-1 Project as a model for continuous co-innovation of high-risk breakthrough project concepts.
- Refine the ATTRACT model based on the gained experience
- Provide insight as to how the ATTRACT Phase-1 model could be transferred to other science domains

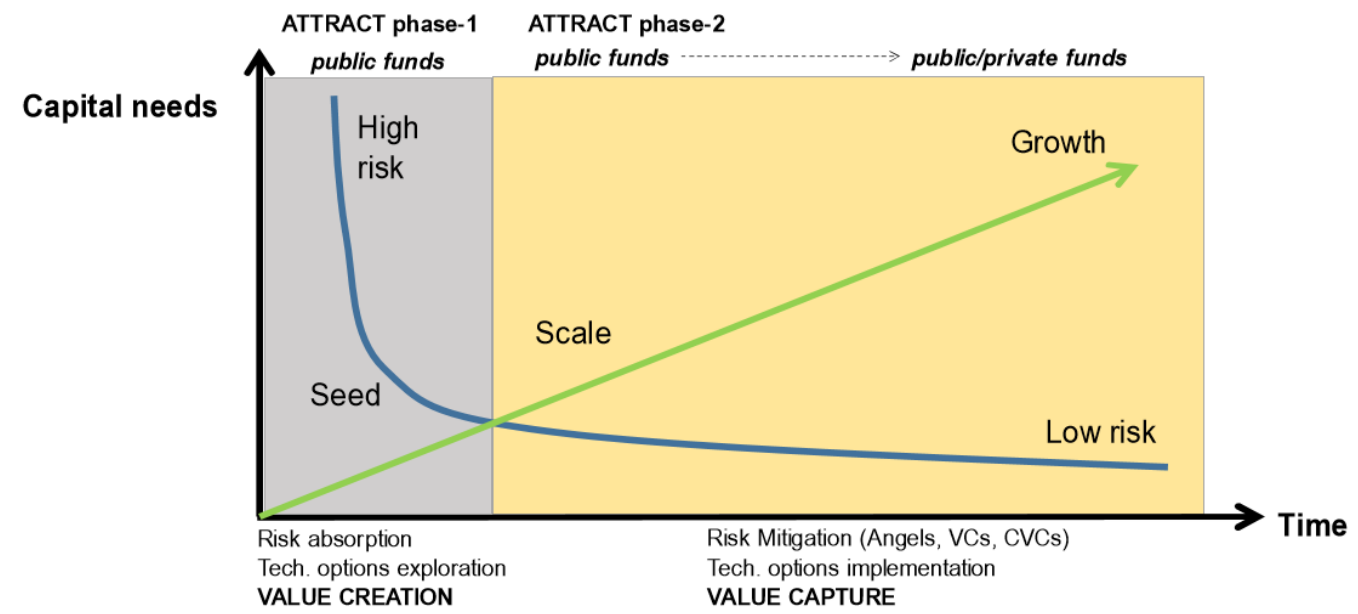
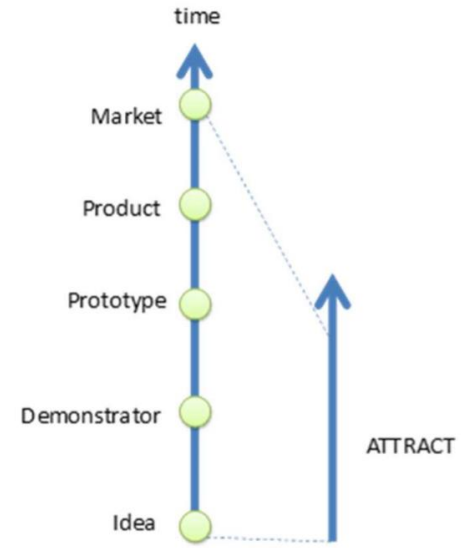
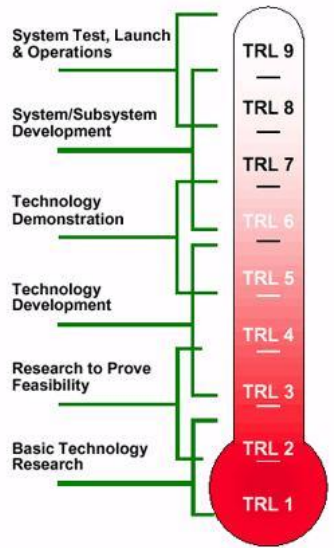
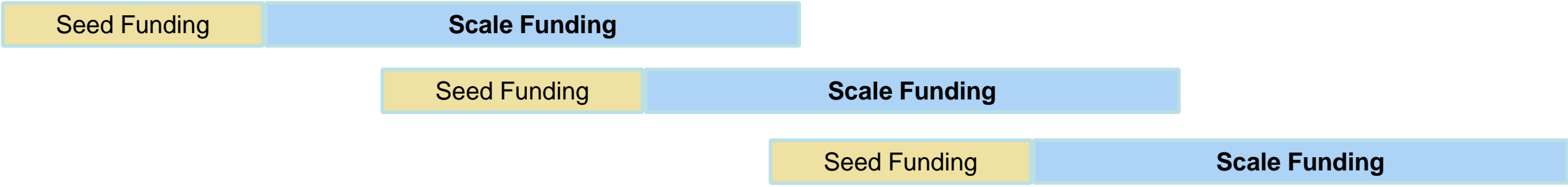
ATTRACT timeline

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|--|--------------------|
| Proposal submission: (INFRAINNOV-01-2017) | 29 March 2017 |
| Notification by the EC: | September 2017 |
| ATTRACT information event: | October 2017 |
| Launch of the Open Calls: | late Spring 2018 |
| Final Assessment Conference: (Brussels) | date to be defined |

ATTRACT – the future



ATTRACT – the future



Thank you for your attention

