RoboDemo
technology transfer model:

Process and tools

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ROBODEMO TECHNOLOGY TRANSFER MODEL

PRE-DEMONSTRATION

First contact – from visibility to interaction

- Word of mouth: the model is known
- The company sees an ad
- The company visits an event
- The company finds the website

Case definition – understanding the status

- First phase of the technical coaching
- The specialist visits the company and makes a casual interview
- The specialist visits the production to recognise the challenges and bottlenecks

Documentation

- The specialist documents the case by writing and taking photos and video
- Not all the cases lead into a demonstration

DEMONSTRATION BUILDING AND PRESENTING

Demonstration presentation

- The team presents the solution to the company to verify the applicability of the technology to the need

Demonstration creation – from challenge to solution

- The team investigates the possibilities and creates a simulation or a demonstration
- The team arranges a workshop or a seminar for cluster or a group with similar needs
- The team calculates the ROI and other financial values for the company

Agreements

- Agreement of the demonstration
- GDPR statement for public cases

Feedback – from demonstration to investment

- The company estimates the value of the demonstration: is the solution feasible or not?

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POST DEMONSTRATION

Further activities

- Reflecting to the emerging needs: studies of available and suitable equipment options

Reporting – Reference material for the future

- The final documentation of the case by writing, images and video
- Video can solve another company's challenge

Aftermath/care

- Survey for feasibility of the solution – made one year after demonstration: was the solution applied?

DISCOVERY SESSION

A meeting between the transferring organization and the receiving company to explore needs, capabilities, and goals.

- Understanding of the receiving company's current state, including technical capabilities, processes, and readiness for adopting new technologies.
- Identification of gaps, needs, and potential risks that could affect the success of the investment, such as training requirements, infrastructure limitations, or integration challenges.
- Alignment on goals and next steps, including a plan for the transfer process, roles and responsibilities, and any support mechanisms like coaching or customization.

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TECHNICAL COACHING

Technical coaching focuses on an agile and collaborative approach to build the SME capabilities in automation and smart manufacturing. Activities are structured around industry challenges identified through needs assessments and the development of use cases.

The process begins with diagnostic engagement, where SME-specific challenges are analysed through on-site visits and digital assessments to define the most relevant technology interventions.

This is followed by hands-on demonstration and simulation sessions, where engineers and technical staff participate directly in testing and adapting robotics, automation, or digital tools to their operations.

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TECHNICAL COACHING

Sessions are designed to ensure bidirectional knowledge transfer, combining technological expertise from project partners with practical experience from SMEs. Participants gain competencies in system integration, digital simulation, return-on-investment evaluation, and operational optimisation, supported by feedback loops.

The outcomes of the technical coaching sessions are integrated into the agile technology transfer cycle, supporting the ongoing improvement of the company's processes as well as the continuous development of the RoboDemo technology transfer model.

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SIMULATION

As a tool of technology transfer in manufacturing, simulation enables businesses to test and validate new technologies or processes in a virtual environment before real-world implementation. It reduces risks, saves costs, and accelerates innovation by allowing detailed analysis and optimization without disrupting actual production.

Through simulation, manufacturers can better understand the impact of new technologies and make informed decisions about adoption.

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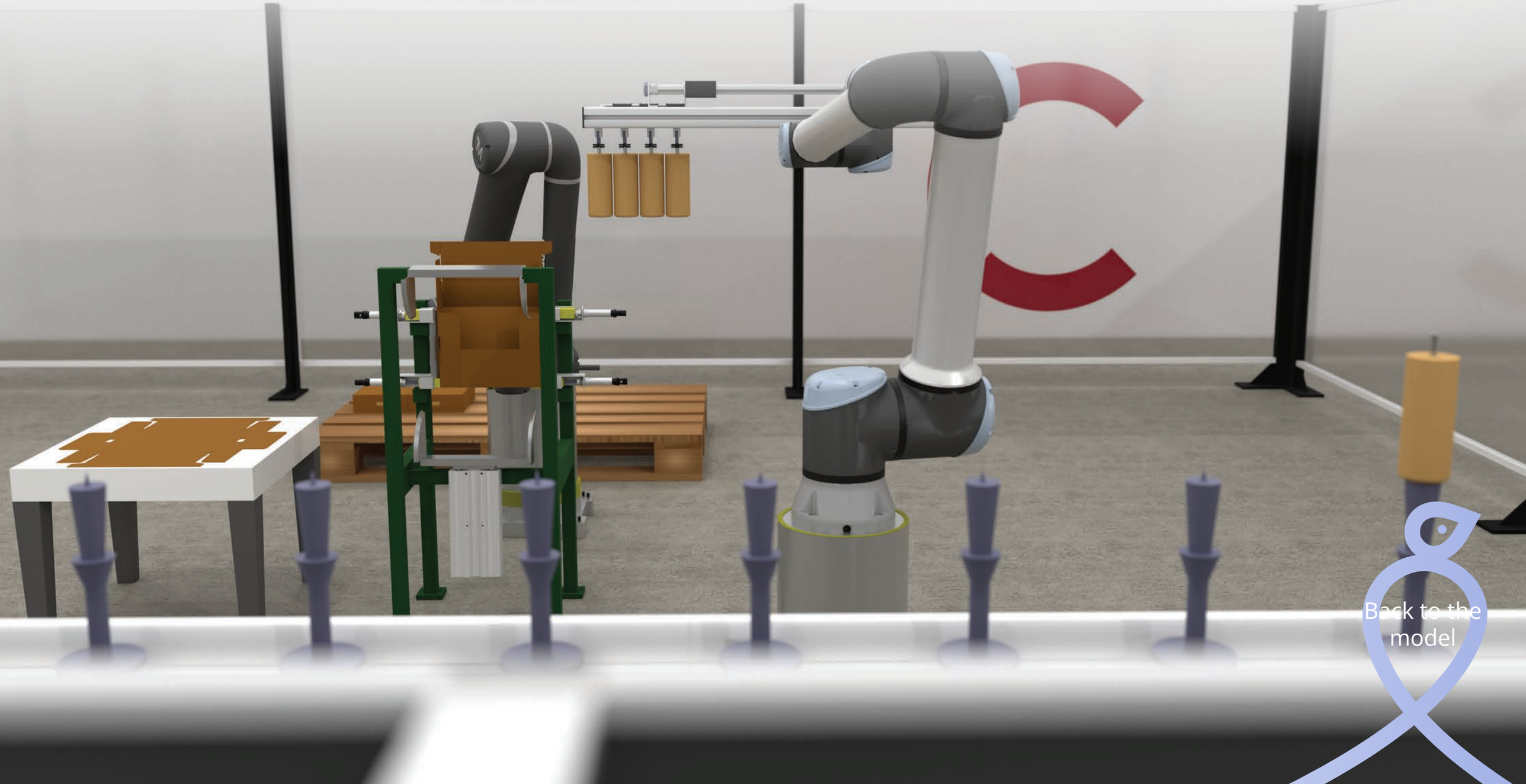

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DEMONSTRATION

Technology demonstration is a practical method of showcasing how a new technology works in a real manufacturing environment or a laboratory. It helps build confidence among stakeholders by proving the technology's effectiveness, feasibility, and benefits before full-scale adoption.

Demonstrations also facilitate knowledge transfer by allowing hands-on interaction and observation of the technology in action.

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WORKSHOPS

Workshops are an interactive method of technology transfer that bring together experts, practitioners, and stakeholders to share knowledge and practical skills.
They provide a hands-on environment for learning about new technologies, discussing implementation challenges, and exploring real-world applications.
Workshops also foster collaboration and dialogue, helping participants build networks and deepen their understanding through direct engagement.

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FINANCIAL APPRAISALS

Financial appraisals are used to evaluate the economic viability of new technologies or investments in a manufacturing setting. They help decision-makers compare costs, benefits, risks, and returns to ensure resources are allocated effectively.
By providing a clear financial picture, appraisals support informed choices about adopting or scaling up new technologies.
Common types include cost-benefit analysis, return on investment (ROI), net present value (NPV), and payback period assessments.

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