

**Impacto:** explotación de  
resultados, diseminación y  
comunicación.

Caso de éxito **SIXTHSENSE**

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*Webinar CDTI MS Teams*

## SIXTHSENSE PROJECT IN SHORT

Grant agreement ID: 883315

Status

Ongoing project

Start date

1 May 2020

End date

30 April 2023

Funded under:

H2020-EU.3.7.5.

Overall budget:

€ 7 242 442,50

EU contribution

€ 7 242 442,50



Coordinated by:

FUNDACION TECNALIA RESEARCH &  
INNOVATION



Spain



SIXTHSENSE Project participating countries



21 partner

9 participating countries

6 first responder organizations

5 European research centers

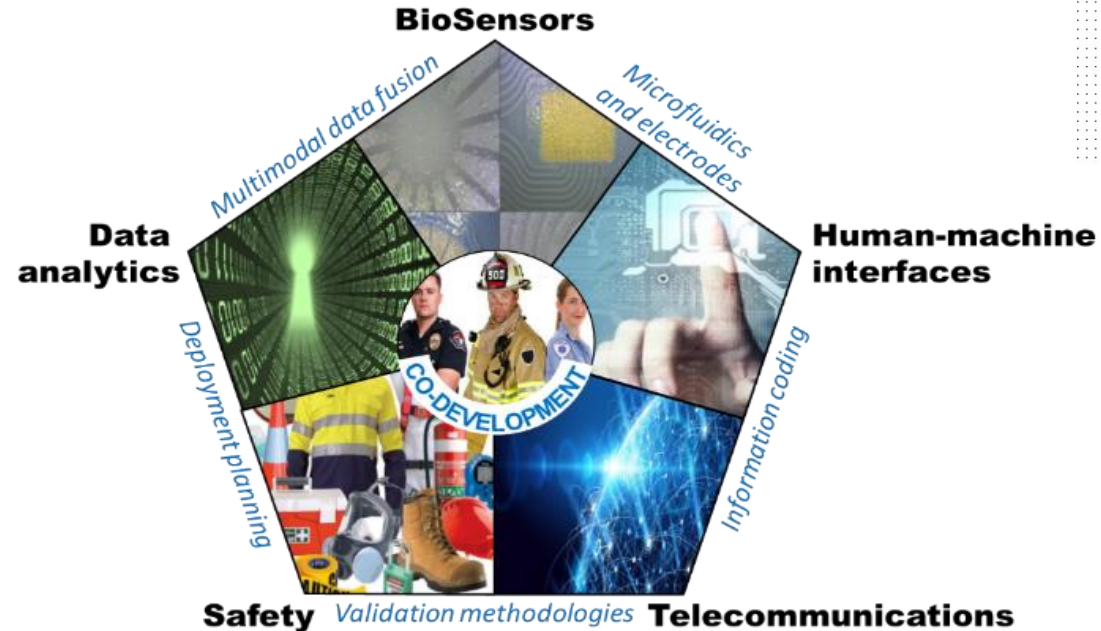
5 SME partners

3 universities

2 large industry actors

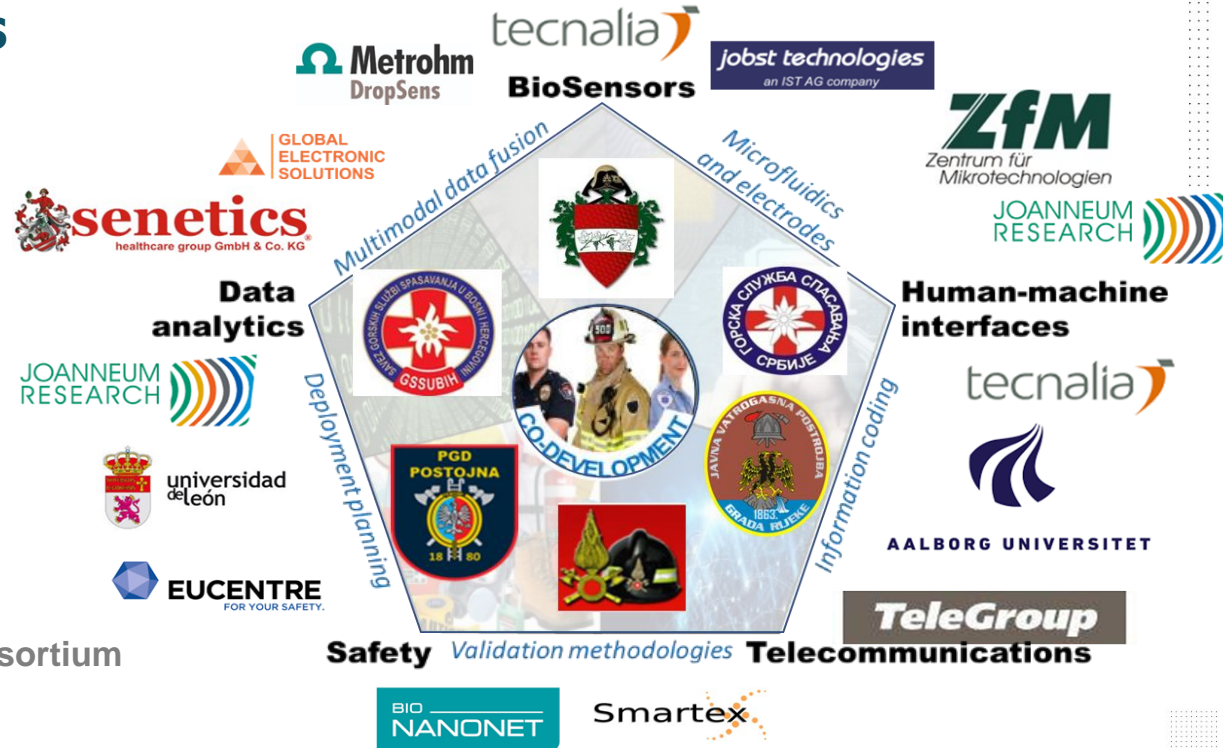
## THE VALUE PROPOSITION

Wearable health monitoring system with closed loop tactile biofeedback, allowing first responders in hazardous situations to sense their current health status, leveraging predictive models based on multimodal sensor data continually indicating physiological parameters of interest. It is also a team management tool allowing real-time monitoring of all deployed operatives, helping increase team effectiveness and operational safety.



## CONSORTIUM AS THE FOUNDATION OF SUCCESS

1. Project is an investment
2. We aim to create value
3. Partners form the value chain
  1. Identify roles
  2. Search for best candidates
  3. Approach and sign them
4. Build the narrative around the consortium



Transdisciplinary approach of the SIXTHSENSE and the consortium value chain

## SCIENCE IN SERVICE OF INDUSTRY

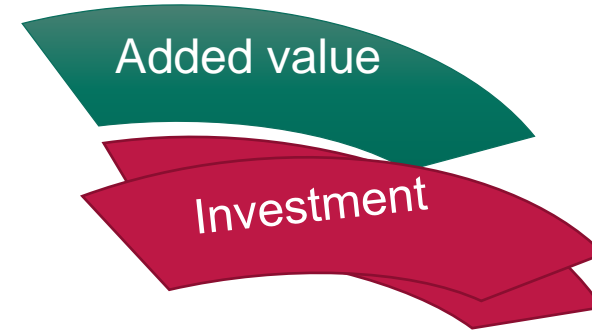


The game is not linear when we apply for  
Research Innovation Actions

It is required that we demonstrate  
technology at TRL5

We are expected to produce marketable  
assets NOW

In the eyes of Europe the generated value  
must be greater than the investment



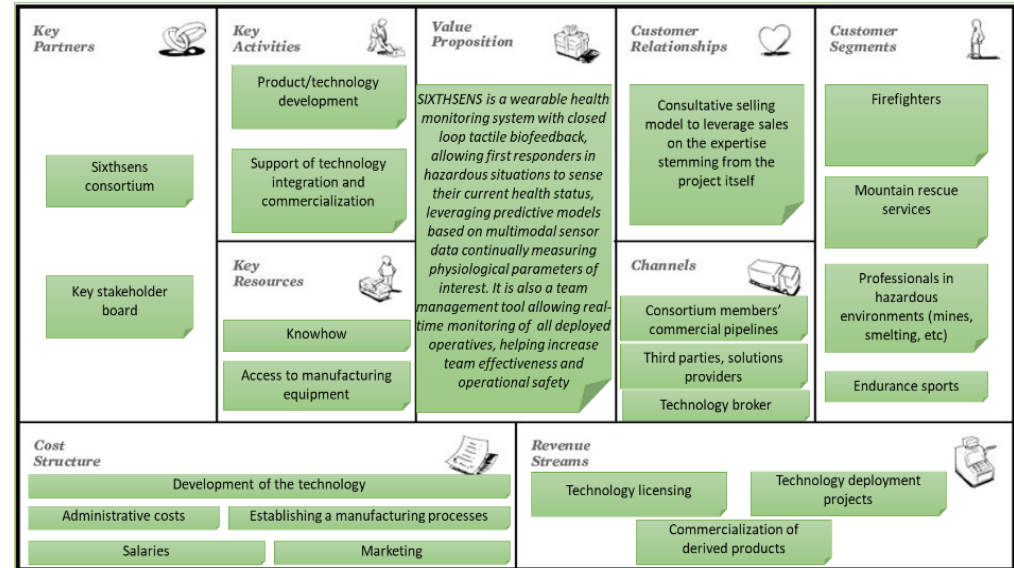
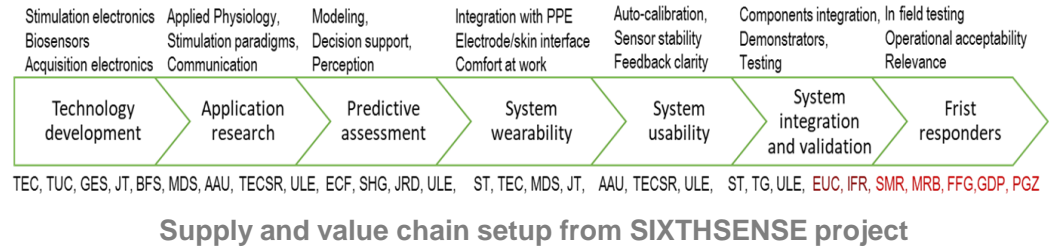
*Jastrow illusion*

## RIGHT DOWN TO BUSINESS

The proposal needs to look like a business plan

The benefits for the industry must be obvious

Economic impact is the key to a successful impact section



Business Model Canvas for SIXTHSENSE exploitation

# THROUGH ALIGNMENT TO RICHES

There are many companies in the consortium

Project goals are greatly aligned with the mid-long term RnD goals of the companies

The positioning of the companies is perfect to exploit project results

The whole project is industry driven

Table 7. SIXTHSENSE impact on the competitiveness of participating companies.

	MDS	JT	SHG	TG	ST
<b>Expected results</b>	A new product line based on	Technology portfolio	Development of IoT devices and software for ci and n	Development of application en: fur prototype	Development of a new product in an in se
<b>Added value of SIXTHSENSE</b>	Connected v s fi use	"micro in' ly a	Innovative data fusion met tech	Reliable and low. later: con: servi...	New functionalities for apf sen perception
<b>Advantages due to SIXTHSENSE</b>	End user driven product	End user driven product	Possibility to develop and evaluate innov algon: monitoring	End user driven product development	Possibility to test new materials to pr
<b>Lead Users</b>	E	H	Can person: s	Ski r Fire ti	Fin
<b>Benefit of the user</b>	Improved li	Improved h/	Improved safety and mc ls in differ... applications	Improved safety	Enhanced awai...
<b>Current market position</b>		F... distri... c	Lifest... care   planned... ch	No similar products on th	No similar prod... marks...
<b>Other potential areas and markets</b>	Hospital	Hospital	Fire fighting	Health Enam...	Minim... Enam... Spa... Hc...
<b>Growth scenario with SIXTHSENSE</b>	E segments	( y	Open: v	Extre: e	Extre: to

Table 8. Creation of new jobs in consortium members

Company	TEC	MDS	SHG	GES	JT	ST	TG	TECSR
New direct job estimated per each million-added turnover associated with the new SIXTHSENSE solutions	3							4
Potential estimated new jobs induced by SIXTHSENSE containing products	9							6



# GREAT, BUT WHAT ELSE CAN IT DO?

The main project objective needs to be ambitious

This means the main project results are far fetched:

- There is high technological risks
- It may hit the market in 7-10 years

But individual assets generated throughout the project have value

These are DERIVATIVES

Table 6. Exploitation potential of expected SIXTHSENSE results

Exploitable result	Possible protection	Back-ground IP	Partners generating new IP	Exploitation on champion	Exploitation route
Device for analyses of	IP	TEC	TEC, TECSR	TEC	Licensing to brand manufacturers (LBM)
Functional extraction	IP	TEC	TEC, MDS, TECSR,	MDS	Direct exploitation (DE), LBM
Continuous first response on in	IP	TEC, JT	TEC, MDS, JT	MDS, JT	DE
Continuous intensive (for ports	Know how, IP	JT	JT	JT	OEM and LBM
Lactate-glucose patch monitoring dialysis (low cost renal	Know how, IP	JT	JT, TUC	JT	OEM manufacture and LBM
New material electrode/s stimulation	IP	TEC	TEC	TEC	DE through spinoff LBM
New electrode	Design copyright	TECSR	TECSR, TEC	TECSR	LBM
Algorithm calibration	IP/ knowhow	TECSR	TECSR, TEC, AAU	TECSR	LBM
Wearable feedback	IP	TECSR	TECSR, GES	TECSR	LBM
Means for in hazardous status	IP	TECSR	TECSR, AAU	TECSR	LBM
Algorithm: mission-critical communication	IP	AAU	AAU, TG	AAU	LBM
New electrode and lactate	Knowhow	MDS	TEC, JT	MDS	DE
New sensor	IP	MDS	TEC, JT	MDS	DE
Adjusted for harsh e	IP	BFS	BFS, TEC	BFS	DE
Sensor based First Response	IP	JR	TBD	JR	DE



# STRESSING THE IMPORTANCE OF IPR

IPR management is a priority, and is addressed throughout the project.

Regulated by the consortium agreement in detail.

Terms and conditions will be regularly monitored and updated.

Collection of information on relevant patents will be performed continually.

Call for IP will be made regularly to ensure the attentiveness of all partners for this topic.

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Functional extraction	IP	TEC	TEC, MDS, TECSR	MDS	Direct exploitation (DE), LBM
Continuous first response on in	IP	TEC, JT	TEC, MDS, JT	MDS, JT	DE
Continuous intensive efforts	Know how, IP	JT	JT	JT	OEM and LBM
Lactate-glucose patch monitoring dialysis w cost renal	Know how, IP	JT	JT, TUC	JT	OEM manufacture and LBM
New material electrode/s stimulation	IP	TEC	TEC	TEC	DE through spinoff LBM
New electrode	Design, know how	TECSR	TECSR, TEC	TECSR	LBM
Algorithm calibration	IP, know how	TECSR	TECSR, AAU	TECSR	LBM
Wearable feedback	IP	TECSR	TECSR, AAU	TECSR	LBM
Means for in hazardous status	IP	TECSR	TECSR, AAU	TECSR	LBM
Algorithm: mission-critical communication	IP	AAU	AAU, TG	AAU	LBM
New electrode and lactate	Knowhow	MDS	TEC, JT	MDS	DE
New sensor	IP	MDS	TEC, JT	MDS	DE
Adjusted for harsh environment	IP	BFS	BFS, TEC	BFS	DE
Sensor based First Response	IP	JR	TBD	JR	DE



## FAR FROM SIGHT FAR FROM HEART

Formulate the message

Introduce it early

Stay on the message troughing the proposal

Use real world examples, with up to date data

Reviewers don't have time to read:

- Use progressive elaboration
- Use graphical data

This was in the news 10 days before submission

*SIXTHSENSE project aims to develop a technological leap that will enable significantly higher safety and efficacy of first responders deployed in extreme conditions through seamless integration of a health monitoring system with closed loop feedback through tactile sense. Therefore, its implementation would drastically increase our society's resilience, without paying the price in lives of our first responders.*

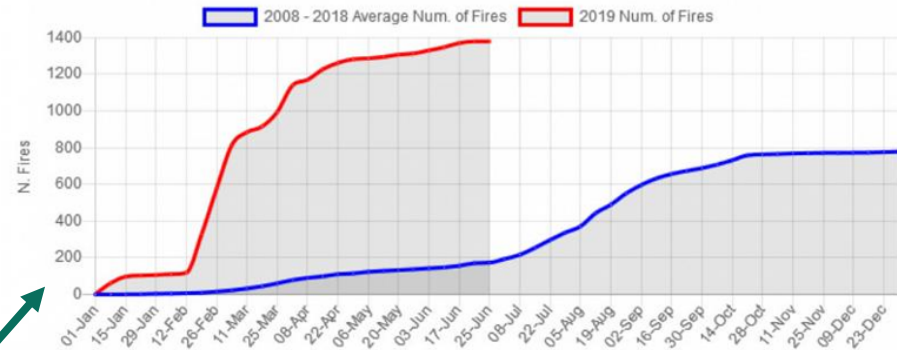


Figure 12. Number of fires mapped in EFFIS (30 ha or larger) - adapted from euronews.com

## IDENTIFY AND ENGAGE THE STAKEHOLDERS

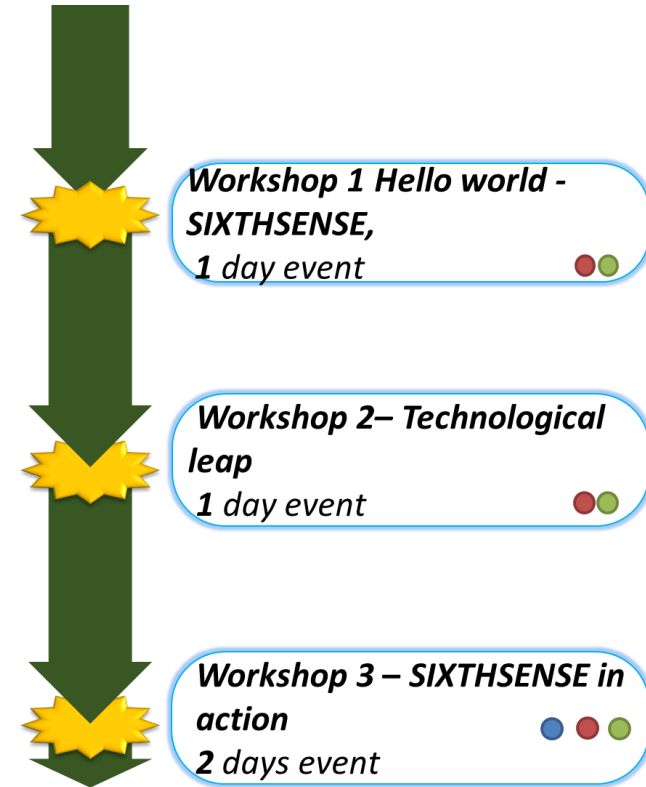
Contact stakeholders already in the proposal stage

Get their LoS

Experts are not stakeholders, don't take their LoS, get them in the consortium

Insist on how many relevant industry players are supporting the project and are eager to see the results (LoS)

Show a comprehensive plan on how are you going to engage them throughout the project



ESKERRIK ASKO  
GRACIAS  
THANK YOU  
MERCİ



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