



# When to go for funding and when not





## When to go for funding and when not

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There are many reasons to participate in a project with other organisations, and jointly engage in research and development activities.

But then again, there are also reasons against.

**So, why would you consider to go for a collaborative project ?**

# Your profile

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You are either

- an academic institution, *or*
- a developing company (e.g. software, hardware), *or*
- an 'end user' (e.g. a manufacturer, a utility, a museum)

# Pro and Contra

## PRO

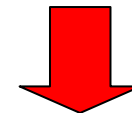
- Substantial Funding
- Lower risk for new developments
- Profit from research partners
- Build new markets with the partners
- ...



Long-term, strategic approach

## CONTRA

- 'Time to market' very long (> 3 years)
- Competitors within the project
- ...



Short term, market oriented approach



# Pro and Contra

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- As an academic institution you can only win
- As an IT company you can
  - engage in strategic development
  - create new markets
- As an end user you can learn about new solutions



Questions ?

