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ATTRACT, an European Funded project to foster the transition from the lab to the market

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In 2018, the European Commission (EC)'s Horizon 2020 Programme funded ATTRACT phase 1, which supported 170 breakthrough technology concepts in the domain of detection and imaging technologies across Europe. The projects were each granted €100,000 in seed funding to create a proof-of-concept. ATTRACT co-innovation approach seeks to act as a bridge between two communities – research and industry – with apparently different motivations and goals for undertaking research and development and innovation (R&D&I). The ATTRACT Consortium uses public funding to lower the intrinsic risk that breakthrough technology bears as it moves along technology readiness levels (TRLs) and reaches private investment and the market. Lowering risk is achieved in two phases:

- Risk absorption (ATTRACT phase 1): ~TRLs 1 to 4.
- Risk reduction (ATTRACT phase 2): ~TRLs 4 to 7.

After reaching a stage around TRL 7, breakthrough technologies – thanks to public funding – will have been sufficiently de-risked to become more attractive to private funders. At this point, ATTRACT phase 2 will be completed, and private investment will help to commercialize new products and services for society. The ATTRACT project is now in its Phase 2. In this talk, some of the lessons learnt will be analyzed which might prove insightful for understanding the process of managing R&D&I Innovation Ecosystems

Primary author: Dr GARCIA TELLO, Pablo (CERN)

Presenter: Dr GARCIA TELLO, Pablo (CERN)

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