

12  
May  
2023

# EIT Manufacturing Workshop Ljubljana





# The European Innovation Network for Manufacturing

Johannes Hunschofsky

May 2023



Co-funded by the  
European Union



[eitmanufacturing.eu](http://eitmanufacturing.eu)



# Horizon Europe





# Introduction

The manufacturing industry is a global base for prosperity and key to Europe's economic, social and environmental sustainability.

The sector is a main driver of industrial innovation, job creation and growth for European society.

# Manufacturing – A base for prosperity in EU

**2.1M+**

enterprises

**€7.11Tr**

in turnover

**32M**

jobs (16% of the total  
EU working population)

**13M**

Jobs in the growing  
high-tech manufacturing

**16.1%**

Share of EU-28 GDP (2016)

**80%**

of EU exports



## Our vision

Global manufacturing innovation is led by Europe.



## Our mission

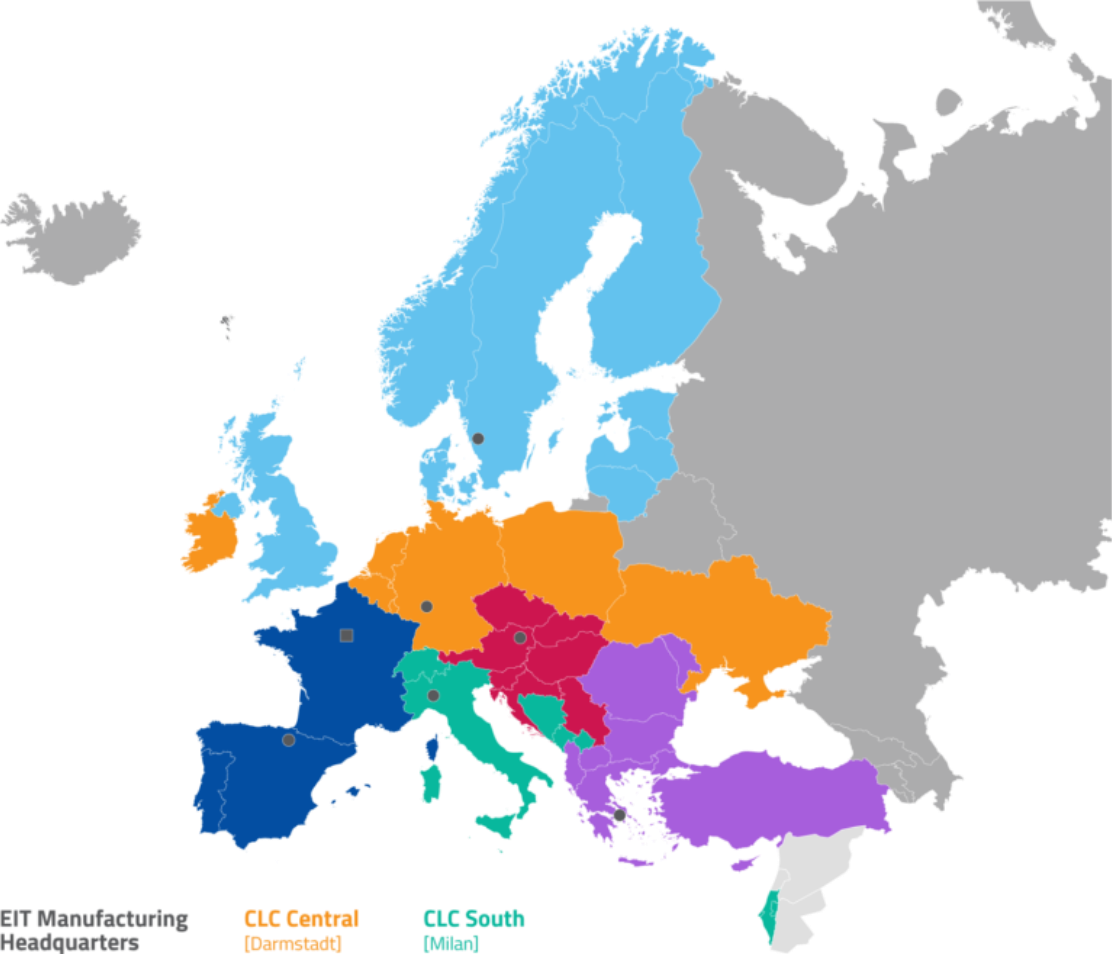
Bring together manufacturing actors across Europe to integrate innovation and education for an entrepreneurial and sustainable Europe.

# The strengths of EIT Manufacturing

To ensure that innovations reach the market, industry has the right talent and entrepreneurs can thrive, EIT Manufacturing connects and integrates the areas of education, innovation and business creation and the Regional Innovation Scheme (RIS).



# European Network



**EIT Manufacturing Headquarters**  
Paris

**CLC Central**  
[Darmstadt]

**CLC South**  
[Milan]

**CLC West**  
[San Sebastian]

**CLC North**  
[Gothenburg]

**CLC East**  
[Vienna]

**CLC South-East**  
[Athens]

*In addition, dynamically growing number of RIS hubs*





# Powerful Partnership: 100+ partners from 20+ countries

## Industry 58%

### ELECTRONICS AND DIGITAL



### AUTOMOTIVE



### MACHINERY & EQUIPMENT



### CONSUMER GOODS, MEDICAL EQUIPMENT AND PROCESS INDUSTRIES



### OTHER



## Universities 23%



## RTOs 19%



As of March 2023

# A strong interdisciplinary and trusted network!

## Network



# Connecting industry with solution providers

One challenge and four windows of opportunity:



Companies fund their own  
PoCs / Implementations

Corporates, Mid-caps and SMEs submit their challenges and the Business Creation teams scout according to the individually agreed time-lines

=> Solutions can be implemented in shorter than 6 months



Companies submit their  
challenges for intl. awards

Corporates, Mid-caps and SMEs may deal their solution implementation publicly (in the BoostUp! BRIDGE competition)

=> Solutions can be awarded with up to 30.000€ co-funding



Companies intend to  
participate in consortia for  
implementation projects

Challenge owners may apply in EIT Manufacturing's CfPs to look for implementation and application partners in European scale

=> Accepted proposals receive funding from EIT Manufacturing







Companies are looking for  
innovations to be further  
developed into TRL >6

Challenge owners would need R&D capacities to further develop solution of lower TRL status into commercial prototypes

=> EIT Manufacturing supports building international consortia and respond to Horizon Europe

# The future of Manufacturing – our young companies network

Engaged	Supported	Alumni	Success Stories
<p>600+ start-ups</p> <p>37+ countries</p>	 <p>+ 53 other</p>	 <p>+43 other</p>	<p>Neuron soundware</p>  <p>Invested</p>  <p>salesqueeze</p> <p>+11 other</p>

# Discover Vienna: Manufacturing Edition

8 selected start-ups from 6 countries



**Discover Vienna Manufacturing Edition**

Ready to join a programme for thriving start-ups & scale ups that have solutions for manufacturing?

- ✓ Two weeks intensive programme in Vienna (3rd – 16th November 2021)
- ✓ Two months mentoring and coaching support
- ✓ Two weeks free office space at EIT Manufacturing in Vienna

**Apply now!**

powered by Manufacturing in cooperation with Co-funded by the European Union



**Discover Vienna Manufacturing Edition**

Partnering Organisations

voestalpine

ONE STEP AHEAD.



DESIGN FOR PRODUCTION

Atos

Round2 CAPITAL PARTNERS

ABA INVEST WORK FILM

incus

kapsch >>> challenging limits



austria wirtschafts service



FFG Forschung wirkt.








BOREALIS



# Connecting industry with Start-ups

## Open Call – BoostUp! Bridge

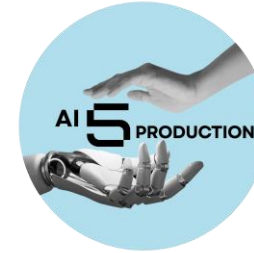


BoostUp! Bridge Editions	Corporate	Description of the industrial challenge
 <p><b>BoostUp! Tech</b></p>		Sharing assets and production process between different manufacturers and associated business model and technical solutions.
 <p><b>BoostUp! Green</b></p>		Measuring and Modelling CO2 emissions of direct material suppliers (from cradle to gate, including recycling).A
 <p><b>BoostUp! Corporate</b></p>		Designing and implementing a process to measure and drive the energy efficiency and performance of a painting process line at an industrial plant in Italy.
		Implementation of an AI driven solution to model, analyse and optimize the shelf life of products.

### Finalists



# External Projects – EIT Manufacturing East



Creating a multilocation, digital connected European Production Gigant based on Gaia-X	Bringing Austria's manufacturing industry closer to EIT Manufacturing and its European activities	Quick, challenge-driven, human-centred Co-Creation Mechanism for Industry-Academia Collaborations	European Digital Innovation Hub for the digital transformation of manufacturing companies	The digital networking of the production sites and production processes of 3 pilot factories (AT) using Gaia-X
2021 – 2025	2021 - 2026	2022 - 2025	2022 - 2025	2023 - 2025
Total Volume: 8.6 Mio. € Total Funding: 5.0 Mio. €	Total Volume: 2 Mio. € Total Funding: 1 Mio. €	Total Volume: 2 Mio. € Total Funding: 2 Mio. €	Total Volume: 4.3 Mio. € Total Funding: 4.3 Mio. €	Total Volume: 1.9 Mio. € Total Funding: 1.5 Mio. €
<a href="http://www.euproigigant.com">www.euproigigant.com</a>	<a href="http://www.mitic.at">www.mitic.at</a>	<a href="http://www.indusac.eu">www.indusac.eu</a>	<a href="http://www.ai5production.at">www.ai5production.at</a>	<a href="http://www.amids.at">www.amids.at</a>

# External Projects – EIT Manufacturing East

## PreMETS

An alliance for boosting the European Innovation in Predictive Maintenance through entrepreneurial cooperation, education, and training

2023 – 2026

Total Volume: 1.7 Mio. €  
Total Funding: 1.4 Mio. €

tbd.

## EuProGigant Theia

Interoperable, decentralized data and service ecosystems to enable sustainable production spaces.

2023 - 2025

Total Volume: 2.6 Mio. €  
Total Funding: 1.8 Mio. €

[www.euprogigant.com](http://www.euprogigant.com)



**... and many more proposals in the pipeline!**



# The value of EIT Manufacturing



Creating a European Data Ecosystem



dione-x





- Join us today!
- 1,600+ members and counting!

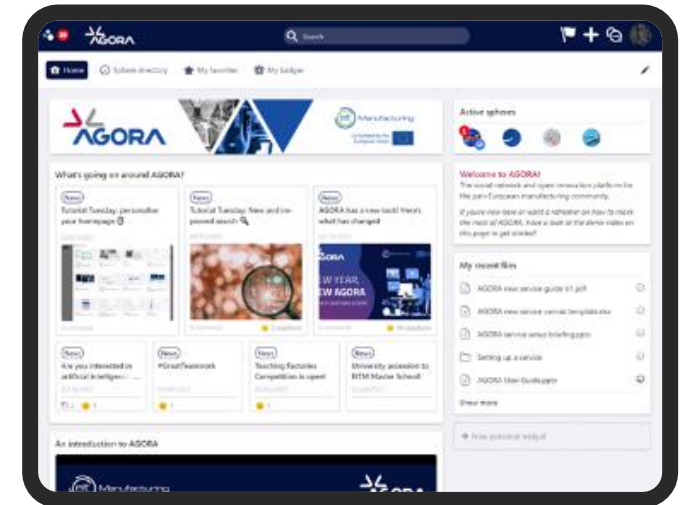


# Open innovation and networking

Latest tech developments,  
industrial use cases,  
insights and discussions

Networking  
and meeting

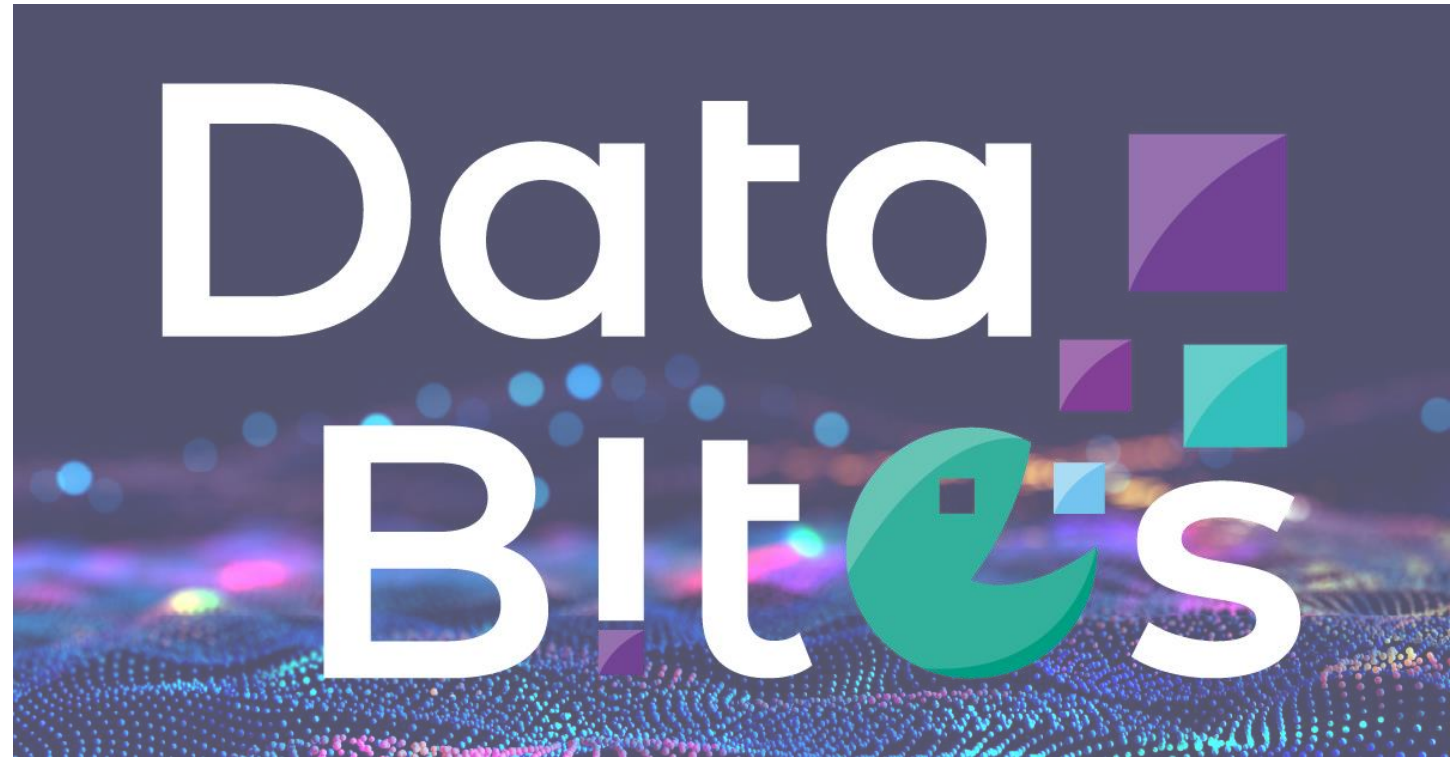
One-stop shop for EITM  
& Manufacturing news  
and activities



<https://agora-eitmanufacturing.eu>

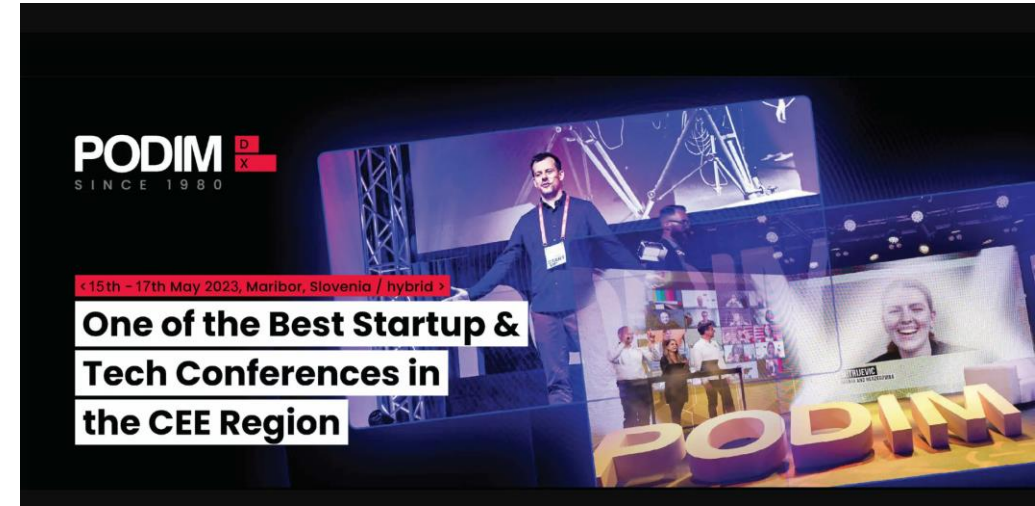
# Upcoming: Data Bites

- 15 June: Talent Management Index with Transformation Management
- 27 June: Quality Assurance (SIQ)



# Upcoming Events:

- **Podim Slovenia:** 15-17 May, Maribor, Slovenia
  - Sponsoring Package
  - Panel Discussion on 16 May
- **Manufacturing Day:** 01 June, Vienna, Austria
  - The leading event during ViennaUP'23
  - 1:1 meetings & networking
  - Renowned keynote speakers:
    - Mariana Mazzucato
    - Gerd Leonhard
    - Michael Friedl
    - Werner Wutscher



# ViennaUP'23

- Connect Day: 31 May, Vienna Austria
- Manufacturing Day: 01 June, Vienna Austria
- Discover Vienna: Manufacturing Edition 2023: 30 May – 02 June, Vienna, Austria
- BoostUp! East 2023 Finals: 01 June, Vienna, Austria



# Thank you

Contact:

Johannes Hunschofsky

M: +43 660 43 660 01

E: [johannes.hunschofsky@eitmanufacturing.eu](mailto:johannes.hunschofsky@eitmanufacturing.eu)



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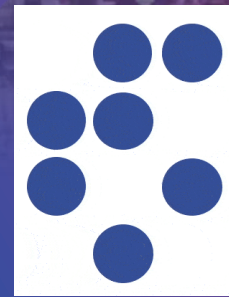
# EIT Manufacturing Hub – University of Ljubljana

Franci Pušavec

Hub coordinator  
Vice dean for education  
Head of the department for Management of Manufacturing  
Technologies  
Faculty of Mechanical Engineering  
University of Ljubljana



Co-funded by the  
European Union



[eitmanufacturing.eu](http://eitmanufacturing.eu)

EIT Manufacturing  
Workshop  
Ljubljana, 12.5.2023

# EIT Hub – Slovenia

## *Digital and Green Manufacturing*

Focus activities:

1. **Dissemination.** Expanding the network. Events for industry. Events for researchers. Events for youth and students. Events with national authorities, agencies and incubators. Women engineer of the year - Leaders
2. **Innovation.** EIT projects, Jump starter, Boost-up, Spin-outs/Start-ups.
3. **Education.** EIT education projects. Trainings. Summer schools. Workshops.

1



**ArcLub** ONE

2



3





# EIT Leaders

## *Connect with SLO women engineer*

Tight collaboration:

1. **Annual event.** Top candidates promoted to leaders. Supported by SLO president.
2. **LEADERS 2022.** Two candidate, one in LEADERS top selection.
3. **EIT support.** 2022 Women engineer of the year in Slovenia is announced in January 2023. Big event for 5<sup>th</sup> anniversary – EIT M co-organizer.



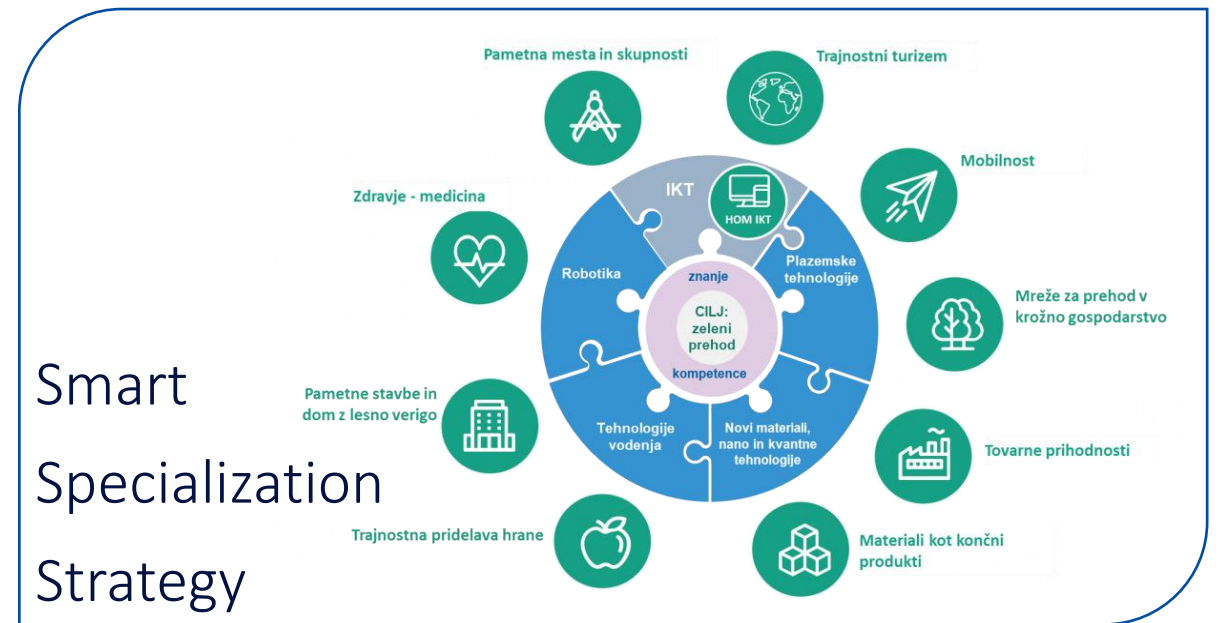
# EIT network

## *Connect with public authorities*

SPIRIT Slovenia Business Development Agency



Government Office for Development and European Cohesion Policy

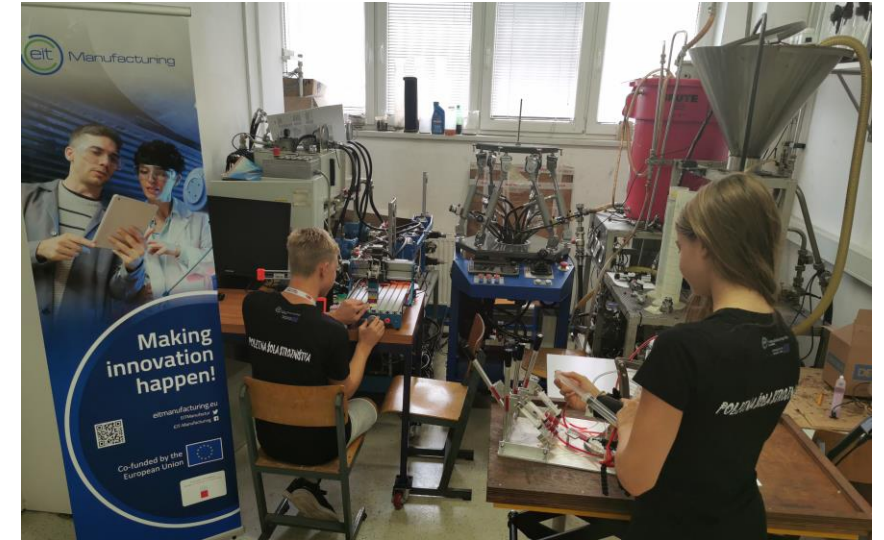


# EIT support

## *Summer school for youth*

22-26.8.2022:

1. **For youth 10-18 years old.** To become acquainted with manufacturing.
2. **Participation.** 91 participants of which **9 girls**.
3. **Topics.** Weather station; Construction and testing of car models; Smart solar flower; 3D print; Hydraulic robot; Wind turbine; Heat motor; HPC- High Performance Computing; Precision engraving of sealer...



# EIT support

## Competitions, Boost-up, Jump-starter

### Jump starter

EIT Jumpstarter Grand Final



**WarpJet**

NOVEL COOLANT SUPPLY SYSTEM based on a high pressure and sequentially controlled delivery of cooling and lubrication fluids

Matjaž Kern, M.Sc.

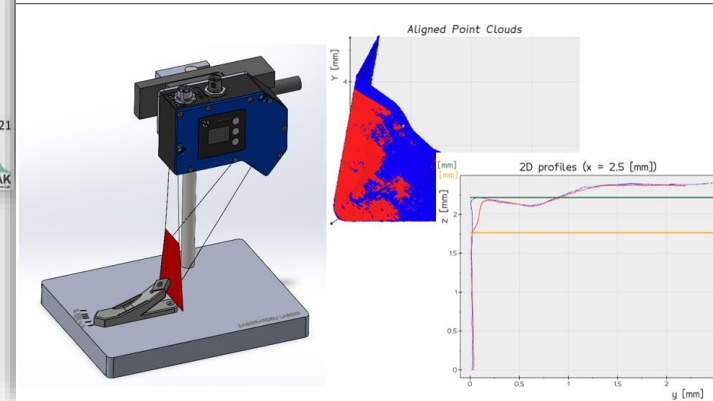
Scope  
CNC machining processes

Current state  
Patented  
Prototype tested

1st of December 2021

DEPARTMENT FOR MANAGEMENT OF MANUFACTURING TECHNOLOGIES  
LABOD  
LAZAK

### 3D digitalization sensor for industrial applications



## Boost up

LIVE 53

Boost up 2021 RIS



ArcLub

MANUFACTURING DAYS

eit Manufacturing D.L.G. EAST

EUROPEAN UNION

part of ViennaUP21


### Innovation competition

IRTI IDEAS IRTI INOVATIVNI TAJEDI POGAČAR

PLACE FOR YOUR AD

PLACE FOR YOUR AD

November 2021



NANODIZE

Tudi s 800 in elektrijo

Precizni korozni materij

Zastoj na 600k z uporabo in vmesnikom



Smart Pad Systems

CELOVIT IN INOVATIVEN NAČIN OZNAČEVANJA INDUSTRIJSKE EMBALAZE



Oznanje za lokacije ozvezdij (EIT Manufacturing Days)

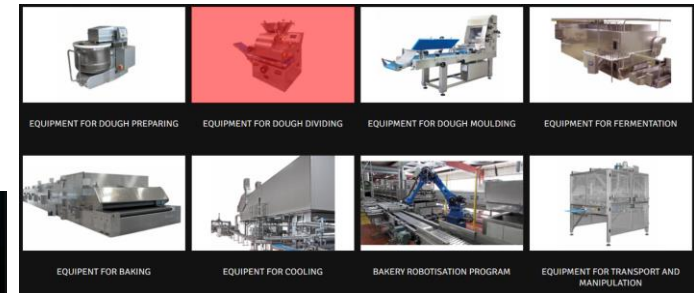
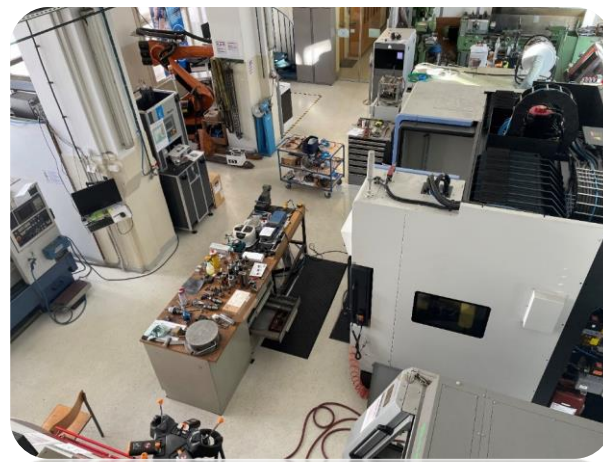
nje lokacij ozvezdij



# EIT support *Workshop for industry*

27.-28.09.2022:

1. **Topic.** Trends in manufacturing technologies with the presentation of EIT Manufacturing activities.
2. **last year.** Focus on **digitalization of production processes**, and importance of **cleanliness of products and clean environment**.
3. **8 main companies.** Automotive, medical, food and defence industries.

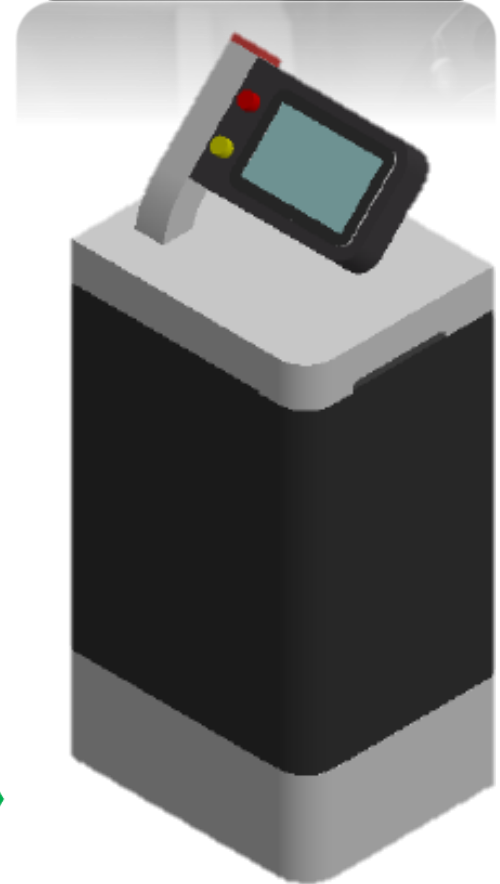
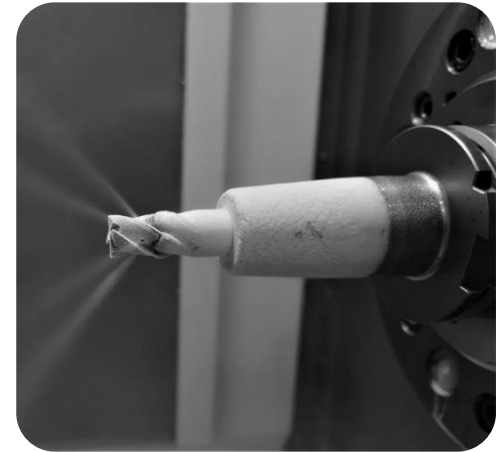


# EIT innovation project

## *Transition to a waste-free production*

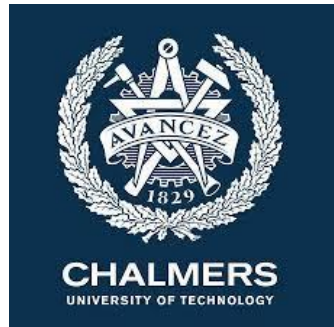
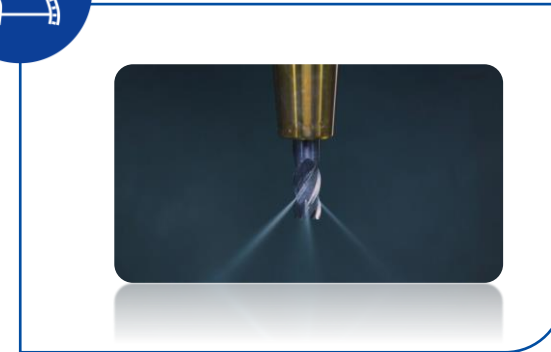
2021, 2023:

1. **RISE the TRL level.** On industrial application.
2. **Innovation.** Rise the TRL level – cryogenic + MQL machining.
3. **Challenge.** Successfully approval of the concept for intellectual property transfer to spin-outs.
4. **Project.** Successfully obtained project for 2023 – Piloting and dissemination on the market/industry.
5. **Main goal.** *Spin-out company in 2023.*



# EIT innovation project

## *Transition to a waste-free production*



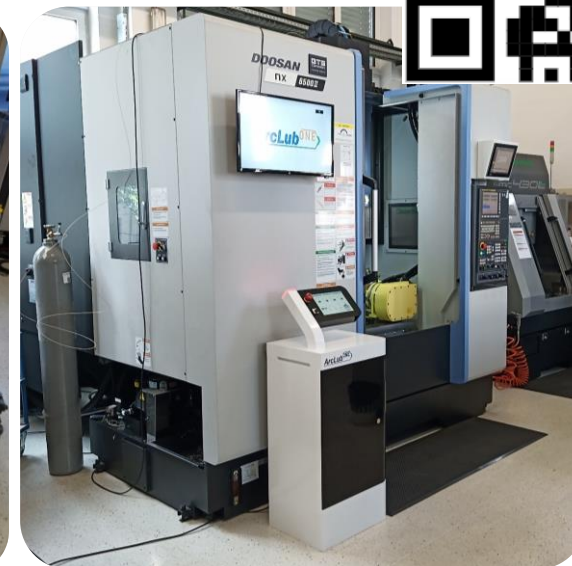
**HSTec**  
HIGH SPEED TECHNIQUE



**Accu-svenska AB**  
Minimum Quantity Lubrication Systems

### Results:

- Four systems installed
- [www.arclubsystems.com](http://www.arclubsystems.com)



# EIT education project (1.2022 – 3.2023)

## *Hybrid learning paths for professional education in manufacturing*

3.10. – 25.11.2022:

### 1. Partners.



2. **Impact.** Develop and optimizing hybrid learning paths for professional education in manufacturing industry (hybrid with modern learning nuggets).





# EIT education project

## *Hybrid learning paths for professional education in manufacturing*

<b>Module 1: Parameter selection in machining (Mondragon University)</b> <ul style="list-style-type: none"> <li>• Dynamic stability in cutting process</li> <li>• Coupled Tool Material (CTM) standards</li> <li>• Parameter selection methodology</li> <li>• Key performance indicators: tool life, surface integrity, etc.</li> </ul>	<b>Module 2: Simulation-based machining (Czech Technical University in Prague)</b> <ul style="list-style-type: none"> <li>• Important parameters for machining assessment</li> <li>• Digital-twin-based simulation of machining</li> <li>• Validation of digital twin and simulation results and merging with measured data</li> <li>• Simulation based machining strategy choice</li> </ul>
<b>Module 3: Industrial data in machining (TU Wien)</b> <ul style="list-style-type: none"> <li>• Data exploration methods</li> <li>• Data management: e.g. data storage and data mining</li> <li>• Artificial Intelligence (AI) principles</li> <li>• Application of AI methods in machining context</li> </ul>	<b>Module 4: Metalworking fluids in machining (Chalmers &amp; University of Ljubljana)</b> <ul style="list-style-type: none"> <li>• Role and types of metalworking fluids</li> <li>• Monitoring of metalworking fluids</li> <li>• High-pressure cooling, MQL and cryogenic machining</li> <li>• Sustainable</li> </ul>

### Results:

- 31 participants (international)



# EIT education – collaboration with EIT Manufacturing CLC East *Manufacturing Cobot Technology Online Training*



09:21

**DeCoTe**

**MANUFACTURING COBOT TECHNOLOGY TRAINING**

10 - 18 October 2022  
Ljubljana, Slovenia

Book your ticket now!  
[www.eitmanufacturing-east.eu](http://www.eitmanufacturing-east.eu)

**Official Certificate of Completion**

**TU WIEN** TECHNISCHE UNIVERSITÄT WIEN Vienna/Austria

**eit Manufacturing CLC EAST**

Co-funded by the European Union



**PROGRAMME**

**INTRODUCTION ONLINE WEBINAR** 10 October 2022  
10:00 - 11:00 CEST

- Meet and greet with all participants
- Introduction to the training
- Admin and logistics of the training plan
- Online training registration and first use of the Skills.move platform
- How to prepare for the practical part?

**E-LEARNING** 10-16 October 2022

- Democratize Cobot Technology (Video)
- Introduction to Collaborative Robots
- Safety instructions (Quiz)
- Introduction to Universal Robots
- Introduction to the Programming of a Universal Robot
- Introduction to the Use Case

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**eit Manufacturing CLC EAST**

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**DeCoTe**  
PRACTICAL PROGRAMME\*

**GROUP WORK:**

- Control and programme cobot
- Cobot simulation
- Intuitive Robot User Interface "Assembly"
- Case Study "Machine Tending"
- Learning Nuggets & Discussion

**Option 1: 17 October 2022**  
10:00 - 16:00 CEST

and

**Option 2: 18 October 2022**  
10:00 - 16:00 CEST

**Venue:**  
University of Ljubljana,  
Faculty Of Mechanical Engineering  
Aškerčeva cesta 6  
1000 Ljubljana  
Slovenia

University of Ljubljana  
Faculty of Mechanical Engineering

\*the Practical Programme is an additional free of charge bonus programme



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**eit Manufacturing CLC EAST**

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**DeCoTe**

**Trainers**

**Zahra Safari Dehnavi**  
She is a PhD student at the institute of management sciences, TU Wien, in the research area of Human-Machine Interaction. Previously, she has studied mechanical engineering in both B.Sc. and M.Sc. degrees. As her master thesis, she used reinforcement-learning method to train a humanoid robot how to recover its balance when an external force is applied. She is interested in developing cobots with the help of machine learning methods in order to facilitate sustainable human-robot collaboration.

**Dirk Veith**  
A bachelor's student at TU Vienna currently working at the institute of Management Sciences in the department of Human-Machine Interaction. As a trained carpenter, he is very practically oriented. His interest in engineering, robotics and management was awakened due to growing up in his parents' industrial company and deepened while studying mechanical engineering. He is currently working on a research about the production situation in Austria and on the development of a demonstrator to investigate how AI can be used meaningfully as decision support in the quality assurance workplace.

Book your ticket now!  
[www.eitmanufacturing-east.eu](http://www.eitmanufacturing-east.eu)

PRICE FOR A FULL COURSE WITH CERTIFICATION:

**Students: 200 EUR/person\***  
**Employees: 250 EUR/person\***

\*Prices exclude VAT  
Special 20% student discount available.  
Please apply promo code "STUDENT20" at the checkout.

**Official Certificate of Completion**

**TU WIEN** TECHNISCHE UNIVERSITÄT WIEN Vienna/Austria

**eit Manufacturing CLC EAST**

Co-funded by the European Union

# Spin-outs / Start-ups

*Your challenges, our solutions*

Collaboration:

**UL**  
**Knowledge  
Transfer  
Office**



**LJUBLJANSKI UNIVERZITETNI  
INKUBATOR**

# EIT dissemination

## Industrial journal – IRT3000

Focus activities:

### 1. Publishing.

Technical journal most present in Slovenian and ex-Balkan industrial sector.

Covering the fields of innovation, R & D and latest technologies, which are developed, implemented or used by Slovenian, Croatian, Serbian economy and the globe.



INTERVJU

INTERVJU: KLAUS BEETZ, EIT MANUFACTURING

» Evropa ustvarja vodilno proizvodnjo, Slovenija lahko postane del zgodbe o uspehu

Klaus Beetz je generalni direktor EIT Manufacturing, inovacijske skupnosti v okviru Evropskega inštituta za inovacije in tehnologijo, ki povezuje vodilne akterje na področju proizvodnje v Evropi. EIT Manufacturing si prizadeva za bolj podnebno nevtralno, odporno in digitalizirano industrijo. To udeležajo z močno meddisciplinarno in zaupanja vredno skupnostjo, kjer evropskim izdelkom, procesom ter storitvam dodajajo edinstveno vrednost. Posledično, navdihujejo oblikovanje globalno konkurenčne in trajnostne proizvodnje. Pogovor na daljavo z g. Beetzom je plod začetka sodelovanja med EIT Manufacturing in projekta Inženirke leta.

Klaus Beetz

Kaj boste povedali direktorici dinamičnega inovativnega podjetja o EIT Manufacturing ob našem obisku 10. januarja 2023 v Sloveniji?

EIT Manufacturing je največja inovacijska mreža za evropsko proizvodno industrijo, naša vizija pa je, da bi Evropa še naprej vodila svetovne proizvodne inovacije. Za doslej tega ambicioznega cilja sodelujemo z vodilnimi akterji na področju proizvodnje v raziskovalni, poslovni in akademski sferi, da bi spodbudili inovacije.

Podjetjem vseh velikosti pomagamo pri reševanju izzivov, ki so običajni za mala podjetja. Naša pomoč je usmerjena na lokalna mlada podjetja, denarno nagnjena podjetja ali hitro-rastoča podjetja, je podpora rasti in lokalnega ekosistema na evropski ravni in tiste. Ta podpora je lahko finančna ali v obliki svetovanja, izkušenj, znanja, mreženja, svetovanja pri apririranju intelektualne lastnine ali pomoči pri iskanju partnerjev in strank. Poleg tega inovativnim podjetjem omogočamo dostop do našega evropskega poslovnega ekosistema za iskanje strateških partnerjev, strank ali vlagateljev s podporo naše skupnosti. Podpiramo jih tudi pri pridobitvi dostopa do finančnih sredstev, zavezu prvih poslovnih partnerov ali preizkušanja novih v realnem industrijskem okolju. Pod kratkim smo finančno podpiri slovensko podjetje SdeSquare d.o.o. s sedežem v Škofji Lohi.

Malim in srednje velikim podjetjem (MSP) ter večjim podjetjem dodatno pomagamo različne pobude za podporo pri splošnem razvoju, poslovnem preoblikovanju in inovacijah. Med drugim zagotavljamo storitve odprtih inovacij, kar je iskanje



» » Pogovor v slovenski in svoji slovenski in evropski proizvodnji. Klaus Beetz, generalni direktor EIT Manufacturing.

inženirski in specializirane programe za storitve preoblikovanja, na primer ocene posloj in načrtje usposabljanja. Naše storitve segajo od programov strokovnega usposabljanja za nadgradnjo

117 | IRT3000 | November - december 2022 | Letnik 15

# EIT dissemination

## *Industrial forum IRT*

A forum of knowledge and experience.

*Novelties – Solutions – Cases of knowledge and experience transfer - New ideas, concepts, methods, technologies and tools - Requirements and needs - Transfer of knowledge - Knowledge triangle - Successful applicative projects*

To encourage innovation, developmental orientation and technological excellence as important factors of success and better quality of life in the production, R&D and educational environment.



Co-funded by the  
European Union



June, 2023

- 15:15 - 17:20 ● EIT Manufacturing – Production in Innovative Europe
- 15:15 - 15:25 ● Innovation in Slovenia – EIT manufacturing HUB  
[dr. Franci Pušavec](#)  
University of Ljubljana, Faculty of Mechanical Engineering
- 15:25 - 15:45 ● EIT manufacturing network, mechanism, benefits for Slovenian industry  
[dr. Blanca Chocarro](#)  
EIT Manufacturing Project Manager Water Scarcity & Circular Economy
- 15:45 - 15:55 ● EIT leaders + Supernova initiatives – women innovators in manufacturing  
[Megi Witerma Plaku](#)  
EIT Manufacturing RIS Relationship Manager
- 15:55 - 16:10 ● Manufacturing in electromobility – ELAPHE+EIT Scale UP  
[dr. Matej Biček](#)  
COO, Elaphe Propulsion Technologies
- 16:10 - 16:20 ● Slovenian smart specialization strategy  
[Marko Hren](#)  
Office of the Government of the Republic of Slovenia for Development and European Cohesion Policy
- 16:20 - 16:30 ● SRIP – circular economy  
[Nina Meglič](#)  
Chamber of Commerce and Industry of Štajerska, manager of SRIP - Circular Economy
- 16:30 - 16:40 ● SRIP – factories of the future  
[dr. Igor Kovač](#)  
Institute Jožef Stefan, EIT Manufacturing member, acting Head of SRIP - ToP
- 16:40 - 17:20 ● Round table - Opportunities for strengthening the Slovenian innovation ecosystem 📄
- 17:20 - 17:50 ● Break for networking and tour of exhibition
- 17:50 - 18:50 ● Closed meeting: Definition and confirmation of collaboration between EIT M and SPIRIT on enhancement of innovation ecosystem in Slovenia  
[EIT Manufacturing](#), [EIT NCP \(SPIRIT\)](#), [Government office for cohesion politics \(SVRK\)](#)
- Closed meeting: Definition and confirmation of collaboration between EIT M and MEDIADÉ on collaboration between »Slovenian women engineer of the year« and »Leaders«  
[EIT Manufacturing](#), [MEDIADÉ](#)

# Student innovation competition

## *Industrial forum IRT*



REPUBLIKA SLOVENIJA  
MINISTRSTVO ZA GOSPODARSTVO,  
TURIZEM IN ŠPORT



NAČRT ZA  
OKREVANJE  
IN ODPORNOST



Financira  
Evropska unija  
NextGenerationEU



Co-funded by the  
European Union



University  
of Ljubljana  
Faculty  
of Mechanical Engineering



Natečaj "Študentska ideja  
s poslovnim potencialom"



Co-funded by the  
European Union

s poslovnim potencialom

# Thank you!



@EITManufactur  
@EITManufacturing  
eitmanufacturing



[eitmanufacturing.eu](http://eitmanufacturing.eu)

Hub SLO:



# EIT Manufacturing x SaleSqueeze:

Working with EIT Manufacturing - journey, milestones and experience



**Leon Panjtar**

CEO at SaleSqueeze

leon@salesqueeze.com





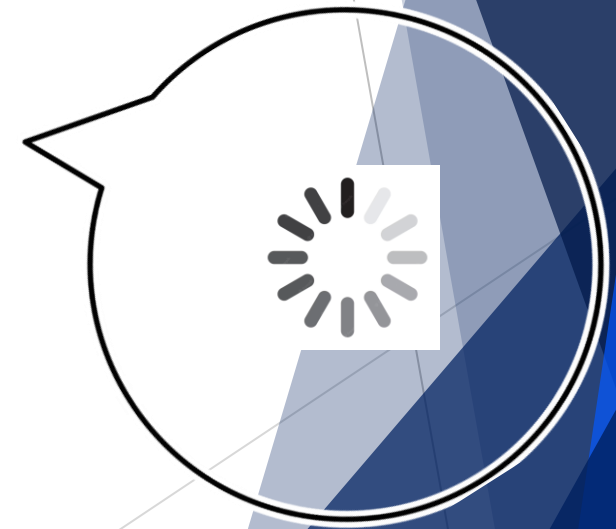
**salesqueeze**

**Making complex sales simple**

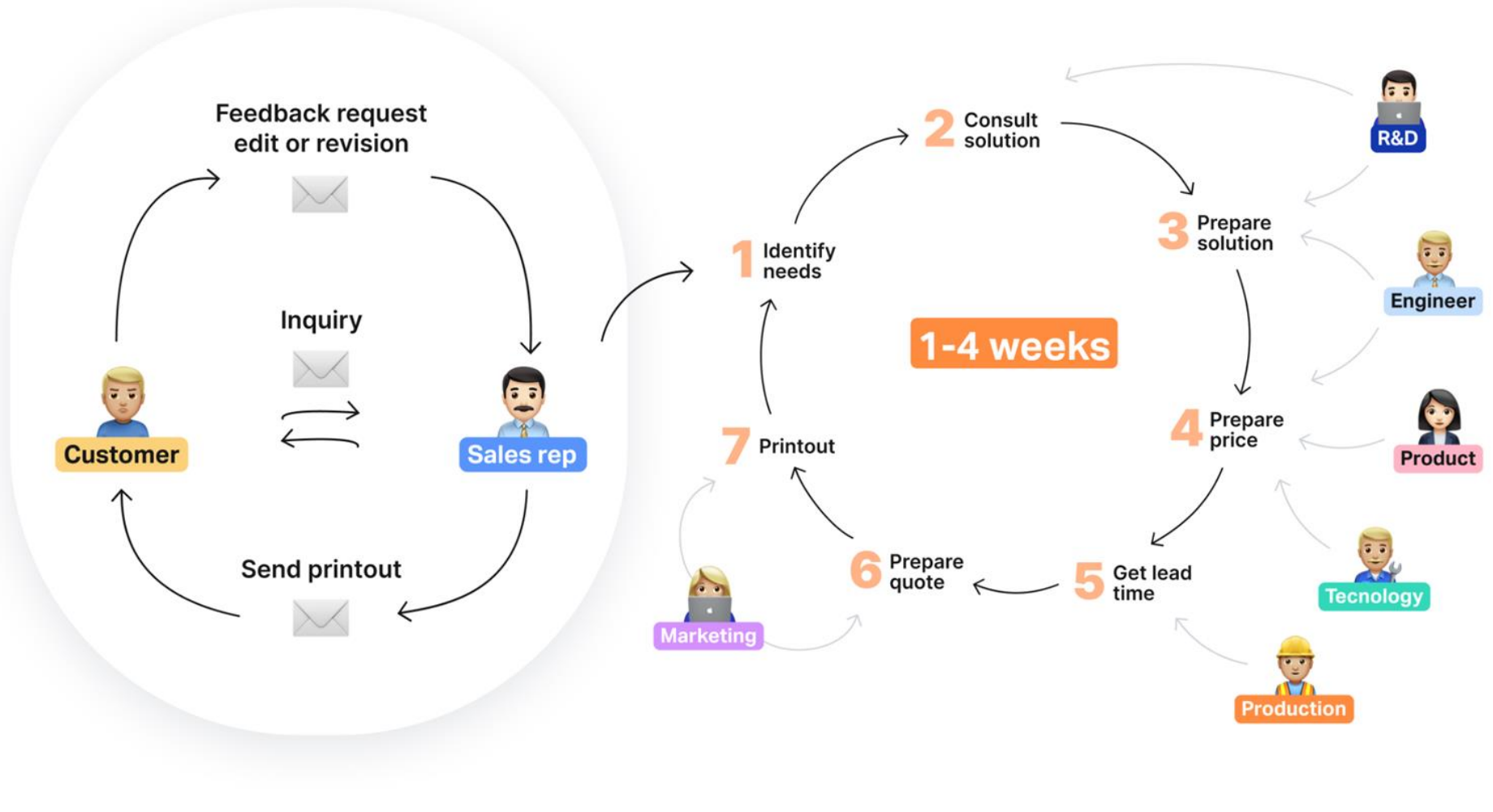
<https://salesqueeze.com>

# Sales in manufacturing **still works like it's 1995**

*I want a price  
quote and lead  
time for my  
order ASAP!*



# Manufacturing sales process today



# **Manufacturing sales process today**

**IS MANUAL**

**10+ TOUCHPOINTS FOR A PRICE QUOTE**

**6+ INTERNAL ROLES TO CONSULT**

**1-4 WEEKS**

**~10% WIN RATE**

# **Manufacturing sales process tomorrow**

**PERSONALIZED**

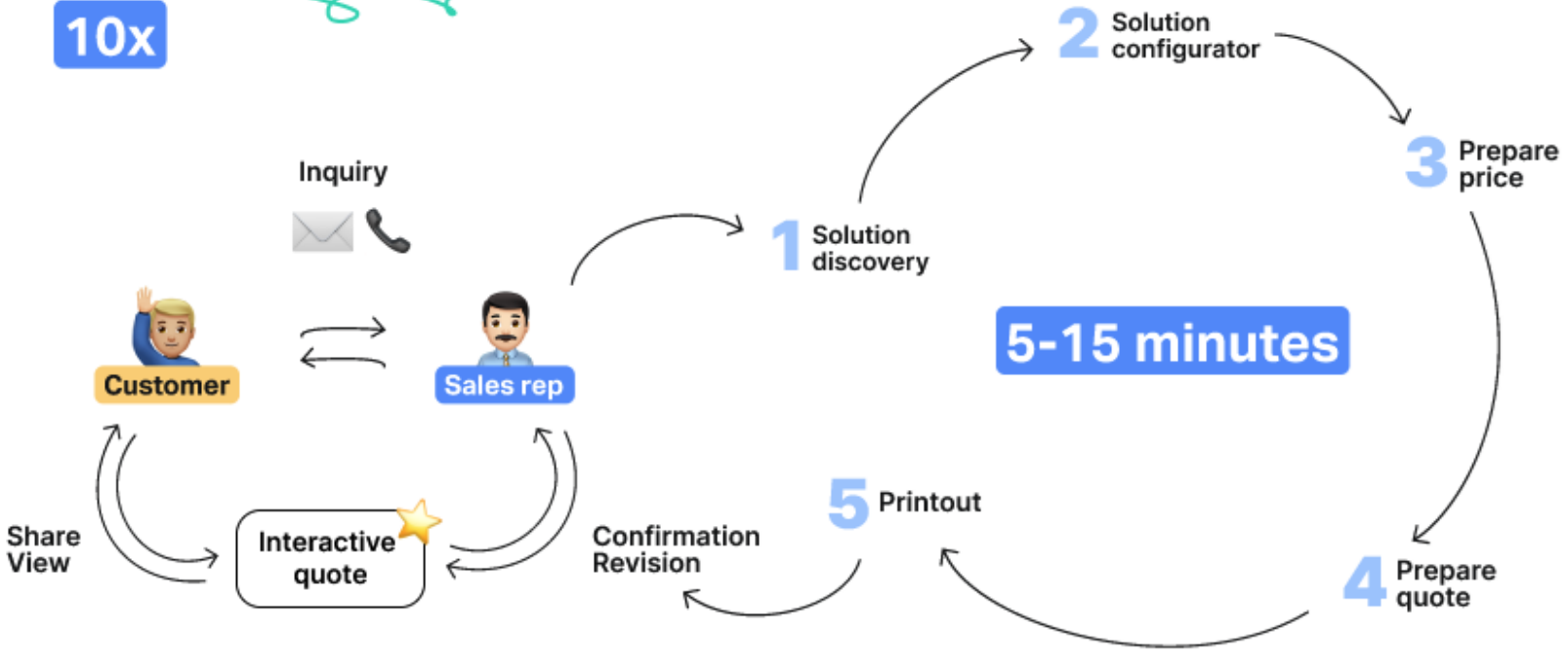
**VISUAL**

**SELF-SERVICE**

# Manufacturing sales process tomorrow

## PHASE 1: Internal use

10x

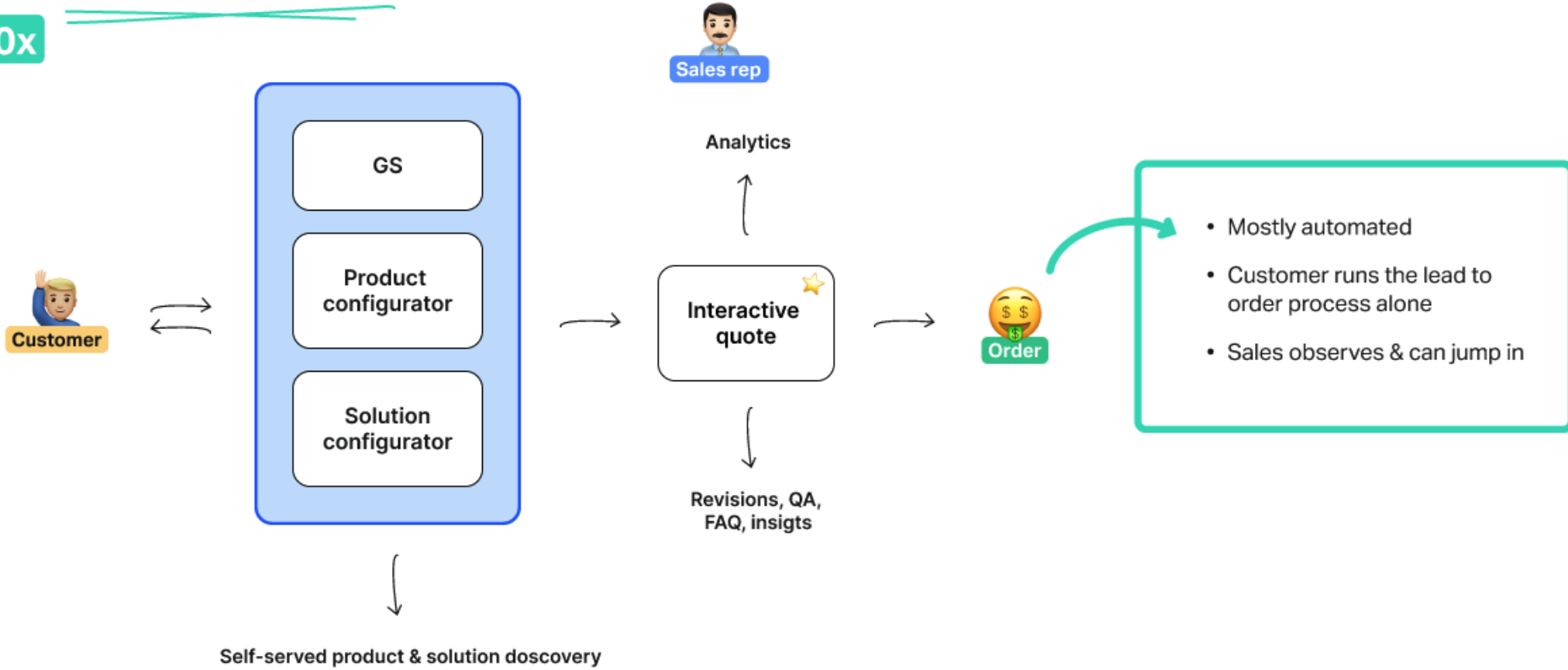


- 1 tool
- Sales runs to lead to order process alone
- 95% manual work reduction

# Manufacturing sales process tomorrow

## PHASE 2: Self-serve use

50x





## Paint



Pearl White Multi-Coat

## Wheels



19" Tempest Wheels

## Order Your Model S

[Continue to Payment](#)





## Paint



Ultra Red

## Wheels



19" Tempest Wheels

## Order Your Model S

[Continue to Payment](#)



## Paint



Ultra Red

## Wheels



21" Arachnid Wheels

## Order Your Model S

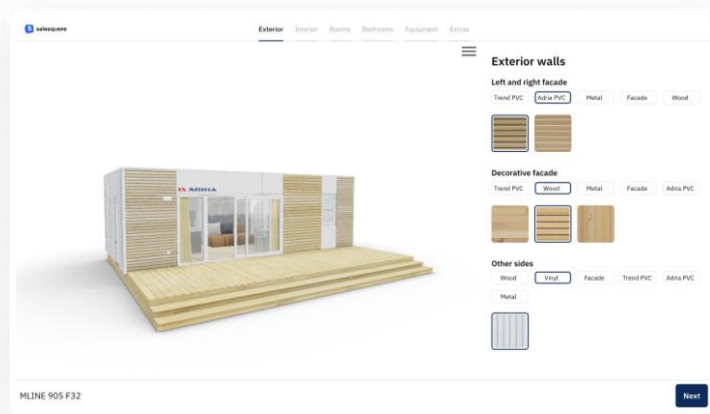
[Continue to Payment](#)

Billions of \$, huge workforce, complex process

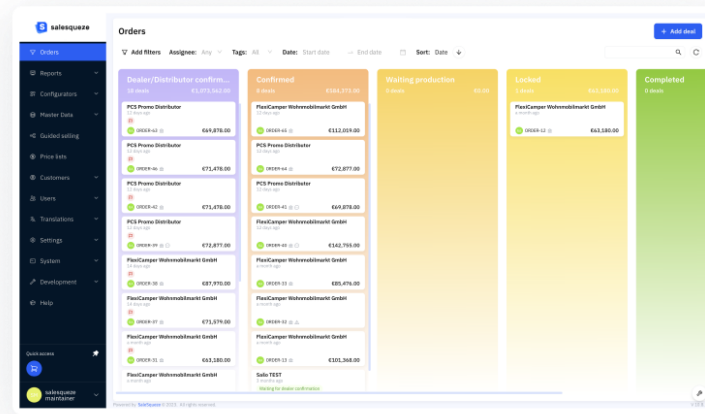
**TO PRODUCE THE PRODUCT**

**5 CLICKS TO BUY**

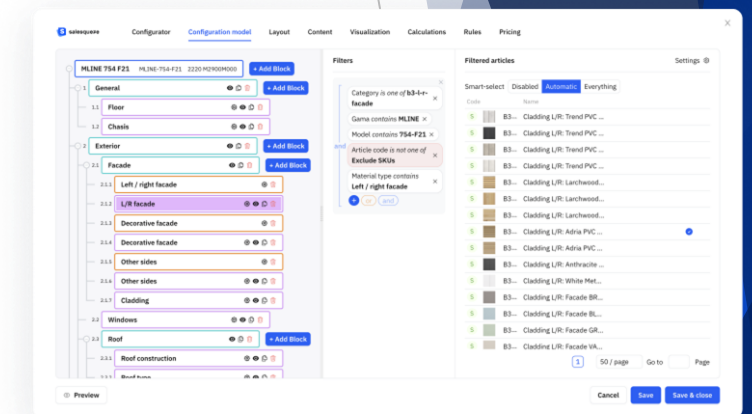
# SaleSqueeze: “Tesla-like” sales experience for every complex product



**Showroom**

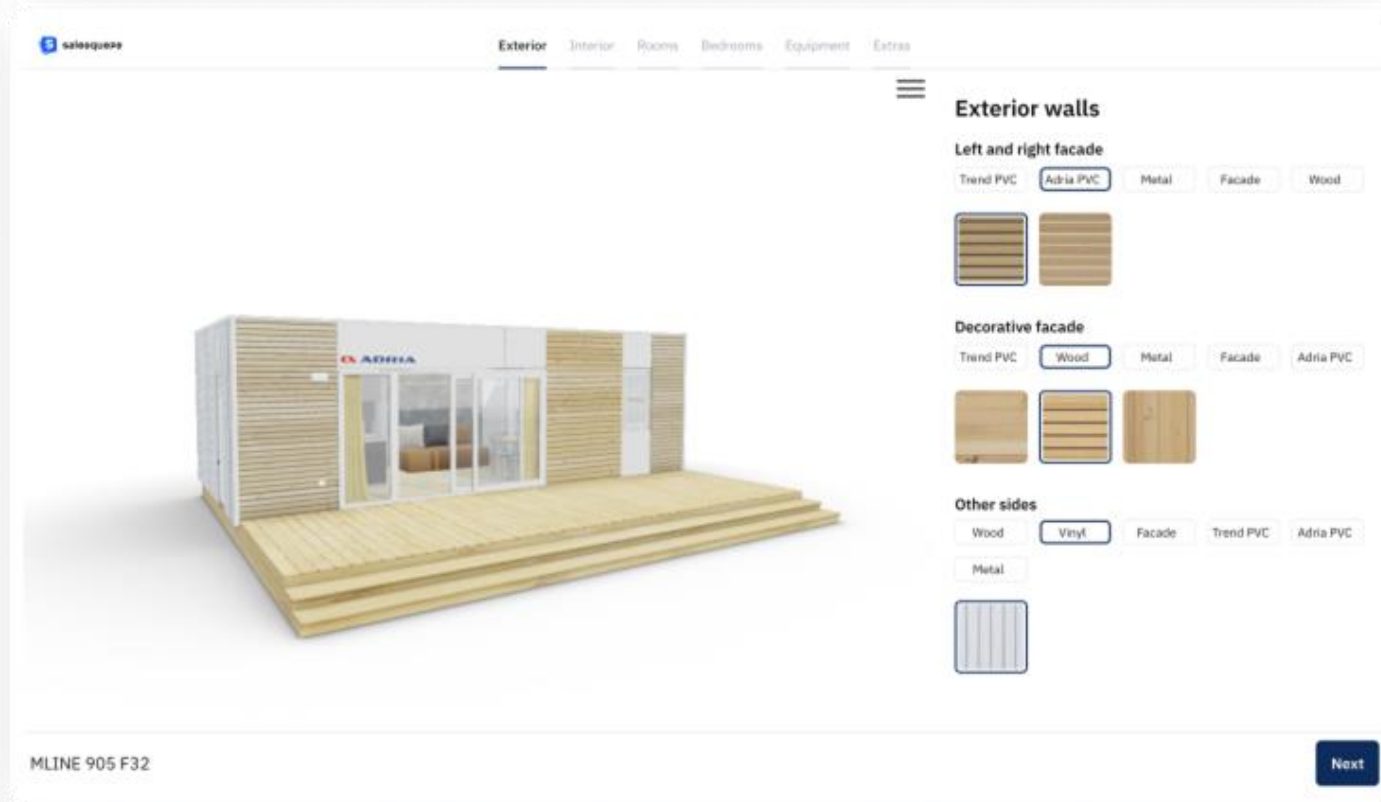


**Sales**

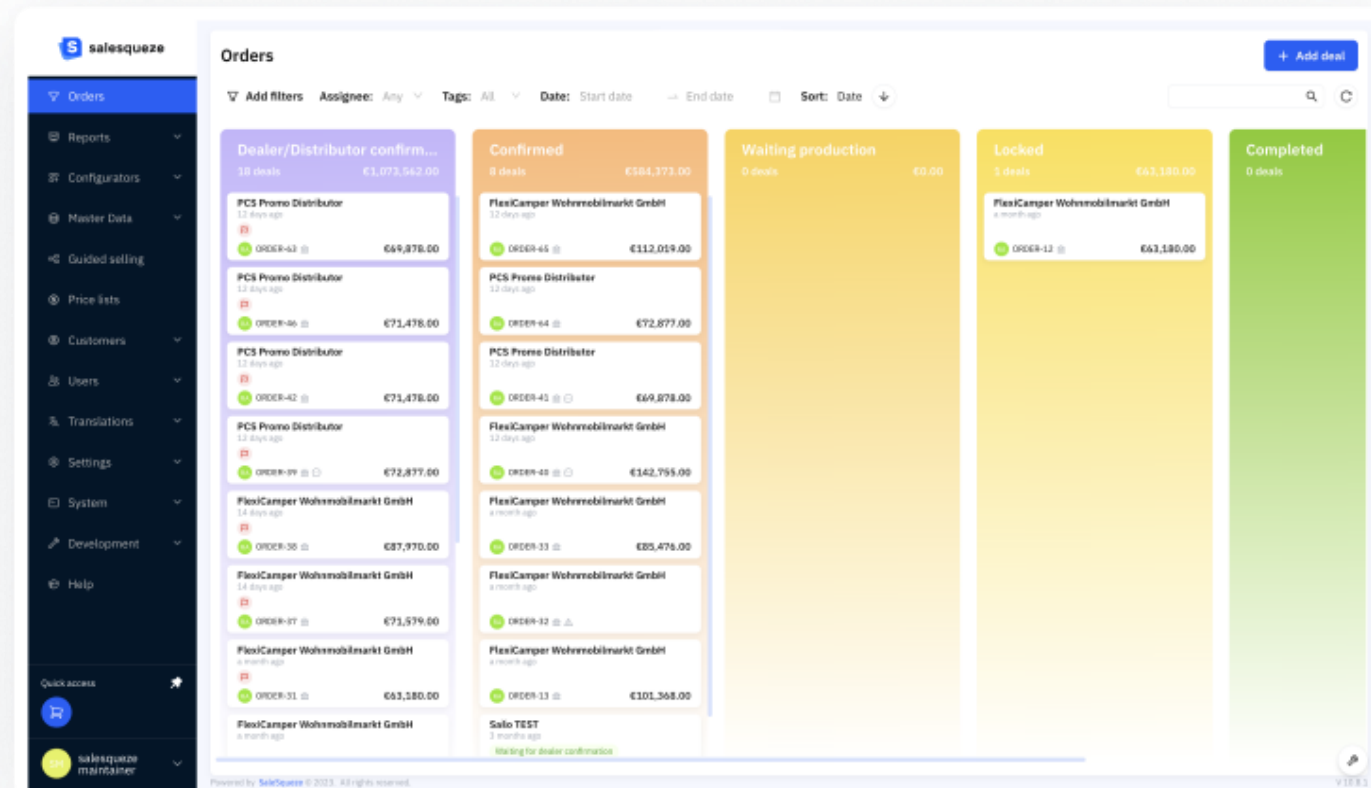


**Studio**

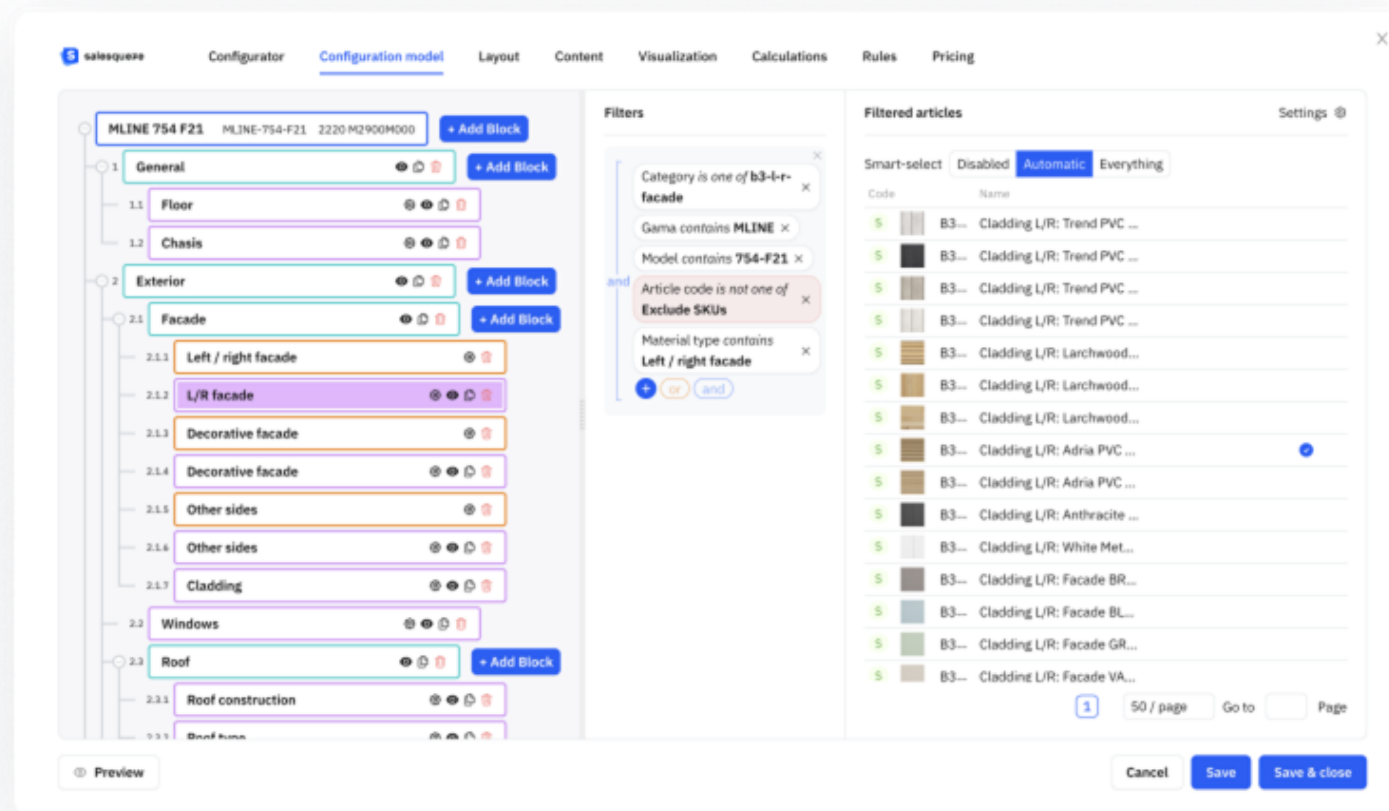
**Showroom:** for customers to configure, price and quote complex products self-serve



# Sales: for sales team to automate quoting and ordering of complex products



**Studio:** for technical roles to capture all product knowledge in 1 place and build configurators



# Case studies



RIKO EKOS

**70 %**  
time saved



ARMAT

**478 % more**  
offers



birkdale  
Manufacturing Group Ltd

**371 % more**  
inquiries



DEKOR SENCILA

**380 % more**  
inquiries



# 71 manufacturers using our platform



**Our vision is global**

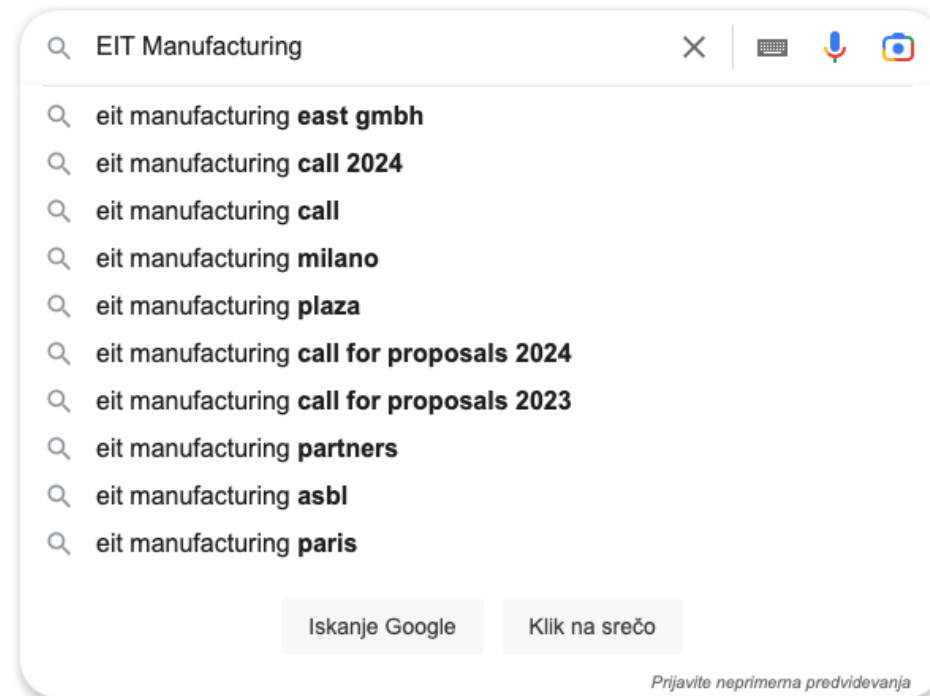


# Our vision is global

**Partner in global expansion:**



# How we found out about EIT Manufacturing?



# How our collaboration evolved?

- **April 2022:** SaleSqueeze applies for BoostUp! Program on EITM website
- **May 2022:** Discovery call with ETIM team & Invitation to join ViennaUp
- **June 2022:** SaleSqueeze attends ViennaUp
- **June 2022:** Invitation for eligibility check for DealFlow and ETIM Funding
- **July 2022:** Deep-dive into SaleSqueeze with various ETIM teams
- **August 2022:** Due diligence start
- **October 2022:** SaleSqueeze attends BoostUp! Athens
- **November 2022:** Positive DD report & Investment committee
- **December 2022:** Money in the bank

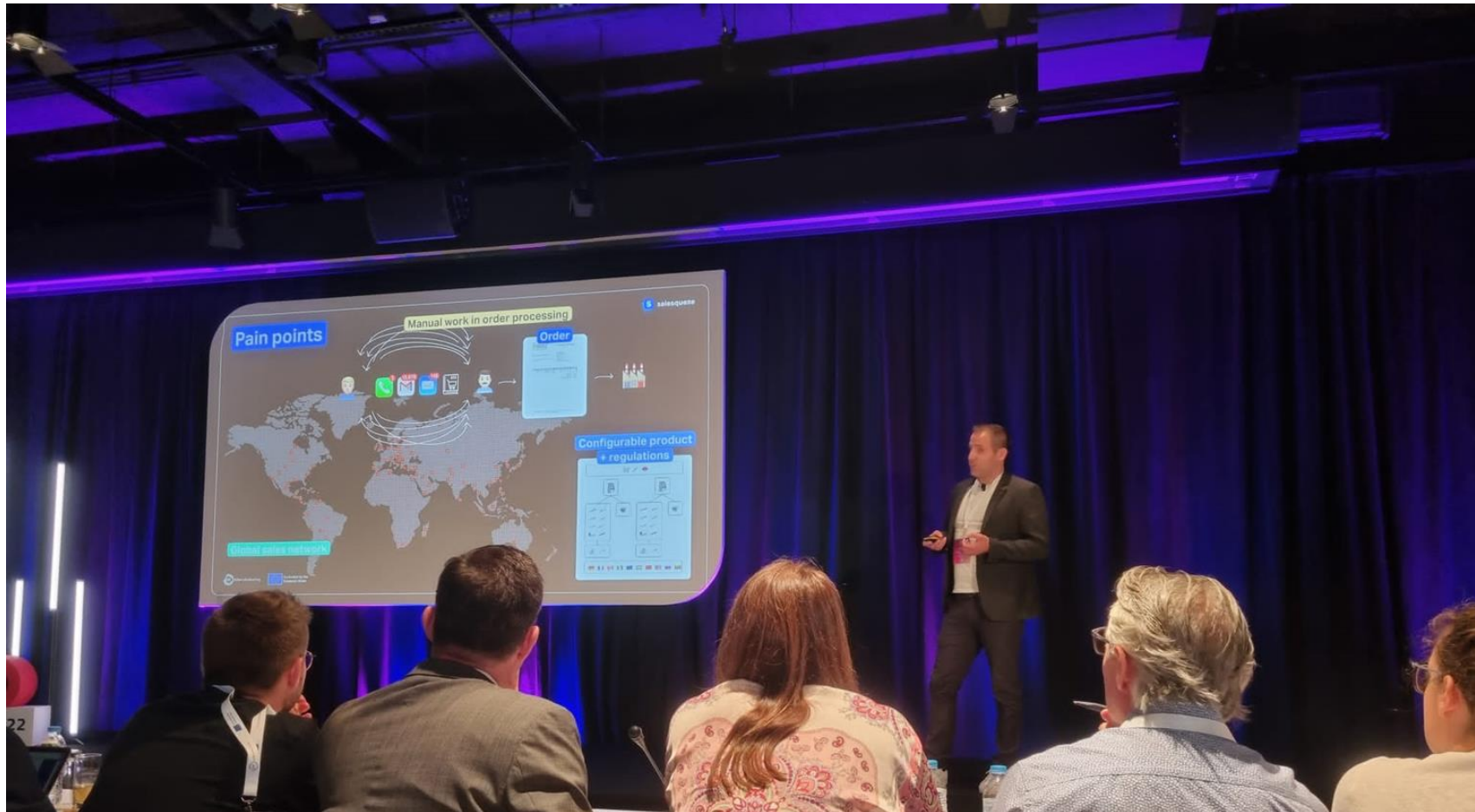
# EIT Manufacturing BoostUp! Vienna

BoostUp! CLC East 2022 competition in the category Supercharge.



# EIT Manufacturing BoostUp! Athens

In category Digital & collaborative solutions for innovative manufacturing ecosystems



# Innovation Day Ljubljana

Robotics & Manufacturing

13  
DEC  
2022

Innovation Day Ljubljana

Robotics & Manufacturing





# The investment

The first startup to receive EIT Manufacturing investment in CEE region

**300.000 EUR**

# The investment process

**SaleSqueeze pitch** at EIT Manufacturing BoostUp! event in Vienna.

June 2022

**ETIM and SaleSqueeze** agree that investment makes a lot of sense - external experts brought in for DD.

August 2022

**Investment confirmed** by the ETIM investment committee - start coordinating on the legal part of the deal.

November 2022

**ETI Manufacturing team** expresses interest to invest and we organize a series of evaluation calls.

July 2022

**DD report complete and positive** - presentation of SaleSqueeze to the ETIM investment committee.

October 2022

**Money in the bank**

December 2022

En route to SEED funding

# The future of collaboration with EITM

- Business development in DACH, ESP and NORDIC markets
- Participation in events and innovation calls
- Helping with promotion and spreading the good word

# Thank you & let's connect!



**Leon Panjtar**, CEO at SaleSqueeze

LinkedIn: [linkedin.com/in/leonpanjtar](https://www.linkedin.com/in/leonpanjtar)



Website: [salesqueeze.com](https://salesqueeze.com)

LinkedIn: [linkedin.com/company/salesqueeze](https://www.linkedin.com/company/salesqueeze)



60  
YEARS

**KOLEKTOR**

AProMag

Anisotropic fast PROtotyping of MAGnetic materials.

Boris Saje

EIT Manufacturing Workshop,  
12.05.2023, Ljubljana

# Kolektor Infographics



**1,1 billion**

EUR Turnover



**3**

Groups



**>30**

Companies



**5500**

Employees



**Idrija**

Slovenia  
EU



Markets  
**EU, ASIA,  
NAFTA**



**60**

Years of  
operation



Fields

**Mobility**  
**Power Engineering**  
**Technological Engineering**  
**Construction**  
**Finance and Investments**



# The Company

## KOLEKTOR

### Financial Group

Investments and Consulting  
Media  
Health and Social Care  
Tourism and Catering



### Kolektor Mobility

Commutators  
Magnetics  
Hybrid Components  
Electronics and Drives  
Insulation Solutions



### Kolektor Technologies

Power transformers  
Digitalization in Industry 4.0 and Infrastructure  
Automation and Engineering  
Water Technologies  
Energy Efficiency and Decarbonization



### Kolektor Construction

Transport Infrastructure  
Building Construction  
Civil Engineering



# Scope of the project

AProMag aims to:

- prototype, validate and bring on the market technology for fast prototyping of rotors for brushless DC motors or actuators
- by using 3D printing in magnetic field
- enabling anisotropic alignment of hard magnetic material.

Problem to be solved?:

- Technology can significantly shorten the manufacturing time of final products to test design concepts up to 5 fold and reduce the cost of injection molding tools.

How?:

- With partners involved cover all value chain (material, process, product)

Verification method?:

- The end-user to test the prototype is a world-renowned expert in the field.

Why?:

- To go on the market with technology that will enable fast prototyping of real anisotropic with desired geometry.



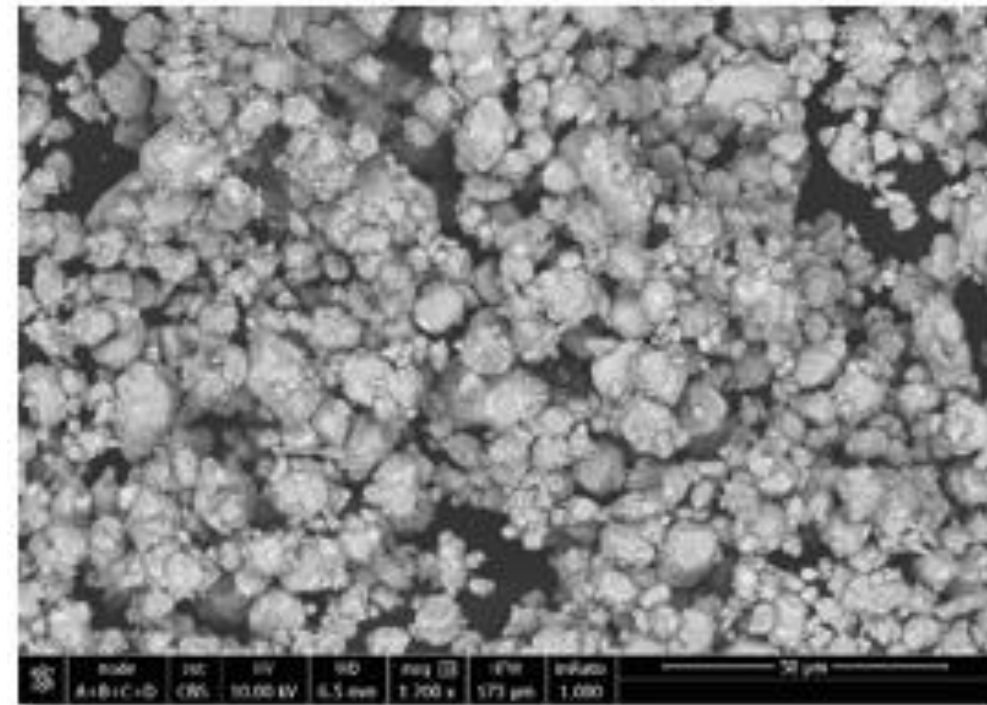


# Consortium

- 033 - RISE Research Institutes of Sweden, Sweden
- 111 - University of Ljubljana, Slovenia
- 160 - Jožef Stefan Institute, Slovenia
- 297 - Valeo Electrical System, France
- 334 - Kolektor KFH d.o.o., Slovenia
- 452 - Pforzheim University, Germany

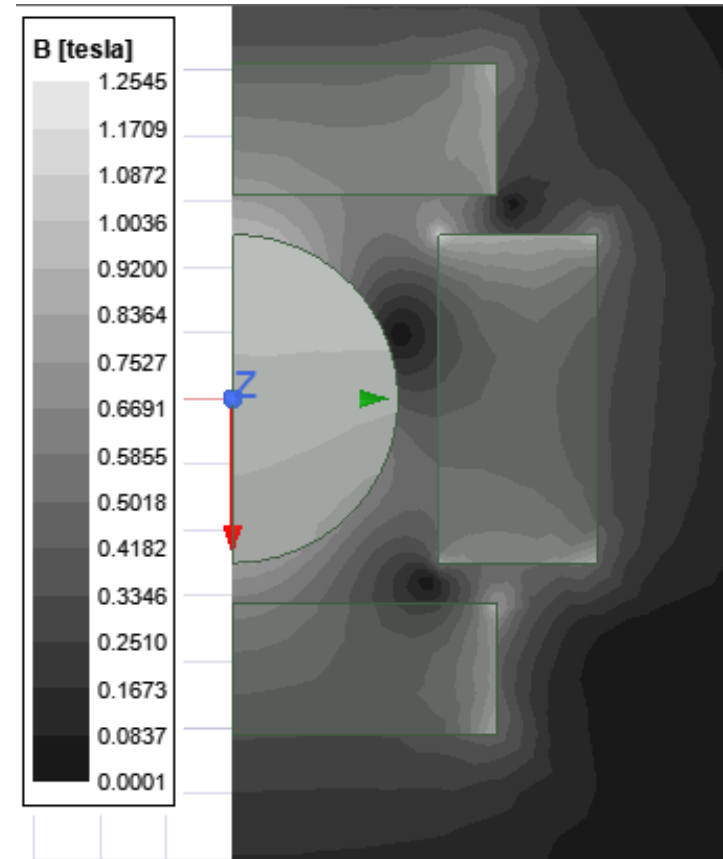


Manufacturing of powder based on recycled NdFeB:  
The highly effective HPMS process (Hydrogen Processing of Magnet Scrap) will be used to re-process extracted materials directly from the NdFeB EOL magnets.

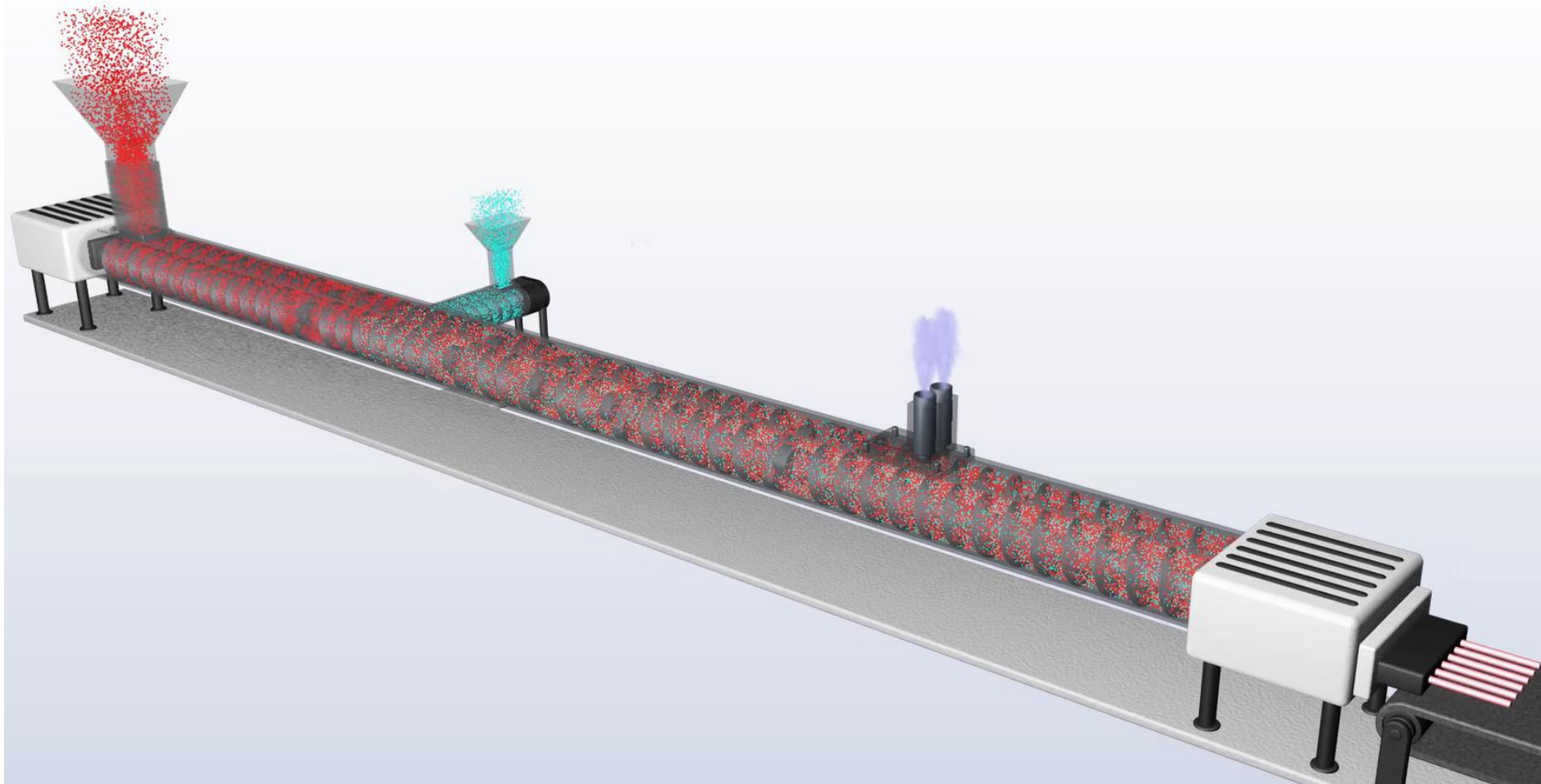


# Kolektor

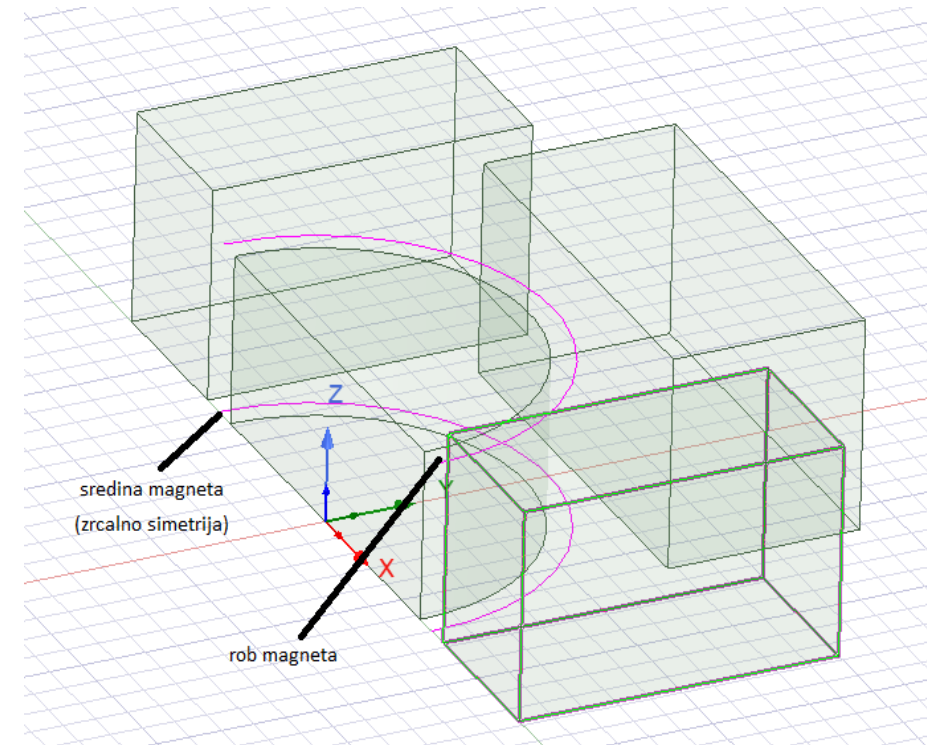
Compounding material components  
 Simulations of aligning field source  
 Marketing of technology



Extusion of compound for using FFF printers (JSI, HSPF)

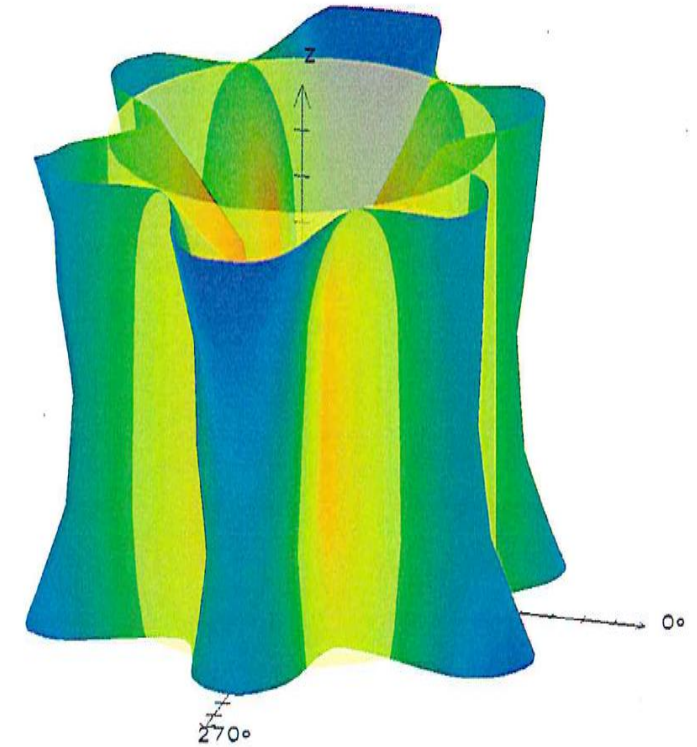
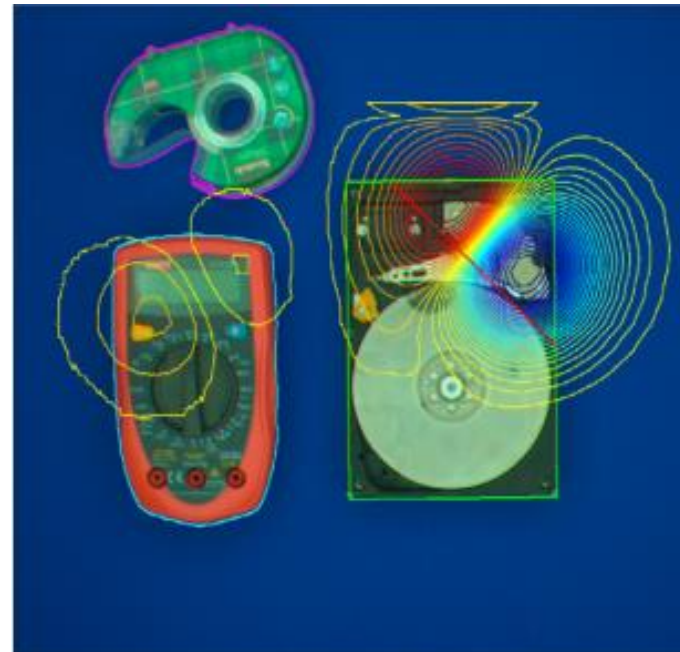
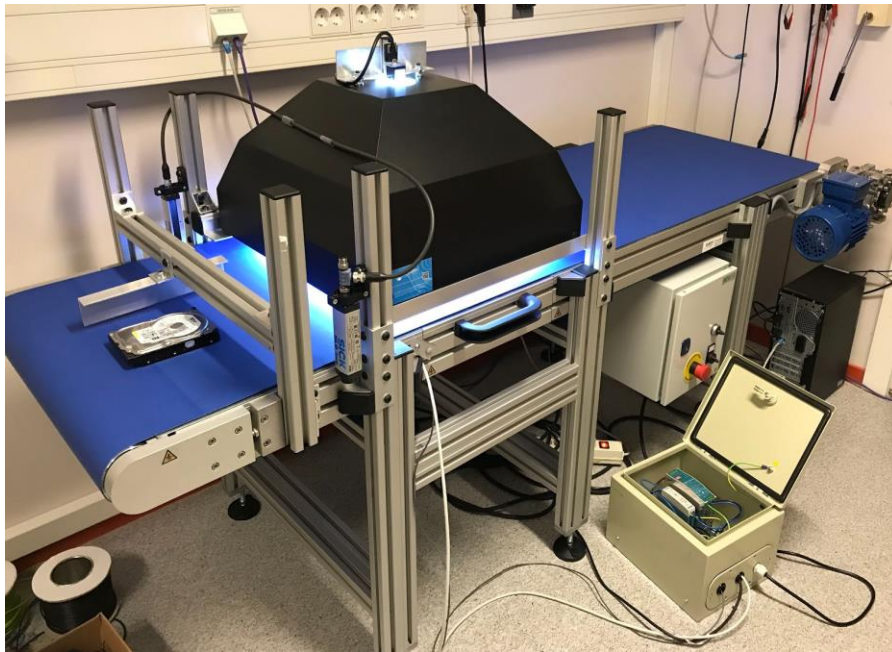


3D printing by using FFF and CMF strands  
Building a setup for permanent magnet field source  
Managing project

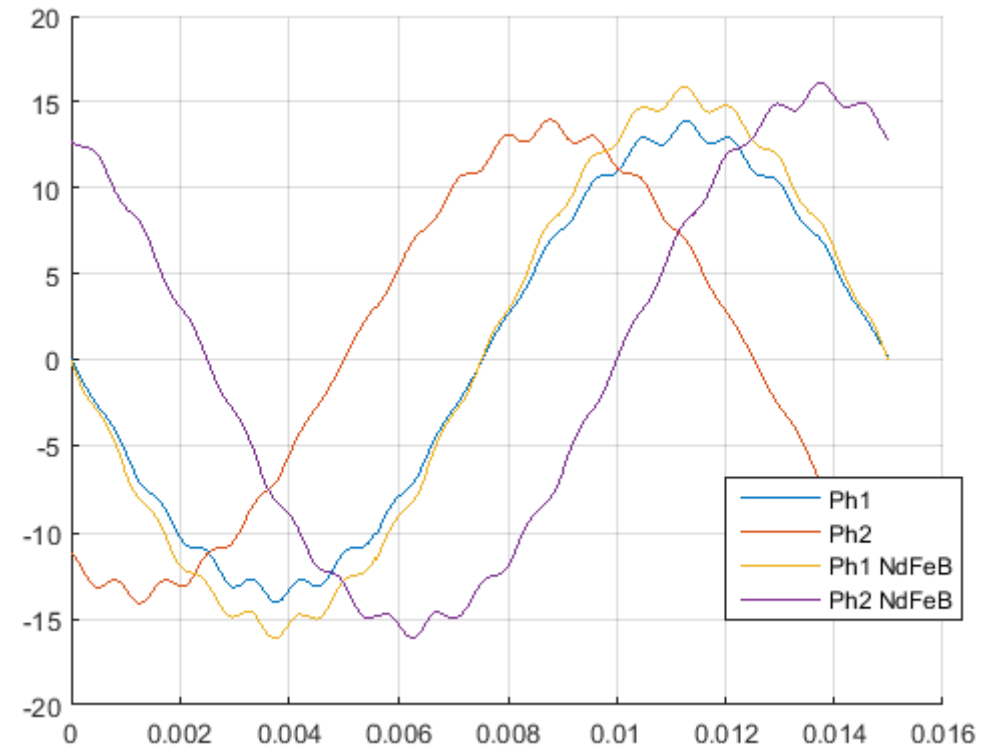
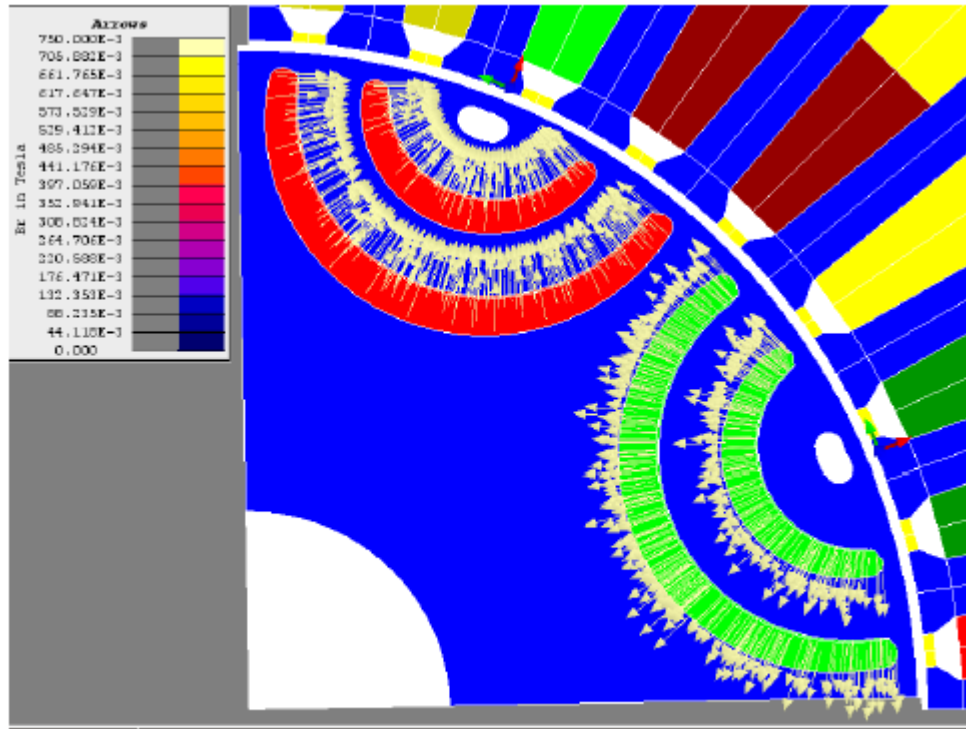


# RISE

Measuring printed rotors with magnetic field mapping



Validation of printed rotors for motor use.



# Summary

## PROS:

Well balanced consortium.

Active help of EIT Manufacturing:

- Periodical review meetings attendance
- Fast response
- Clear messaging

## CONS:

- A bit troublesome portal at application stage

Thank You







EIT Manufacturing

Innovation



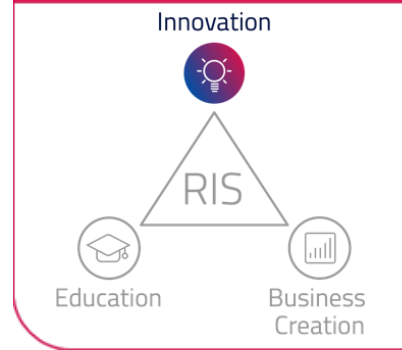
Co-funded by the  
European Union



[eitmanufacturing.eu](http://eitmanufacturing.eu)



# Innovation: Creating value and impact



Supporting European manufacturing community of companies & tech organisations to industrialise innovative projects.

- High Technology Readiness Levels
- Last step of commercialisation
- Networking
- Call for proposals
- Agora Innovation Platform: join here



# Four thematic areas: The Flagships



**Flexible production systems** for competitive manufacturing



**Low environmental footprint systems & circular economy** for green manufacturing



**Digital & collaborative solutions** for innovative manufacturing ecosystems

*Optimising production processes and increasing resources efficiency through digital solutions*



**Human-machine co-working** for socially sustainable manufacturing

*Socially sustainable and human-centric manufacturing*

# Innovation Call

## Consortia

- ~4-6 partners
- 2 CLCs / 3 countries
- Min. 1 business owner
- Min. 2 end users

## Process

- 1 – 2 times per year
- Starting TRL 6 / 7
- Project duration 1 – 2 years

## Budget

- Up to 800k Euro funding per project
- Market has to be reached within 1 year
- Up to 70% funding



Call for Proposals  
2024

# Call process

## Ideation Collect ideas

- One ideation session per call topic
- Usage of AGORA and Widelideas
- Two possible ways:
  - Enter your own idea
  - Join an existing idea

## Matchmaking Find consortium

- Event for connecting possible partners
- Short presentations about ideas
- Questions / answers

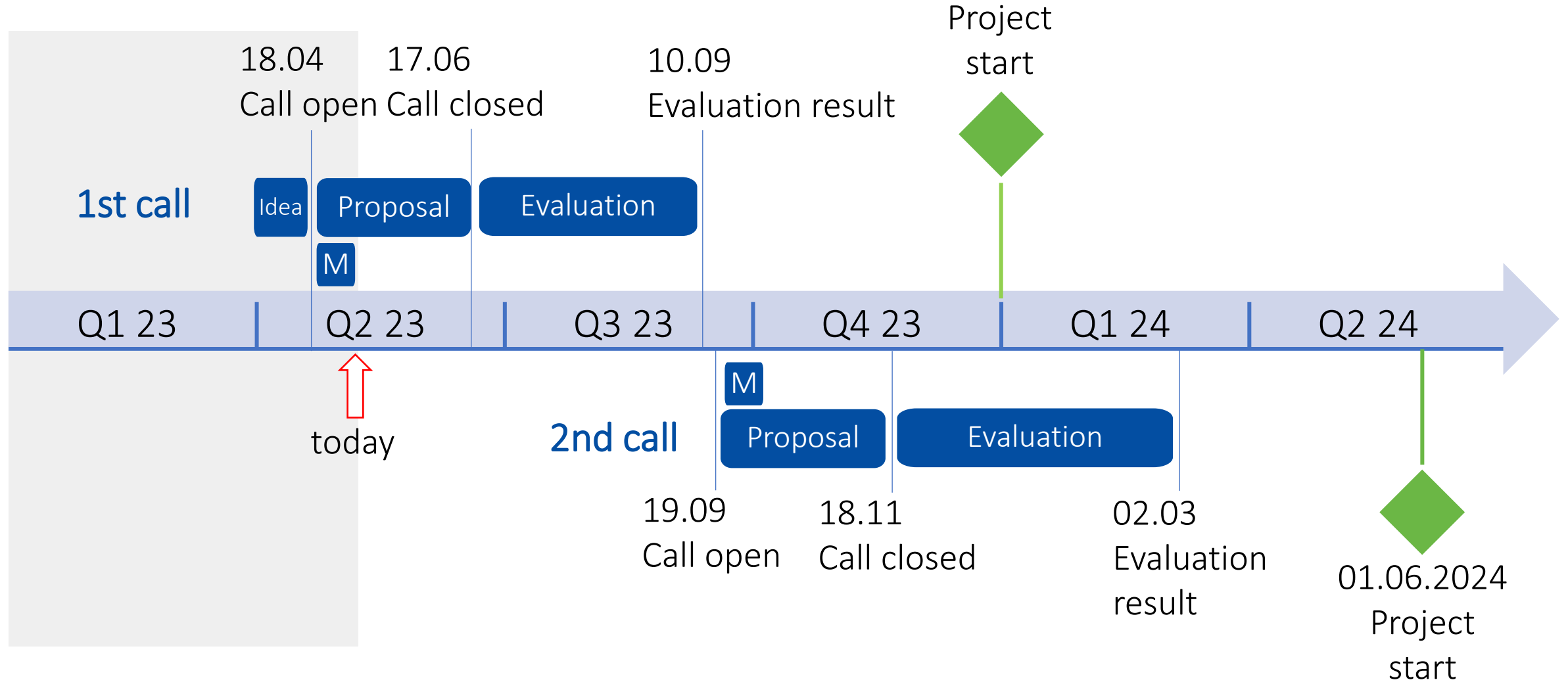
## Proposal submission Write proposal

- 1 Activity Lead (Project Manager)
- Online on Plaza / Netsuite
- Support proposals with missing partners etc.
- CLC of Activity Lead is main contact

## Evaluation External evaluation

- 3-5 evaluators per proposal
- Consensus meetings
- Sometimes improvements are requested

# Call timeline 2023/24



# Wide Ideas – beyond the Innovation Call



Optimising production processes and increasing resources efficiency through digital solutions

 42 ideas



Socially sustainable and human-centric manufacturing

 19 ideas



Environmentally sustainable manufacturing through circular business models

 25 ideas

 <https://wideideas.online/eitmanufacturing/>

# MatchMaking Event

 27-28 April 2023

 Milan, Italy

 More than **200** companies and organisations

Around **1.000** 1:1 meetings

<https://www.eitmanufacturing.eu/>

27-28 April, Milan

# MatchMaking Event 2023



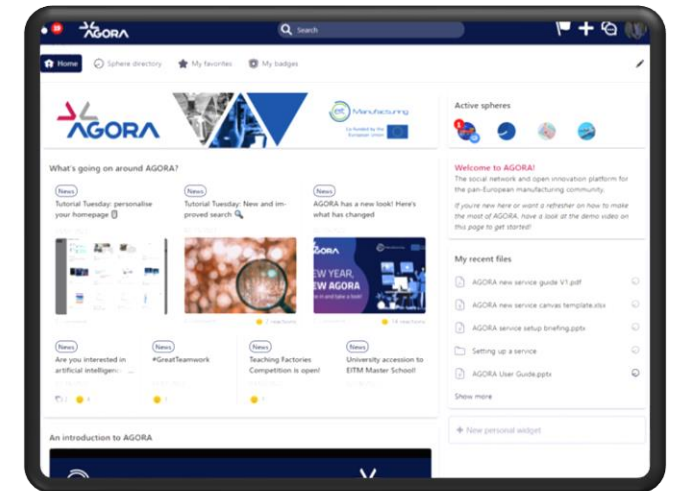


Request to join now -  
1,600+ members and counting!



# The social network and open innovation platform for the pan-European manufacturing community

- Online, secure networking and meeting place to connect and collaborate with peers
- One-stop shop for EIT Manufacturing news & activities, as well as from wider industry
- Latest Industry 4.0 use cases, insights and discussions at your fingertips + more!



<https://agora-eitmanufacturing.eu>

# Curated insights in a format that fits your needs



## Market Study - Scoping the Opportunities

A comprehensive assessment of your target market and competitive landscape.

## Industry Study - Understanding the Environment

Deep-dive insights into the intricate dynamics and trends in a specific industry.

## Technology Study - Improving the Positioning

Identify and leverage new technologies to boost your competitive advantage.

## Competitive Study - Strengthening the Game

Evaluate and benchmark your company's position in a competitive environment.

## Location Analysis Study - Scouting Future Places

Systematic analysis of selected indicators to compare location alternatives.

# Project ideas with Technology Readiness Level < 6



- Innovation Funding Catalyst
  - Service offered to all EU organisations
  - Helps to identify and apply for external EU funding
- Collaboration with one or several CLCs
  - Service offered to core and associated partners
  - CLCs support your proposals
  - Helps you identify and apply for external National / Regional Based funding

# In addition ...

## White Papers on different topics

“Tuesdays from Future” webinar series, e.g. Digital Transformation, CO<sub>2</sub> Reduction, 5G in Manufacturing, Blockchain, Cyber Security, Circular Economy and Re-Manufacturing, Hydrogen, ...

**Webinars** about project related topics, e.g. Commercialisation strategy, Business plan creation, Financial sustainability, etc.

## Events to present, learn and to network



Innovation webinars



# Stay in touch with us!

Join the Agora  
Innovation platform:



Gerhard Russ  
Innovation Manager  
[eitmanufacturing.eu](http://eitmanufacturing.eu)