

Smart Specialization & Innovation Ecosystem

ICEBERG⁺

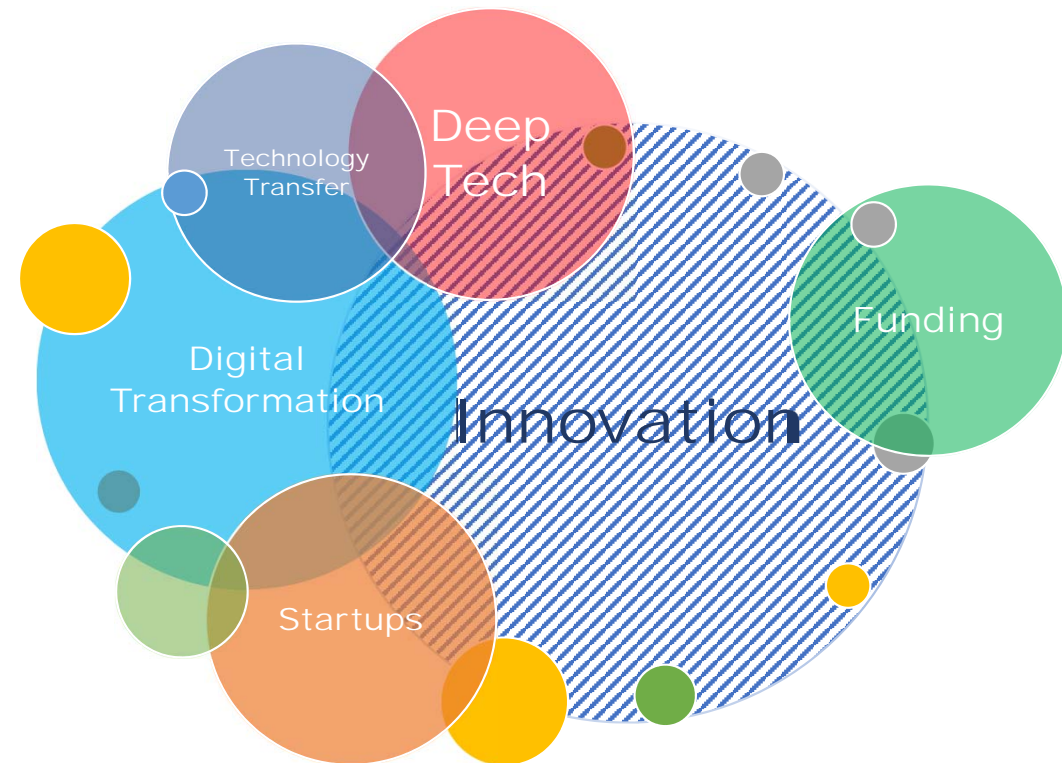


We are Iceberg

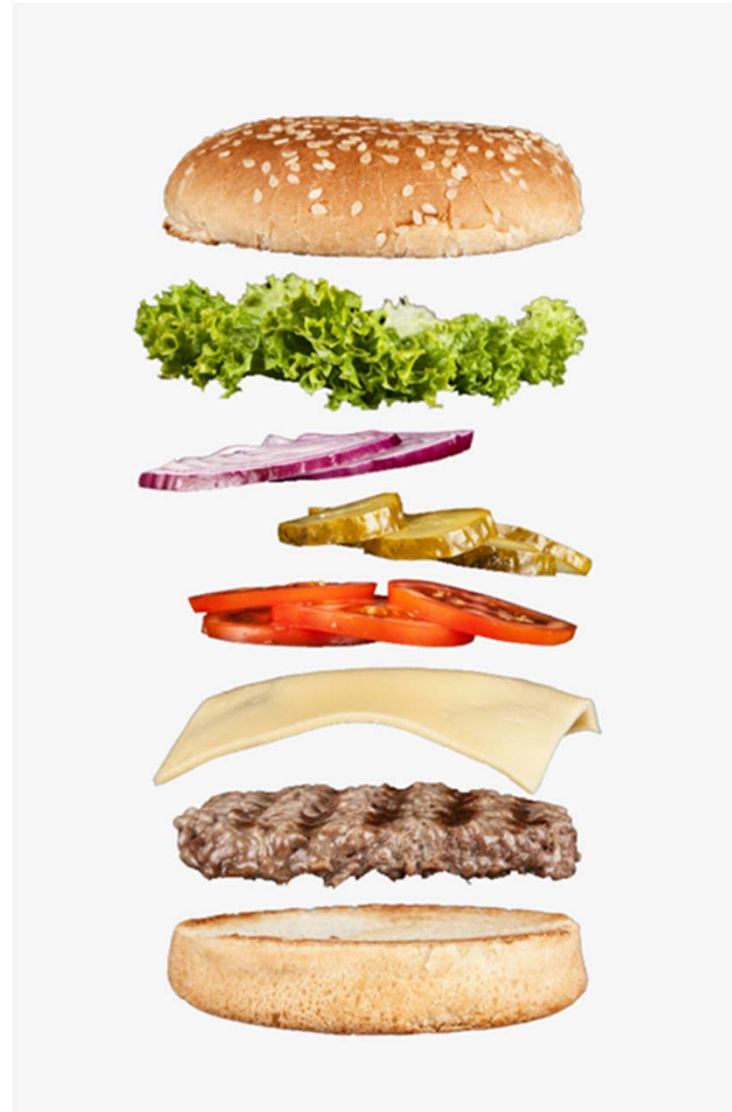
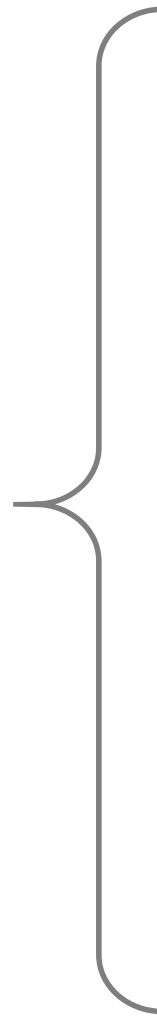
We've evolved from a consulting company to an ecosystem of multidisciplinary professionals delivering consulting, strategy, digital transformation and technology for organizations from Romania and throughout Eastern Europe.

We are constantly growing our portfolio of services, technologies and clients, currently managing The Cluster for Innovation and Technology - one of the Digital Innovation Hubs in Romania - delivering digital transformation to companies in CEE through our pilot projects, state of the art infrastructure and network of innovators.

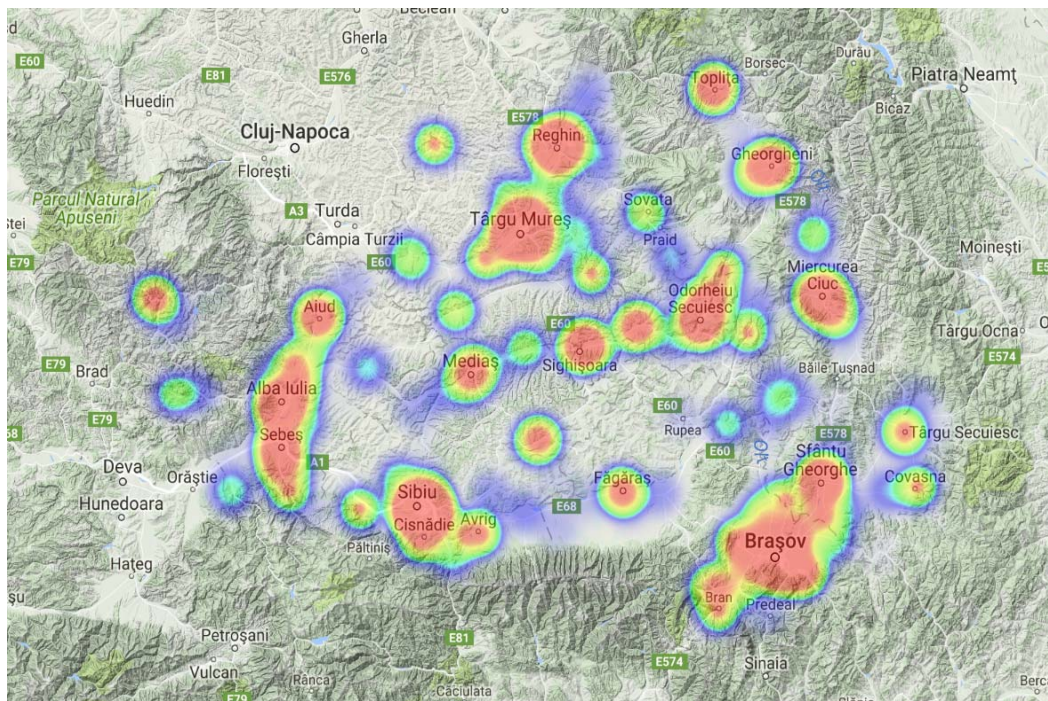
Iceberg and the Cluster are involved in pilot and H2020 projects covering DIHs, startups, robotics, industry 4.0, smart cities, mobility, blockchain, photonics, value chains, public & social good, open innovation.



Multi-layer
approach



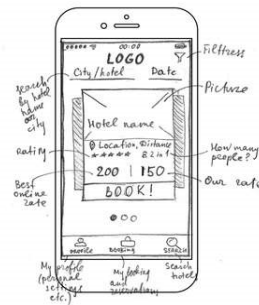
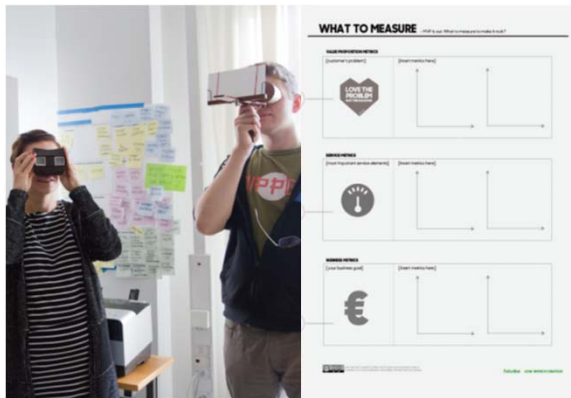
RIS3 vs ICEBERG⁺



- **Technology Transfer on I4.0, Smart Cities, E-health**
- **Digital Transformation Pilots – CUPA, DigitaliseSME**
- **Smart City Living Lab**
- **Interactive Lab (VR/AR)**
- **Industry 4.0 Incubator**
- **Partnership network (DIH, clusters, accelerators)**
- **Startup acceleration**



- **Training** on digital management & entrepreneurship for 500+ managers
- Focus on developing **pilot digital services**
- Use of state of the art **canvas based system**
- Digital Transformation **mobile coaching app**



- Digital Single Market pilot project
- Germany, **Romania**, Netherlands, Czech Republic & Spain
- Database with 200 SMEs and 120 Digital Enablers
- 80-90 SMEs paired with DEs able to perform a digitalisation project
- 18 dissemination events to involve SMEs and DEs in 9 different EU Member States
- selection procedure + match-making platform

Register on <https://digitalisesme.eu/>



Project Overview

What – Provide tailored and sustainable support to EU SMEs and Mid-Caps in digital transformation, through an ERASMUS-like exchange programme allowing highly qualified experts – so called “Digital Enablers” - to spend 1 month at their premises

Why – SMEs are highly sensitized for the importance and the potential of digitization for their business, but mostly they lack orientation, know-how and hands-on solutions

Who – SMEs / Mid-caps (up to 499 employees) and DEs (Digital Enablers)

Where – All EU countries

When – 18 months (June 2018 – November 2019)

Who can participate – SMEs and DEs

Participation Criteria – SMEs

- Less than 500 employees
- Short description of the “digital need”
- Universality of the case/problem, potential to multiply the solution, replicability in other sectors
- Readiness to take over full lodge and boarding expenses of DE (=commitment)
- At least 1 manager who speaks EN
- Available time slots for digitization projects (July 2018 – September 2019)

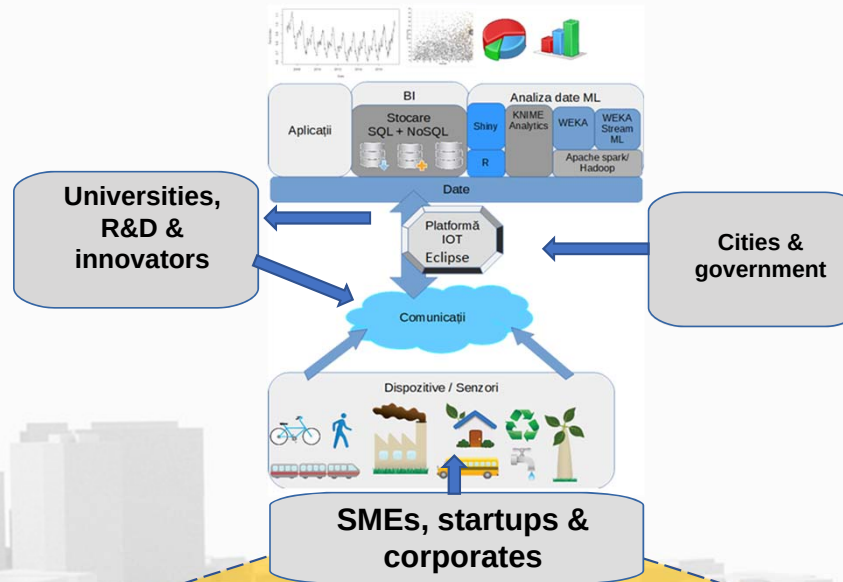
Participation Criteria – DEs

- Educational background
- Professional experience
- Priority fields of competences
- 2 reference letters from current/past clients
- A proof of professional independency (not shareholder in competing companies)
- A proof of language skills (EN or other)
- Available time slots for digitization projects (July 2018 – September 2019)

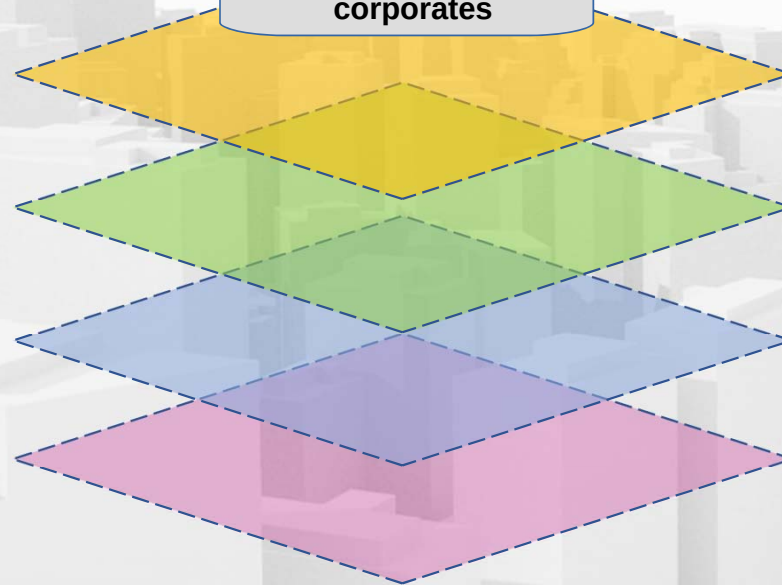
What we are looking for!

- **SMEs** that want to start digital transformation & pilots
- **Digital enablers** that want to work with SMEs in Romania & Europe
- Partners from **IT & manufacturing** interested in industry 4.0 pilots
- **Corporates, startups & innovators** developing products in industry 4.0/smart cities/mobility/e-health
- **Universities** that want to set up **Big Data/Cloud/HPC** infrastructures
- **Co-investors** in our ecosystem

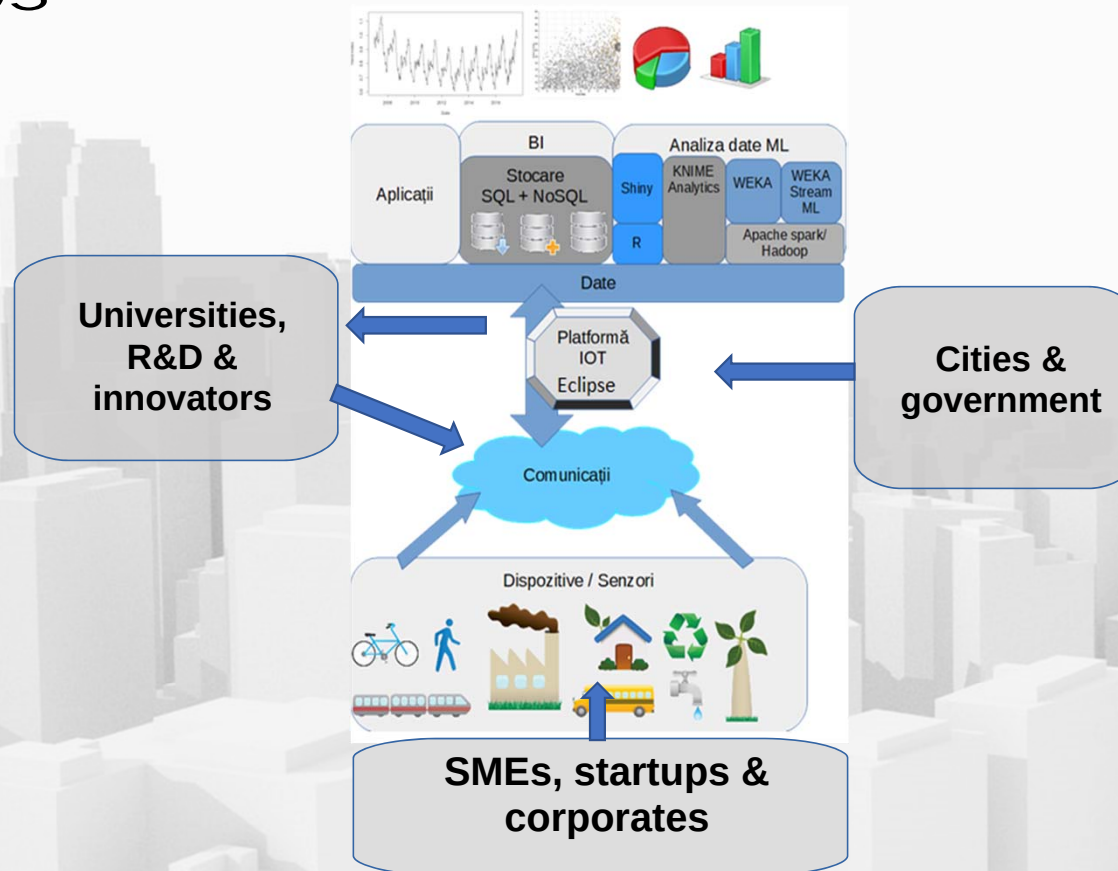
Smart City Living Labs



- STARTUP SANDBOX & ACCELERATION
- OPEN INNOVATION SMEs & CORPORATES
- R&D MEETS LEARNING
- RE-USE OF PUBLIC SECTOR INFORMATION



Smart City Living Labs



Rezultate si livrabile

Documentare initiala:

- Cartografiere stakeholder (inclusiv contacte)
- Cartografiere provocari locale
- Cartografiere resurse si oportunitati
- **Raport initial**

Organizare Innocation Camp

- Selectare provocari (aprox 3 publice, 1 private, 1 civica)
- Selectare participanti
- Organizare Camp
- **Minim 5 proiecte pilot**
- **Plan de actiune pe 6 saptamani & 6 luni**
- **Concept general strategie**

Masuri/proiecte pilot

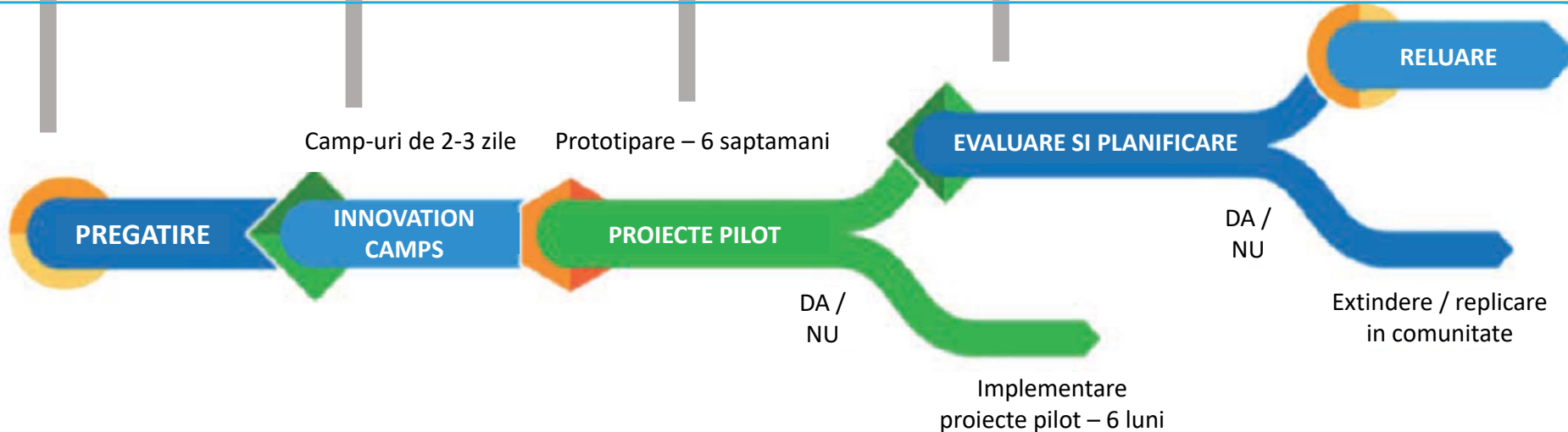
- Steering committee-uri public-privat pentru fiecare proiect
- Roadmap al proiectelor
- Asistenta tehnica pentru planificare si implementare
- Sedinte lunare cu steering proiect
- **Fise de proiect**
- **Rapoarte de progres**

Evaluare, concluzii si planificare

- Evaluarea proiectelor
- Selectarea proiectelor ce pot fi replicate
- Lectii invatate / lessons learnt
- **Raport final**
- **Strategie => 6 ani**

Plan de actiune 2020

Etape



OPEN INNOVATION METHODOLOGY

*based on Innovation Camp & Aalto Camp for Societal Innovation,
Joint Research Center*

ICEBERG⁺

ICEBERG
INTERACTIVE LAB



The LAB

Based in Brasov, Romania, our Lab integrates 4 major technology layers:

AR - Microsoft HoloLens

We operate 3 x 2018 HoloLens Developer Edition for various education, training and research usecases.

VR - Oculus Rift

Virtual Reality headsets are used for various experimental projects, including artistic experiments, training, research, testing. We have partnered with content developers to showcase various VR usecases to SMEs and mid-caps in the region.

Interactive - Intel Realsense

We use a large pool of Intel depth and tracking cams for research and innovation projects. Currently we develop a proprietary e-learning app integrating eyetracking with AI, based on Realsense technology.

Rendering & HPC cluster

Our lab operates a rendering power of 48.000 Cuda Cores / HPC peak performance of 160 Tflops, for research and development purposes.



Our usecases

Education

We support our regional educational ecosystem with technology and knowledge for educational projects, such as interactive/digital libraries, virtual educational environments, augmented learning content, etc.

Training

We use VR&AR in the training programs on innovation, product management and strategy, with approximative 500 trainees/year.

Art

We partner with artists and curators to organize interactive art experiments and exhibitions, exploring the boundaries of VR&AR.

Research

Together with SMEs and academia we research and develop new types of interactive usecases, products and services.

Innovation

Our Lab operates as a living lab, accelerating evolution across TRLs for startup products and services.



What we are looking towards

Developing an Immersive Living Lab

We support our regional educational ecosystem with technology and knowledge for educational projects, such as interactive/digital libraries, virtual educational environments, augmented learning content, etc.

Technology transfer towards industry 4.0 & smart cities

Iceberg operates a technology transfer centre with two main infrastructures – a Smart City Living Lab and an Industry 4.0 Incubator. We are on the lookout for new technologies to transfer towards industry and flagship projects in the region.

Co-create an European Ecosystem for interactive startups

Work with partners We partner with artists and curators to organize interactive art experiments and exhibitions, exploring the boundaries of VR&AR.

Contact:

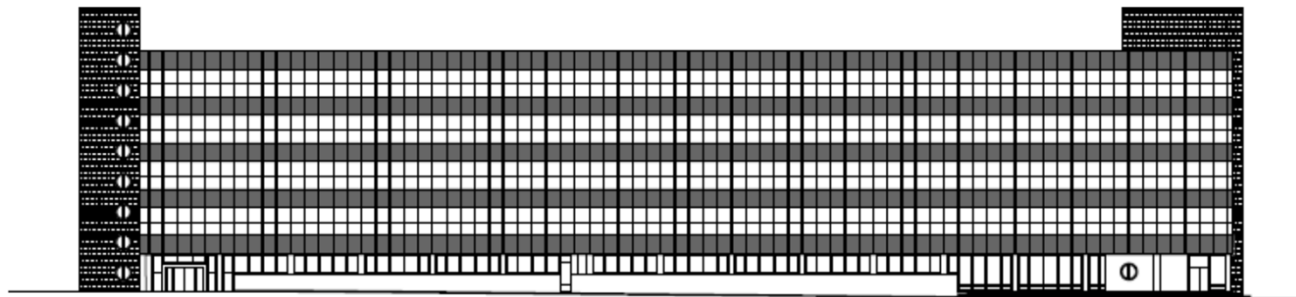
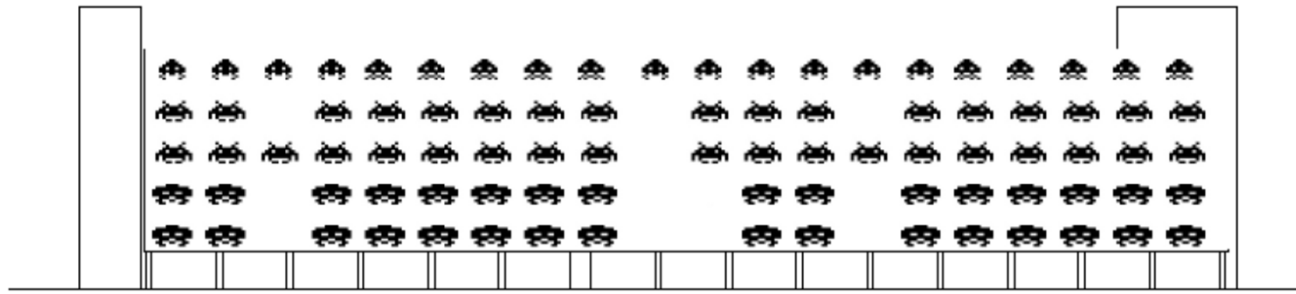
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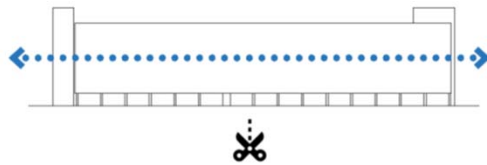
bINAR

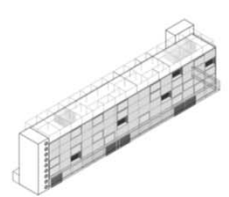
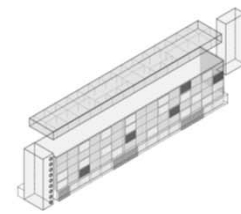
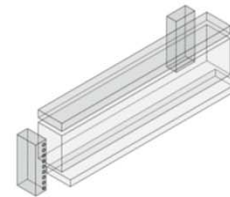
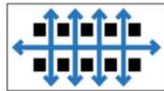
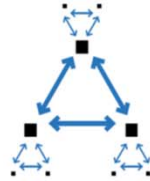
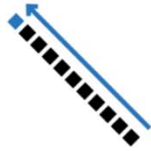
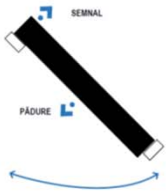
industry 4.0 incubator



bINAR

industry 4.0 incubator





Startup Acceleration

- Grants up to 39,000 euro for over 100 startups in the Centru Region
- Entrepreneurship training for over 700 entrepreneurs
- Internships and mentorship with experienced entrepreneurs
- Support services for funded startups
- Our partner network:



Data for Social Good

- Summer school mixing social science with data science
- Targeting 60 students, academia and professionals interested to explore how societies can use data
- 26 august – 8 September



Universitatea
Transilvania
din Braşov

Young women in RPA

- Pilot training program for non-tech women, focused on BA skills for RPA technologies.
- Initial rollout in Brasov & Bucharest, further development worldwide
- Career opportunities in one of the main disruptive sectors of today



A woman is seen from the inside of a large, rusted metal pipe, climbing upwards. The pipe's interior is dark and textured with rust, while the opening at the top reveals a clear blue sky. The words "THANK YOU" are superimposed in the center of the pipe's opening.

THANK
YOU

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