LT-INNOVATE.EU

LT-Innovate
Annual General Meeting
Brussels, 26 June 2013

BY
Philippe Wacker
Secretary General

THE FORUM FOR EUROPE'S
LANGUAGE TECHNOLOGY INDUSTRY

Funded by
the ICT Programme
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SEVENTH FRAMEWORK
PROGRAMME

AGENDA

Where do we stand?

Main achievements in 2012-13

Needs

Support strategy

Decisions

WHERE DO WE STAND?

THE FORUM FOR EUROPE'S
LANGUAGE TECHNOLOGY INDUSTRY
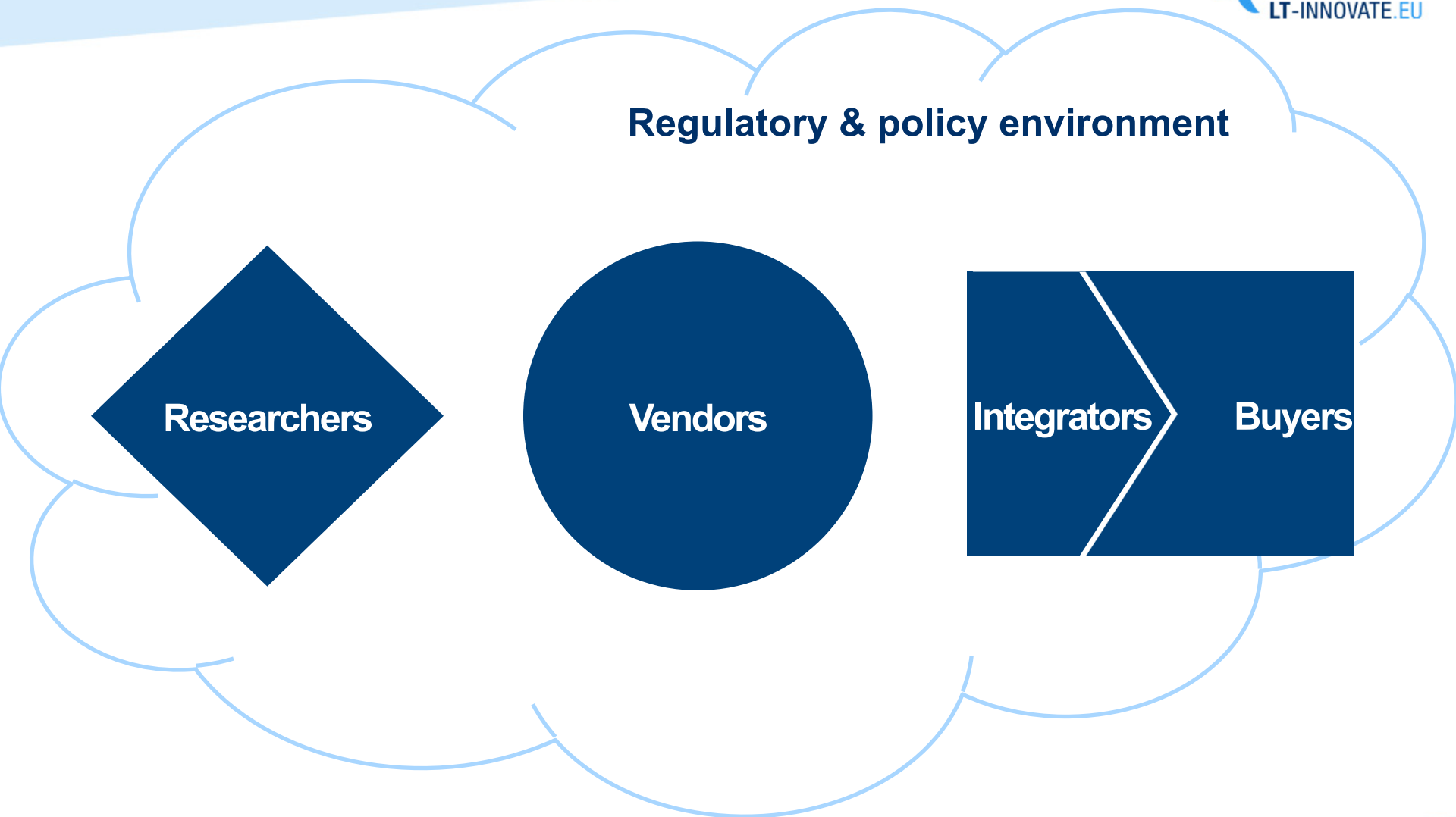
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Our MISSION

- Establish Language Technology as a **consolidated** and steadily growing **industry**.

- Build a more **integrated and aligned** language technology vendor community.

- Ensure that **European LT vendor companies** capture as much as possible of Europe's **unique multilingual market** by identifying and creating **market opportunities** and **mobilising research capabilities**.

- Secure adequate **infrastructural and policy support** from the European Union.

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SEVENTH FRAMEWORK
PROGRAMME

THE VALUE-CHAIN

Regulatory & policy environment

Researchers

Vendors

Integrators **Buyers**

VENDORS

Researchers

Vendors

Integrators   **Buyers**

Who are we?

- How many?
- Where?
- What **solutions** do we offer?
- What is our consolidated and individual **market worth**?
- What are the **latest innovations** / breakthroughs / best practice cases?
- Which issues / problems can we best solve through **collective action**?

BUYERS

Researchers

**Vendors**

Integrators **Buyers**

Who are they?

- What do we know about **their business needs**?

- What do they know about **our solutions**?

- Are there **opportunities** we have not identified?

- …and having found them how do we capture them?

INTEGRATORS

Researchers

Vendors

Integrators **Buyers**

Who are they?

- What do we **need** them for?

- How do we **interact** with them?

- How do we see our **relationship** with them evolve?

RESEARCHERS

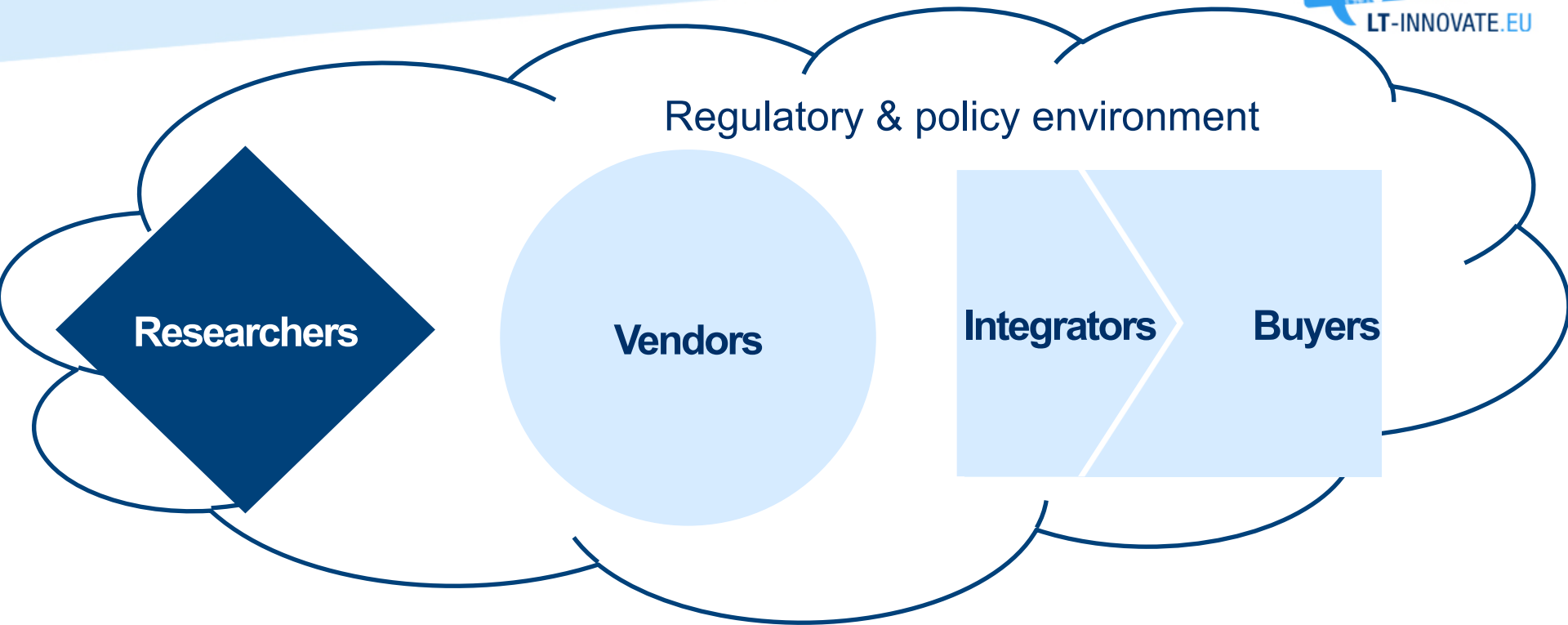**Researchers**

Vendors

Integrators   **Buyers**
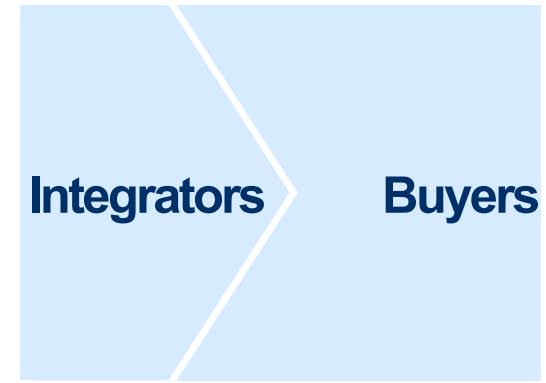
Who are they?

- **Which kinds** of researchers are we most interested in?

- How do we **interact** with them?

- What do we **want** from them?

POLICY ENVIRONMENT

Regulatory & policy environment

Researchers

Vendors
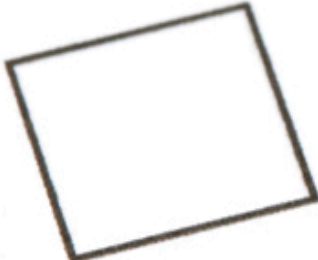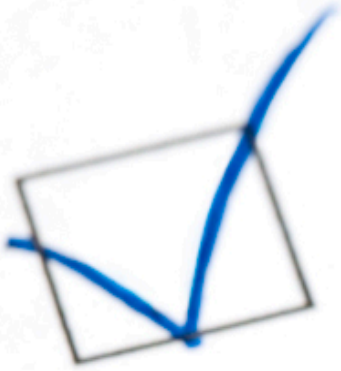
Integrators **Buyers**

Who **decides** on what?
- What do we **know** about **them**?
- What do they **know** about **us**?
- What do we **need** from them?
- How can we **influence** them?
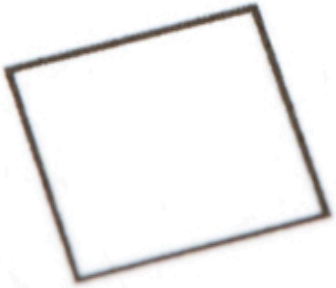
ACHIEVEMENTS
IN 2012-13

LTi Summit (Brussels) with LT-Innovate Awards

September 2012 **Membership Survey**

8-9 October 2012

Workshop (Brussels)

23 October 2012

Incorporation of LT-Innovate Ltd

6 December

Publication of Industry Vision Statement

23 Jan 2013 Healthcare Innovation Partnering Focus Group (London)

7 March Security Innovation Partnering Focus Group (Madrid)

To explore strange new worlds, to seek out new data and new knowledge, to boldly go where LT has not gone before...

8 April

http://bit.ly/13UAaST

Discover the world of Language Technologies: Download LT2013!

12 April ▼ Focus Group (Berlin) →

Publishing & Media Innovation Partnering

25 April
Tourism Innovation Partnering Focus Group (Madrid)

26/27 June

LTi Summit (Brussels) with LT-Innovate Awards

June

LT-Innovate gathers 170 LT vendors

NEEDS

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BUSINESS NEEDS

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Researchers

Vendors

Integrators **Buyers**

Need solutions that:

- Give them **competitive advantage** over competitors
- Are **user friendly**
- Allow them to do business more **efficiently**
- Address **language as a whole** and not in silos independent of one another
- **Localise suppliers** with the right solutions
- Are coming from **dependable suppliers**

BUSINESS NEEDS

Researchers

Vendors

Integrators   Buyers

Need to:

- **Localise suppliers** with the right solutions

- Bring added value via technology **integration** and market **knowhow**

- Solve **implementation** issues that are too specific for manufacturers

- Focus on the **client's total solution**

BUSINESS NEEDS

Researchers

Vendors

**Integrators** **Buyers**

Survey:
1. Market Figures relating to the LT Industry
2. Info on EU Programs and Access to EU Funding
3. Access to new clients, new sales channels inside & outside Europe
4. Partnership facilitation
5. Yearly Summit / Networking / Exchanges of best practices
6. Value chain Upstream relationships (research)
7. PR/Marketing/Communication Support

RESEARCH NEEDS

Researchers

Vendors

Integrators   **Buyers**

Need to:

- Ensure continual **funding** for their research

- Ease political pressure by showing that research has **impact** on innovation

- Establish **success stories** where their work adds value to the market

- Need long term and sustainable **business partnerships**

POLICY GOALS

Regulatory & policy environment

Researchers **Vendors** **Integrators** **Buyers**
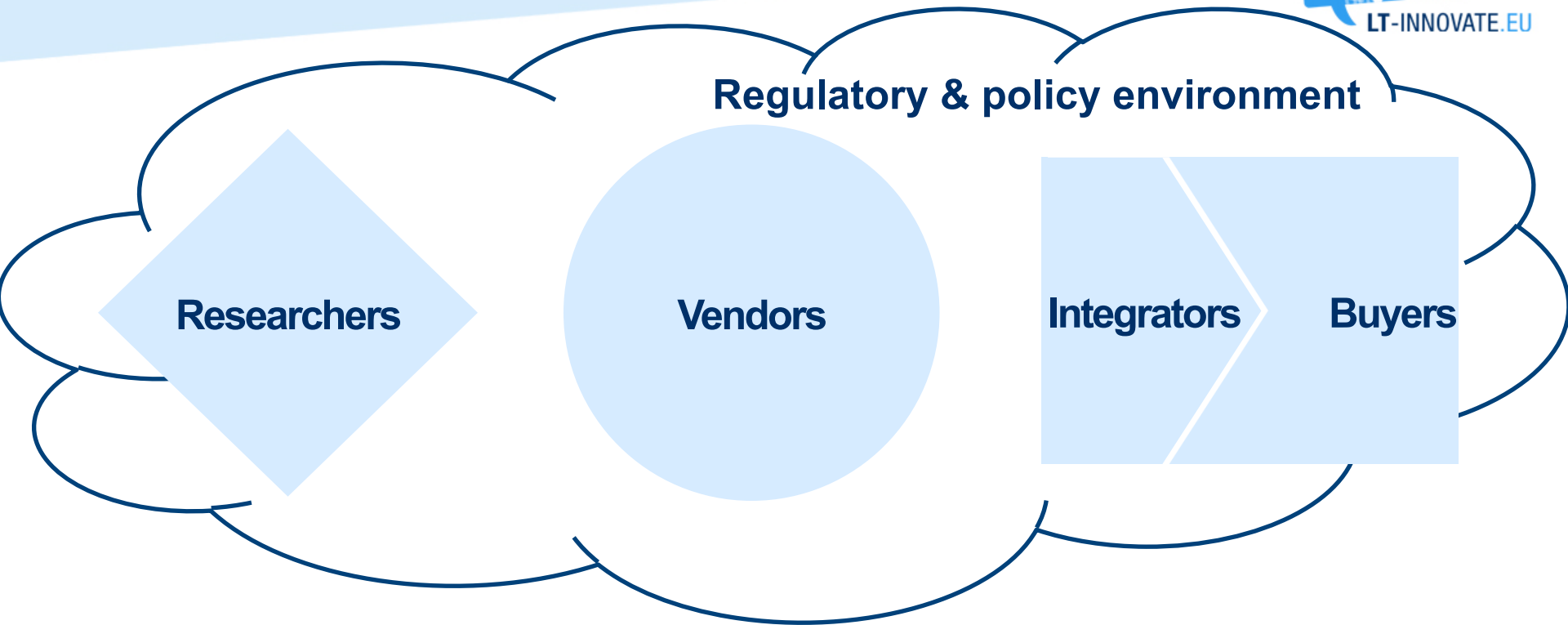
Policy makers:
- Want to re-launch **growth and employment**
- **Support SMEs** almost as an article of faith
- Recognise that SMEs are the **drivers of employment**
- Recognise that SMEs support **higher tax burden** than large companies
- Want to increase the **number of funded projects** with SME participation
- Want to create a **friendly business environment** for SMEs…

POLICY GOALS

Regulatory & policy environment

Researchers

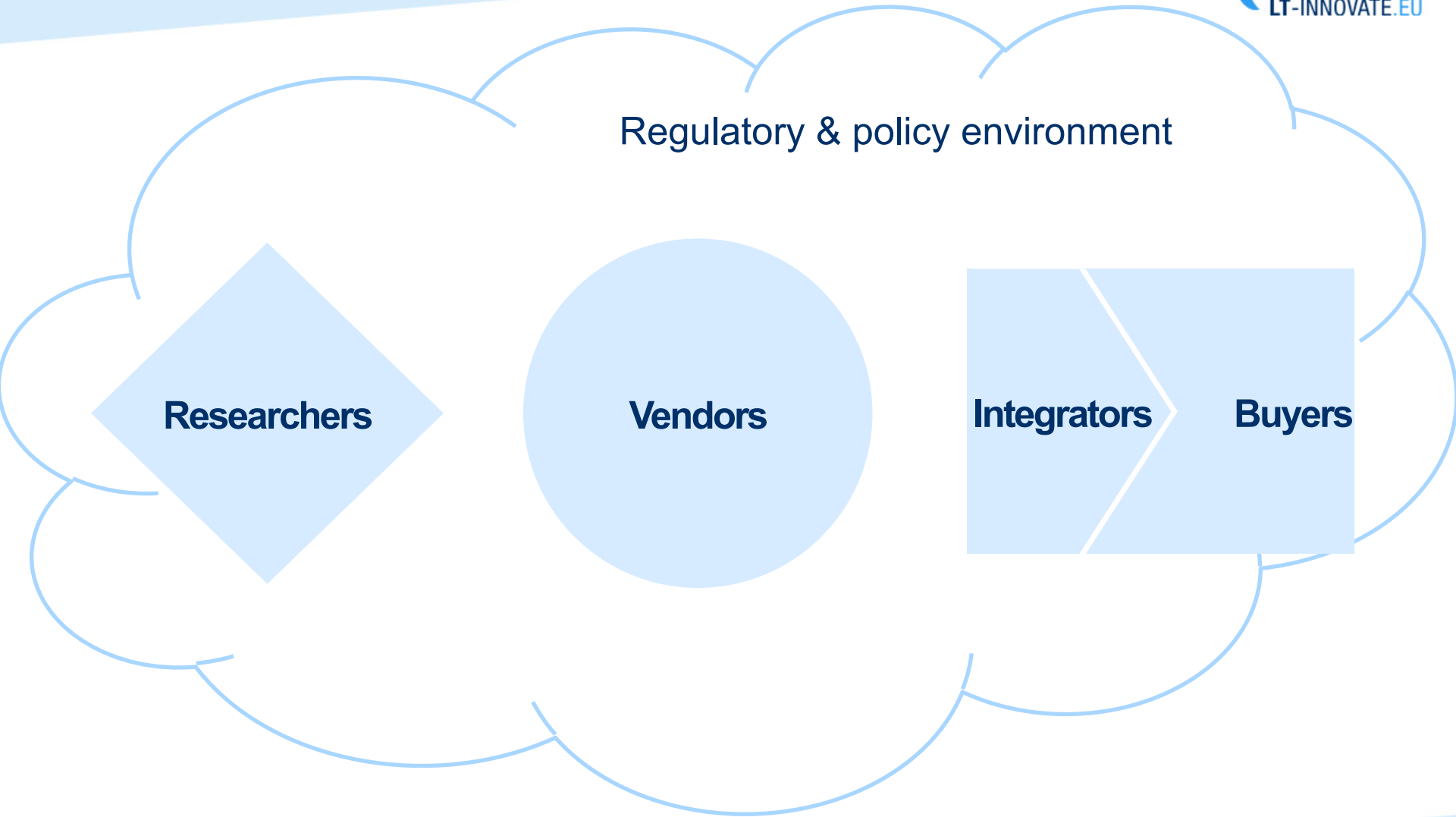**Vendors**

Integrators

Buyers
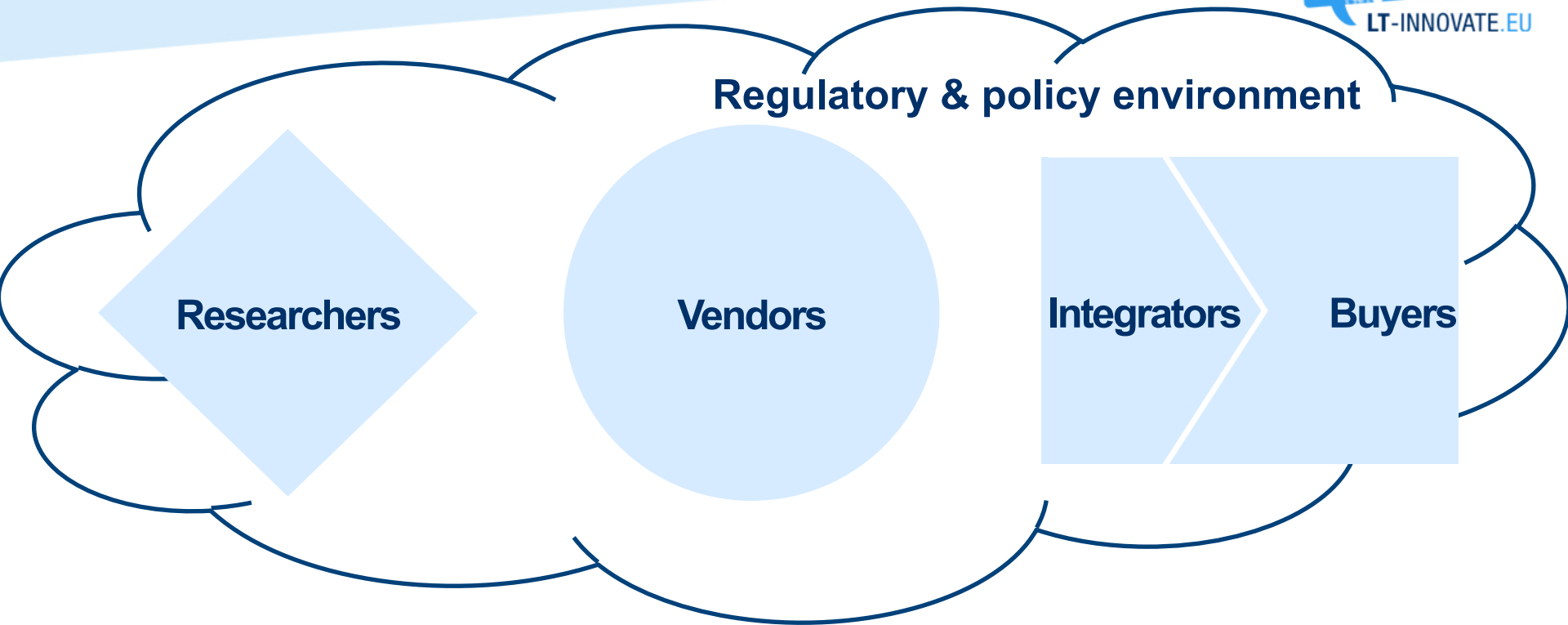
SMEs are not taken seriously, inter alia because:
- they are **focused on short-term revenue** and not long term collaboration
- they are **not well organised collectively**, hence:
  - they are not very adept at developing public affairs strategies
  - they do not have lobbying power
- they are ill-equipped to deal with bureaucratic processes (subventions)

SUPPORT STRATEGY

THE VALUE-CHAIN

Regulatory & policy environment

Researchers

Vendors

Integrators **Buyers**

SUPPORT STRATEGY

Influence

Regulatory & policy environment

Researchers

Vendors

Integrators   **Buyers**

Smarten

Align

Develop

LTi SERVICES

Researchers

Vendors

Integrators **Buyers**
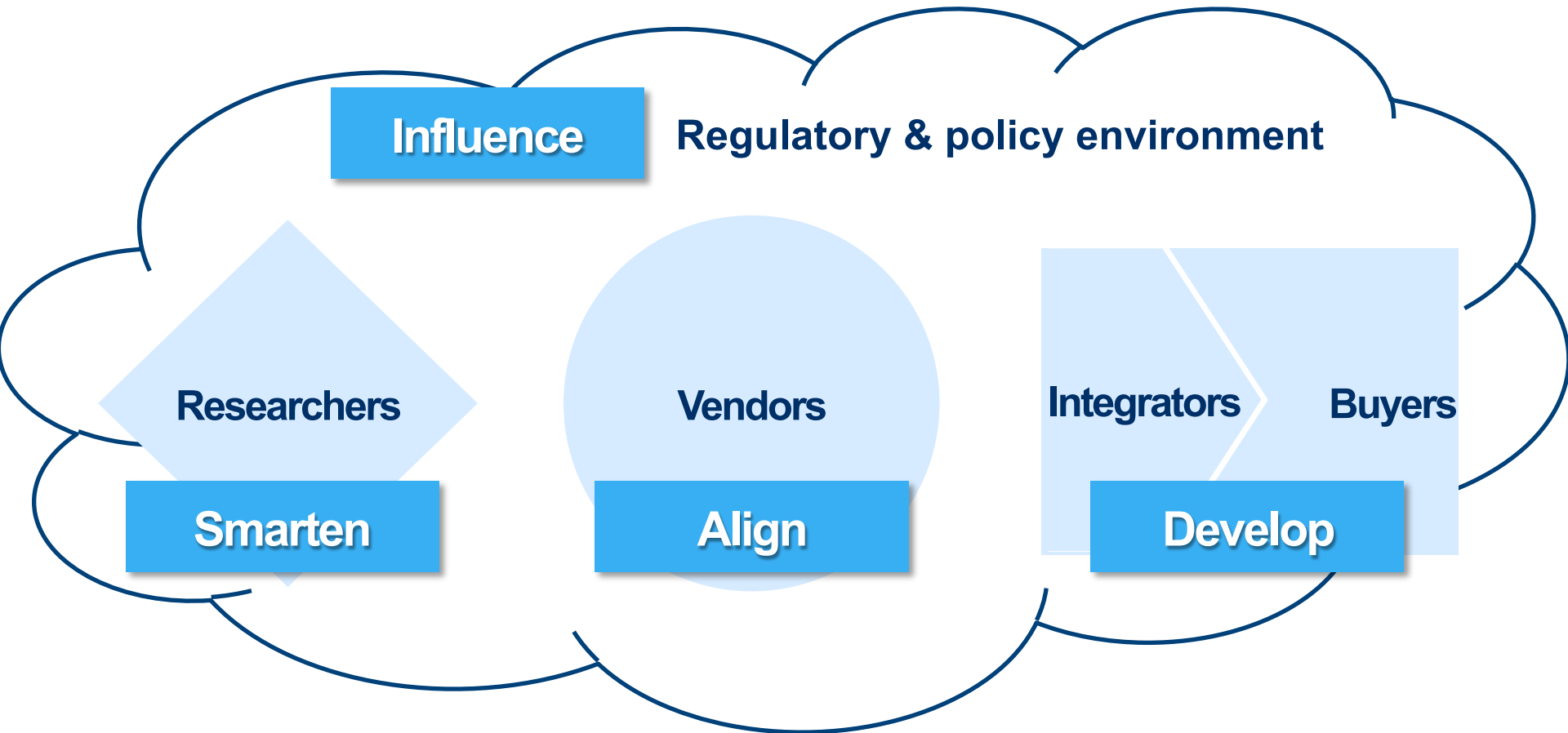
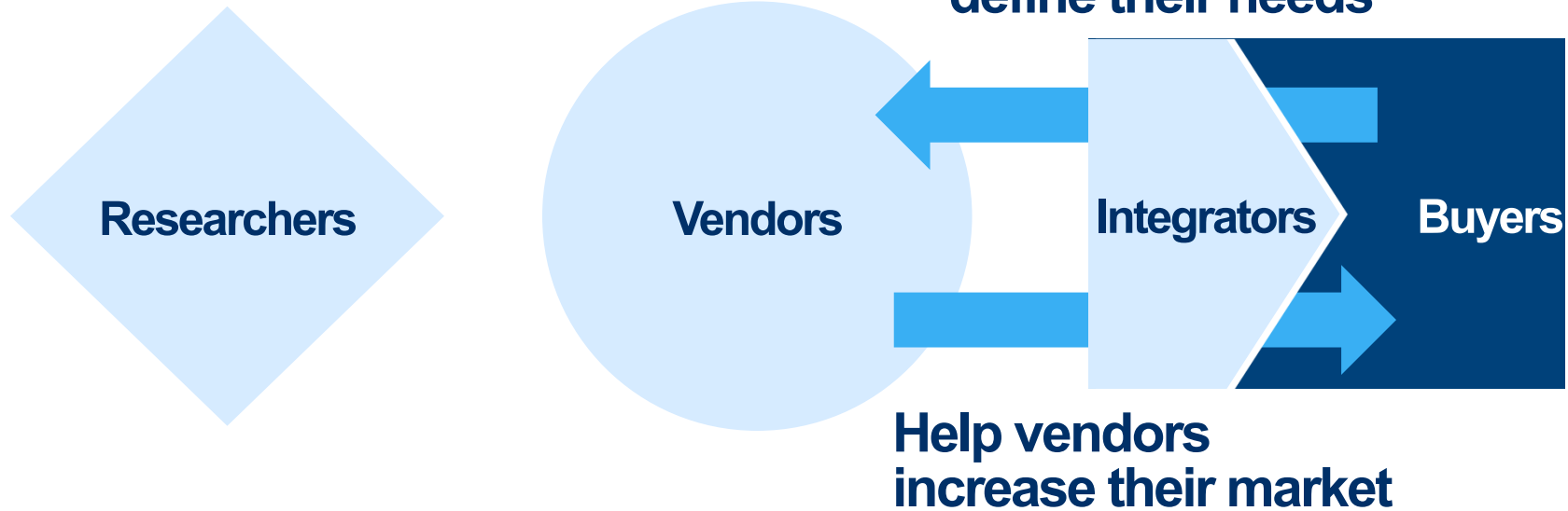## Help vendors collaborate

What
- Joint bidding for buyer opportunities
- Development of "pooled / mutualised" component / solution portfolios
- Effective standardisation
- Joint bidding for publicly funded projects

How
- Partnering SIG
- Standardisation SIG
- Innovation brokerage (clusterisation)
- Experts' database (support for partnering)

Outcome
- Increased visibility
- More credible service offer that covers broader market
- Increased international competitiveness

LTi SERVICES

Help buyers define their needs

Researchers

Vendors

Integrators

Buyers

Help vendors increase their market

What
- Inform buyers about solutions available
- Increase visibility of vendors in their key markets

How
- Vendors' database
- Buyers' databse
- Buyer Focus Groups
- Joint marketing actions (fairs, abroad)
- LT-Innovate Award

Outcome
- Increased awareness of buyer needs on the vendor side
- Increased awareness of solutions available on the buyer side
- Increased visibility for vendors
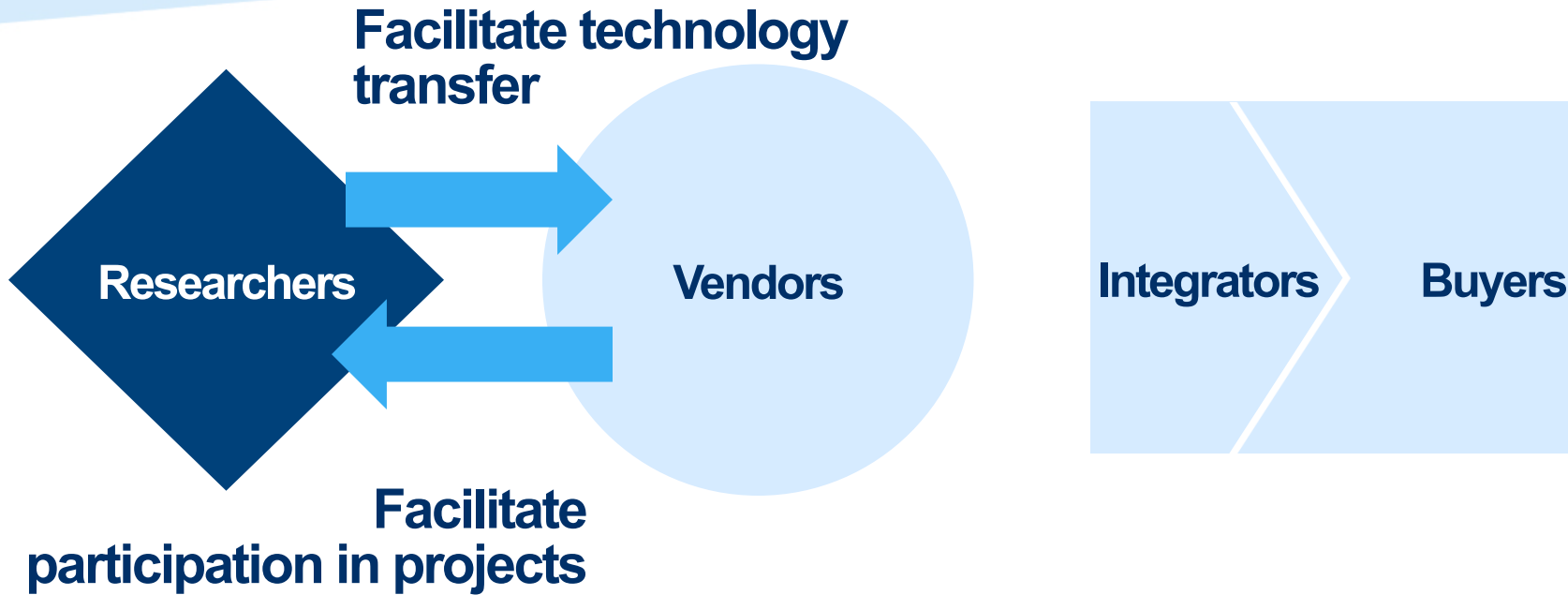
December 2013

LT Vendors' Database

September 2013 – February 2014

Buyer Focus Groups

June 2014

LTi Summit (Brussels) with LT-Innovate Awards

LTi SERVICES

Facilitate technology transfer

Researchers

Vendors

Integrators

Buyers

Facilitate participation in projects

What
- Make R&D results available to industry
- Facilitate industry's participation in R&D projects

How
- Researchers' database
- R&D results database
- Research Focus Groups
- Experts' database (support for project development)
- Innovation brokerage

Outcome
- Research and vendor community re-connected
- Research is guided towards industry needs
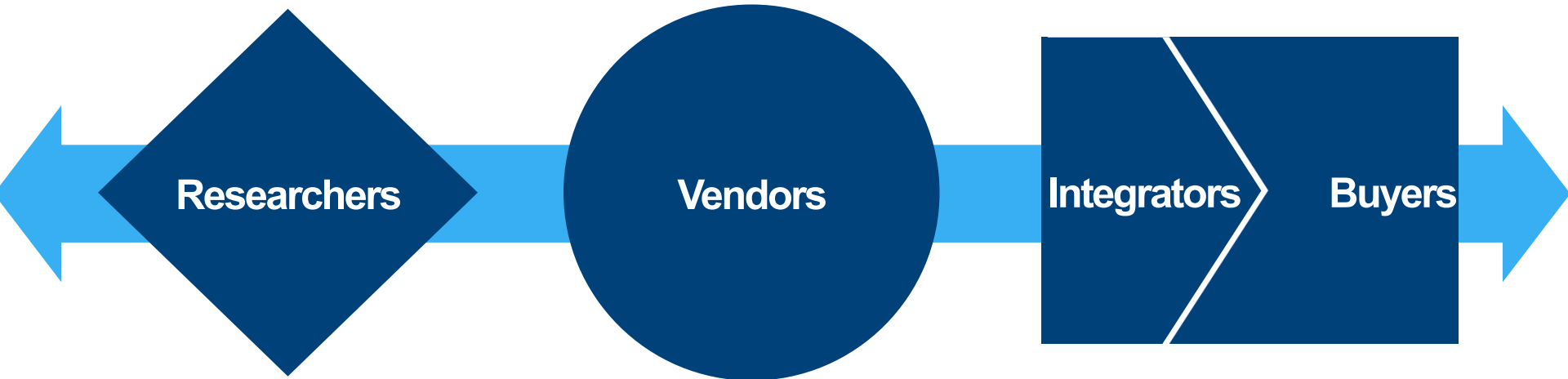- Research results are exploited

6-8 November 2013

Research Focus Group (Vilnius)

LTi SERVICES

Innovation Brokerage Events

Researchers → **Vendors** → **Integrators** **Buyers**

What
Actors from the entire value chain meet to present opportunities and needs; the latter are matched
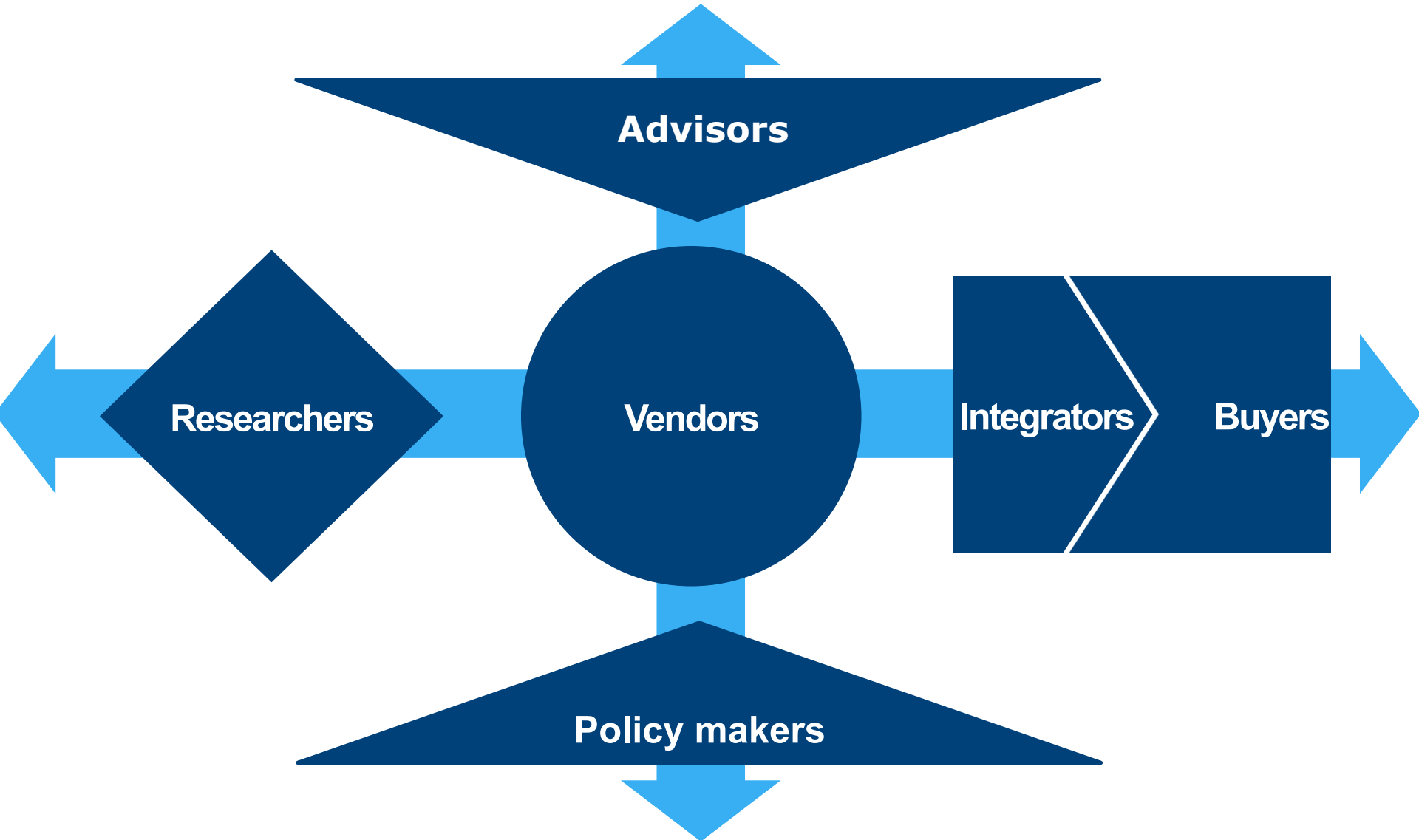
How
Value Chain Instantiation (build concrete value chain instances involving buyers, integrators, vendors and researchers)
Develop event methodology in support

Outcome
Smoother operation of the entire value-chain

LTi SERVICES

Innovation Brokerage Platform

Advisors

Researchers

Vendors

Integrators

Buyers

Policy makers

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LTi SERVICES

Regulatory & policy environment

Researchers

Vendors

Integrators   **Buyers**
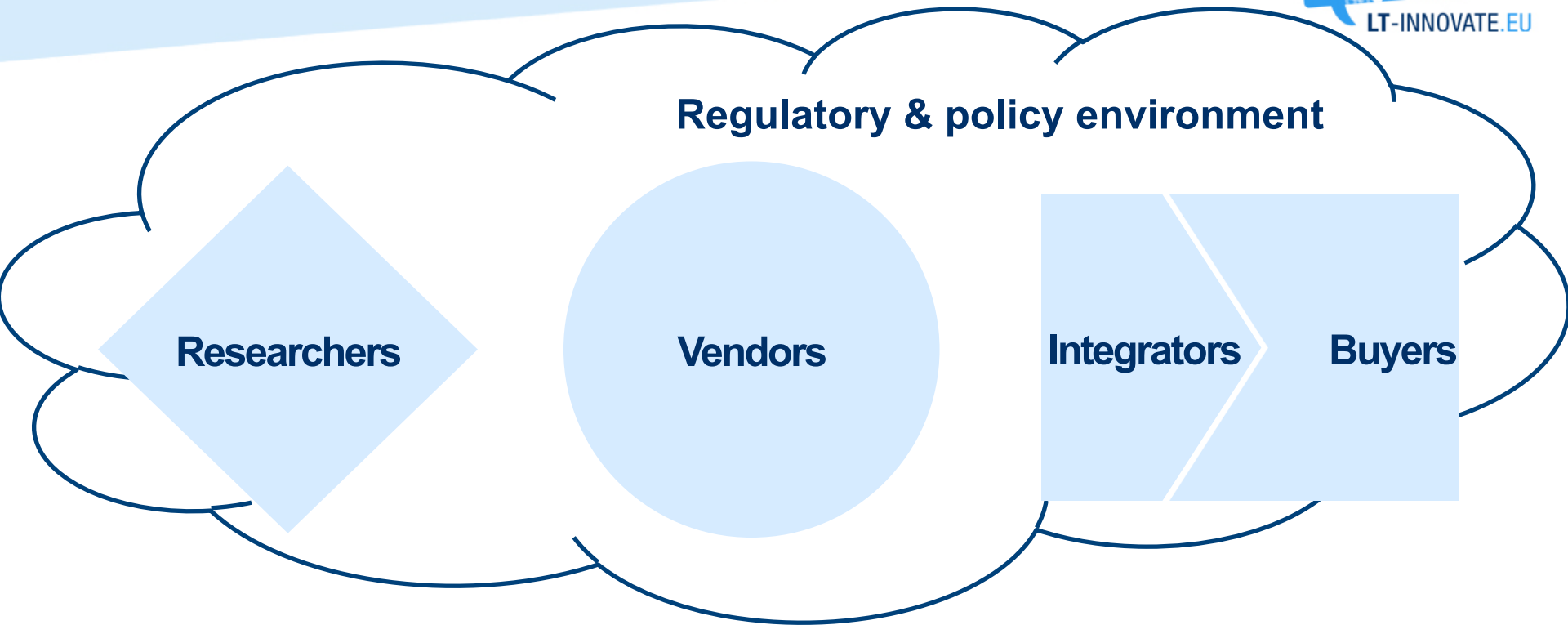
What
- Public affairs strategy

How
- Monitoring
- Clear articulation of industry needs in terms of infrastructure, policy environment and support programmes

Outcome
- Likelihood that political support will increase (programmes, policies, funding)

POLICY OBJECTIVES

Infrastructure
- European Language Cloud

Policy environment
- SME internationalisation should be supported
- Service Checks (advice re. internationalisation)
- Facilitation of joint-ventures for internationalisation
- EU Mutual Company
- Access to European VC

Support programmes
- More collaborative innovation projects tailored for and driven by SMEs
- More support actions to facilitate collaboration

November 2013>

Language Cloud Support Action

November 2013>

Conversational Interaction Technologies Support Action

LTi SERVICES - SUMMARY

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Public Affairs strategy

Facilitate technology transfer

Help vendors collaborate

Help buyers define their needs

Researchers

Vendors

Integrators

Buyers

Facilitate participation in projects

Help vendors increase their market
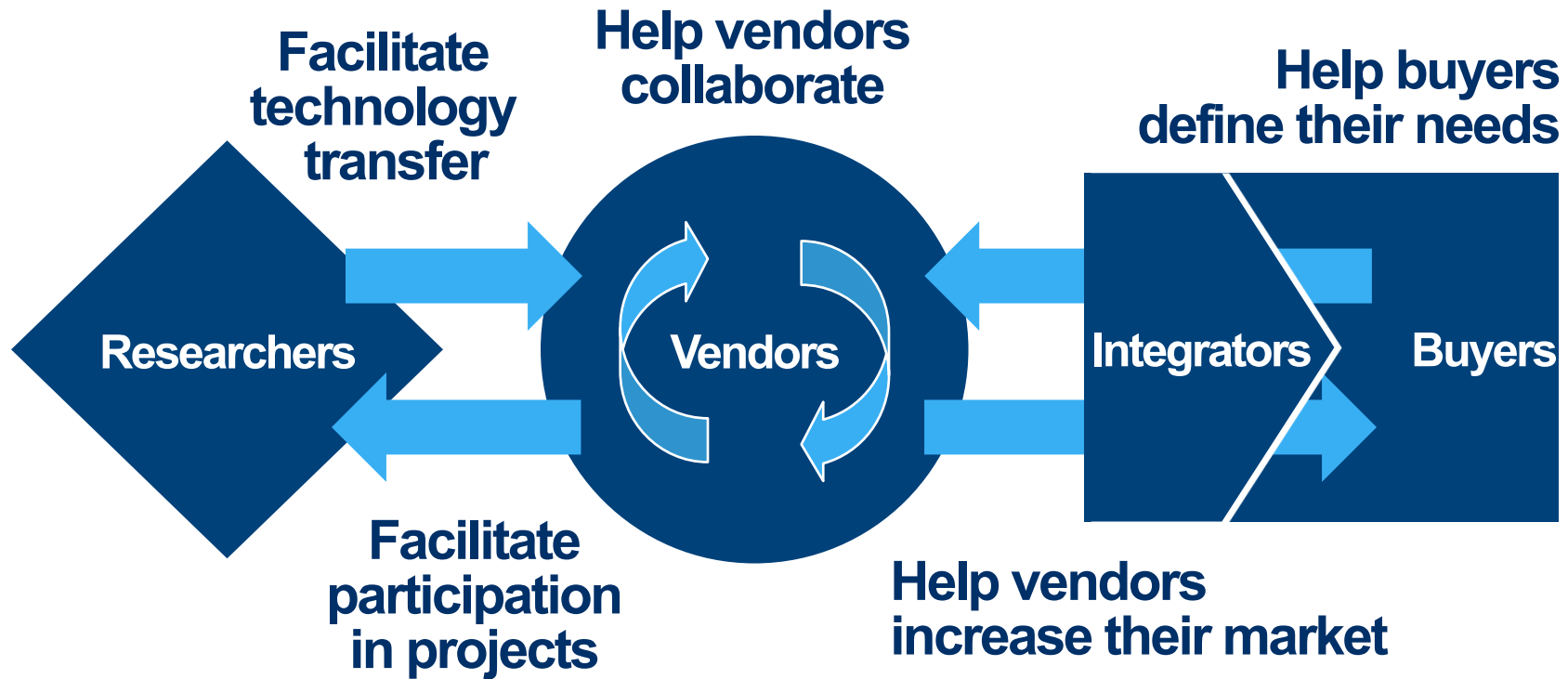
Innovation Brokerage Events

LTi SERVICE PORTFOLIO

- LT-Innovate Summit
- LT-Innovate Award
- Partnering SIG
- Standardisation SIG
- Vendors', Buyers', Researchers', R&D results , Experts' database (and derivatives)
- Buyer Focus Groups
- Research Focus Groups
- Innovation brokerage events
- Joint marketing actions (fairs, abroad)
- EU Monitoring programme
- Articulation of industry needs (reports, position papers)
- Information channels (curation & social networks)

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SEVENTH FRAMEWORK
PROGRAMME

CHALLENGES

- **2013-2015**
  EU seed funding for LTi expires in February 2014
- New project on « conversational interaction technologies » (ROCKIT) starts in November 2013 (duration 2 years)

Funding challenges in 2014

- Keeping up the LTN platform
- Funding continuous development of the Innovation Brokerage Platform
- Organising the 3rd LT-Innovate Summit

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SEVENTH FRAMEWORK
PROGRAMME

DECISIONS

SUSTAINABLE BUSINESS MODEL

- Membership fees
- Collective services
- Event entrance fees
- Publishing
- On-demand services
- EU projects

MEMBERSHIP FEES (2013-14)

Core membership fee: ??.

Regular membership fee: ??

Associate membership: free of charge

Redefined / confirmed at next AGM

DECISIONS

MEMBERSHIP

Issuance of Certificates of Membership
New applications for membership of LTi Ltd

BOARD OF DIRECTORS

Re-appointment of current members
Appointment of new members

OFFICERS

Director(s)
Company Secretary
Accountant

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@LangTechNews

THANK YOU!

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