

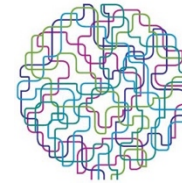
# Holken Consultants & Partners

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**This presentation is for**

**Workshop 1 Big Data**



## Strategic and marketing oriented business consulting Social Innovation and Media

We give our customers strategic, factual and operational support  
in global and local markets.

Our clients range from TV channels to network operators, industries, Internet players, start-ups in  
the digital economy, communication groups, ministries, government agencies, research centers,  
standardization bodies.


Bring together stakeholders and experts who do not speak the same language is our goals.



- Holken Consultants belong to the NEM Steering Board & Executive Group



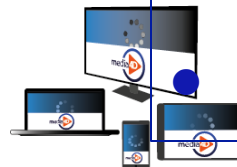
media4D  
meeting place for social innovation

HBB  
  
all  
Connected TV Accessibility

  
EU-MED  
ICT  
**MOSAIC**

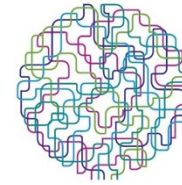
Cooperation with Mediterranean Partners to build Opportunities  
around ICT and Societal and Industrial Challenges of Horizon 2020

 media4D  
Le lecteur média **accessible** à tous



## Activities in collaborative projects

- Dissemination activities
- Advisory Board Set-up
- Go-to-the-market of innovations
- Innovation is **technology** driven, but not only:
  - It is about future products & services, socio-economics,
  - It is incremental and open.
- Content Background
- Cross sectorial approach
- User feedback (focus groups and beta tests)
- SRIA set-up / strategic planning

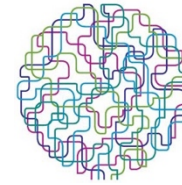


## ● What we bring:

- ▶ Market Analysis & Knowledge
- ▶ BP
- ▶ Consulting resources to set the project
- ▶ Partner search
- ▶ Expertise to bring innovation to the market
- ▶ Partner selection proposal
- ▶ Integration of user participation + use cases
  - Technological partner(s)
  - Content Providers & Distributors
  - Players in Tourism, Educational and Cultural spheres (companies and/or foundations)
  - Others
- ▶ Cross sectorial and interdisciplinary approaches
- ▶ Give comprehensive meaning to technologies and innovation
- ▶ Project & Concept
- ▶ Demo system

## ● What we need:

- ▶ Technological project leaders:
  - Big data technologists
  - Further accessibility specialists
  - (Creative) SMEs, who intend to use the innovations
- ▶ New business definition
- ▶ Market Analysis Extension
- ▶ Further cluster representatives



## ICT

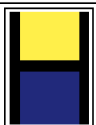
- ICT-14-2016-2017 (IA) Big Data PPP (27 mill €)
- ICT-15-2016-2017 (IA) Big Data PPP (25 mill €)
- ICT-16-2017 (RIA) Big data PPP (33 mill €)
- ICT-17-2016-2017 (RIA) Big data PPP (2 mill €)
- **ICT-20-2017 (RIA) Tools for smart digital content in the creative industries (17 mill €)**
- ICT-23-2017 (RIA) Interfaces for accessibility (10 mill €)
- ICT-23-2017 (IA) Interfaces for accessibility (4 mill €)

## Internet of Things

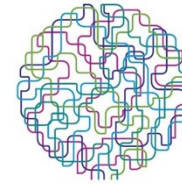
- IoT-03-2017 (RIA) R&I on IoT integration and platforms (37 mill €)

## Robotics and Autonomous Systems

- ICT-25-2016-2017 (IA) Advanced robot capabilities research and take-up (19 mill €)



## Next steps



ICTURKEY  
ISTANBUL 2016

Let's connect and design together a future success story ....

Thank you !

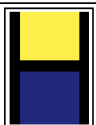


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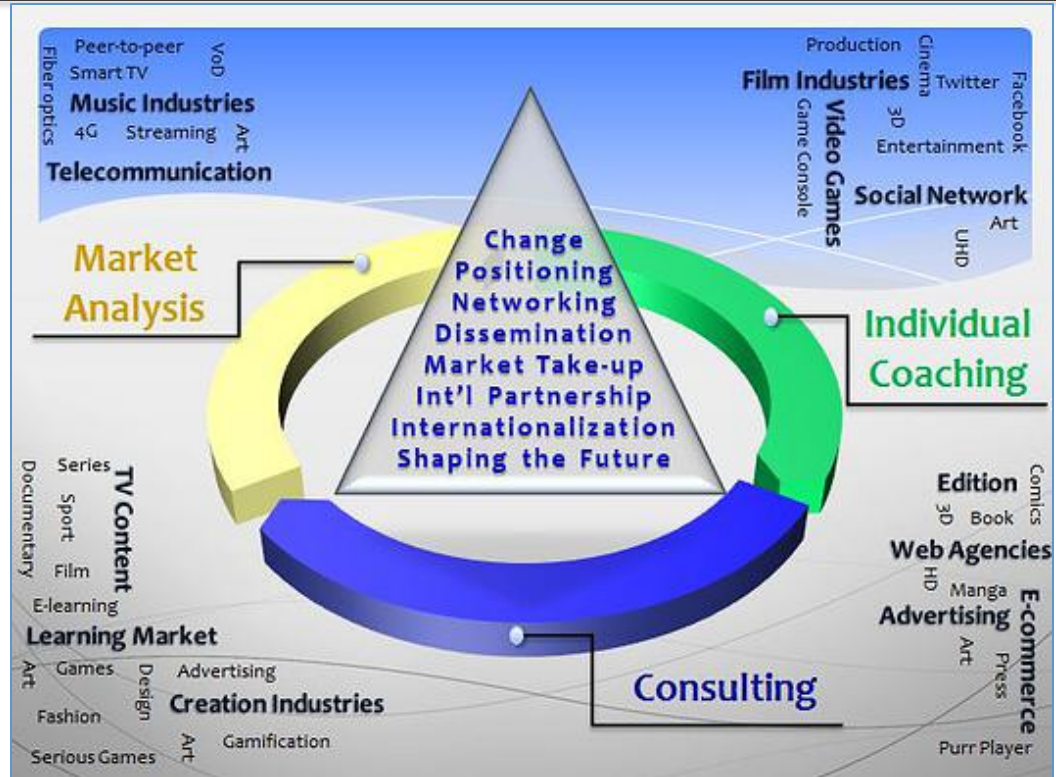
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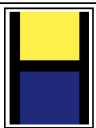
# More about us



- +20 years of experience:
  - strategic market analysis and custom tailored consulting,
  - strong academic experience.
- In-depth market analysis:
  - targeted understanding,
  - consulting as accelerator for innovation market take-up and internationalization.
  - Example:



- ▶ Cultural & Creative Industries going towards digital models or digital industries investigating traditional sectors need to act knowingly.
- ▶ Start-ups and researchers who want to bring their innovation to the market need to know their market potential and environment to set up and succeed their business plan.



# More detailed activities



- Market studies in ICT sectors and media & content environments
- Partner Selection & Negotiation, Training/ Coaching
- Dissemination & Communication Actions
- Project Support for Market Take-up

- **Market Studies**
  - Qualitative analyses of international markets
  - Economic and socio-economic studies
  - Feasibility studies
  - Benchmarks
  - Competition and positioning analysis
  - Customer satisfaction evaluation
  - Analyses prior to mergers/ acquisitions
  - Business-to-Business
  - Business-to-consumer

- **Battlefields**
  - ▶ Connected TV
  - ▶ Accessibility & media
  - ▶ Social innovation
  - ▶ Interactive advertising
  - ▶ Open/big data...
  - ▶ International Cooperation

- We intervene where technologies provoke changes.
- We intervene for new usage analysis and behaviour, new markets, the re-composition of companies, new business models, unsolved questions and “go-to-market”.

