

Next steps towards Impactful projects

Call 7 PO Preparation Days, Online, 11 September 2020

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First online PO days

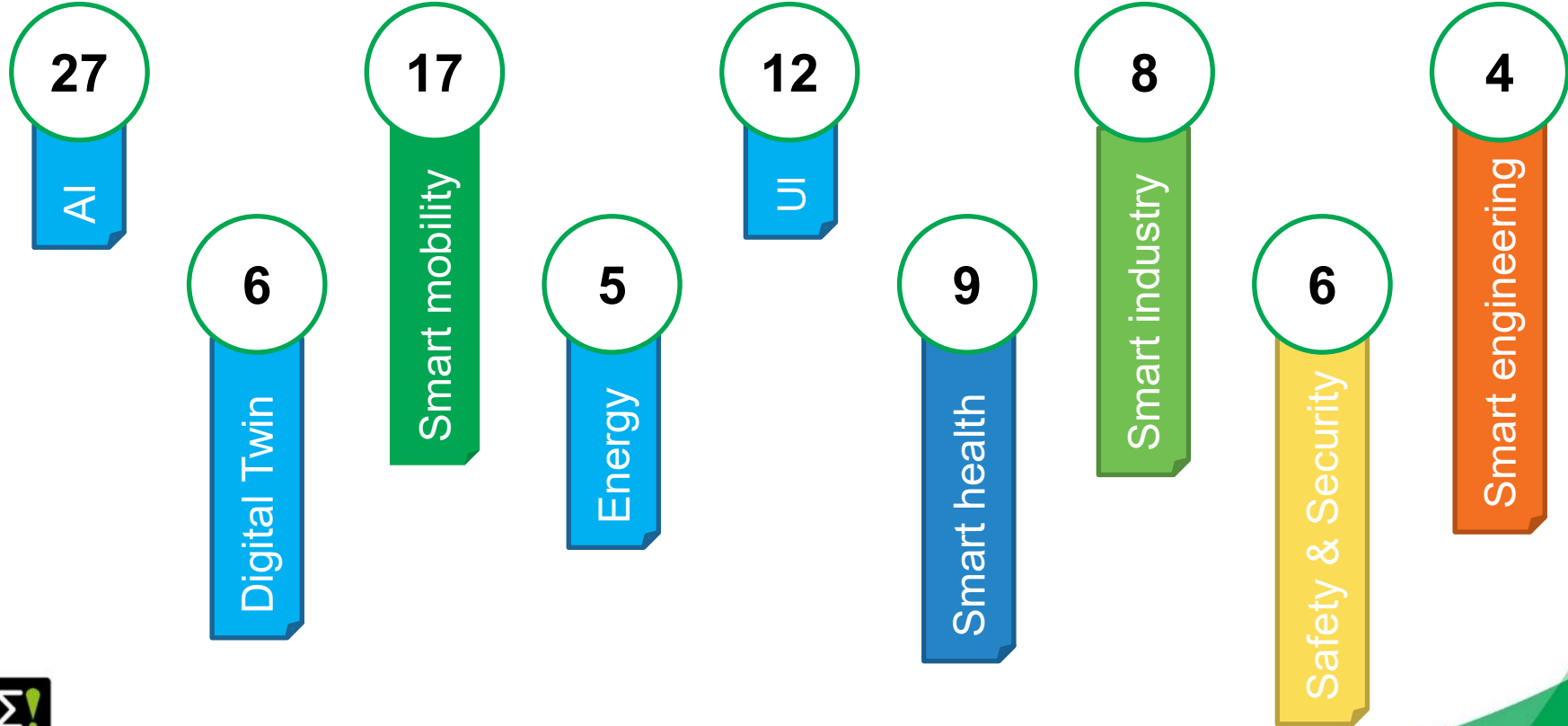
- Very active community
- Lively online webinars and national sessions
- Project ideas : 77
- Workgroup sessions: ???
- Your feedback will be important





ITEA PO Days 2020

Technology landscape



- ITEA is about data; not a surprise

- Full digital loop everywhere in different formats (Reflexion)

- AI everywhere
 - Algorithms but
 - Big Data access for machine learning
 - Application domains for impact
 - ITEA ambition must be to transform AI in impact on industry, not just advanced research



- Cloud innovation is back?
- Sharing, cooperation is everywhere under different acceptance, is there an abstract concept behind?
- Finance appears as a new innovation domain for the Fintech
- Many VR/AR usage idea, does it mean the VR/AR is actually arising?



- Target customers & users, painpoints and needs
- Choose exciting and promising market goals
- Clearly explain the technology value chain of your innovation
- Take carefully into account the PO evaluation remarks
- Visit your PA as soon as possible



The journey has started: good luck for the next steps



ITEA is a trusted zone

**ITEA and the PAs are there to help you
to increase quality**

towards Impact



Announcement

- *Do we have events to announce*



ITEA 3 Project Outline Preparation Days 2019

3-4 September, Amsterdam



Thank you for your
valuable contribution
and enjoy the drinks!

Impactful research



@ITEA_3 - #POdays2020

Wizardry



Your success: a portfolio of master pieces

