



PhotonHub™



**Funded by
the European Union**

Welcome

**PhotonHub PHACTORY
Kick-off Meeting**



PhotonHub™



PHOTONICS²¹

PHOTONICS PUBLIC PRIVATE PARTNERSHIP

Kick-Off Meeting

Brussels, 19 February 2025



**Funded by
the European Union**



Agenda



A.M.



08h30	Registration	
09h00	Welcome by the coordinator of PhotonHub PHACTORY	Hugo Thienpont
09h20	Setting the scene for PhotonHub PHACTORY Institutional framework, grant agreement rules and expectations	Vittoria Frau EU Project Officer
09h35	PhotonHub PHACTORY - Main objectives - Overview of the support activities of PhotonHub PHACTORY + Q&A	Hugo Thienpont
10h10	Introduction to PhotonHub PHACTORY Consortium Brief introduction by one representative per partner	All partners
10h50	Break	
11h10	WP1: Broad Outreach and Lead Generation for Photonics Innovation - Website Branding Presentation and promotional materials - Outreach workgroups and campaigns Brokerage events - Demo and Experience Centres +Q&A	Susan Brindley
11h35	WP2: Selection and Coaching of Hi-Potential Support Cases for Maximum Commercial Impact & WP3: Deep Technology Support Interventions through Collaborative Cross-Border Innovation Projects Part 1- Investment readiness level (IRL) acceleration supports +Q&A	Peter Doyle & Jan Watté
12h00	Lunch	

P.M.



13h45	WP2: Selection and Coaching of Hi-Potential Support Cases for Maximum Commercial Impact & WP3: Deep Technology Support Interventions through Collaborative Cross-Border Innovation Projects Part 2 - Technology readiness level (TRL) acceleration supports +Q&A	Peter Doyle & Jan Watté
14h45	Break	
15h15	WP4: Coordination & Impact Maximisation Finances: Overview of the budget of PhotonHub PHACTORY and associated action points Timeline: First deliverables and milestones, action points and time schedule +Q&A	Nathalie Debaes
15h40	Meeting Summary and General Q&A	Hugo Thienpont
16h00	End of the Kick-Off Meeting	



Meeting objectives

From the outset, to have a clear and shared understanding of:

- the main **objectives** of the project
- the **supports** that are being delivered
- the **roles and responsibilities** of key contacts in the Consortium
- the **work packages** and the **reporting** associated with them
- the primary targets for **lead generation**
- the plans for **outreach activities** and the **promotional resources** available
- the **pipeline and workflow management** system - optimised to minimise throughput time
- the **budget** - how it is distributed and the **associated actions** for your organisation
- the key **deliverables and milestones** over the course of the project period
- the level of **engagement and participation expected** of each partner organisation

To integrate **new partners** and get things off to a flying start!



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PHOTONICS²¹

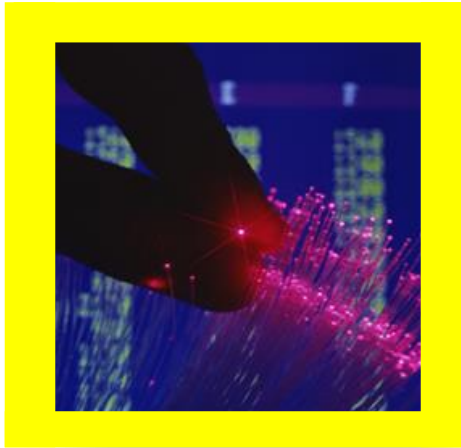
PHOTONICS PUBLIC PRIVATE PARTNERSHIP

Rationale for PhotonHub **PHACTORY**

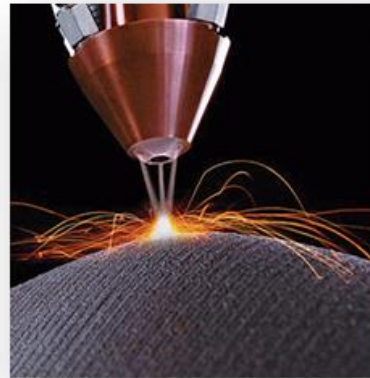
Hugo Thienpont
Coordinator

The processes of discovery, innovation, and digitization are currently enabled by 8 key digital technologies

PHOTONICS the science and technology that innovates with light



Photonics



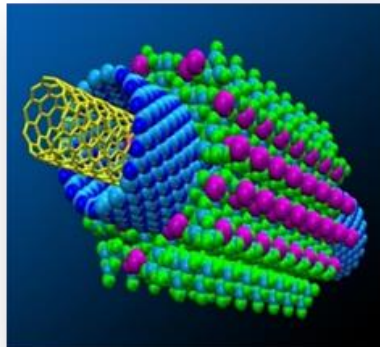
Advanced
Manufacturing



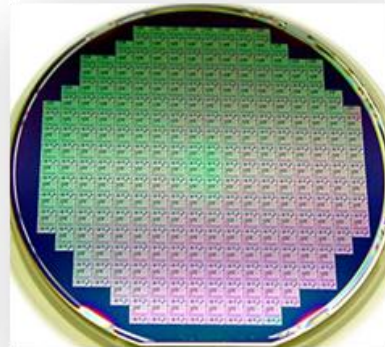
Biotechnology



Advanced
Materials



Nanotechnology



Nanoelectronics



Artificial
Intelligence



Cyber Security

Photonics is an innovative technology that enabled many practical applications to improve the quality of life



LED Lighting



Solar Energy



Fiber Internet



High Resolution Displays



Lasers in Manufacturing



Medical Optics



Machine Vision



AR - VR

Photonics has earned a great reputation as a green technology for sustainable innovation



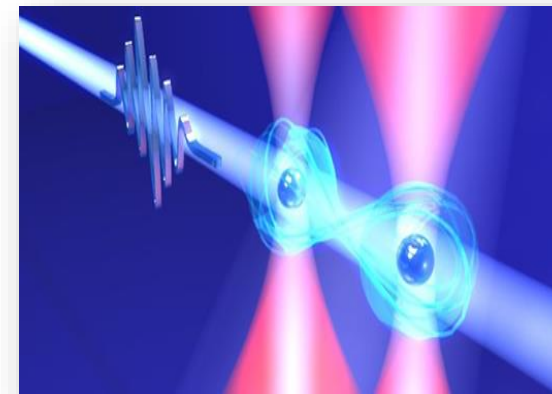
Societal Impact



**Innovation Driver
Economic Motor**

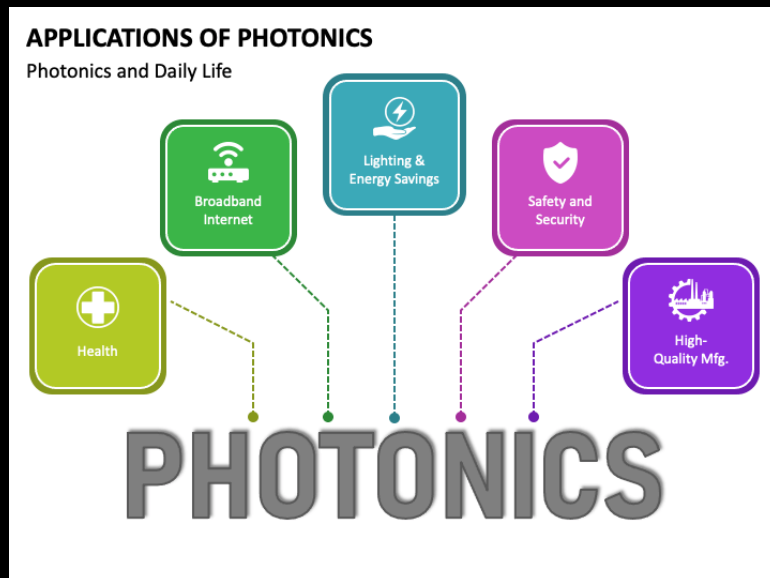


**Durable Technology
Energy Efficient**



**Scientific Research
Booster**

Potential impact of photonics technologies

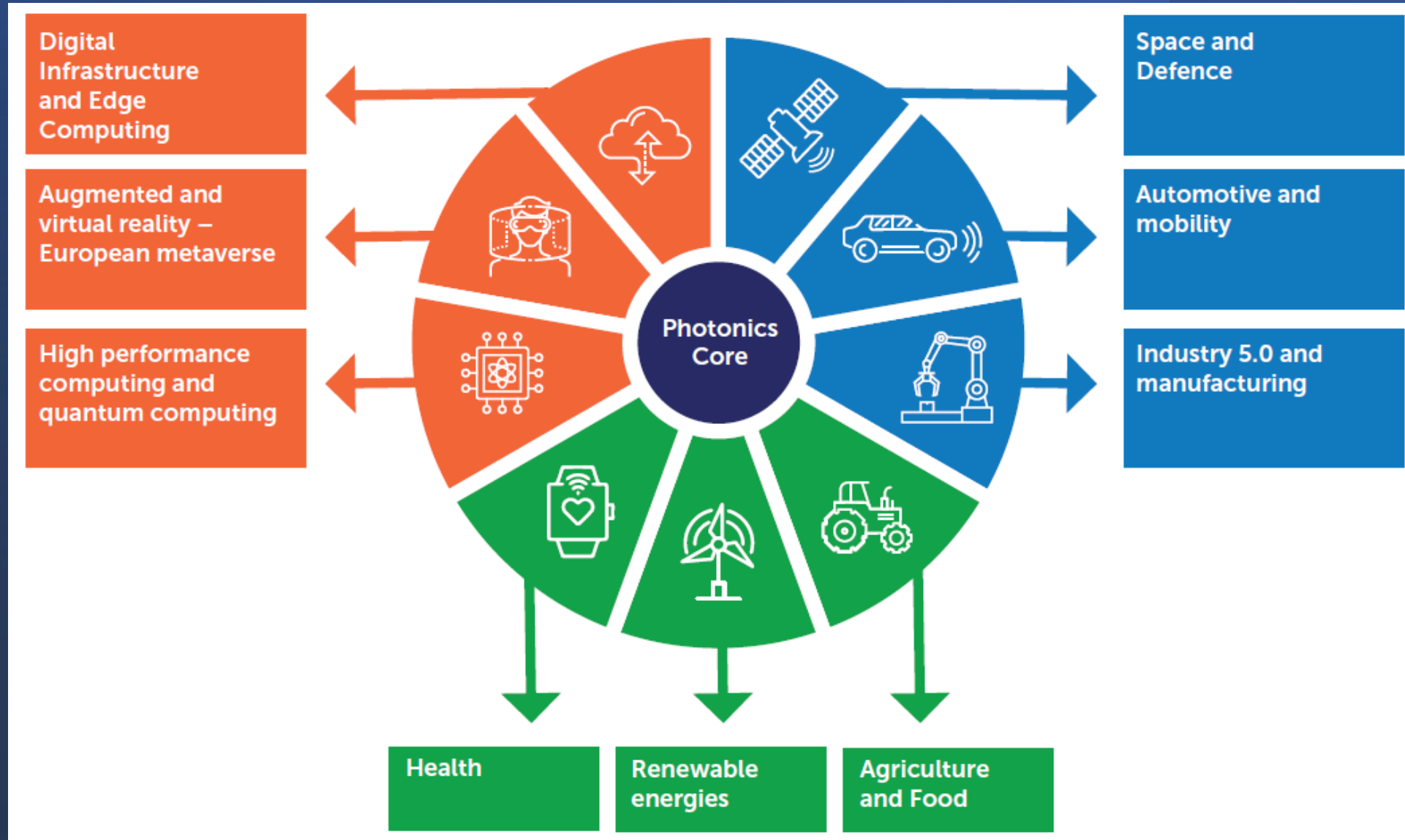


Photonics and Daily Life
Impact on our Society

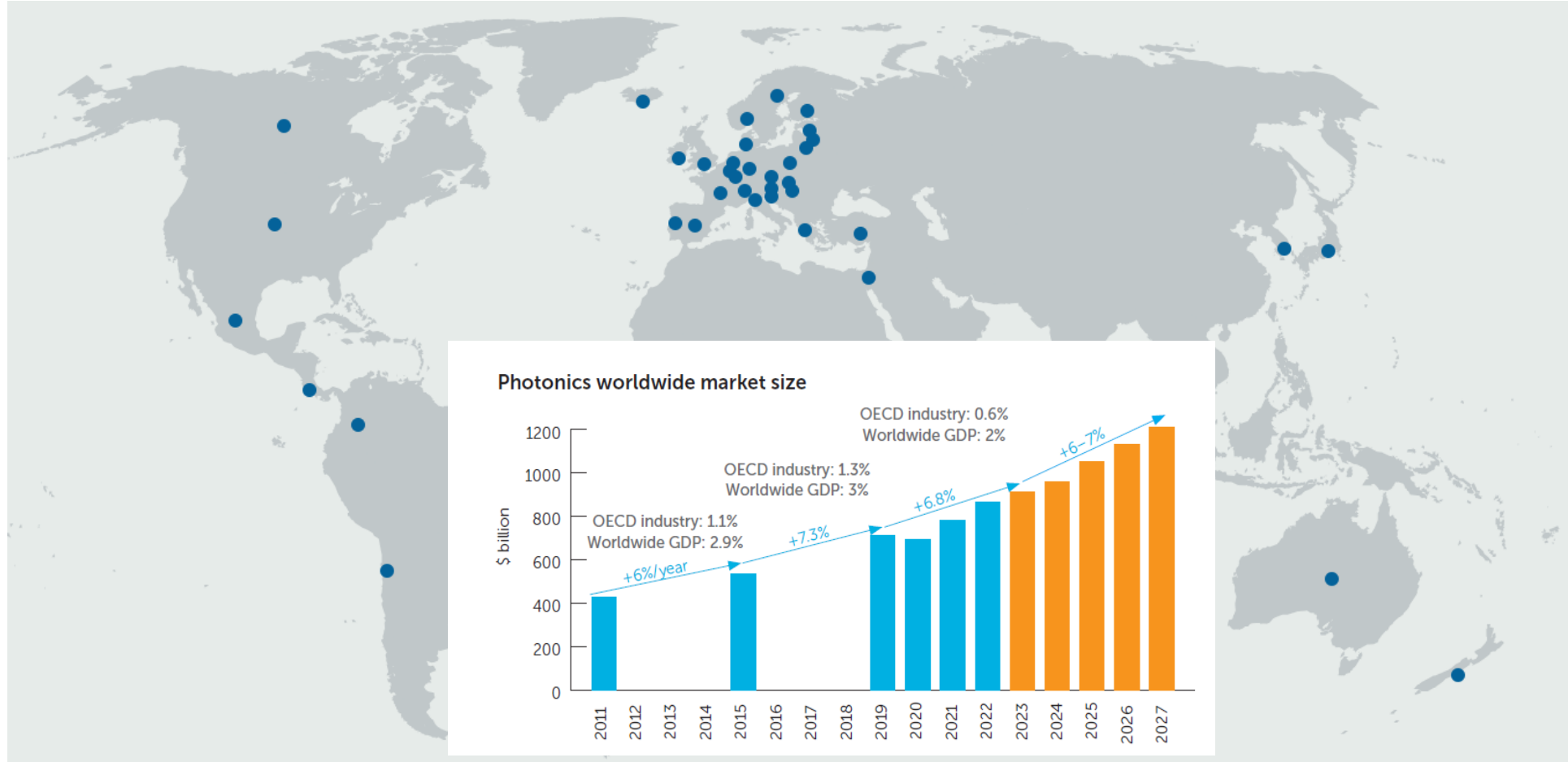


Photonics and the Market
Impact on our Economy

Recently photonics - as a core technology- has started to penetrate and innovate various highly important industry sectors



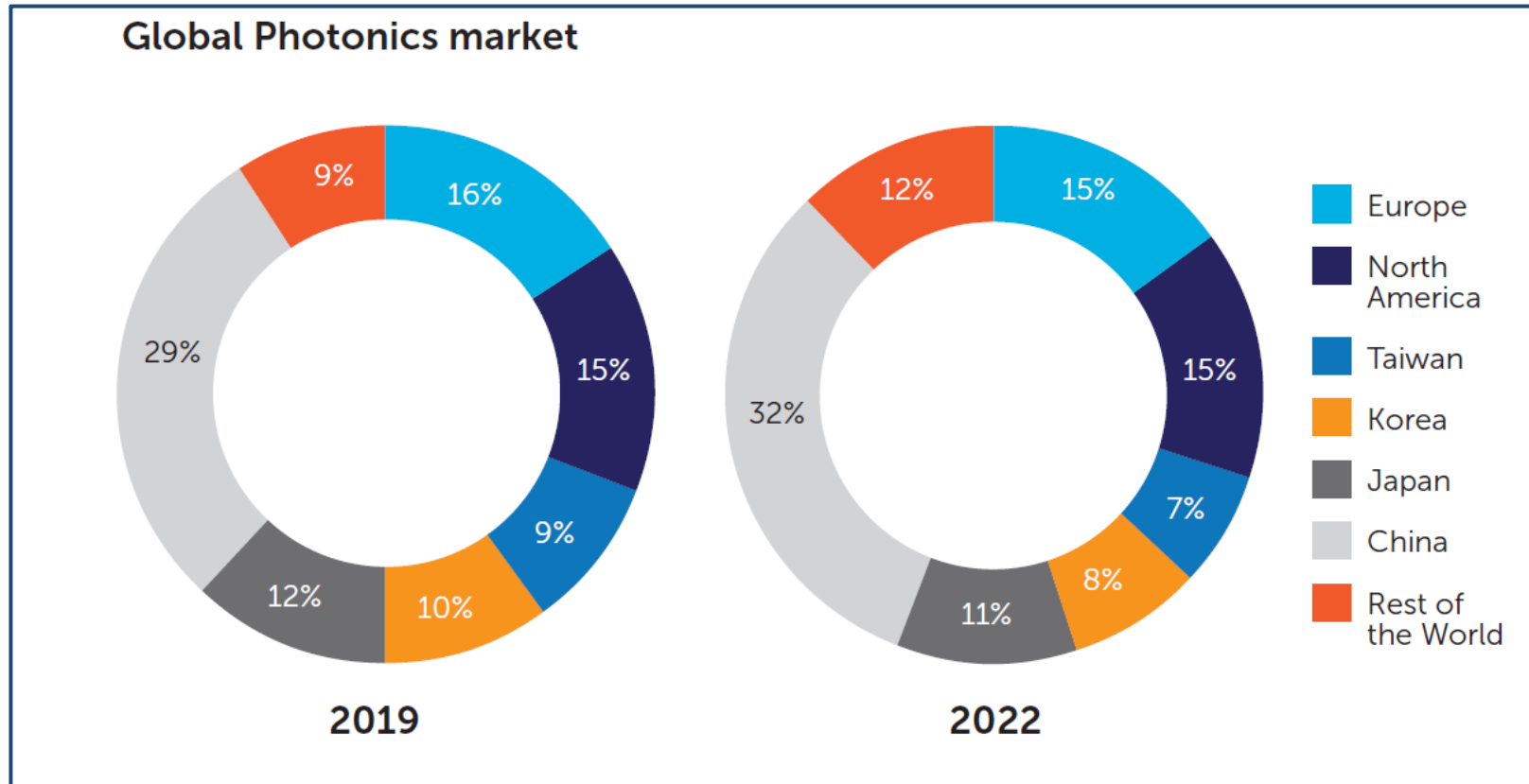
**The photonics worldwide market has a CAGR of 7%
as compared to a CAGR of 1,3% for the overall industry.**



A focus on the European photonics ecosystem



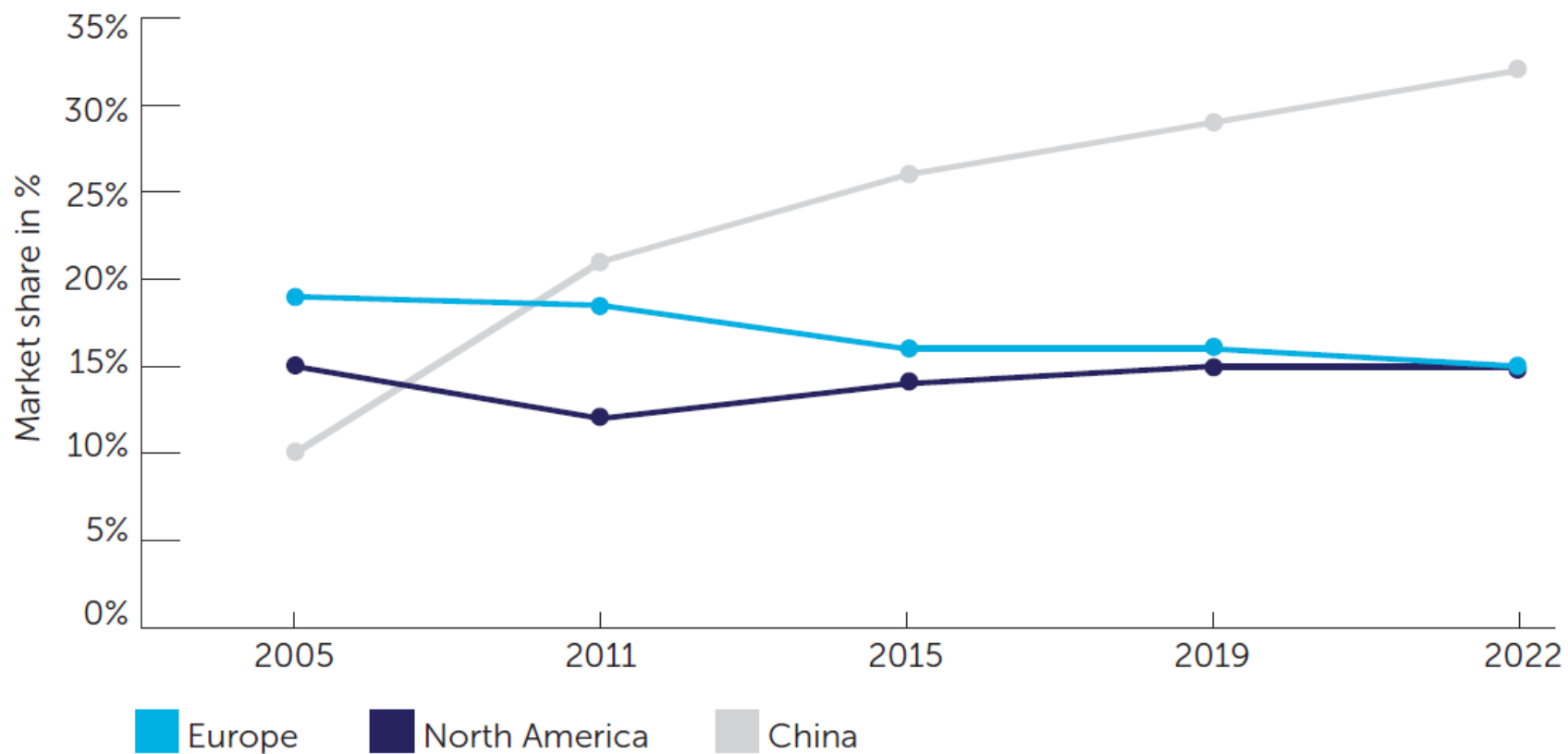
Global Photonics Industry Breakdown by Geographical Area



China ranks N°1 for photonic component manufacturing

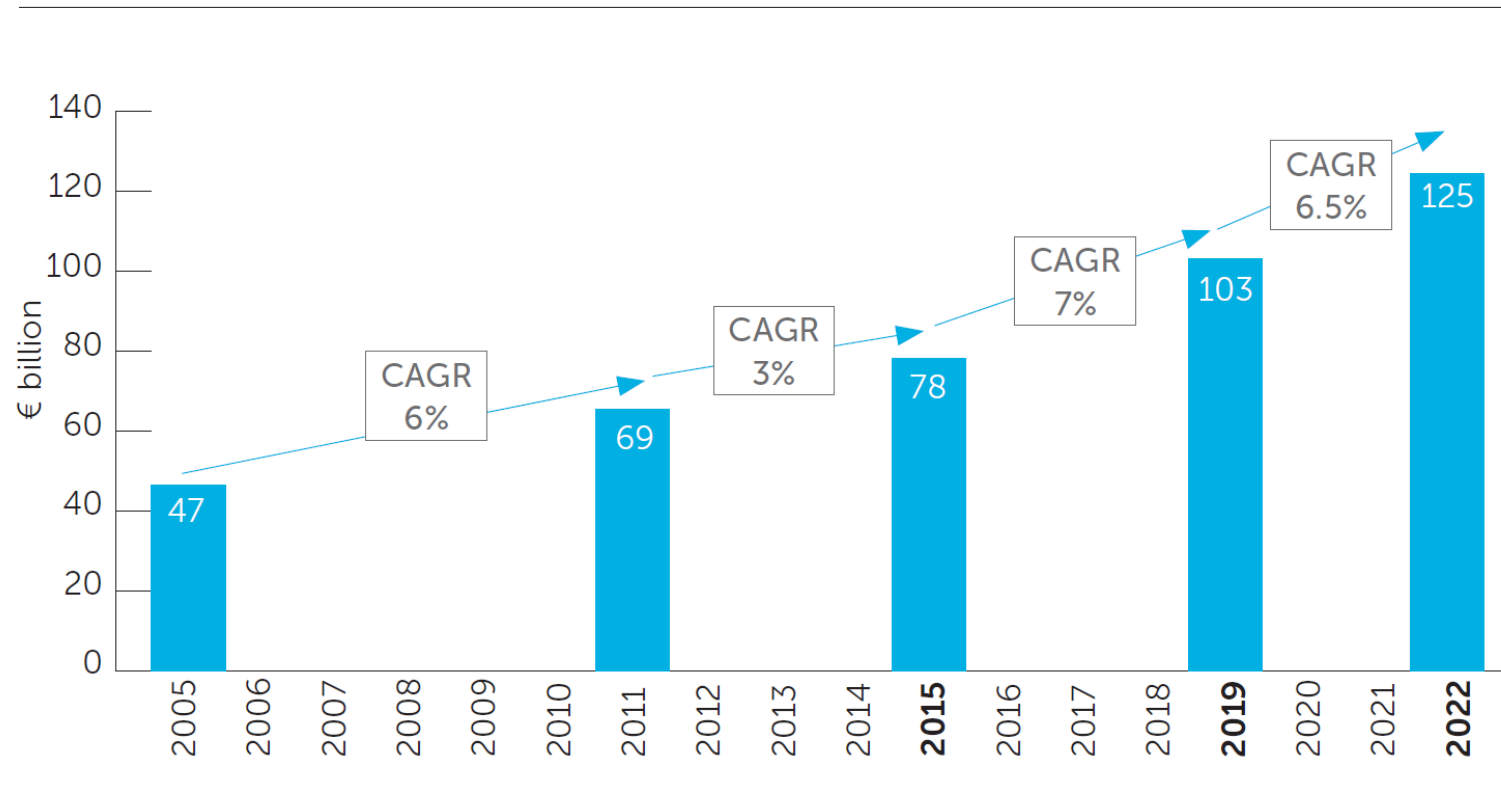
Europe's photonics market ranked 2nd globally over the last three years. By excluding displays and photovoltaics products, Europe leads with more than a 20% share in 2022.

Share of Europe, North America, China in the global photonics market – Comparison over time



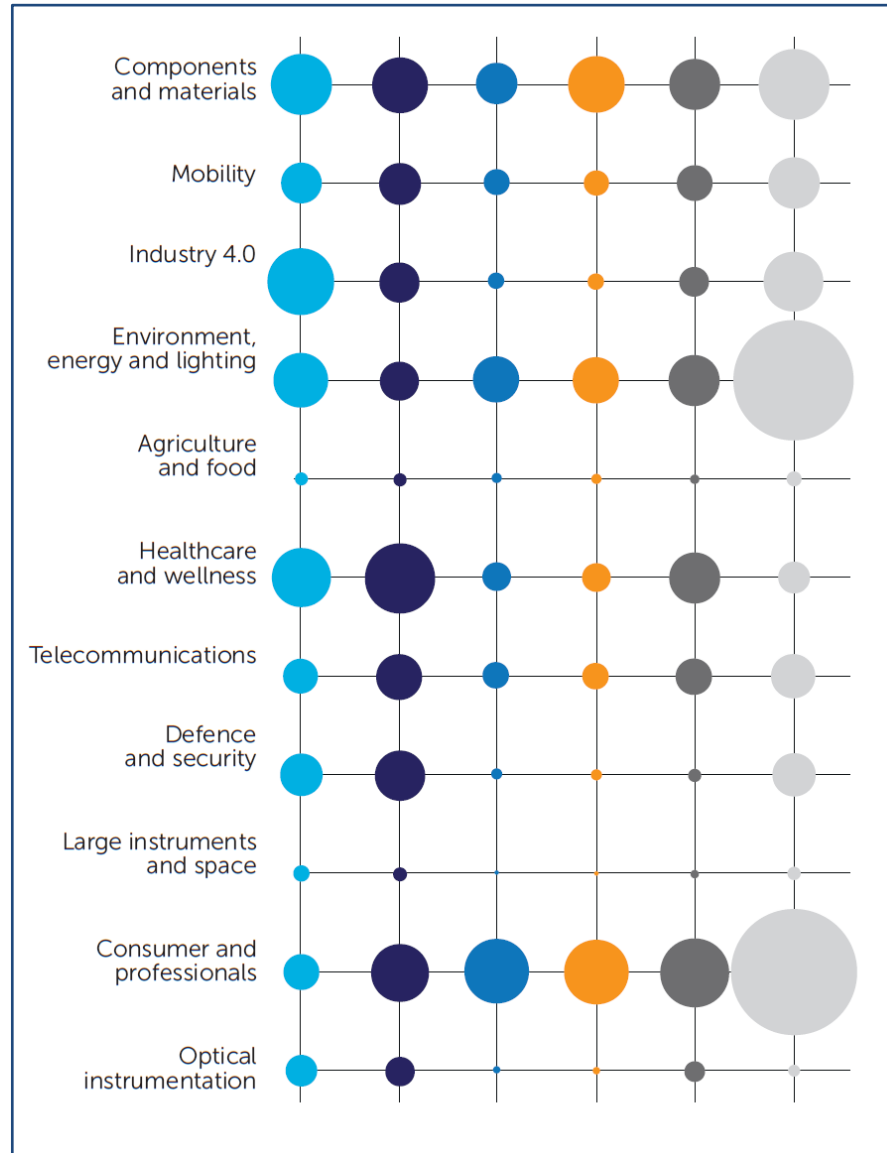
China's market share has grown very fast over the last decennium

Long term evolution of the production of the European photonics industry



European market keeps growing with a CAGR of +/- 7%

Market shares of photonics segments in leading geographical areas (2022)



LEDs



Photovoltaics



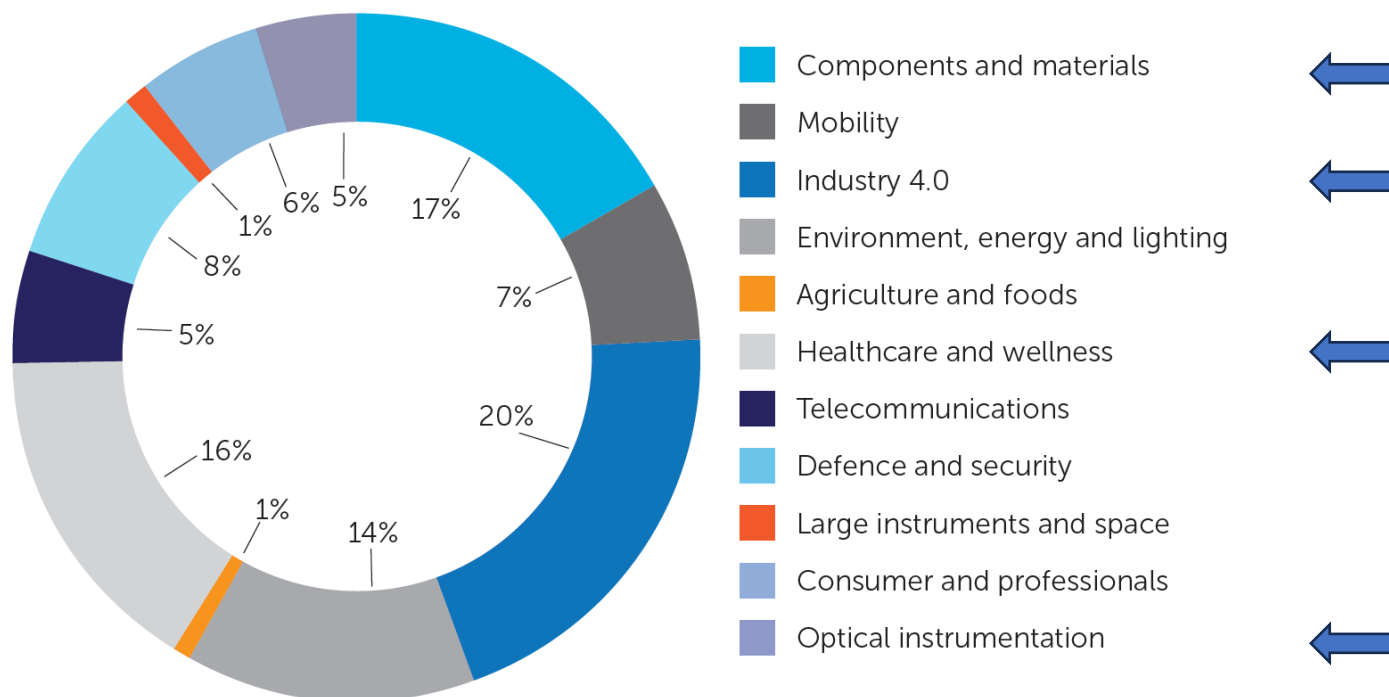
Displays



European photonics industry

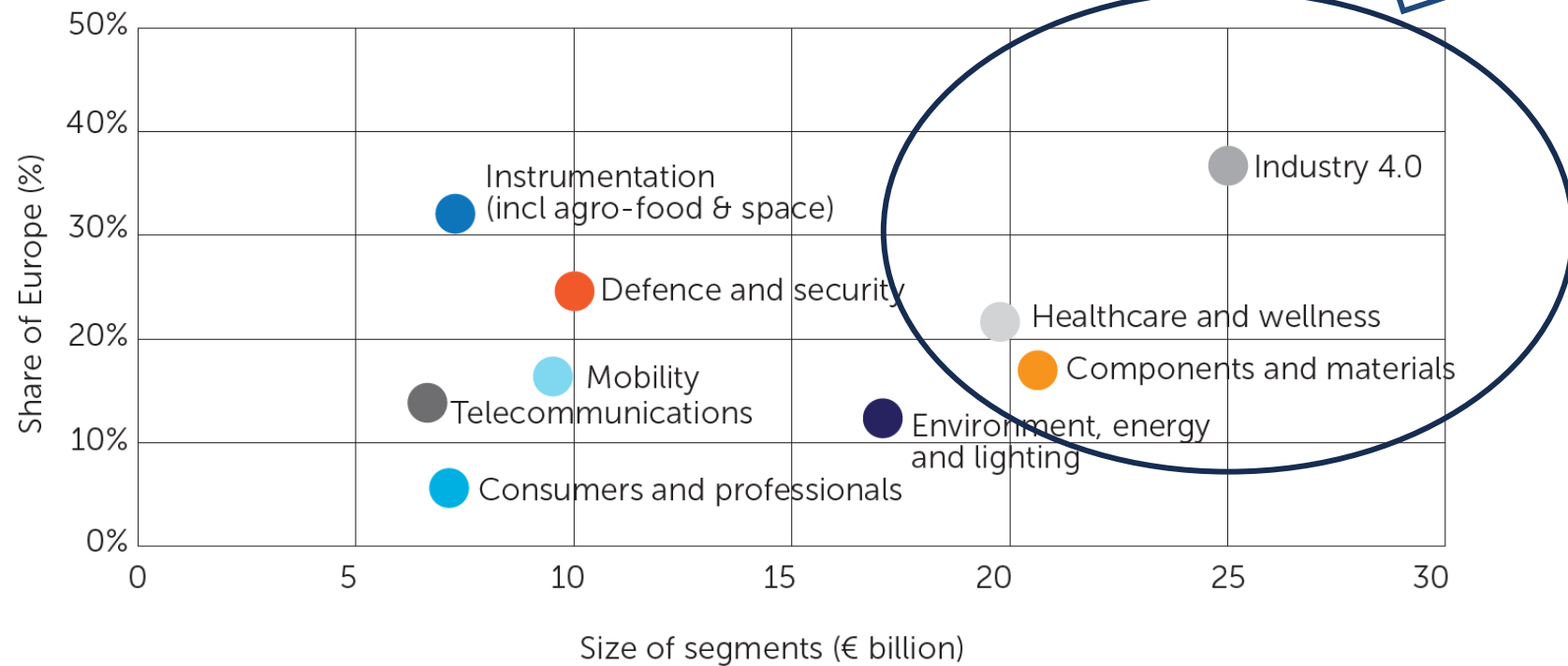
Breakdown by application segments

European Photonics Production (2022) = €124.6 Billion



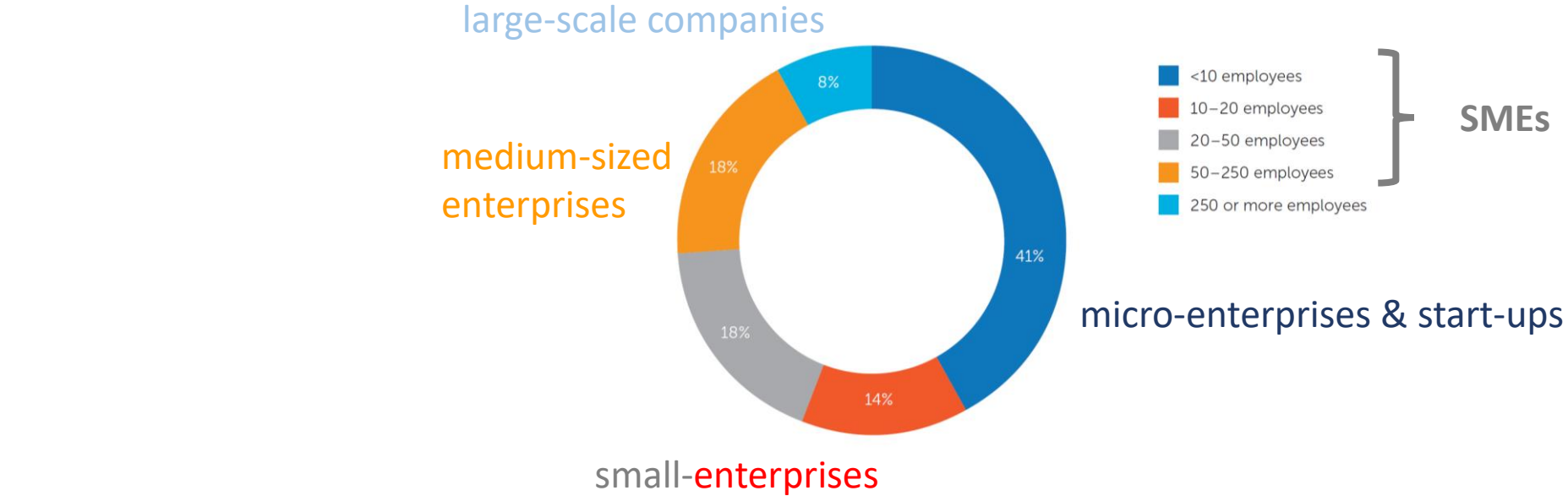
**Components, Manufacturing, and Healthcare
are the three most important application segments for Europe**

Market share of Europe versus the size of that European photonics segment



**Components, Manufacturing, and Healthcare
are the three most important application segments for Europe**

Breakdown of the photonics companies by company size



	Employees	Number of companies	Total revenue (€b)
micro-enterprises & start-ups	<10 employees	41%	= €10 billion
small-enterprises	10–20 employees	14%	
	20–50 employees	18%	
medium-sized enterprises	50–250 employees	18%	= €25 billion
large-scale companies	250 or more employees	8%	= €90 billion
	Total	= 5,000 companies	

Distribution of the revenues by company size

Photonics production value in the EU member states

Country	Domestic production (€ billion)	Number of employees
Germany	48.1	188,000
France	16.8	60,000
UK	14.5	58,000
Netherlands	8.4	24,000
Italy	6.3	16,000
Switzerland	5.6	14,000
Sweden	2.6	6,000
Spain	1.8	7,000
Rest of Europe	20.5	≈57,000
Total	124.6 billion	430 000

**Photonics employees
in the EU member states**

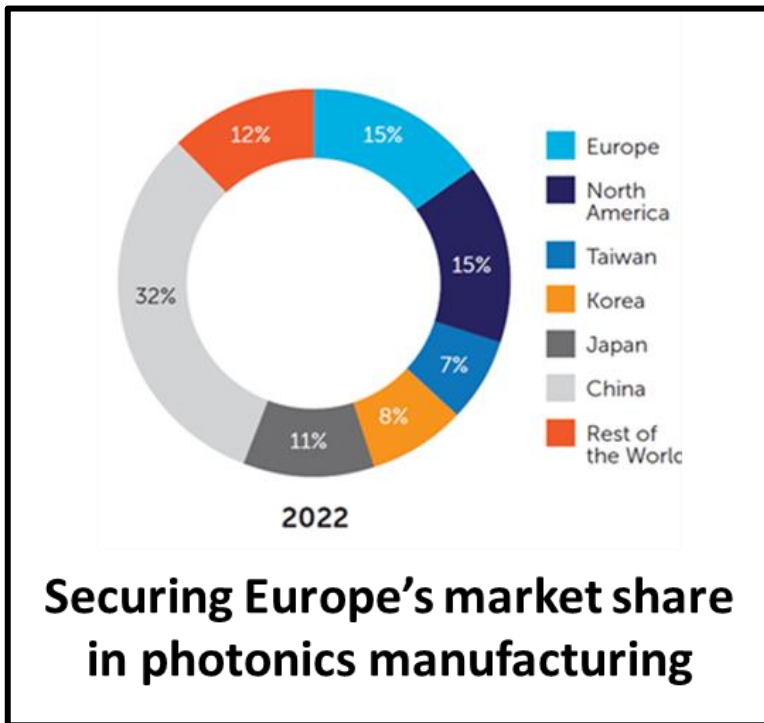
Photonics is a catalyst, strong holder, and caretaker for Europe's strong economic position on the global scale



SUMMARY

- Global photonics market 865B\$ in 2020
- EU total share 15% or 125B€
- EU #2 position in photonics production globally (after China)
- EU global market leader in core segments such as Photonics for Manufacturing, Photonics Instrumentation, Photonics for Healthcare, Photonics for Defense and security
- EU Photonics Production CAGR of 7%
- Strong export position > 51%
- Innovative high-tech industry: 10.5 % R&D
- More than 5000 photonics companies in EU (> 90% SMEs)
- Photonics sector more than 430000 directly employed in EU

It is crucial to secure Europe's "photonics market share" by boosting its "competitiveness", "technological sovereignty", and "entrepreneurship"



photonics market share



technological sovereignty



competitiveness

Photonics21 INNOVATION AWARD
Strengthen Entrepreneurship in Photonics

The Photonics21 Innovation Award is a competition for business ideas at an early stage. It can be a simple thought, an idea you cannot get out of your head or an idea that you have been working with for a while.

Photonics21 aims to support talented makers, students, and young entrepreneurs, who have a real interest in developing an idea into a product by combining creativity with photonics. For making this support possible Photonics21 teams up with PhotonHub, the pan-European digital innovation hub for photonics.

The contest consists of a cash prize of €5,000, an entrepreneurial skills training, and contact with Venture Capitalists.

To participate, you will need to send in a maximum two-minute video presentation of your concept, or a written description of your idea/ product making clear the nature of innovation and the potential impact to industry. This will be reviewed by a jury of experts.

For more information on the contest, and to fill in the application form visit www.photonics21.org

Application deadline: 10 March 2025

PHOTONICS²¹ PhotonHub Europe

entrepreneurship

To this aim the EC and Photonics 21 launched a call for a Photonics Innovation Factory

Photonics Innovation Factory for Europe (IA)

Opening date: 15 November 2023

Deadline date: 19 March 2024

Expected Outcome:

Projects are expected to contribute to the following outcomes:

- Substantially improved penetration of core photonics technologies into multiple end-user application domains and industry sectors, in particular through carefully selected SMEs and new start-ups with the strongest potential for high impact in terms of business growth and employment, enabling a demonstrably more competitive and technologically sovereign European industry.
- Creation of a sustainable streamlined ecosystem for photonics innovation in Europe from TRL 2-7, providing European Cross-Border Added Value with a high leveraging effect on investments made at national and regional level in photonics.

Scope:

The aim is to provide a virtual factory with a flexible and open structure, allowing for a multiplicity of competitive actors and services operating as a sustainable fully integrated European ecosystem of cross-border deep innovation support in core photonics technologies for the benefit of European industry. The factory should lower the entry threshold to photonics and facilitate the broad uptake and integration of these technologies in new products and processes with high potential impact in the market and on society.

It should help speed up the deployment of proven photonics technologies within European industry in order to increase its global competitiveness, with an emphasis on technological sovereignty and resilience while also fostering strong new enterprise business growth. Care will be taken that it will not compete with existing commercial offers.

Proposals should address the following:

A streamlined virtual access, supported through a network of competence centers acting as a single consortium, to a supply chain which offers a broad range of photonics technologies that cover the entire photonics innovation spectrum from concept to commercialization (TRL2-7).

Photonics Innovation Factory for Europe

Objective:

Establish a streamlined, open virtual factory for photonics innovation in Europe facilitating cross-border deep innovation in core photonics technologies.

The primary aim is to

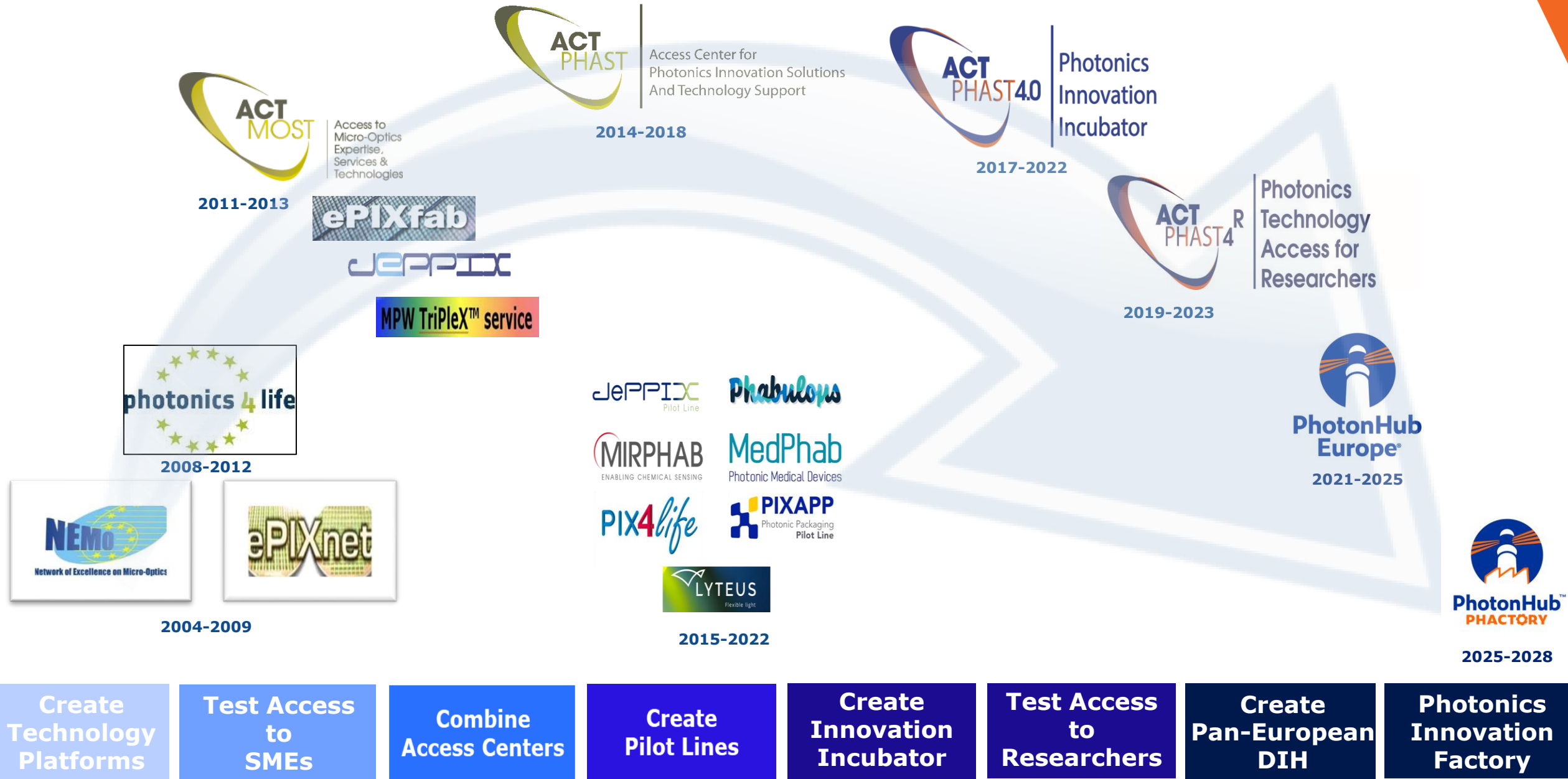
**enhance the penetration of these technologies into diverse end-user applications, with a specific focus on SMEs and startups,
promoting business growth,
and contributing to the competitiveness of the European industry.**

EXPECTED IMPACT

Project is expected to contribute to the following outcomes

- 1) Substantially improved penetration of core photonics technologies into multiple end-user application domains and industry sectors, in particular through carefully selected SMEs and new start-ups with the strongest potential for high impact in terms of business growth and employment, enabling a demonstrably more competitive and technologically sovereign European industry.
- 2) Creation of a sustainable streamlined ecosystem for photonics innovation in Europe from TRL 2-7, providing European Cross-Border Added Value with a high leveraging effect on investments made at national and regional level in photonics.

20 years of EU-wide networking, integration, access and pilot line efforts created a solid basis for this one stop-shop photonics innovation factory



MOST RECENT 10 YEARS OF PROVEN PAN-EUROPEAN INNOVATION SUPPORT TRACK RECORD OF ACCOMPLISHMENT & IMPACT



- 400+ PHOTONICS INNOVATION SUPPORT CASES
- OVER 90% WITH SMEs
- 80% WITH PHOTONICS-ENABLED SMEs FROM MULTIPLE INDUSTRY SECTORS



- 80% OF SUPPORT CASES WERE CROSS-BORDER SUPPORT
- SMEs FROM 20 EUROPEAN MEMBER STATES



- 70% FIRST USERS OR EARLY ADOPTERS
- 40% FOLLOW-ON INNOVATION PROJECTS FOR SCALING
- 25% WITH RESEARCHERS OR START-UPS



- HIGH SATISFACTION LEVELS OF SUPPORTED COMPANIES AND RESEARCHERS – OVERALL SATISFACTION RATING OF 4 OUT OF 5



- 1 B€ NEW REVENUES CREATED
- 325 M€ NEW VENTURE CAPITAL RAISED BY SUPPORTED COMPANIES AND RESEARCHERS



- 2000+ NEW HIGH-TECH JOBS CREATED IN SUPPORTED COMPANIES
- 10 NEW SPIN-OUT COMPANIES BY ENTREPRENEURIAL MINDED RESEARCHERS

High Impact over the last 4 years achieved through carefully selected use cases



100

**innovating
companies**



750M€

**increased
revenues**



1000

**increased
EU jobs**



250M€

**increased
venture capital**

The Photonics Innovation Factory proposal was submitted as continuation of the PhotonHub Europe innovation activities (2025 – 2028)



Photonics Innovation Factory for Europe (IA)

Opening date: 15 November 2023

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15 M euro

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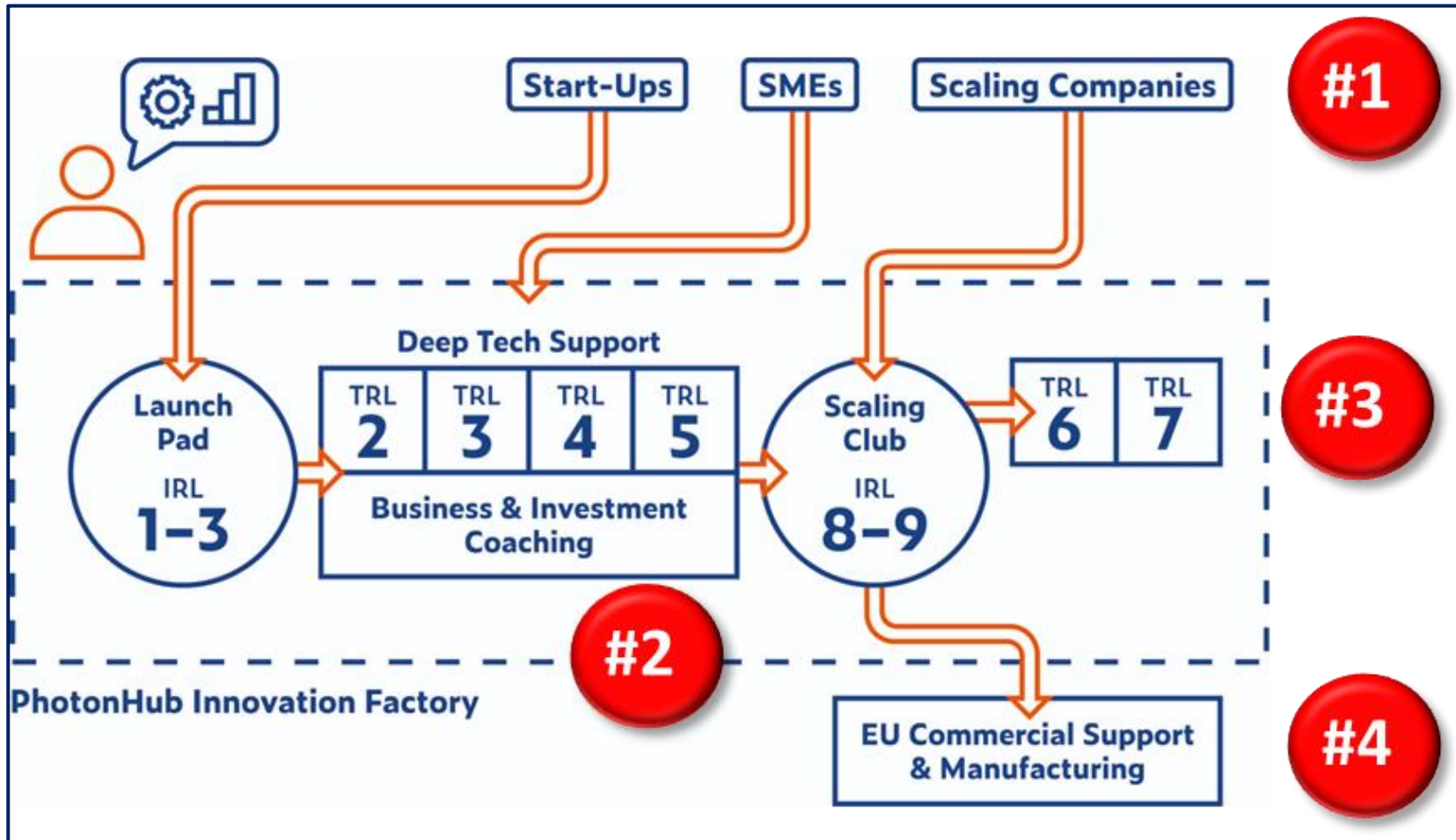
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Tackling the next innovation hurdles in Europe:
continued deep-tech photonics support,
business & investment coaching for SMEs
with a focus on start-ups and scaling companies



PhotonHub™
PHACTORY

2025-2029



PhotonHub™



PHOTONICS²¹

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Setting the scene for PhotonHub **PHACTORY**

Institutional framework, grant agreement, and expectations

Vittoria Frau
EC Project Officer



Setting the scene for PhotonHub PHACTORY

Institutional framework, grant agreement, and expectations



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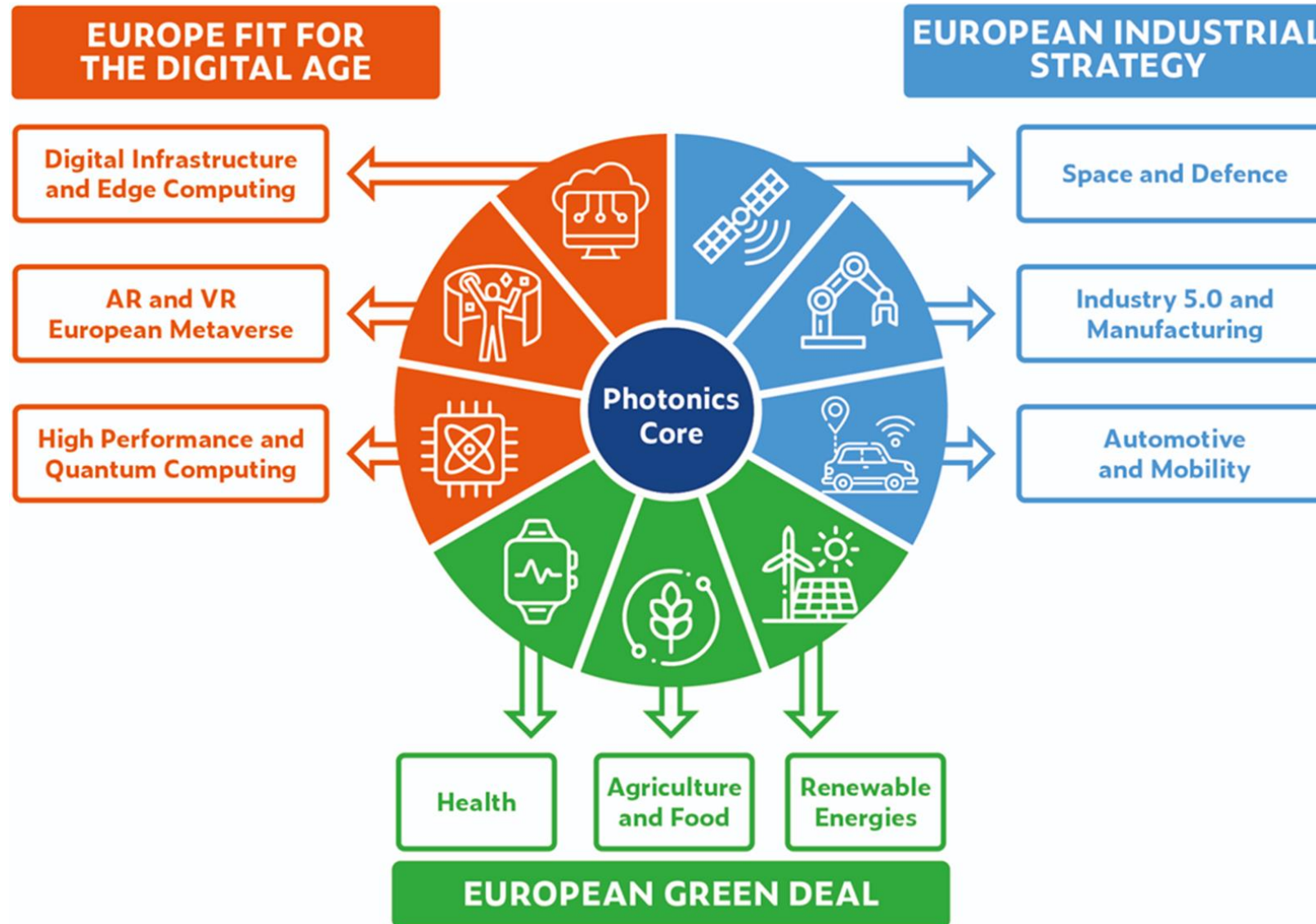
PHOTONICS²¹

PHOTONICS PUBLIC PRIVATE PARTNERSHIP

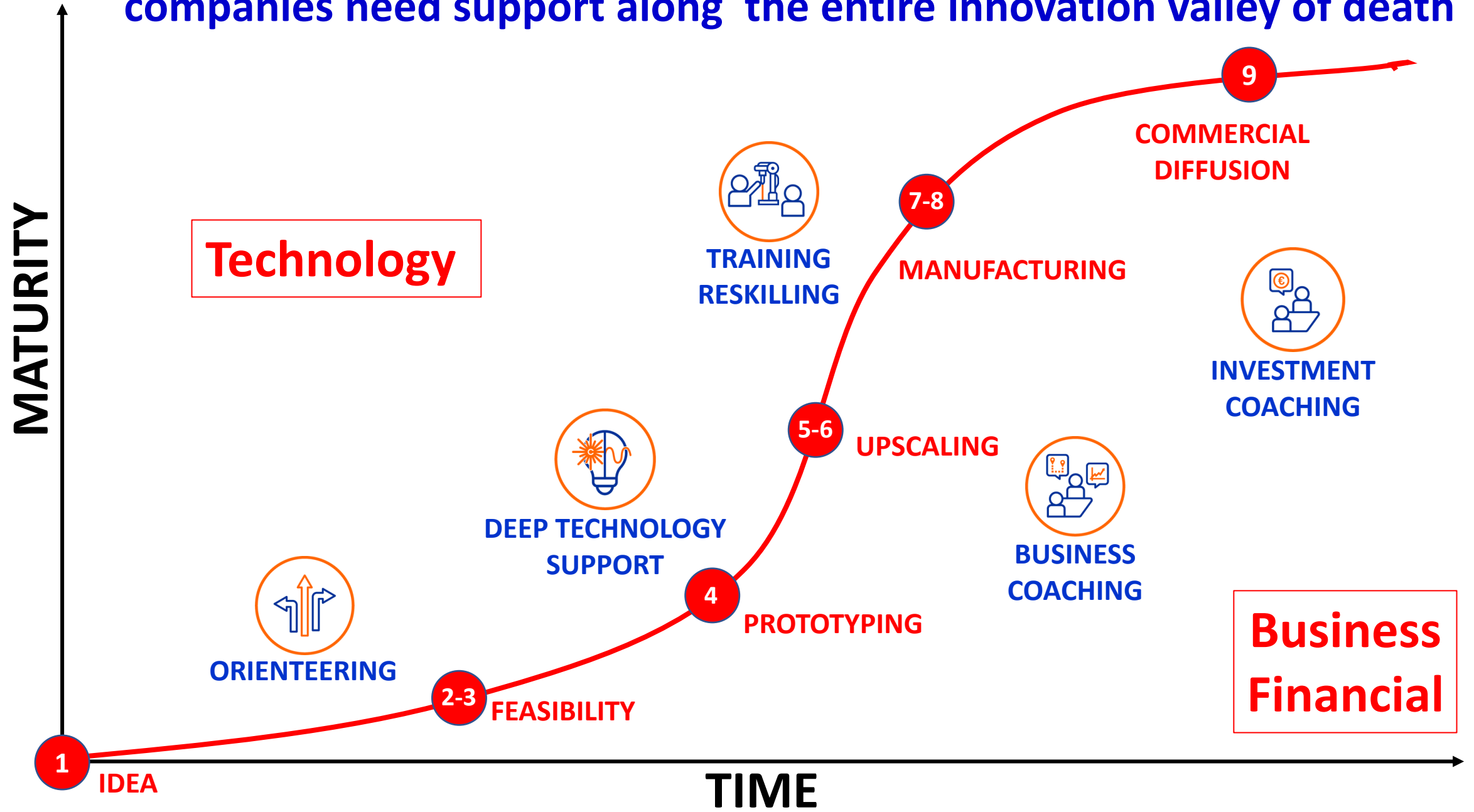
Overview of PhotonHub **PHACTORY** project

Hugo Thienpont
Coordinator

Recently photonics - as a core technology- has started to innovate various highly important industry sectors for Europe

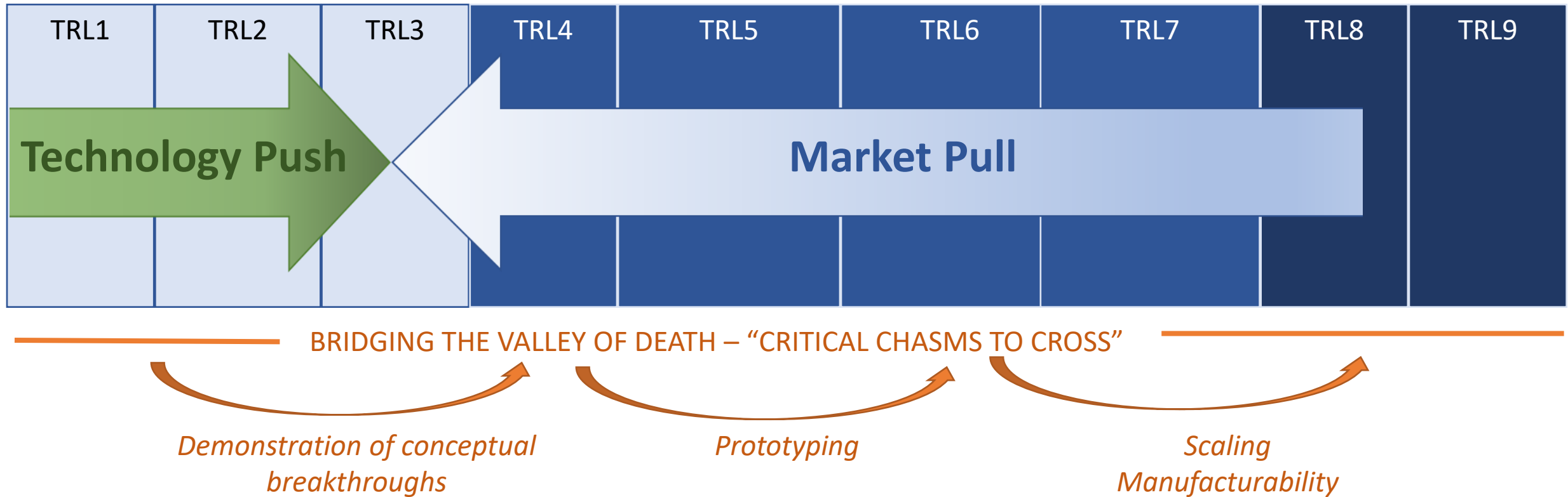


To successfully innovate with photonics
companies need support along the entire innovation valley of death



Listen to the challenges of the companies

Demand driven - No Technology Push



European Top Experts providing Deep Tech Support and Business and Investment Coaching

TECHNOLOGY EXPERTISE



BUSINESS and INVESTMENT EXPERTISE



PROTOTYPING SERVICES PILOT LINES AND FOUNDRIES



POC



PROTOTYPE



PILOT

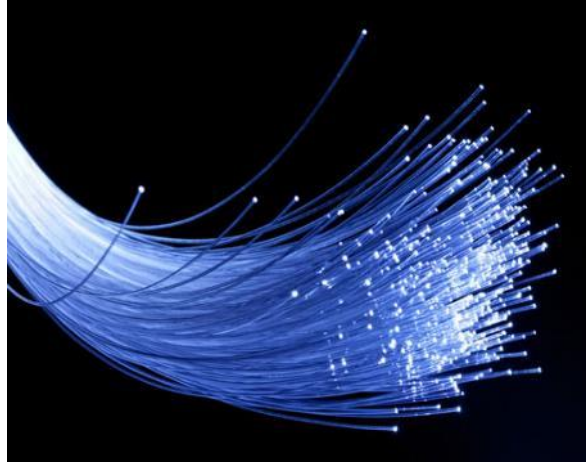


MVP

Photonics Innovation Support Offered by 8 Technology Platforms for prototyping, pilot-line, and foundry services



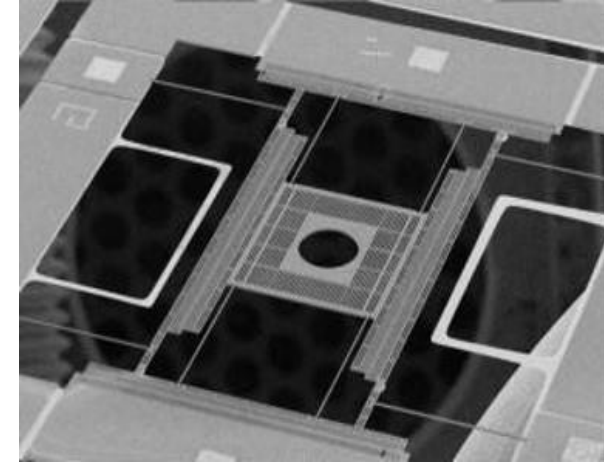
Free-space optics



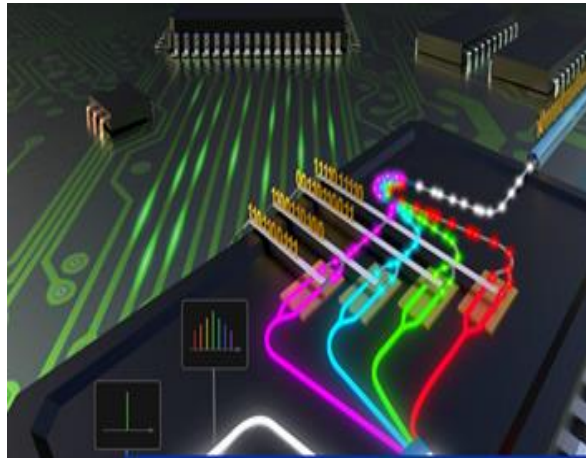
Specialty fibers



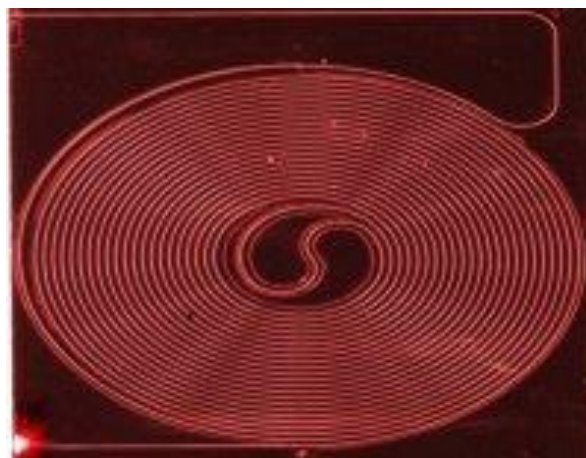
Laser-based manufact.



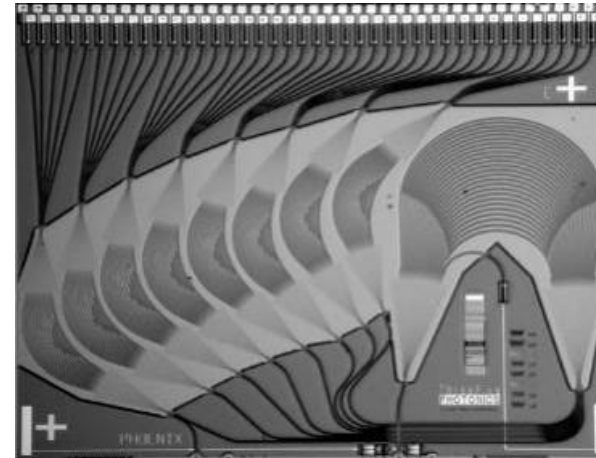
MOEMS



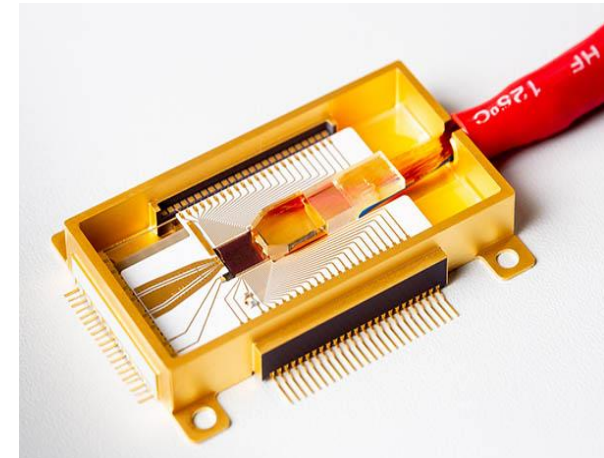
LNOI-PICs



Si/SiN PICs

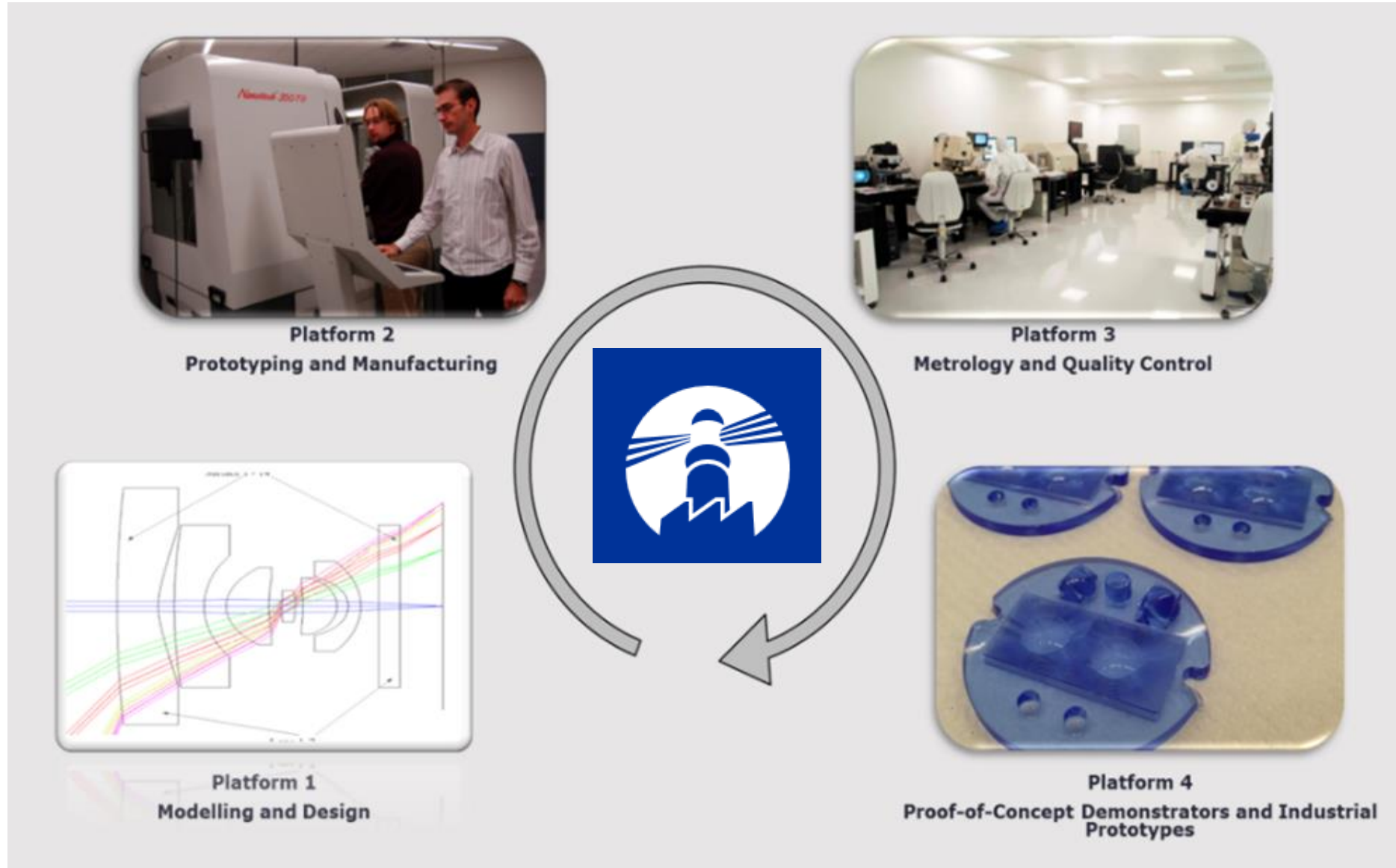


InP -PICs



Packaging

Each technology platform supports the full supply chain from design to prototyping to upscaling with links to EU manufacturing



PhotonHub PHACTORY: Key Principles



innovation driven by
business need of companies



Innovation support dedicated
to SMEs and
entrepreneurial-minded
researchers



focus on photonics-enabled companies
first users, and early adopters
from a variety of industry sectors



companies receive
innovation support
instead of funding



project funding applies only
to cross-border
Innovation support



quantitative KPI's
used to measure impact
and continuously improve strategy

PhotonHub PHACTORY : the Key Objectives – Key Challenges

**single-stop shop
orienteeering and access to
experts and technology and
business support**

The diagram illustrates the Technology Readiness Level (TRL) scale, which is a progression from TRL 3 to TRL 9. The scale is represented by a series of colored blocks (red, purple, blue) that increase in size and height from left to right. Each block contains a TRL number and a description of the technology status. The final block, TRL 9, is labeled 'MARKET INTRODUCTION'.

TRL	Description
TRL 3	CRITICAL FUNCTION out of concept established
TRL 4	LABORATORY TESTING of prototype component or process
TRL 5	LABORATORY TESTING of integrated system
TRL 6	PROTOTYPE SYSTEM VERIFIED
TRL 7	INTEGRATED PILOT SYSTEM DEMONSTRATED
TRL 8	SYSTEM INCORPORATED in commercial design
TRL 9	SYSTEM READY for full scale deployment

**Accelerate photonics uptake
through prototyping, upscaling,
and manufacturing support**

FINANCE & INVESTMENT

**support companies to
find investment to
scale their innovation**

**Use quantitative KPI's
to measure impact
and continuously improve
strategy**

**build a sustainable
photonics ecosystem
for photonics innovation
in Europe**

PhotonHub PHACTORY : the Key Objectives – Key Challenges



**working with highly committed
high-potential companies
generating high quality leads**



**low administrative
overhead
for companies**



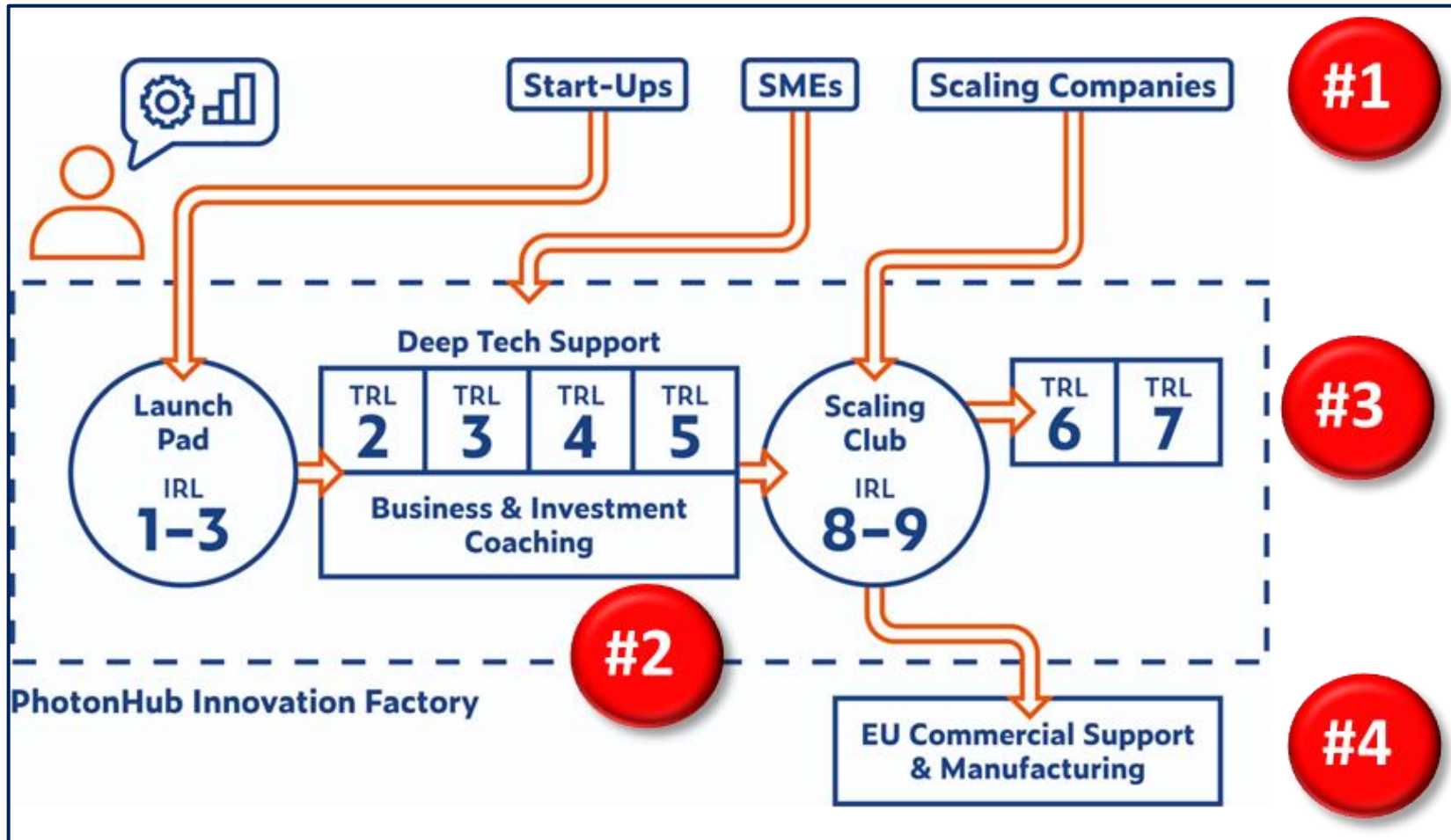
**lean procedures
professional guidance
timely support**



**high
customer
satisfaction**



Tackling the innovation hurdles in Europe:
continued deep-tech photonics support,
business & investment coaching for SMEs
with a focus on start-ups and scaling companies



3 target groups

- Start-Ups
- Established SMEs
(and LSCs)
- Scaling Companies

Front Office



**Hugo
Thienpont**
Project
Coordinator



**Nathalie
Debaes**
Consortium
Management
Support Officer



**Jan
Watté**
Central
Orienteering
Officer



**Susan
Brindley**
Central
Outreach
Coordinator



**Peter
Doyle**
Central
Business Coach



**John
Dunne**
Central
Business Coach



**Johan
Vlekken**
Central
Business Coach



**Veena
Shetty**
Central
ICT Expert



**Keennan
De Bie**
Communications
Officer



**Bernadette
Callebaut**
Central Contracts
Administrator



**Nadia
Cornand**
Administrative
Support Officer

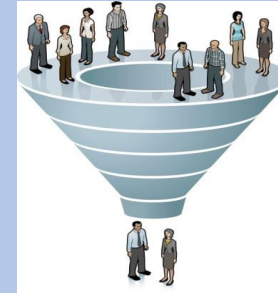
4 step action plan to photonics innovation

**OUTREACH TO COMPANIES
FROM
VARIOUS INDUSTRY SECTORS
CENTRAL ORIENTEERING**



**TECHNOLOGY SCOUTING
BUSINESS SCOUTING

EVALUATION PROCESS**



DEEP INNOVATION SUPPORT

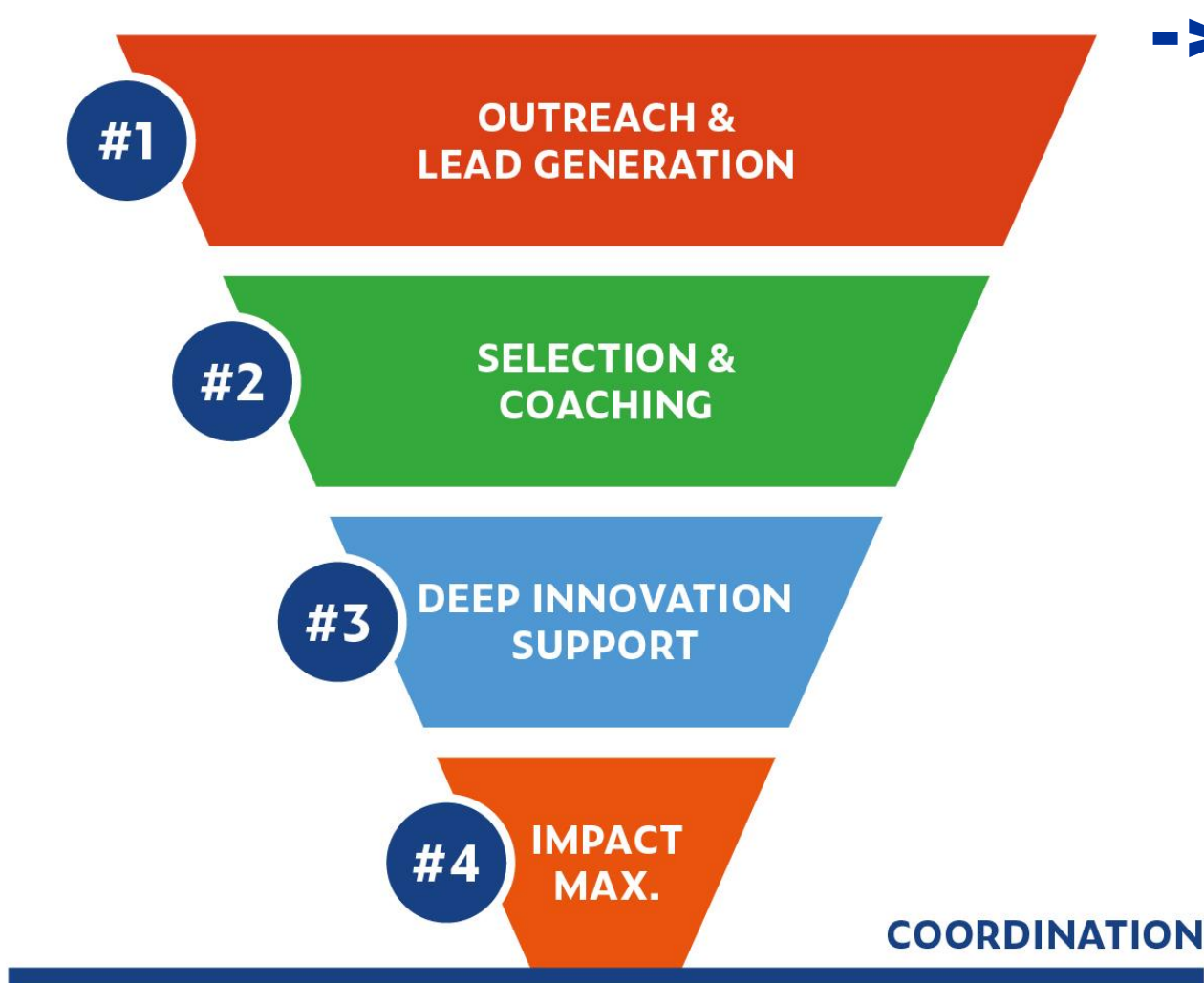
**INNOVATION
SUPPORT**



**CUSTOMER SATISFACTION
IMPACT MEASUREMENT**



Proven pipeline management method for impact maximization



-> 4 work packages

WP1: Broad Outreach & Lead Generation for Photonics Innovation

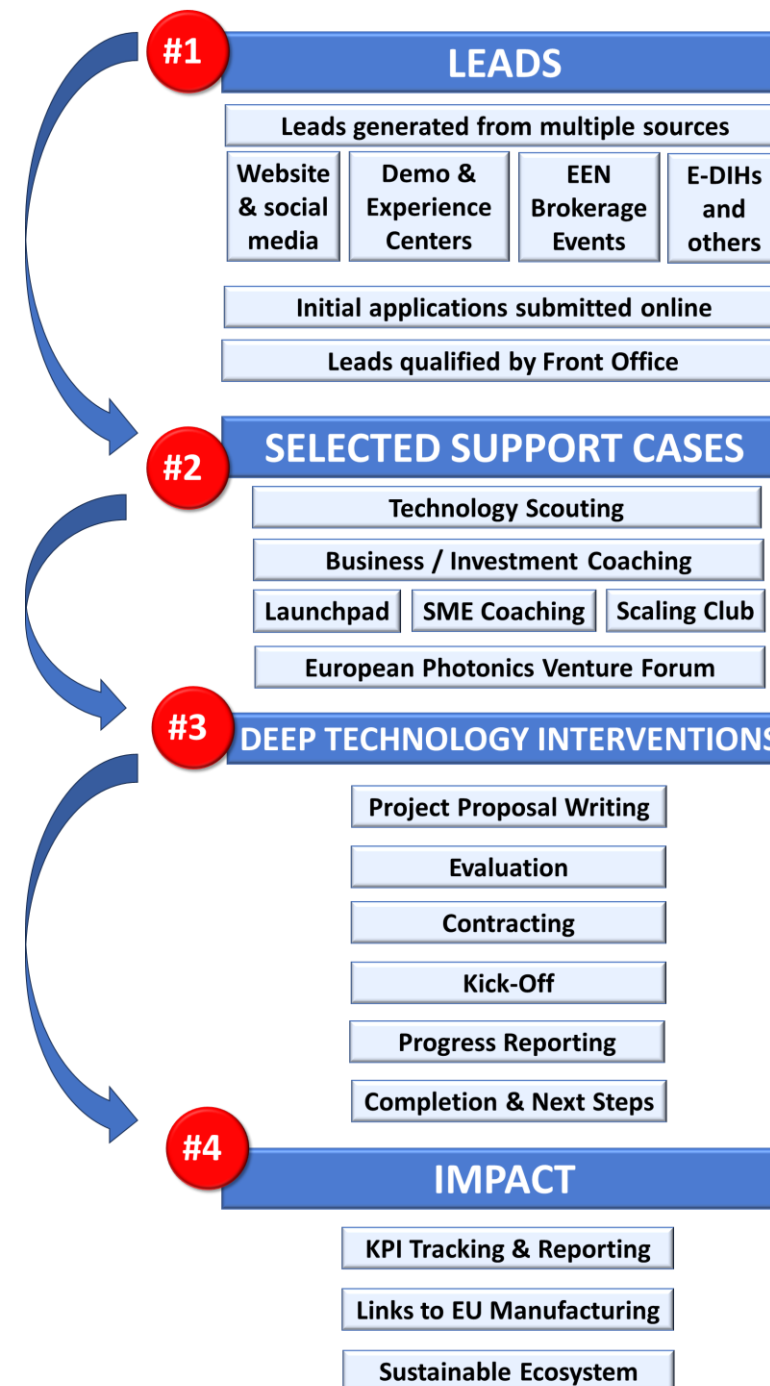
WP2: Selection & Coaching of High Potential Use Cases for Maximum Commercial Impact

WP3: Deep Technology Support Interventions through collaborative cross-border innovation projects

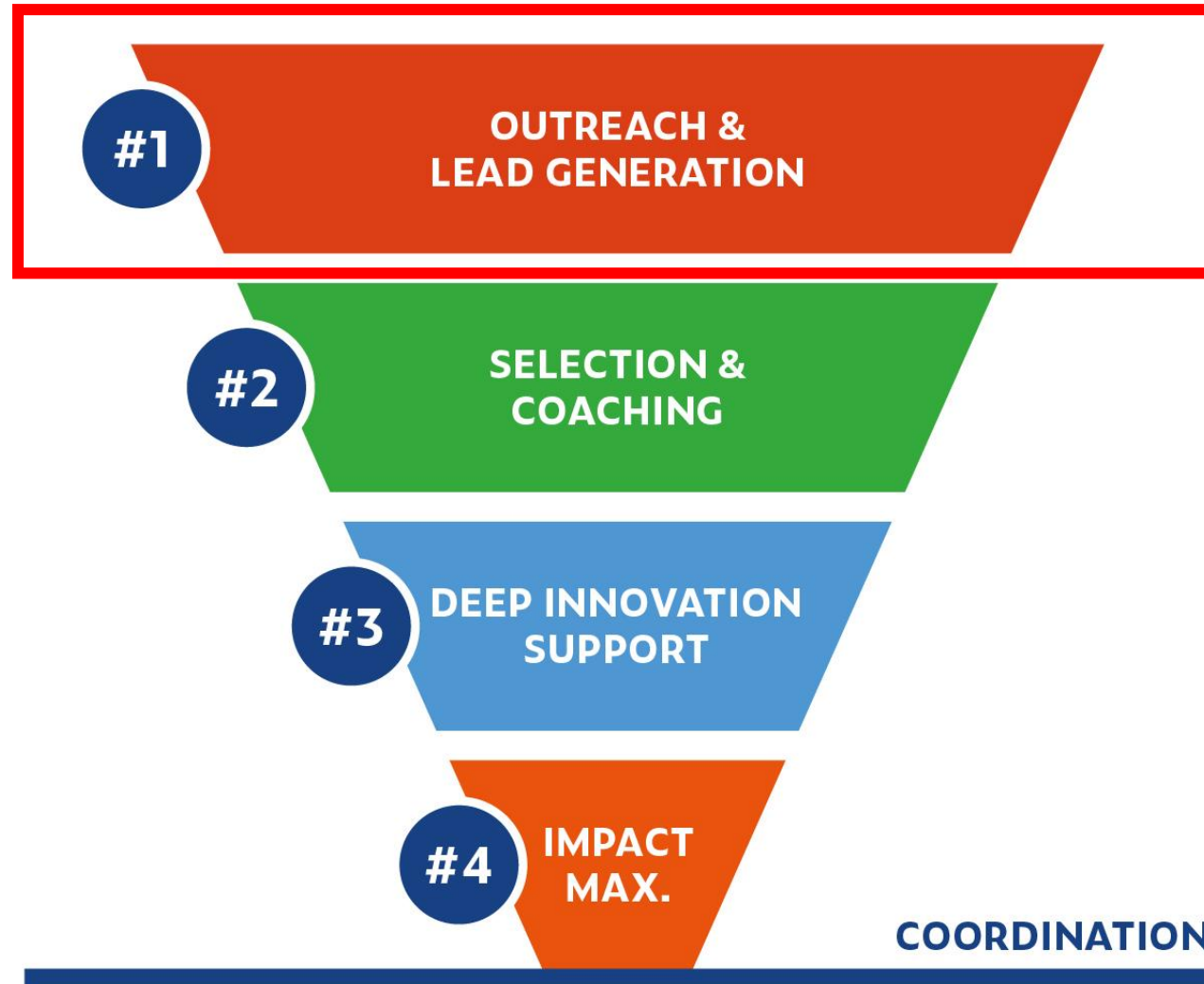
WP4: Coordination & Impact Maximization

Flexible and open access structure backed up by strong streamlined workflow systems and SOPs

-> Quality management and impact measurement using quantified KPIs



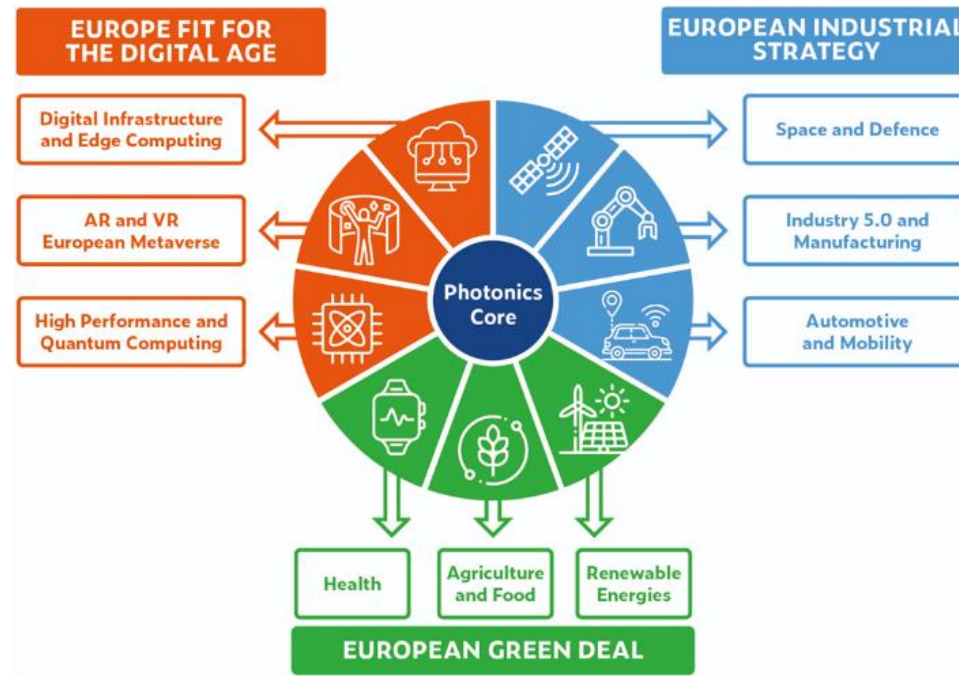
1st STEP OUTREACH & LEAD GENERATION



Application-Oriented Outreach Workgroups



9 strategic value chains for photonics



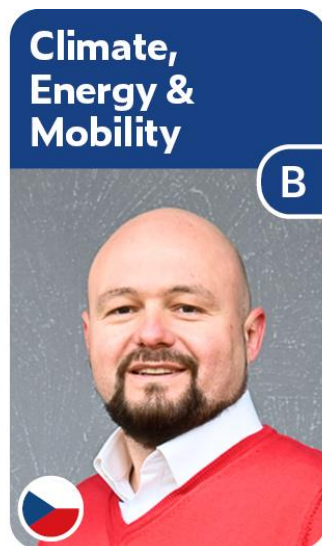


Susan
Brindley
Central
Outreach
Coordinator

Application-Oriented Outreach Workgroup Leaders



Lien
Smeesters
VUB



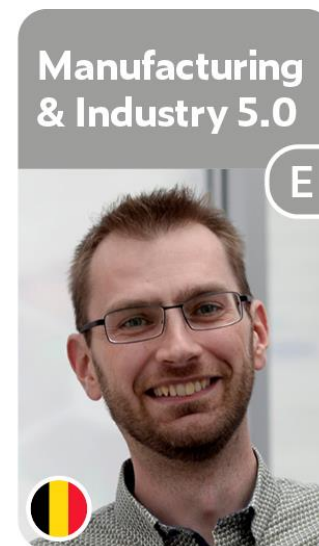
Sanin
Zulić
HLC



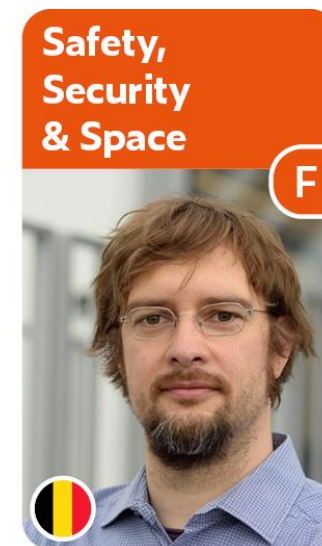
Pierre-Yves
Fonjallaz
EPFL



Małgorzata
Kujawińska
WUT



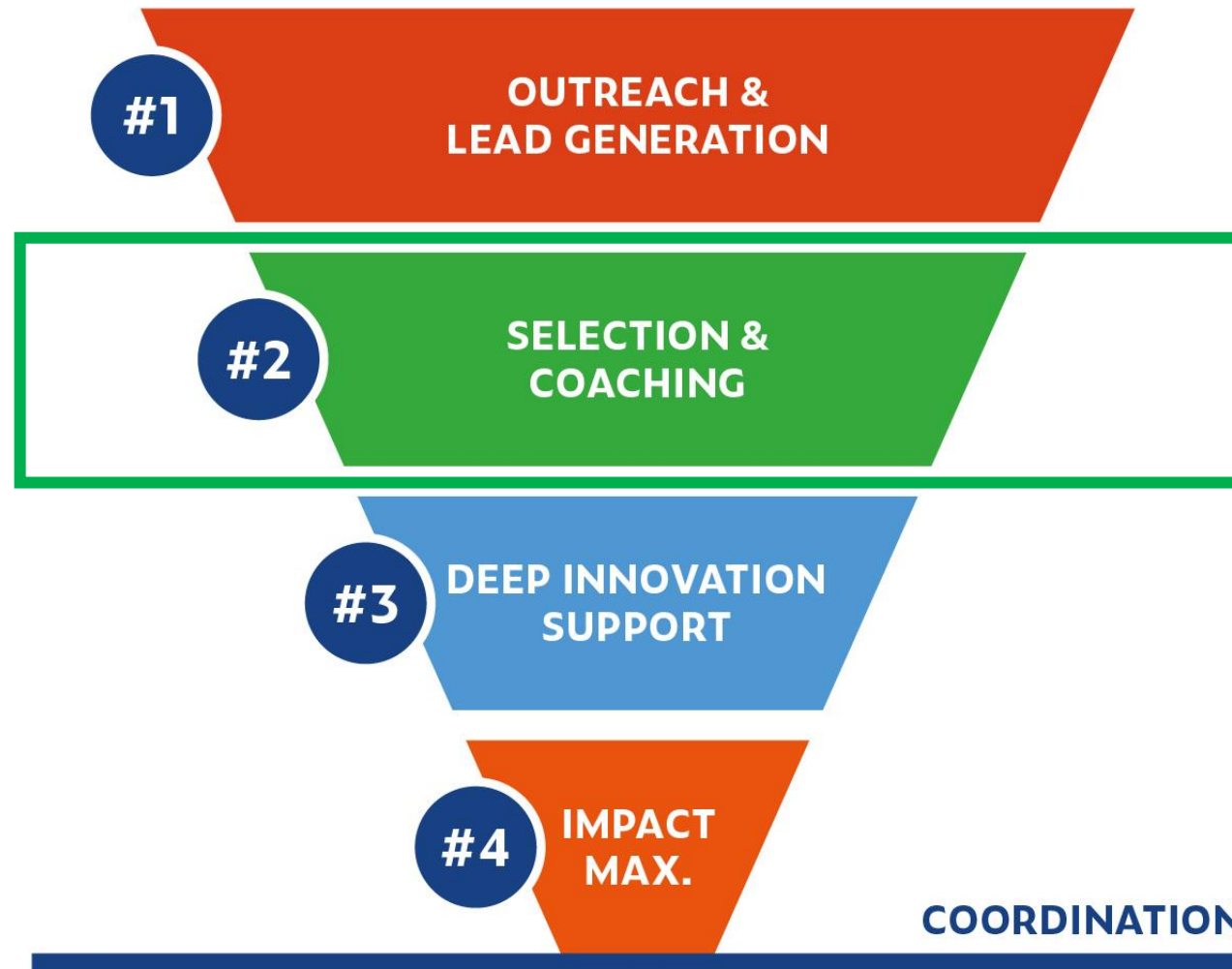
Jurgen
Van Erps
VUB



Michael
Vervaeke
VUB

2nd STEP

SELECTION AND COACHING



Central Orienteering and Business Coaching SPOCs and follow-on for impact



Jan
Watté



Peter
Doyle



John
Dunne



Johan
Vlekken

Project Evaluation Team (PET)

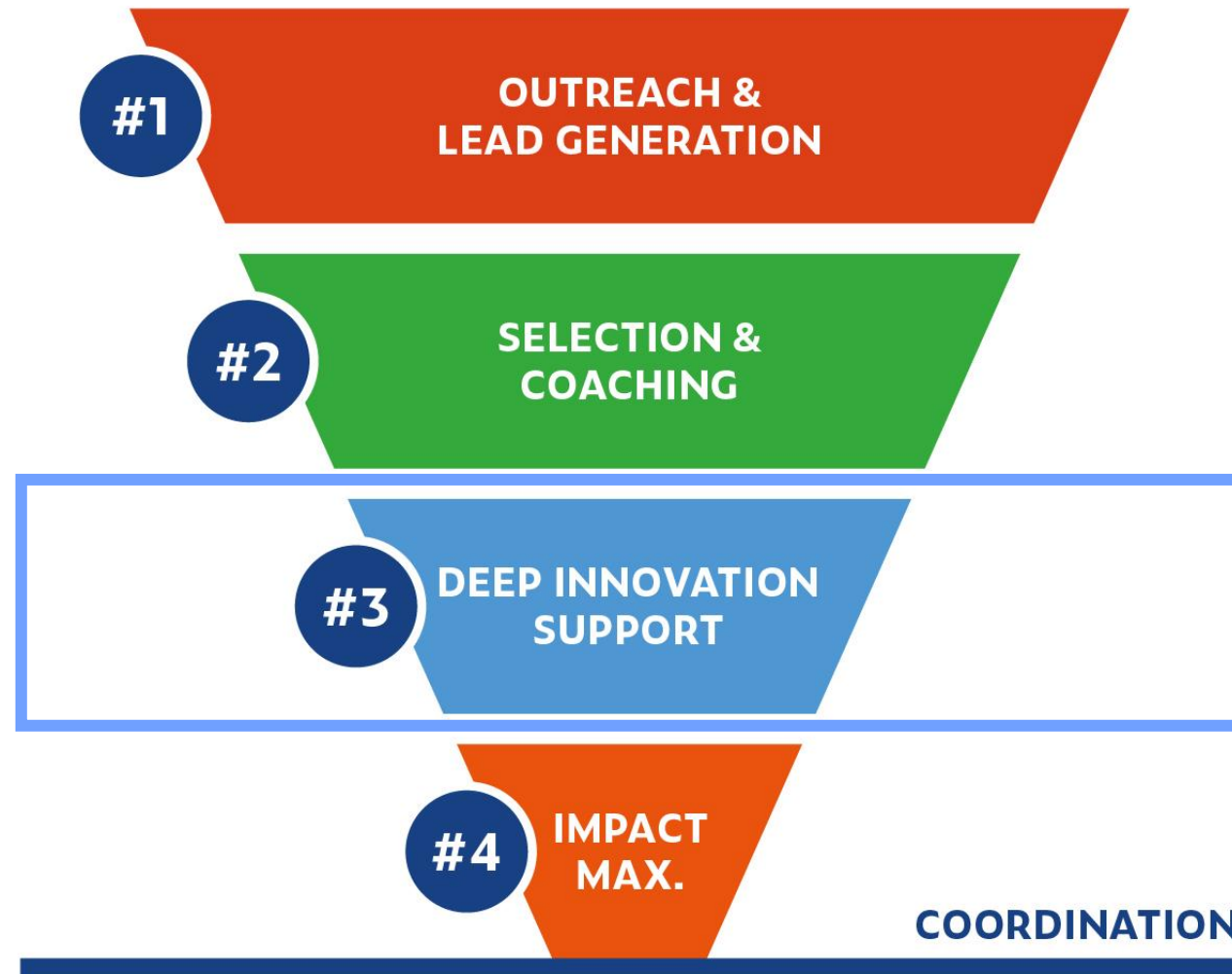
**appoint technology scouts and project leaders
to qualified leads and evaluate project proposals**

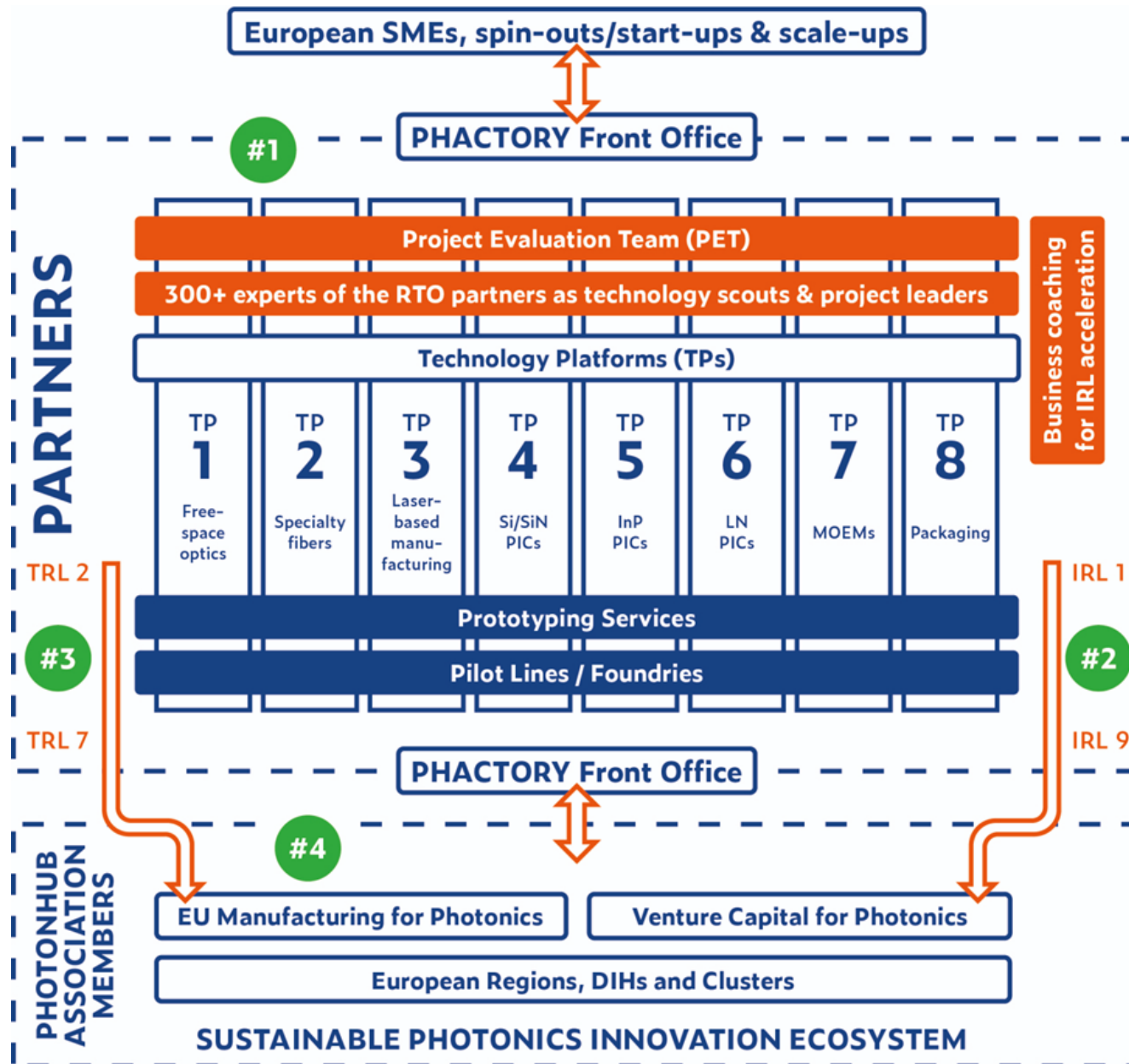


TP 1: Free-space optics	TP2: Speciality fibers	TP3: Laser-based manufacturing	TP4: Si/SiN PICs	TP5: InP PICs
 	 	 	 	 
Michael Vervaeke VUB	Ryszard Buczyński IMIF	Ulrich Thombansen FHG	Arne Leinse LIO	Katarzyna Ławniczuk BP
TP6: LN/LNOI PICs	TP7: MOEMs	TP8: Packaging- reliability	Sensors	Metrology
 	 	 	 	 
Alberto Hinojosa VLC	Nadège Courjal CNRS	Peter O'Brien UCC	Peter Harmsma TNO	Małgorzata Kujawińska WUT

3rd STEP

DEEP INNOVATION SUPPORT





Streamlined access to 8 technology Platforms covering the broadest domain of photonics with a multiplicity of competitive actors across the full supply chain, and operating as a cohesive one-stop-shop

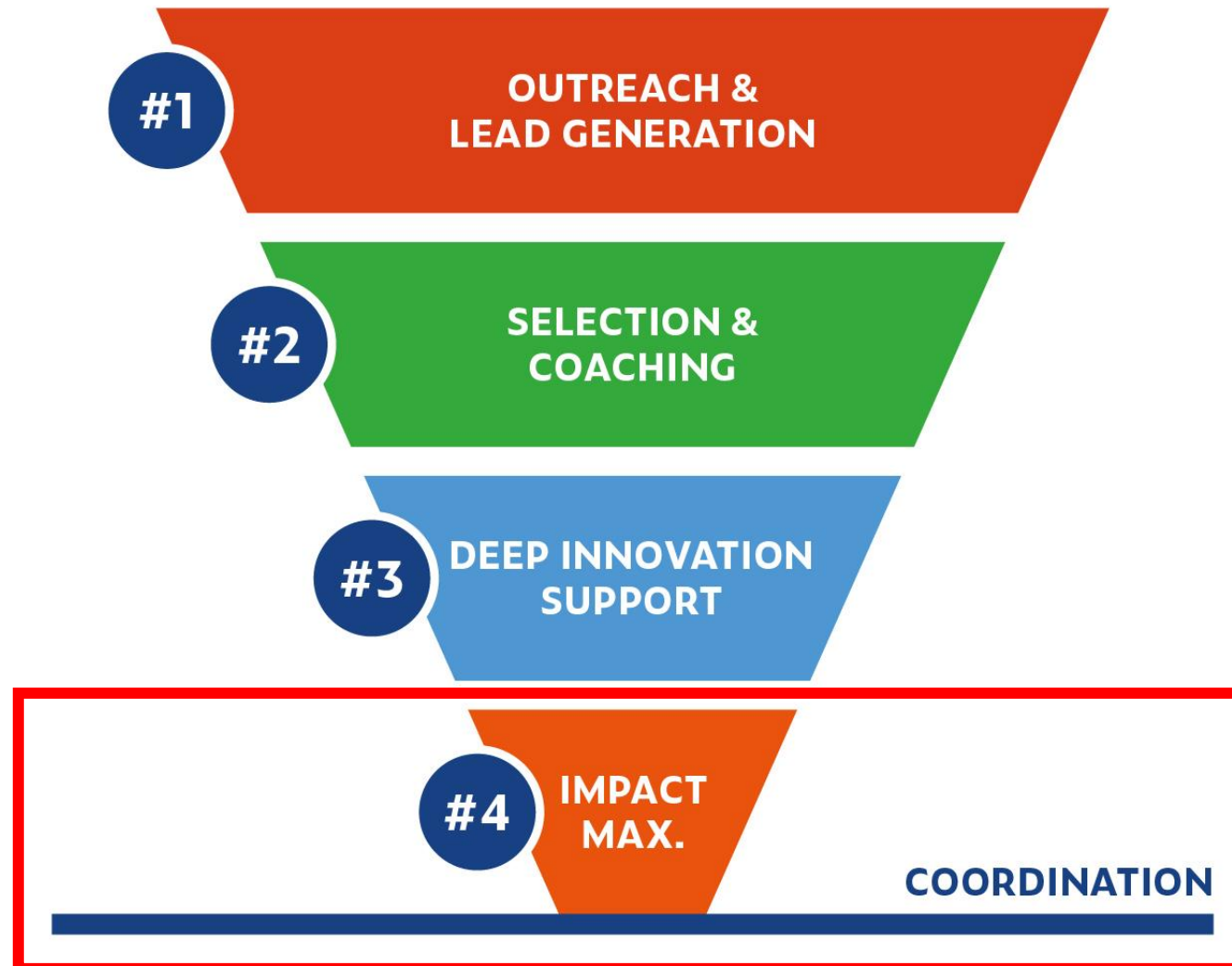
Industry support cases and innovation projects



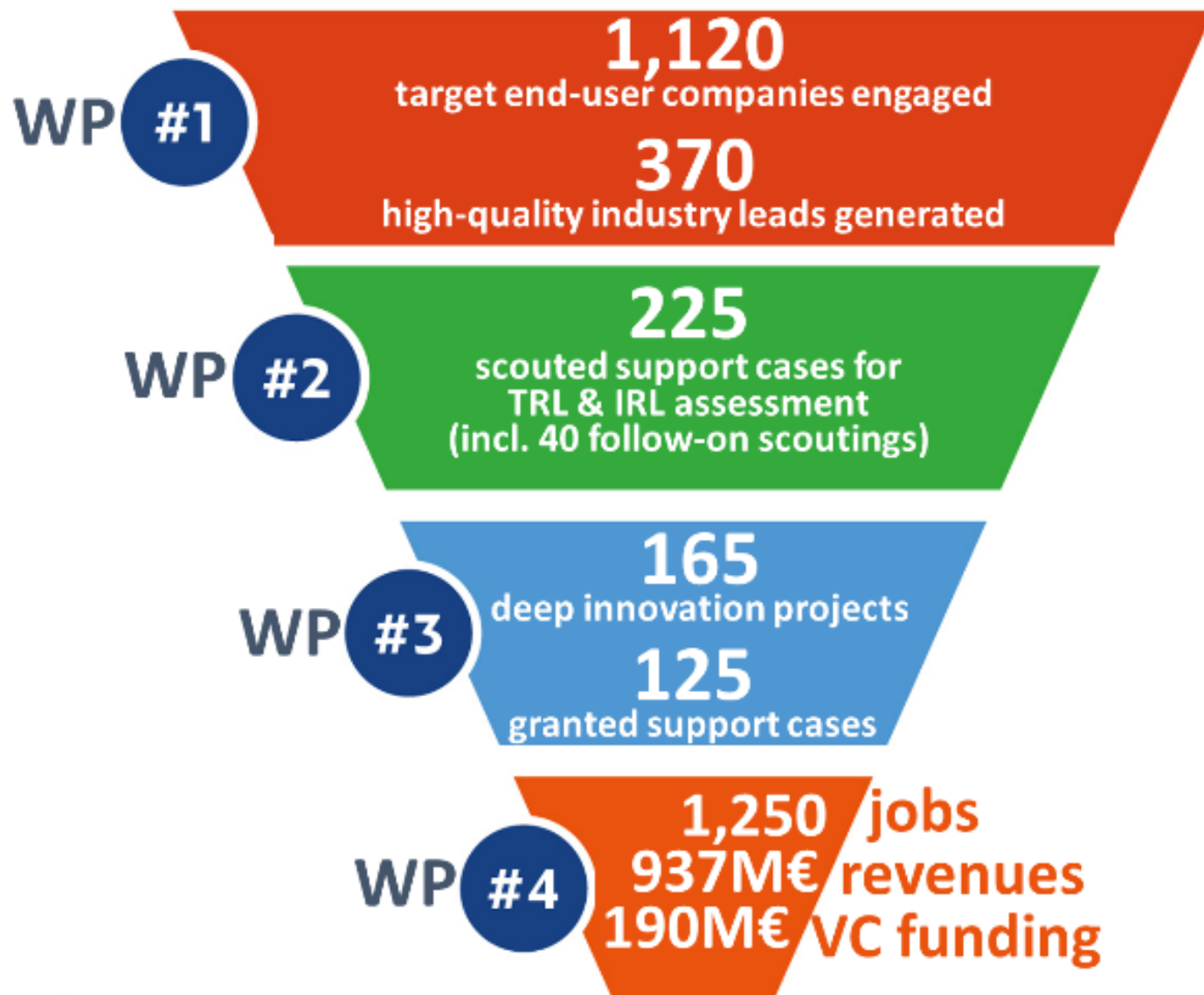
Target Group segments	Entry TRL	# Approved Support Cases	# Deep Technology Support Interventions	
			At least one innovation project	No. of follow-on innovation projects
New Start-Ups	TRL 2	40	40	15*
Established SMEs	TRL 3-4	55	55	25*
Scaling Companies	TRL 5	30	30	
		125	125	40*
>2 TRL levels advanced on average per support case			165 innovation projects in total	

4th STEP

IMPACT MEASUREMENT AND KPIs



Overall Summary of the Pipeline KPIs



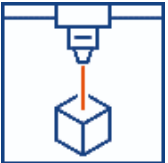
LEADS

REGISTERED LEADS

QUALIFIED LEADS / SCOUTINGS



Overall Impact KPIs

 1,250 new high-tech EU jobs created by the selected companies with PHACTORY approved support cases over the 5-year period post-intervention	 937M€ new company revenues generated by the selected companies with PHACTORY approved support cases over the 5-year period post-intervention	 190M€ new venture capital raised by the selected companies with PHACTORY approved support cases over the 5-year period post-intervention
 55 transfers from PHACTORY to commercial EU manufacturing	 250M€ new national and regional investment in the EU photonics infrastructure of PHACTORY partners	 Breakeven financial status of the PhotonHub Association by 2027 for sustainability of support activities

How will we make the transition ?



**PhotonHub
Europe**



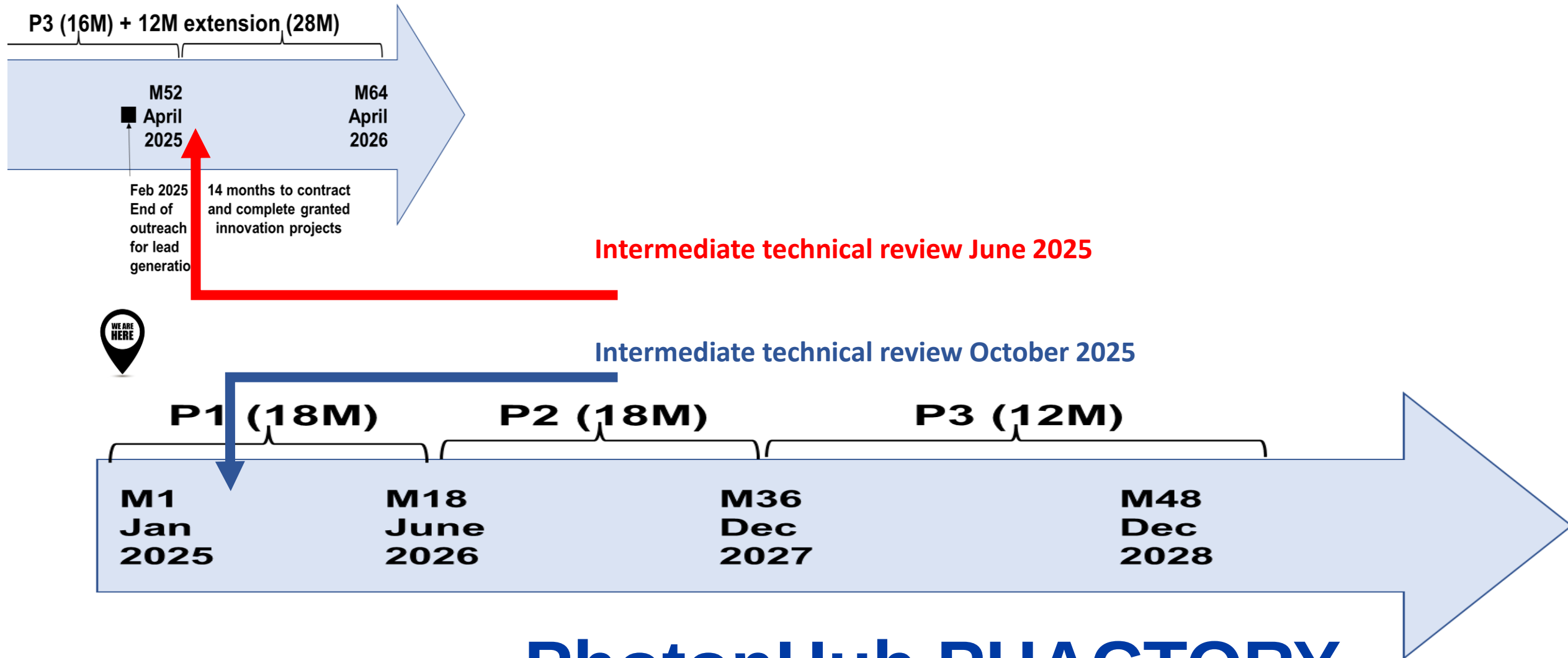
**PhotonHub™
PHACTORY**

Companies will know us as ...



PhotonHub™

PhotonHub Europe



PhotonHub PHACTORY



**PhotonHub
Europe®**

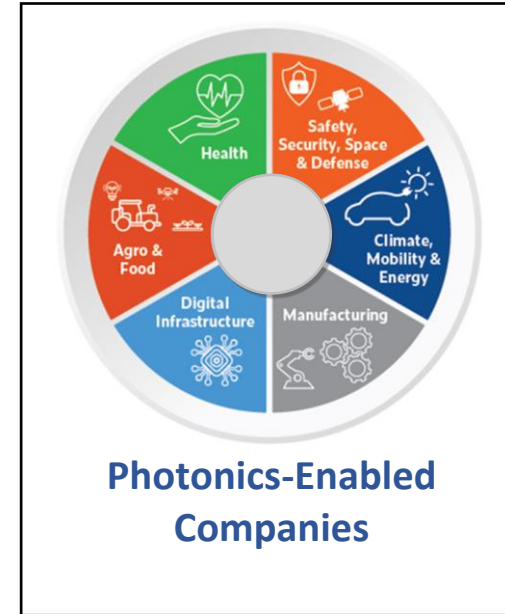
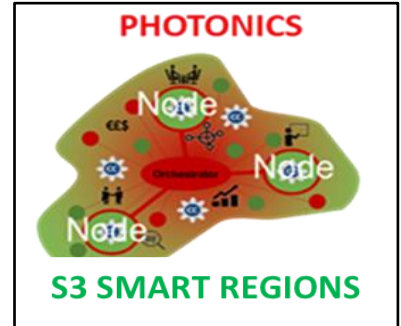
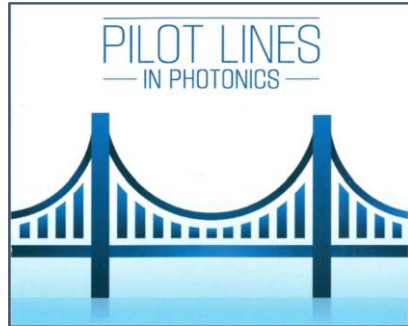
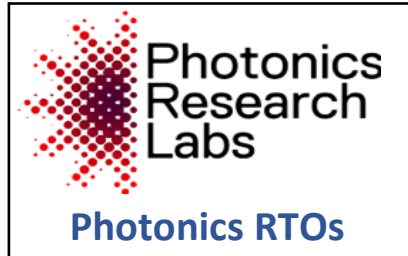
**PhotonHub™
PHACTORY**



How will we make the transition ?

- 1) PET meetings in PhotonHub Europe will be held at least until April 2025
- 2) Until then Prototyping and Scaling projects will be evaluated and supported by PhotonHub Europe
- 3) PhotonHub Europe budget for innovation projects will be closely monitored and maximally used for impact creation
- 4) PhotonHub front office, jointly with the PET, will decide which projects can still be financed by PhotonHub Europe.
- 5) In case these are scaling projects with longer duration than April 2026 we will split up the innovation support projects with a clear decision milestone
- 6) Projects launched in PhotonHub Europe can transition to PhotonHub PHACTORY after this milestone. The project costs made after the decision milestone will be funded by PhotonHub PHACTORY

We are setting up an association for EU-wide coordination of the photonics innovation ecosystem



Potential benefits of PhotonHub Association

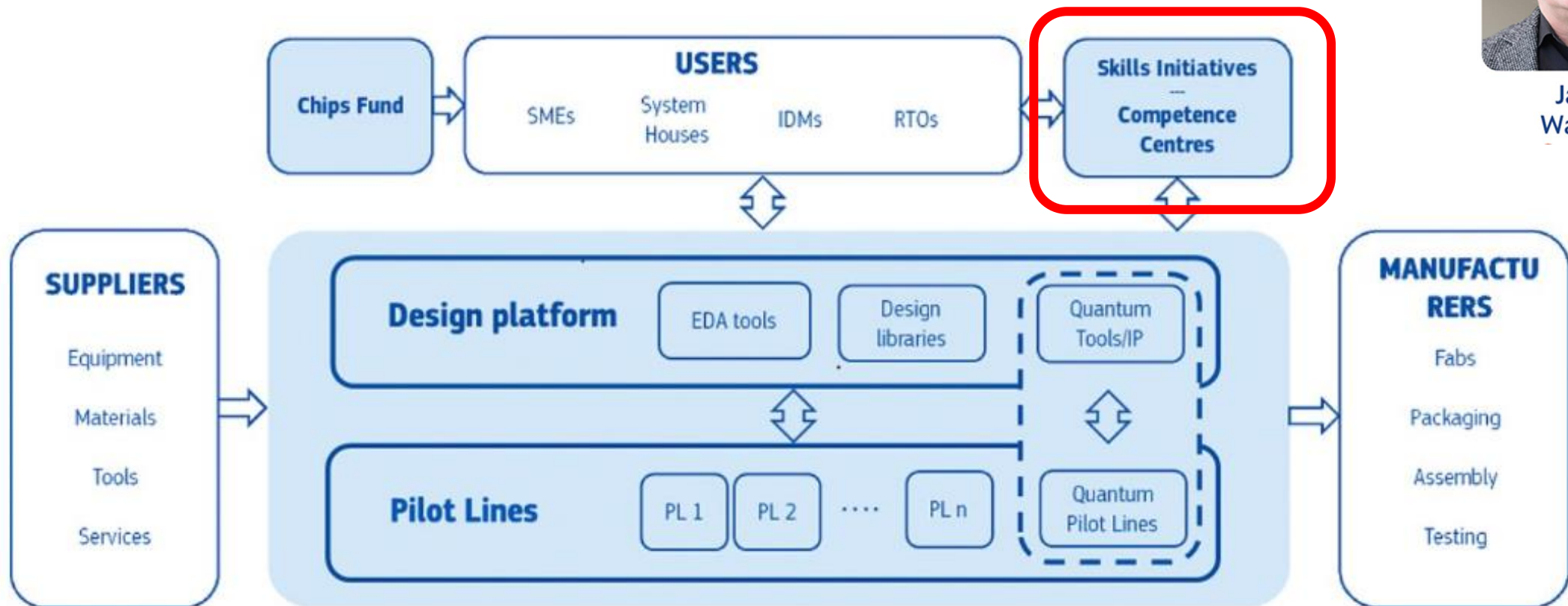
- 1) Umbrella Organisation for all stakeholders to increase visibility to EC and strengthen the international position through a long-term sustainable photonics innovation ecosystem with a critical mass of European stakeholders.**
- 2) One-stop-shop for matchmaking photonics-enabled companies with Association members for innovation support**
- 3) Direct networking opportunities between photonics companies, first users, RTO's , local hubs, policy makers, VCs, and young entrepreneurs to enhance collaborative R&D, accelerate photonics innovation, and investment support.**
- 4) Establish a “must-attend” European flagship event, where research, innovation, industry and VC co-create**
- 5) Interregional contacts, aligning and facilitating cross-regional collaboration: create partnerships between regions, fostering access to facilities, expertise, and funding.**
- 6) Foster collaborations beyond Europe, with key trading partners e.g. Japan, South Korea, ...**



Chip Competence Centres an opportunity for PhotonHub

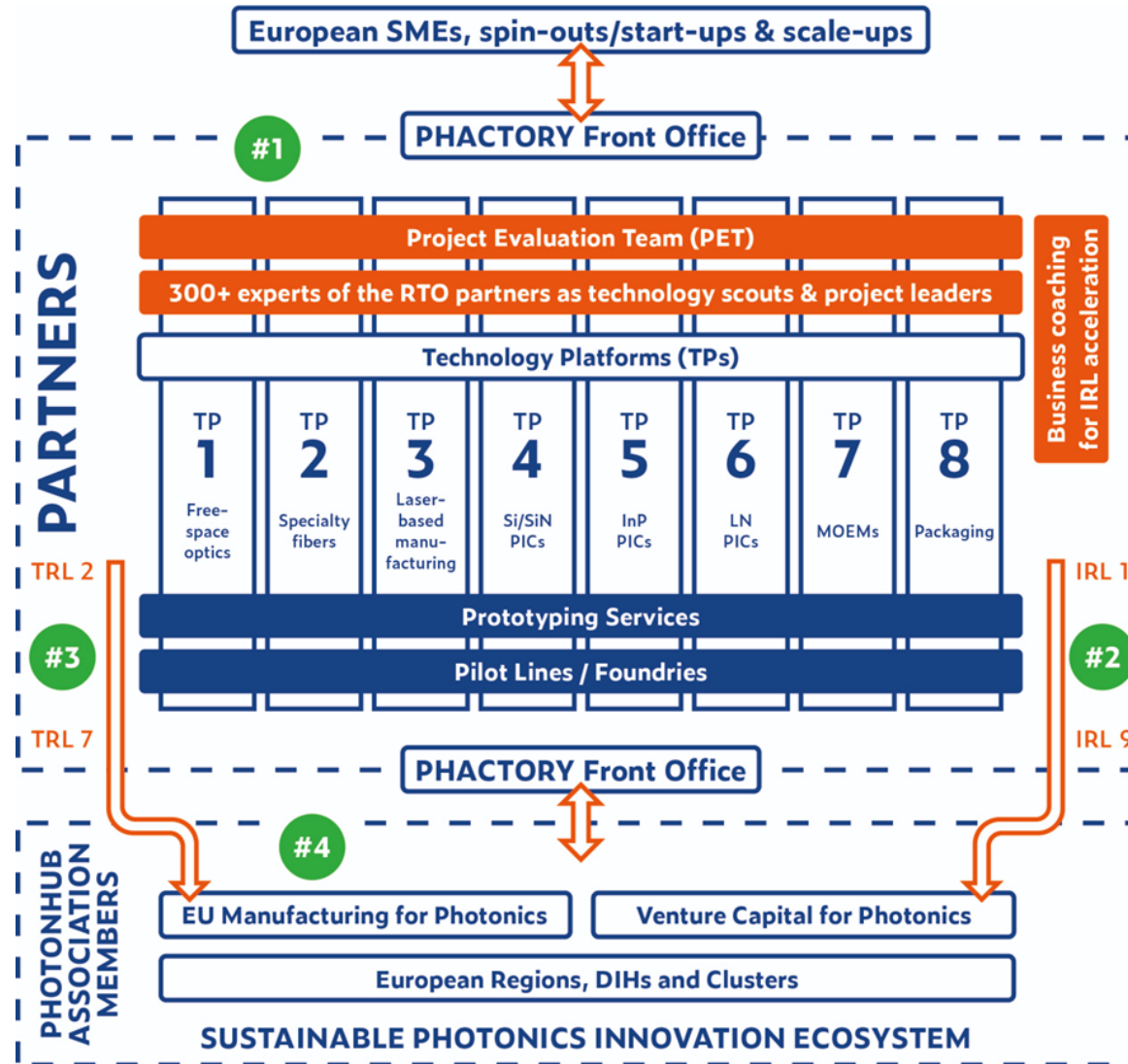


Jan Watté



Summary and Advice

you should hang this scheme above your bed





PhotonHub™



PHOTONICS²¹

PHOTONICS PUBLIC PRIVATE PARTNERSHIP



PhotonHub PHACTORY

Consortium Partner introductions

Partner Introductions

30 Technology Support Partners

3 Business Support partners



Partner Categories

- ★ Coordinator
- Technology Support Providers
- Demo & Experience Centers
- Business Support Providers
- Technology Support Providers from Associated Country



B-PHOT
BRUSSELS
PHOTONICS

VUB Vrije Universiteit Brussel



- Coordination team
- Central business coaches
- Front office
- Both technology and business support provider



**Hugo
Thienpont**
Project
Coordinator



**Nathalie
Debaes**
Consortium
Management
Support Officer



**Jan
Watté**
Central
Orienteering
Officer



**Susan
Brindley**
Central
Outreach
Coordinator



**Peter
Doyle**
Central
Business Coach



**John
Dunne**
Central
Business Coach



**Johan
Vlekken**
Central
Business Coach



**Veena
Shetty**
Central
ICT Expert



**Keennan
De Bie**
Communications
Officer



**Bernadette
Callebaut**
Central Contracts
Administrator



**Nadia
Cornand**
Administrative
Support Officer

Our Consortium



Partner introductions by rotation

Technology Support Partners

- | | | |
|----------------------|---------------------------|-------------------|
| 1. VUB | 12. FORTH | 23. WUT |
| 2. IMEC | 13. Tyndall-UCC | 24. AIMEN |
| 3. Joanneum Research | 14. CNIT | 25. ICFO |
| 4. HiLASE Centre | 15. CNR | 26. VLC Photonics |
| 5. VTT | 16. Politecnico di Milano | 27. RISE |
| 6. CEA | 17. BRIGHT Photonics | 28. CSEM |
| 7. CNRS | 18. LioniX | 29. EPFL |
| 8. III-V Lab | 19. SMART Photonics | 30. LIGENTEC |
| 9. Fraunhofer | 20. TNO | 31. PanDao |
| 10. Leibniz-IPHT | 21. TUE | |
| 11. LZH | 22. IMIF | |

Business Support Partners

- 32. Tech Tour
- 33. EPIC
- 34. Sonnenberg Harrison (VUB)



B-PHOT
BRUSSELS
PHOTONICS

VUB Vrije Universiteit Brussel



TP1

Free-space
Optics

TP2

Specialty
Fibers

TP3

Laser-based
Manufacturing

TP4

Si/SiN
PICs

TP5

InP
PICs

TP6

LN
PICs

TP7

MOEMs

TP8

Packaging
& Reliability



Belgium

Outreach workgroups



Lien
Smeesters



Jürgen
Van Erps



Michael
Vervaeke

Workgroup
Leaders

D&E
Centre



PET member

- Michael Vervaeke

Kick-off attendees

- Lien Smeesters
- Jürgen Van Erps
- Michael Vervaeke



IMEC Interuniversitair Micro- electronica Centrum



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Belgium

Outreach workgroups



Workgroup
Leaders

D&E
Centre



PET member

Kick-off attendee

- Saurav Kumar

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Austria

Outreach workgroups



Workgroup
Leaders

D&E
Centre



PET member

Kick-off attendee

- Ulrich Trog



HLC Fyzikální Ústav HiLASE Centre



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Czech Republic

Outreach workgroups



Sanin
Zulić

Workgroup
Leaders

D&E
Centre



PET member

Kick-off attendee

- Sanin Zulić



VTT Teknologian Tutkimuskeskus VTT



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Finland

Outreach workgroups



Workgroup
Leaders

D&E
Centre



PET member

Kick-off attendees

- Mikko Karppinen
- Jussi Hiltunen



CEA Commissariat A L Energie Atomique Et Aux Energies Alternatives



TP1

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France

Outreach workgroups



Workgroup
Leaders

D&E
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PET member

Kick-off attendees



CNRS

Centre National De La Recherche Scientifique



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France

Outreach workgroups



Workgroup
Leaders

D&E
Centre



PET member

- Nadège Courjal

Kick-off attendees

- Hervé Maillotte
- Nadège Courjal



35LAB
III-V Lab



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France

Outreach workgroups



Workgroup
Leaders

D&E
Centre



PET member

Kick-off attendees

- Thomas Mérelle
- Frédéric Van Dijk

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Germany

Outreach workgroups



Workgroup
Leaders

D&E
Centre



PET member

- Ulrich Thombansen

Kick-off attendee

- David de Felipe
- Ulrich Thombansen
- Christian May



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Germany

Outreach workgroups



Workgroup
Leaders

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Centre



PET member

Kick-off attendee
- Tobias Habisreuther



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Germany

Outreach workgroups



Workgroup
Leaders

D&E
Centre



PET member

Kick-off attendees

- Michael Hustedt
- Nick Schwarz



FORTH

FOUNDATION FOR RESEARCH AND TECHNOLOGY - HELLAS

FORTH

Foundation for Research and Technology - Hellas



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Greece

Outreach workgroups



Workgroup
Leaders

D&E
Centre



PET member

Kick-off attendees

- Maria Konstantaki
- Stavros Pissadakis



UCC

University College Cork, Ireland
Coláiste na hOllscoile Corcaigh

UCC

University College Cork



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Ireland

Outreach workgroups



Workgroup
Leaders

D&E
Centre



PET member

- Peter O'Brien

Kick-off attendee

- Guillaume Le Palud



CNIT

Consorzio Nazionale Interuniversitario Per Le Telecomunicazioni



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Italy

Outreach workgroups



Workgroup
Leaders

D&E
Centre



PET member

Kick-off attendees

- Gabriele De Angelis
- Alberto Montanaro



Consiglio Nazionale
delle Ricerche

CNR

Consiglio Nazionale Delle Ricerche



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Italy

Outreach workgroups



Workgroup
Leaders

D&E
Centre



PET member

Kick-off attendees

- Stefano Bonora
- Caterina Vozzi
- Cristian Manzoni



POLITECNICO
MILANO 1863

PDM Politecnico Di Milano



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Italy

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Kick-off attendees

- Roberta Ramponi
- Barbara Previtali

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The Netherlands

Outreach workgroups



Workgroup
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D&E
Centre



PET member

- Katarzyna Ławniczuk

Kick-off attendees

- Katarzyna Ławniczuk
- Gido Leenders

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The Netherlands

Outreach workgroups



Workgroup
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PET member

- Arne Leinse

Kick-off attendee

- Arne Leinse



SPH Smart Photonics



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The Netherlands

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D&E
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PET member

Kick-off attendee

- Ruud Vullers



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The Netherlands

Outreach workgroups



Workgroup
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D&E
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PET member

- Peter Harmsma

Kick-off attendee

- Peter Harmsma



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The Netherlands

Outreach workgroups



PET member

Kick-off attendee
- Marija Trajkovic



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Poland

Outreach workgroups



Workgroup
Leaders

D&E
Centre



PET member

- Ryszard Buczyński

Kick-off attendee

- Paweł Socha



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Poland

Outreach workgroups



Małgorzata
Kujawińska

Workgroup
Leaders

D&E
Centre



PET member

- Małgorzata Kujawińska

Kick-off attendees

- Katarzyna Zwierzyk
- Anna Pakuła
- Małgorzata Kujawińska



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Spain

Outreach workgroups



Workgroup
Leaders

D&E
Centre



PET member

Kick-off attendee

- Nerea Otero



ICFO

Fundacio Institut De Ciències Fotoniques



TP1

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Spain

Outreach workgroups



Workgroup Leaders

D&E Centre



PET member

Kick-off attendee

- Sergi Ferrando



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Spain

Outreach workgroups



Workgroup
Leaders

D&E
Centre



PET member

- Alberto Hinojosa

Kick-off attendee

- Estrella Fernandez



RISE Research Institutes of Sweden



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Sweden

Outreach workgroups



Workgroup
Leaders

D&E
Centre



PET member

Kick-off attendee

- Åsa Claesson



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Switzerland

Outreach workgroups



Workgroup
Leaders

D&E
Centre



PET member

Kick-off attendee
- Andreas Voelker



EPFL
**Ecole Polytechnique
Fédérale De Lausanne**



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Switzerland

Outreach workgroups



Pierre-Yves
Fonjallaz

Workgroup
Leaders

D&E
Centre



PET member

Kick-off attendee
- Pierre-Yves Fonjallaz



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Switzerland

Outreach workgroups



Workgroup
Leaders

D&E
Centre



PET member

Kick-off attendees

- Thomas Hessler
- Catarina Mendonça

TP1

Free-space
Optics

TP2

Specialty
Fibers

TP3

Laser-based
Manufacturing

TP4

Si/SiN
PICs

TP5

InP
PICs

TP6

LN
PICs

TP7

MOEMs

TP8

Packaging
& Reliability



Switzerland

Outreach workgroups



Workgroup
Leaders

D&E
Centre



PET member

Kick-off attendee
- Oliver Faehnle



Bulgaria Belgium

- Launchpad (WP2)
- Scaling Club (WP2)
- European Photonics Venture Forum (WP2)

Kick-off attendees

- Viktoria Pavlova
- Youssef Sabbah
- William Stevens



France

- Technology meetings (WP4)

PET member

Kick-off attendee

- Jeremy Picot-Clemente



SONNENBERG HARRISON

SHP **Sonnenberg Harrison** **Partners**



France Germany

- IP coaching (WP2)

PET member

Kick-off attendee

- Robert Harrison

Our Consortium



Partner introductions by rotation

Technology Support Partners

- | | | |
|----------------------|---------------------------|-------------------|
| 1. VUB | 12. FORTH | 23. WUT |
| 2. IMEC | 13. Tyndall-UCC | 24. AIMEN |
| 3. Joanneum Research | 14. CNIT | 25. ICFO |
| 4. HiLASE Centre | 15. CNR | 26. VLC Photonics |
| 5. VTT | 16. Politecnico di Milano | 27. RISE |
| 6. CEA | 17. BRIGHT Photonics | 28. CSEM |
| 7. CNRS | 18. LioniX | 29. EPFL |
| 8. III-V Lab | 19. SMART Photonics | 30. LIGENTEC |
| 9. Fraunhofer | 20. TNO | 31. PanDao |
| 10. Leibniz-IPHT | 21. TUE | |
| 11. LZH | 22. IMIF | |

Business Support Partners

- 32. Tech Tour
- 33. EPIC
- 34. Sonnenberg Harrison (VUB)

Thank you!





PhotonHub™

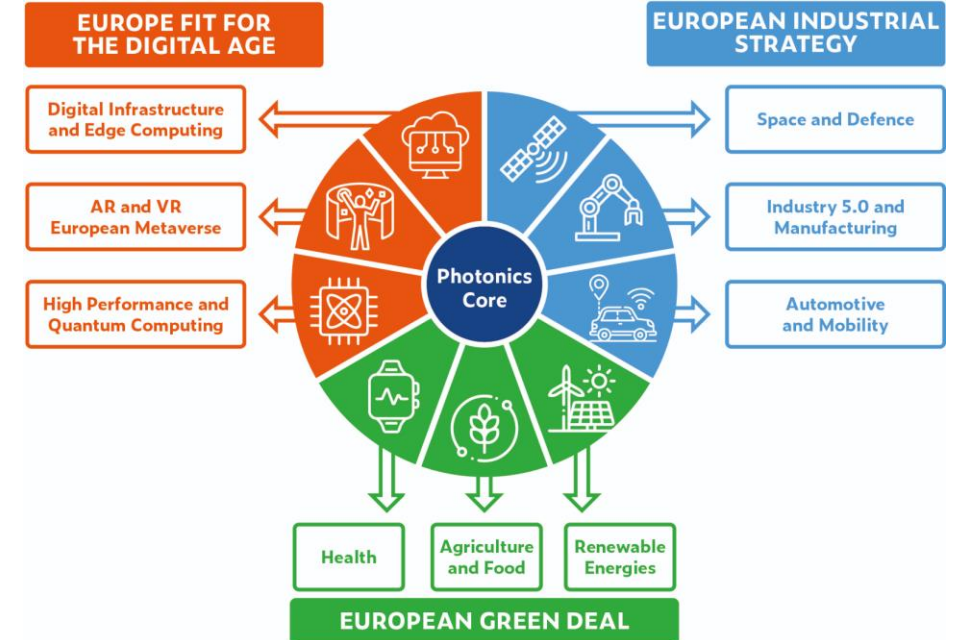
Broad Outreach and Lead Generation for Photonics Innovation (WP1)

Susan Brindley



Key Objectives

- Generate a critical mass of high potential support cases
- 9 key photonics-driven Strategic Value Chains (SVCs)
- 3 target groups
 - Start-Ups (Researchers)
 - Established SMEs (and LSCs)
 - Scaling Companies





WP1 Key Tasks - SUMMARY

1. Front Office
2. Website & Branding
3. Targeted Lead Generation Campaigns
4. Demo & Experience Centres



Continuity for seamless transition



1. Front Office team for all communications and lead qualification
2. PhotonHub.eu* – public website facilitating companies to apply online for support
3. Partner Portal* – online platform to view lead progression and for logging outreach activities

** Development and enhancement underway*

Continuity for seamless transition



4. Leveraging the established PhotonHub brand



PhotonHub™

Front Office



Hugo Thienpont
Project
Coordinator



Nathalie Debaes
Consortium
Management
Support Officer



Jan Watté
Central
Orienteering
Officer



Susan Brindley
Central
Outreach
Coordinator



Peter Doyle
Central
Business Coach



John Dunne
Central
Business Coach



Johan Vlekken
Central
Business Coach



Veena Shetty
Central
ICT Expert



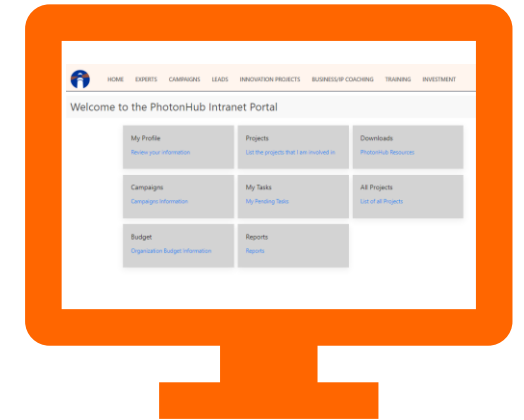
Keennan De Bie
Communications
Officer



Bernadette Callebaut
Central Contracts
Administrator



Nadia Cornand
Administrative
Support Officer



photonhubsupport.eu

Online workflow for
managing support cases

Front Office



Hugo Thienpont
Project
Coordinator



Nathalie Debaes
Consortium
Management
Support Officer



Jan Watté
Central
Orienteering
Officer



Susan Brindley
Central
Outreach
Coordinator



Peter Doyle
Central
Business Coach



John Dunne
Central
Business Coach



Johan Vlekken
Central
Business Coach



Veena Shetty
Central
ICT Expert



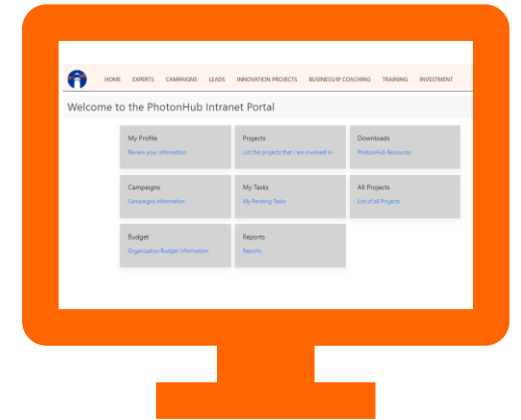
Keennan De Bie
Communications
Officer



Bernadette Callebaut
Central Contracts
Administrator



Nadia Cornand
Administrative
Support Officer



photonhubsupport.eu

Online workflow for
managing support cases

 **MS101:** Front Office established and the PHACTORY CRM workflow system is fully operational – by end of Feb



Resources - ready to use



Photonics

Driving innovation across all industry domains

Start your photonics innovation journey with our support

HOW TO START?

- 1 SELECT THE SERVICES OF INTEREST AND REGISTER ONLINE**
- 2 TECHNOLOGY ORIENTEERING**

We will contact you to discuss your photonics innovation ambition and determine the right technology approach & partners for you. This discussion will take place under NDA.
- 3 INITIAL EXPERT ASSESSMENT**

In-depth first-to-second meeting with PhotonHub experts
- 4 CUSTOMISED BUSINESS SUPPORT**

Customised business and IP coaching to support strategic development
- 5 PROJECT EVALUATION**

The PhotonHub Evaluation Team reviews and scores your proposal in accordance with the evaluation criteria*. You will be invited to participate online to address any questions and will receive a formal evaluation report within one week. (Evaluation meetings every 1 - 2 months)

Free Initial assessment by top experts

Strongly SUBSIDISED PROJECTS

TRL 2-7 : INNOVATION PROJECTS

Available To:

- » Entrepreneurially minded Researchers and Start-Ups
- » Fast Scaling Ventures
- » Photonics-Enabled Small - Medium Enterprises (SMEs) and Large-Scale Companies (LSCs)

Subsidy Levels:

First 440k of innovation project budget fully subsidised; 85% of total budget subsidised thereafter* (*Except for LSCs where it is 50% of total budget subsidised.)

Illustrative project budget	Total innovation project budget	Subsidised by PhotonHub	Cash contribution of company
€ 50k	€ 440.5k	+ €1.5k	
€ 100k	€ 91k	+ € 9k	
€ 220k	€ 193k	+ € 27k	

The total project budgets outlined above are for illustrative purposes only and reflect the subsidy level for companies other than LSCs. The project budget is determined during the proposal development phase. The subsidy goes to the PhotonHub partner(s) to cover their costs in providing innovation support to the company, up to a maximum value of €250k.

Customised Business Supports:

In addition to the photonics technology innovation support provided, other business supports include:

- » Launchpad: for Entrepreneurially minded Researchers and Start-Ups
- » Scaling Club: for Fast Scaling Ventures
- » Expert Mentoring: for Photonics-Enabled SMEs

PhotonHub has received funding from the European Union's Horizon Europe programme under the Grant Agreement n° 101189537, in Public Private Partnership with PhotonHub.

GET STARTED!
PHOTONHUB.EU

Photonics

Driving innovation across all industry domains

Start your photonics innovation journey with our support



Available
now

Resources - ready to use



Photonics

Driving innovation across all industry domains

Start your photonics innovation journey with our support

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Strongly SUBSIDISED PROJECTS

Free Initial assessment by top experts for European companies

TRL 2-7 : INNOVATION PROJECTS

Available To:

- Entrepreneurially minded Researchers and Start-Ups
- Fast Scaling Ventures
- Photonics-Enabled Small - Medium Enterprises (SMEs) and Large-Scale Companies (LSCs)

Subsidy Levels:

First €40k of innovation project budget fully subsidised; 85% of total budget subsidised thereafter*
(*Except for LSCs where it is 50% of total budget subsidised.)

Illustrative project budget	Subsidised by PhotonHub	Cash contribution of company
€ 50k	= €48.5k	+ €1.5k
€ 100k	= € 91k	+ € 9k
€ 220k	= € 193k	+ € 27k

The total project budgets outlined above are for illustrative purposes only and reflect the subsidy level for companies other than LSCs. The project budget is determined during the proposal development phase. The subsidy goes to the PhotonHub partner(s) to cover their costs in providing innovation support to the company, up to a maximum value of €250k.

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CUSTOMISED BENEFITS TO YOUR COMPANY

- ONE-STOP-SHOP**
Full supply chain of cutting-edge photonics platforms
- TOP EXPERTS**
We select the partners that can best serve your technology needs
- SEAMLESS SUPPORT**
All the way from concept to manufacturing (TRL 2-7) through multiple follow-on projects
- CONCRETE RESULT**
TRL advancement of 1 to 2 TRL levels
- FASTER TO MARKET**
Duration of project: 6-9 months
- BUSINESS ACCELERATION**
Customised business and IP coaching to support strategic development
- SCALING FOCUS**
Scaling Club dedicated to guidance on upscaling

Photonics

Driving innovation across all industry domains

Start your photonics innovation journey with our support

GET STARTED!
PHOTONHUB.EU





Resources - ready to use







DISCOVER HOW YOU CAN

- ✓ Decrease data carbon footprint through photonic integrated circuits (PICs)
- ✓ Monitor environmental & climate change through optical sensing
- ✓ Boost wind & solar energy productivity through LiDAR mapping & optical concentrators

Explore all possibilities on photonhub.eu

DISCOVER HOW YOU CAN

- ✓ Boost prevention
- ✓ Diagnose diseases
- ✓ Manage chronic conditions
- ✓ Advance therapy options

Explore all possibilities on photonhub.eu

DISCOVER HOW YOU CAN

- ✓ Optimise fabrication yields through smart in-line monitoring systems
- ✓ Increase product quality in laser-based machining through advanced dynamic beam shaping
- ✓ Reduce overall costs of energy, material and maintenance through advanced photonics sensors

Explore all possibilities on photonhub.eu

PHOTONICS IN DIGITAL INFRASTRUCTURE

PHOTONICS IN CLIMATE & ENERGY

PHOTONICS IN HEALTHCARE

PHOTONICS IN MANUFACTURING & I

Avail of a **free initial assessment** by top experts for European SMEs

Delve into how your business could minimise the risk and expense of deep technology innovation through "test-before-invest" support from PhotonHub.

Avail of a **free initial assessment** by top experts for European SMEs

Delve into how your business could minimise the risk and expense of deep technology innovation through "test-before-invest" support from PhotonHub.

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Delve into how your business could minimise the risk and expense of deep technology innovation through "test-before-invest" support from PhotonHub.



Available
now



Resources - ready to use



Flyers and flyers for each application domain

Partners can customise for local audiences/language

Will be accessible at:
[PhotonHub.eu/Resources](https://photonhub.eu/Resources)



Available
now



Resources - ready to use



Flyers and flyers for each application domain

Partners can customise for local audiences/language

Will be accessible at:
PhotonHub.eu/Resources



MS102: Brand communications materials are ready and distributed to the partners – by end of Feb



Available
now



Resources – coming soon...



Launch video



Launch press release



New website

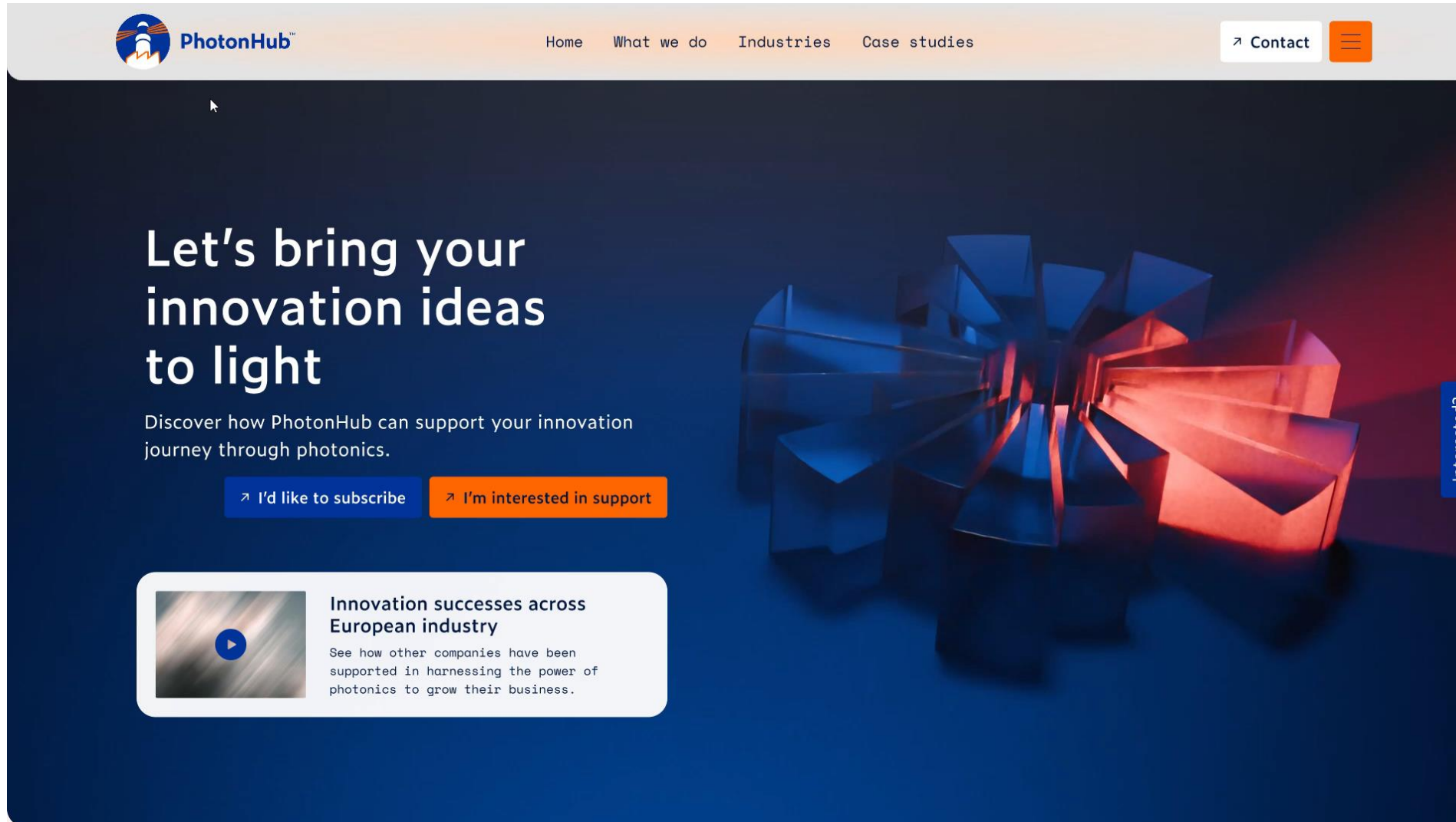


MS103: PHACTORY website, promo video and social media channels launched with the kick-off press release – by end of Mar

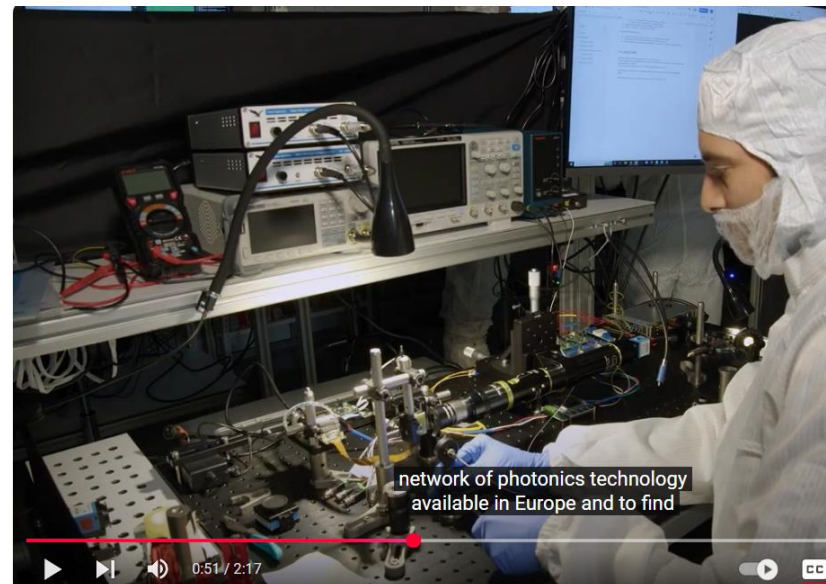


Underway

Website



Branded video testimonials



More testimonials to follow...

Social

- Primary focus: **LinkedIn**



PhotonHub Europe

... Following Message

Home About Posts

Page posts

PhotonHub Europe
2,760 followers
14h •

Łukasiewicz - Institute of Microelectronics and Photonics is organising a 3-day #PhotonHub Experience Centre about Photonic Materials ...more

3-day Experience Centre Register now
photonhub.eu/centres

Photonic Materials & Speciality Fibers

19/03/2025
Warsaw, Poland
IMIF

6

PhotonHub Europe
2,760 followers
1d •

Eindhoven University of Technology is organising a 2-day #PhotonHub Experience Centre about JePPIX InP PIC Concepts. ...more

2-day Experience Centre Register now
photonhub.eu/centres

JePPIX InP PIC Concepts

19/03/2025
Eindhoven, Netherlands
TUE

5

Martin & 17 other connections follow this page

+ Follow

Master of Science in Photonics Engineering BE
Higher Education
792 followers

Martin & 20 other connections follow this page

+ Follow

An Garda Síochána
Government Administration
69,638 followers

Jack & 8 other connections follow this page

+ Follow

Show all →

Newsletter



“Time isn’t the main thing. It’s the only thing.”

- Miles Davis

Wednesday, 03 April 2024

[View issue #48 online](#)



Updates for you in this issue:

- **ENSURE** your organisation has registered for the [Review Meeting on 11 & 12 April](#)
- **DISCOVER** the latest application-oriented [outreach materials available to order online](#)
- **MAINTAIN** momentum in encouraging companies to [apply for PhotonHub support](#)
- **CONTINUE** to add all [campaigns in the portal](#) to record your outreach activities
- **PARTICIPATE** in the upcoming meetings of the [Outreach Workgroups](#)

Thank you to those partner representatives who participated in our **Consortium Meeting on 28 March**. As announced at that meeting, we are pleased to advise all partners that **there is more time to maximise the outcomes of PhotonHub Europe** - we are very grateful to have been given a green light to request a **project prolongation of 12 months**. We will begin the process of formally requesting this via the EU Portal in the coming days.

What does this mean for partners? With the prolongation, **PhotonHub Europe would officially end on 30 April 2026**. This development greatly extends the potential for a significant number of additional [innovation project](#) proposals to be developed and evaluated, and for approved projects to be fully completed through PhotonHub. Time is of the essence in maximising opportunities through the [pipeline of leads](#). Dates for additional PET meetings will be announced shortly.



Awareness building

- Fostering collaboration and leveraging existing relationships with other established innovation networks:
 - European Digital Innovation Hubs E-DIHs
 - Local, regional and national photonics hubs and cluster organisations



Local Photonics Hubs



KPI: 186,000 European companies with raised awareness of photonics innovation potential



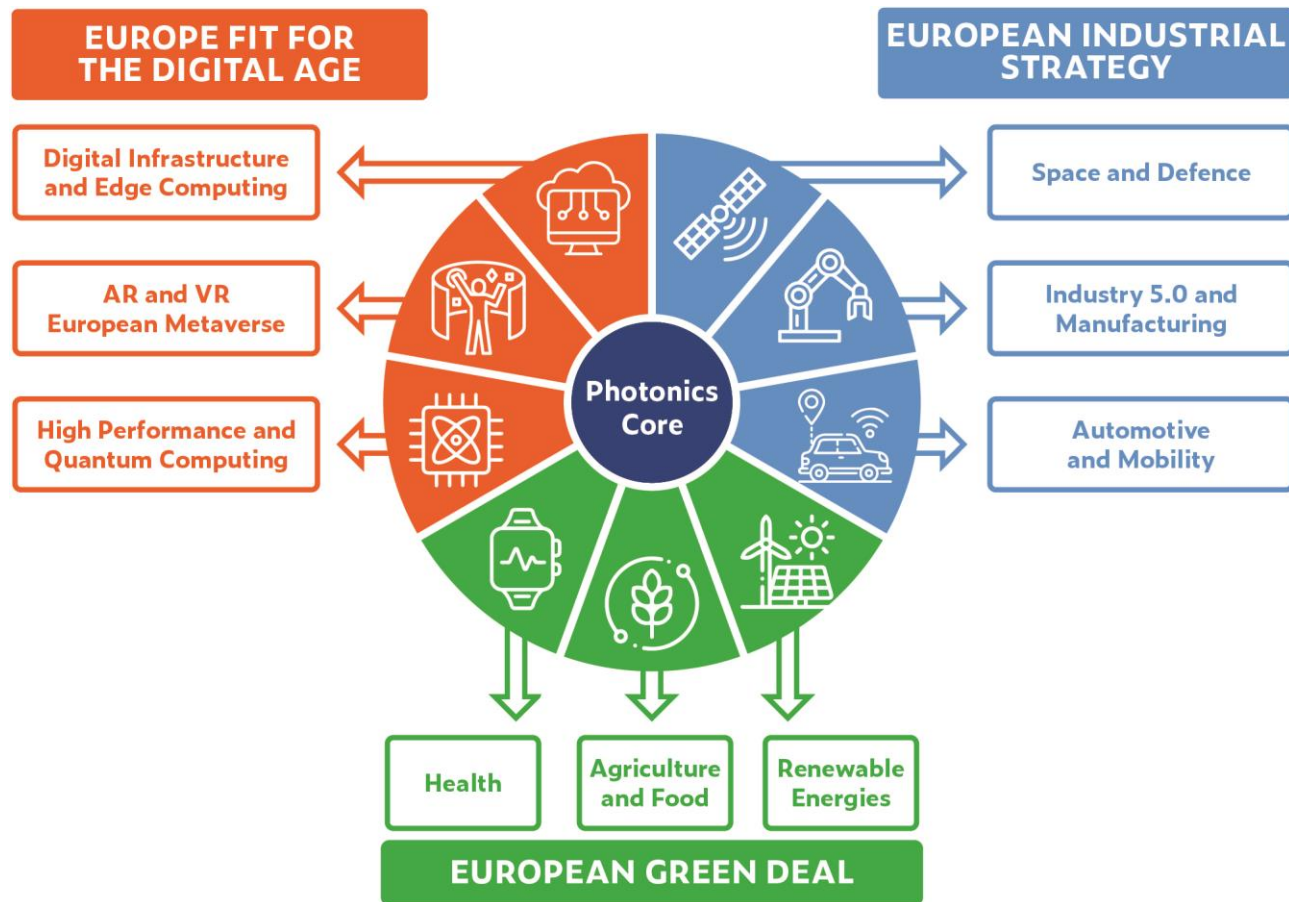
Targeted lead generation

Activities focused on generating high-quality leads in **non-photonics sectors**



KPI: 1,120 European SMEs, start-ups and scale-ups benefit from expert discussions about photonics innovation through targeted outreach campaigns

Fully aligned to the photonics-driven Strategic Value Chains (SVCs) for EU



- **Covered by 6 application-oriented outreach work groups of the PHACTORY partners**
- **Strong links to EU manufacturing for more complete and mature value chains**

Outreach - a shared responsibility



Strategic Mission and Objectives of the PHACTORY project

The strategic mission, objectives, and ambition of the PHACTORY project and how these comprehensively address the requirements of the Call in a manner that is achievable, measurable and verifiable, are now described in detail.

Mission Statement:

The strategic mission of the PHACTORY project is to establish a streamlined and open virtual factory facilitating cross-border deep innovation using core photonics technologies tailored to the acceleration of both the technology readiness levels (TRL) and investment readiness levels (IRL) of European industry. The primary aim is to enhance the penetration of photonics into multiple end-user industries, with a specific focus on SMEs including start-ups and scale-ups, promoting business, investment and employment growth, and contributing to the maturing of strategic value chains in key photonics-driven sectors to strengthen European competitiveness and technological sovereignty.

The PHACTORY mission translates into four major strategic objectives as described below.

Objective #1: Raising Awareness and Innovation-Readiness of SMEs as First Users and Early Adopters

SMEs, including new research-driven spinouts, start-ups and scale-ups, are the backbone of Europe's economy, comprising 99% of all businesses and contributing significantly to job creation. Sectors like high-tech manufacturing and knowledge-intensive services (comprising over 4.3 million SMEs in the EU) in particular, exhibit robust productivity and employment growth, and embody the entrepreneurial spirit and drive for innovation which are critical for European industrial competitiveness. Within this context, it is a recognized problem that large numbers of these companies have no photonics background and lack the inhouse expertise or resources to take concrete action in deploying photonics. And yet, the use of photonics technologies by these same companies is crucial not only for their own success in the digital era but also for the autonomy and competitiveness of Europe.

The first objective of the PHACTORY project is to see greater levels of innovation action by European SMEs as first users and early adopters of photonics technologies, and for this it is essential to develop the most effective ways of connecting with these companies and especially those with high potential for strong commercial impact. This ambition is best achieved through strong linkages and a collaborative effort with established networks at European, regional and local levels such as the Enterprise Europe Network (EEN), Digital Innovation Hubs and cluster organizations, to first reach out to the companies, and then stimulate their awareness and interest levels in photonics through personalized interactions with experts from the PHACTORY's application-oriented outreach teams and through immersive experiences in the PHACTORY Demo & Experience Centers where they can be introduced to the photonics concepts of most relevance to their business needs. In this way, companies that can benefit from the uptake of photonics can advance their own innovation readiness and business case for action, generating a steady flow of high-quality leads for innovation support into the virtual factory.

Part B – Page 1

Objective #1: Raising Awareness and Innovation-Readiness of SMEs

'... to first reach out to the companies, and then stimulate their awareness and interest levels in photonics through personalized interactions with experts from the PHACTORY's application-oriented outreach teams and through immersive experiences in the PHACTORY Demo & Experience Centers...'

Application-Oriented Outreach Workgroup Membership



Part. no.	Part. short name	Technology Platforms incl. Pilot Lines & Foundries								PET board	Scouts / Project Leaders	Demo & Experience Center	Outreach work groups	Business supports
		TP1	TP2	TP3	TP4	TP5	TP6	TP7	TP8					
1	VUB	●	●							●	●	● AE	ACDEF	●
2	IMEC				●						●	● CDF	CDF	
3	JR	●						●			●		BDE	
4/5	TT													●
6	HLC			●							●	● BEF	BEF	
7	VTT	●			●			●	●		●	● CD	B-F	
8	CEA	●			●				●		●		CF	
9	CNRS		●				●	●		●	●	● EF	DEF	
10	EPIC													●
11	35LAB	●				●					●	● CF	CF	
12/13	SHP													●
14	FHG	●		●	●	●			●	●	●	● A-E	A-E	
15	IPHT	●	●	●	●						●	● ABD	ABDF	
16	LZH			●							●	● AEF	AEF	
17	FORTH	●	●	●							●	● ADE	ADE	
18	UCC	●			●	●	●	●	●	●	●	● D	BCDEF	
19	CNIT	●			●	●	●				●	● CF	CF	
20	CNR	●									●	● F	F	
21	PDM	●		●	●		●	●	●		●	● A-E	A-E	
22	BP				●	●	●			●	●		DF	
23	LIO				●					●	●		A-F	
24	SPH					●					●		C	
25	TNO	●			●	●	●			●	●		DEF	
26	TUE					●					●		A-F	
27	IMIF	●	●							●	●	● ADEF	ADEF	
28	WUT	●	●	●	●	●	●	●		●	●	● DEF	ACDEF	
29	AIM			●					●		●	● E	BDE	
30	ICFO	●	●		●	●	●	●			●		A-F	
31	VLC				●	●	●	●	●	●	●	● CD	BCD	
32	RISE	●	●		●	●		●			●	● EF	EF	
33	CSEM	●					●				●		C	
34	EPFL	●	●	●	●	●					●	● DE	CDE	
35	LGT				●		●				●		CD	
36	PND	●		●	●	●	●				●		A-F	

A = Agriculture & Food

B = Climate, Energy & Mobility

C = Digital Infrastructure

D = Health

E = Industry 5.0

F = Safety, Security & Space

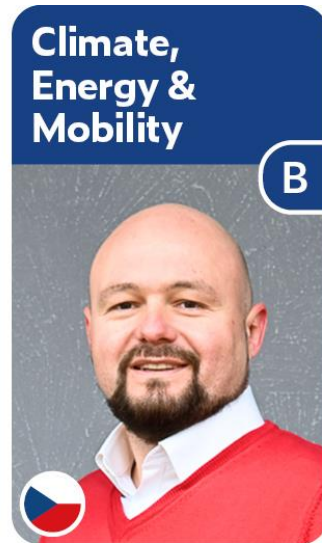
Application-Oriented Outreach Workgroups



Application-Oriented Outreach Workgroup Leaders



Lien
Smeesters
VUB



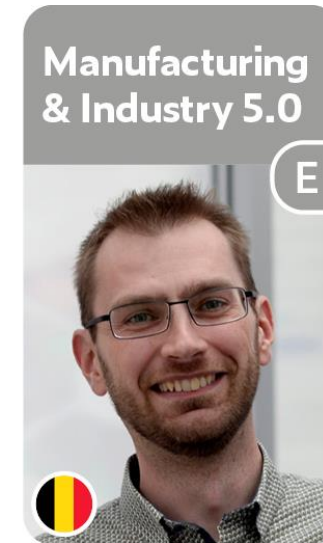
Sanin
Zulić
HLC



Pierre-Yves
Fonjallaz
EPFL



Małgorzata
Kujawińska
WUT



Jurgen
Van Erps
VUB



Michael
Vervaeke
VUB

Outreach Workgroup Participation



- Participation and involvement by **ALL** partners is essential
- Workgroup meetings are held **online, typically monthly**, and scheduled by the Workgroup Leader
- Purpose is to:
 - Facilitate sharing of ideas and best practice across workgroup activities
 - Report on recent activities and lessons learned
 - Plan for activities and participation in application-specific events
- A meeting of all Workgroup Leaders also takes place monthly to share updates and coordinate overall outreach activities

What is a campaign?



- A campaign is any outreach activity focused on raising awareness and generating leads:
 - Events
 - Articles/Newsletters
 - Mailing campaign
 - Advertising
 - Other...
- Targeted campaigns:
 - Brokerage events
 - Dedicated meetings



Campaigns targeting user types

Tailored messaging for user types

KPI: Registered leads



Spinouts/Start-ups



120

Established SMEs



170

Scaling Companies



80



Campaigns targeting user types

Tailored messaging for user types



Spinouts/Start-ups



Scientific Conferences/
Technology Transfer Offices/
Start-up Incubators

Established SMEs



Brokerage events

Scaling Companies



TechTour campaigns



EEN Brokerage Events

- Specialised matchmaking sessions for personalised discussions
- High-quality, pre-booked one-to-one meetings
- To date: **the most effective way of generating high-quality leads**



11:30 – 12:00 Table 10	Meeting with Alberto Baldini Director at MultiGel srl	
14:00 – 14:30 Table 10	Meeting with Jan Zuidema CBO & co-founder at Vivomixx	
14:30 – 15:00 Table 32	Meeting with Luca Sereni CEO at CellDynamics Srl	
15:00 – 15:30 Table 42	Meeting with Monica Florea Head of Unit EU Projects at SIVECO Romania	
15:30 – 16:00 Table 53	Meeting with Andrea Zanella CEO at Dianax Srl	
16:00 – 16:30 Table 18	Meeting with Paolo Cappella Life Sciences Consulting, Ph.D at Labospace Srl	
16:30 – 17:00 Table 24	Meeting with Filippo Naso Scientific Director at Biocompatibility Innovation	
17:00 – 17:30 Table 55	Meeting with Fabrizio Mastrantonio Global Scientific Marketing Affairs Manager at A.Menarini Diagnostics	
18:00 – 18:30 Table 6	Meeting with Antonio Chiesi CEO at Exosomics Siena SpA	

Visit: een.ec.europa.eu/events



EEN Brokerage Events

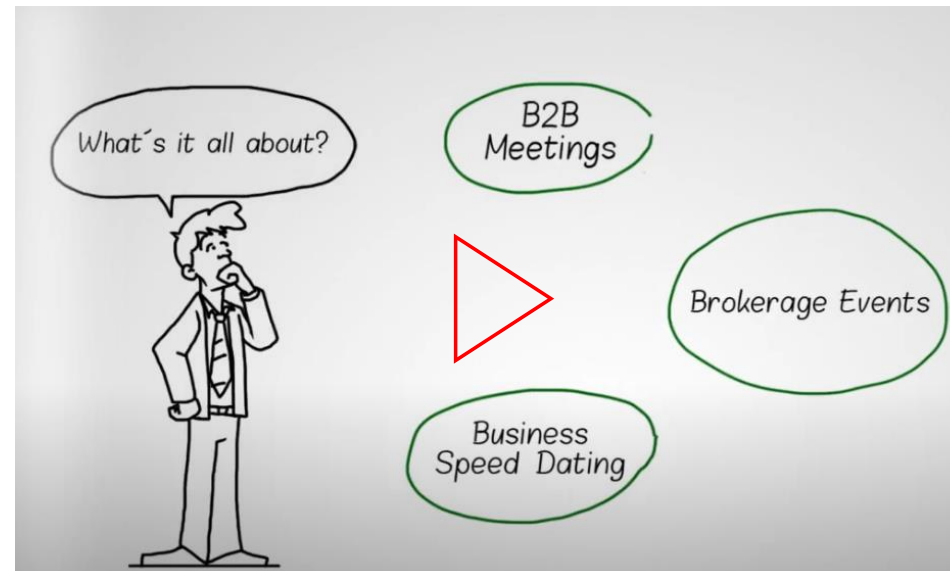
- TARGET: non-photonics sectors
- Example: EventX Life Sciences, Italy





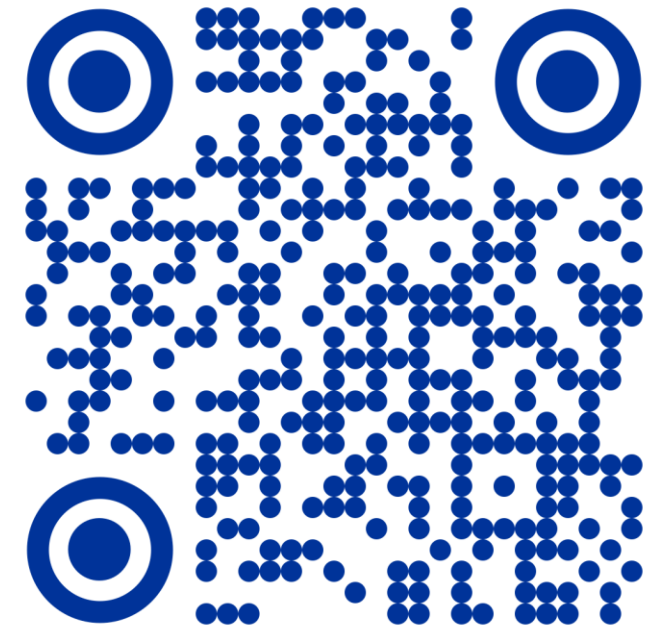
EEN Brokerage Events

Want to learn more?



 YouTube

What is a Brokerage Event? - YouTube



Campaigns - Reporting



Recording campaigns in the portal is crucial!



Campaigns - Reporting

photonhubsupport.eu





HOME EXPERTS CAMPAIGNS LEADS INNOVATION PROJECTS BUSINESS/IP COACHING TRAINING INVESTMENT SUSAN BRINDLEY

Campaigns

Showing 50 records of 1159

Q Search

EXPORT RECORDS AS...

Content categories:

CAMPAIGN NAME	CAMPAIGN OWNER	PHOTONHUB PARTNER	CAMPAIGN TYPE	COUNTRY/REGION	START DATE	EXPECTED NUMBER OF COMPANIES TO BE REACHED	APPLICATION DOMAIN	CREATED DATE	
Presentation at Quantum Networks Summit 2025 in Paris March 25-26	Pierre-Yves Fonjallaz	EPFL (& Swissphotonics)	Events/Meetings	France	2025-03-25	300	Digital Infrastructure	2025-02-07 08:12	VIEW EDIT
Meeting with MENICON	Nerea Otero	AIMEN	Events/Meetings	Spain	2025-02-05	1	Manufacturing	2025-02-05 14:23	VIEW EDIT
Photonics5Food_2025	Nathalie Debaes	VUB	Events/Meetings	Belgium	2025-01-23	90	Agro & food	2025-01-29 16:59	VIEW EDIT
Social media post on the AKTANTIS Photonics Deeptech Conference in Marseille	Anais Mispolet	AKTANTIS	Mailing/Post	France (Region Sud)	2025-01-23		All sectors	2025-01-24 11:50	VIEW EDIT
PhotonHub Europe presentation at the AKTANTIS Photonics Deeptech Conference in Marseille - 23/01/2024	Anais Mispolet	AKTANTIS	Events/Meetings	France (Region Sud)	2025-01-23		All sectors	2025-01-24 11:41	VIEW EDIT
Meeting with TerraChange Solar	Christian May	Fraunhofer FEP	Events/Meetings	online	2025-01-20	1	Agro & food	2025-01-20 16:51	VIEW EDIT
Emailing of cluster partners	Anais Mispolet	AKTANTIS	Mailing/Post	France + Belgium	2025-01-17		All sectors	2025-01-17 17:26	VIEW EDIT
Push mail on PhotonHub Europe	Anais Mispolet	AKTANTIS	Mailing/Post	France	2025-01-13	300	All sectors	2025-01-15 10:33	VIEW EDIT
CORNERSTONE	Tom Harvey	CPI	Events/Meetings	United	2025-	50	Safety,	2025-	VIEW



HOME EXPERTS CAMPAIGNS LEADS INNOVATION PROJECTS BUSINESS/IP COACHING TRAINING INVESTMENT SUSAN BRINDLEY

Campaigns

Please provide the requested information

Campaign Form

Campaign Information

Campaign Name *

Campaign Owner

PhotonHub Partner

Details

Website of the Campaign

Type *

Brokerage Events

Type of industry targeted with the campaign

Application domain - Industry Sector

SUBMIT



Demo & Experience Centres

- Learning opportunities through a combination of:



Online tutorials



In-person visits

- Free of charge for European companies*
- **Intended outcome:** to serve as a source of high-quality leads

KPI: 1008 SMEs and new start-ups as first users and early adopters receive innovation-readiness supports via Demo & Experience Centers to develop business cases

*Requires pre-registration online - Visitors only need to cover their own travel expenses



Demo & Experience Centres

- 21 partners have committed to this training offering
- During the first three years, each partner to deliver:



2 online training sessions per year
with a minimum of 5
industry participants each



6 companies visit the
demo & experience centre
per year



DEMO & EXPERIENCE CENTRES

In addition to providing innovation support, PhotonHub partners across Europe provide both onsite and online training for industry. This extensive training offering is presented as a single online catalogue of the European Photonics Innovation Academy.

ONSITE TRAINING OPPORTUNITIES AT DEMO AND EXPERIENCE CENTERS

Discover and become fully immersed in photonics through in-person training delivered at the Demo & Experience centers listed below. The schedule of upcoming training can be found at photonhub.eu or by scanning the QR code.

VUB	Politecnico di Milano
Joanneum Research	Łukasiewicz IMiF
HiLASE	WUT
CNRS	AIMEN
Fraunhofer	RISE
LZH	EPFL
FORTH	

FREE ONLINE INTRODUCTORY TRAINING OPPORTUNITIES

Half-day online sessions are delivered throughout the year.

View our complete training schedule and register your interest at photonhub.eu or by scanning the QR code.



MS104: The innovation-readiness supports of the PHACTORY Demo & Experience Centers are launched – by end of Mar



Underway

Application-Oriented Demo & Experience Centres



Part. no.	Part. short name	Technology Platforms incl. Pilot Lines & Foundries								PET board	Scouts / Project Leaders	Demo & Experience Center	Outreach work groups	Business supports
		TP1	TP2	TP3	TP4	TP5	TP6	TP7	TP8					
1	VUB	●	●							●	●	● AE	ACDEF	●
2	IMEC				●						●	● CDF	CDF	
3	JR	●						●			●	● BDE	BDE	
6	HLC			●							●	● BEF	BEF	
7	VTT	●			●			●	●		●	● CD	B-F	
9	CNRS		●				●	●		●	●	● EF	DEF	
11	35LAB	●				●					●	● CF	CF	
14	FHG	●		●	●	●			●	●	●	● A-E	A-E	
15	IPHT	●	●	●	●						●	● ABD	ABDF	
16	LZH			●							●	● AEF	AEF	
17	FORTH	●	●	●							●	● ADE	ADE	
18	UCC	●			●	●	●	●	●	●	●	● D	BCDEF	
19	CNIT	●			●	●	●				●	● CF	CF	
20	CNR	●									●	● F	F	
21	PDM	●		●	●		●	●	●		●	● A-E	A-E	
27	IMIF	●	●							●	●	● ADEF	ADEF	
28	WUT	●	●	●	●	●	●	●		●	●	● DEF	ACDEF	
29	AIM			●					●		●	● E	BDE	
31	VLC				●	●	●	●	●	●	●	● CD	BCD	
32	RISE	●	●		●	●		●			●	● EF	EF	
34	EPFL	●	●	●	●	●					●	● DE	CDE	

21 in total

A = Agriculture & Food

B = Climate, Energy & Mobility

C = Digital Infrastructure

D = Health

E = Industry 5.0

F = Safety, Security & Space



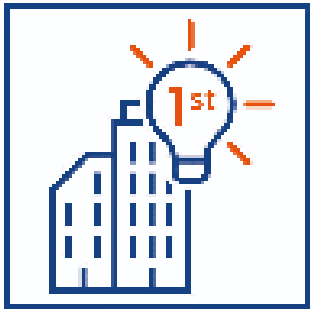
WP1 KPI dashboard



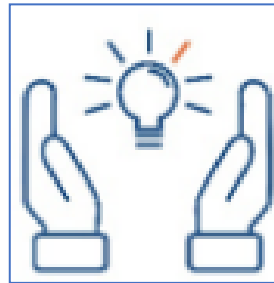
186,000 European companies with raised awareness of photonics innovation potential including **4,000 views of the 20 video testimonials** of supported companies of which at least 7 feature female leads



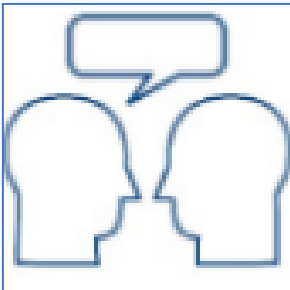
120 high-quality leads registered from new start-ups via the single-entry gateway



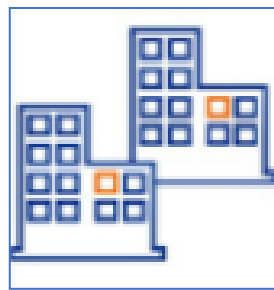
170 high-quality leads registered from Established SMEs as first users and early adopters via the PHACTORY single-entry gateway



1008 SMEs and new start-ups as first users and early adopters receive innovation-readiness supports via Demo & Experience Centers to develop business cases



1,120 European SMEs, start-ups and scale-ups benefit from expert discussions about photonics innovation through targeted outreach campaigns



80 high-quality leads registered from scaling companies via the PHACTORY single-entry gateway



WP1 Summary of Partner Actions

1. Read PULSE
2. Confirm membership, attend and participate in outreach meetings
3. Use branded resources
4. Encourage companies to apply online
5. Visit portal regularly – monitor leads and report on campaigns



Final thought...





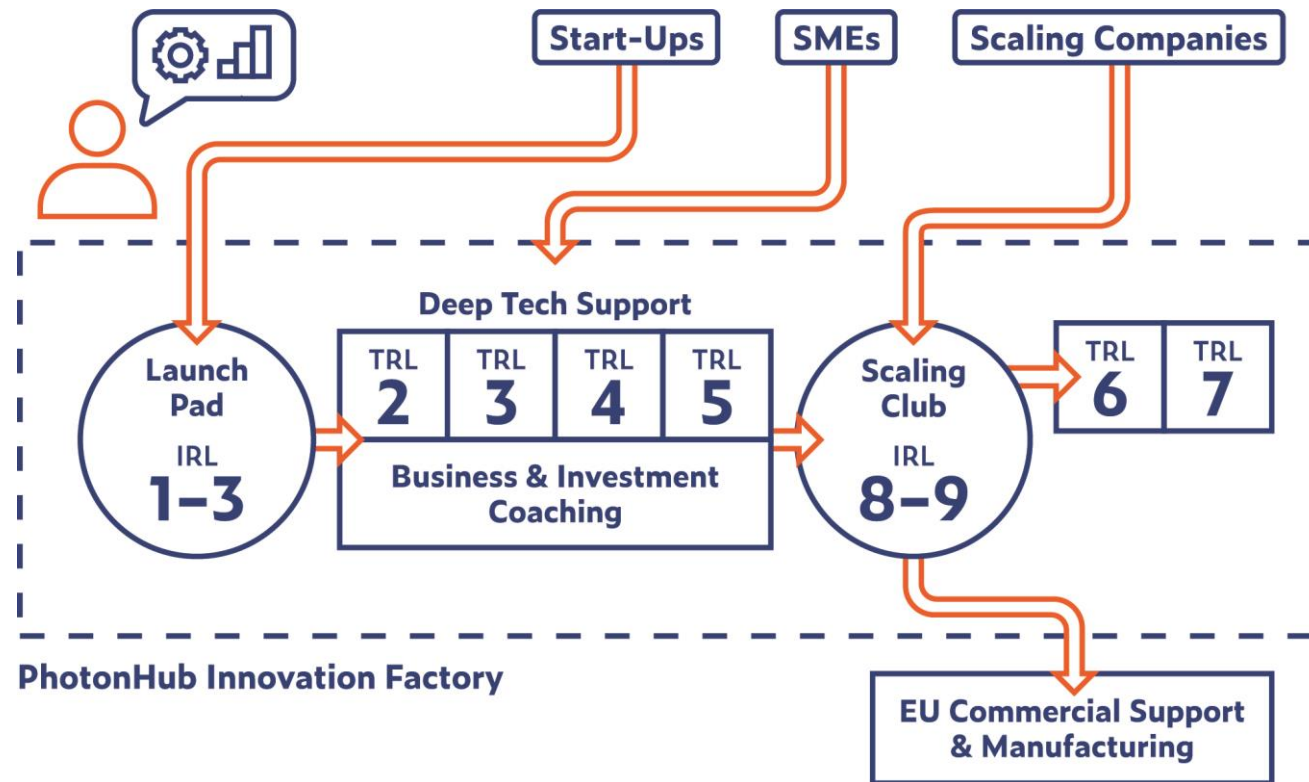
PhotonHub™

Support Case Selection and Coaching (WP2) & Deep Innovation Support (WP3)

**Part 1: Investment Readiness Level (IRL)
Acceleration Supports**

Peter Doyle & Jan Watté

Innovation acceleration through combined TRL & IRL supports



Not competing with existing commercial offers at higher TRLs

3 user types – flexible entry points and streamlined pathways for maximum commercial impact:

- **Established SMEs** (and some large-scale companies), predominantly first users and early adopters of photonics
Entry => Low-Mid TRL, Mid-High IRL – *initial feasibility and prototyping, internal business case for financing*
- **Entrepreneurially-minded researchers and start-ups**
Entry => Low TRL, Low IRL – *first prototype development, first Seed funding*
- **Fast-growing ventures**
Entry => Mid-High TRL, Mid-High IRL – *advanced prototyping and upscaling, Series A/B funding*

WP2 Key Objectives



- Careful Selection of Support Cases which:
 - meet the eligibility criteria of PhotonHub PHACTORY
 - offer the highest impact potential
- Coaching of the companies to develop their support cases for maximum **TRL** and **IRL** acceleration for impact:
 - TRL assessment and road-mapping: Technology scouting
 - IRL assessment and road-mapping: Business / Investment coaching



WP2 Key Tasks



- Task 2.1: **Matching Experts to Support Cases** for TRL & IRL Assessment
- Task 2.2: Providing **Tailored Business Coaching** to SMEs
- Task 2.3: Operating the **Launchpad** program for Entrepreneurially-Minded Researchers and Start-Ups
- Task 2.4: Operating the **Scaling Club** for Fast-Growing Ventures
- Task 2.5: Organizing the annual **European Photonics Venture Forum** (EPVF)

Matching Experts to Support Cases



What are the different Expert roles for IRL Acceleration?

CENTRAL BUSINESS COACH



- SPOC for companies
- first to qualify leads for eligibility and impact
- pro in business plans
- broad photonics experience
- tailored SME coaching
- follow-on supports
- links to EU manufacturing
- impact measurement

IP & FUNDING SPECIALISTS



- pro in IP and patents
- pro in VC funding
- pro with start-ups and scaling ventures
- experience in both photonics and photonics-enabled application domains
- tailored coaching supports

TECHNOLOGY SCOUT



- pro in dealing with industry
- knows how PhotonHub works
- broad photonics background
- specific areas of expertise
- filters the high value projects
- guides companies
- appointed by PET
- writes scouting report
- can become a project leader

PROJECT LEADER



- is an expert in the field
- can lead an expert team
- can coordinate projects
- writes project proposal
- negotiates IP and budgets
- defends project to PET
- coordinates NDAs & contracts
- coordinates technical reports
- manages deliverables on time
- manages communications

PROJECT TEAM MEMBERS

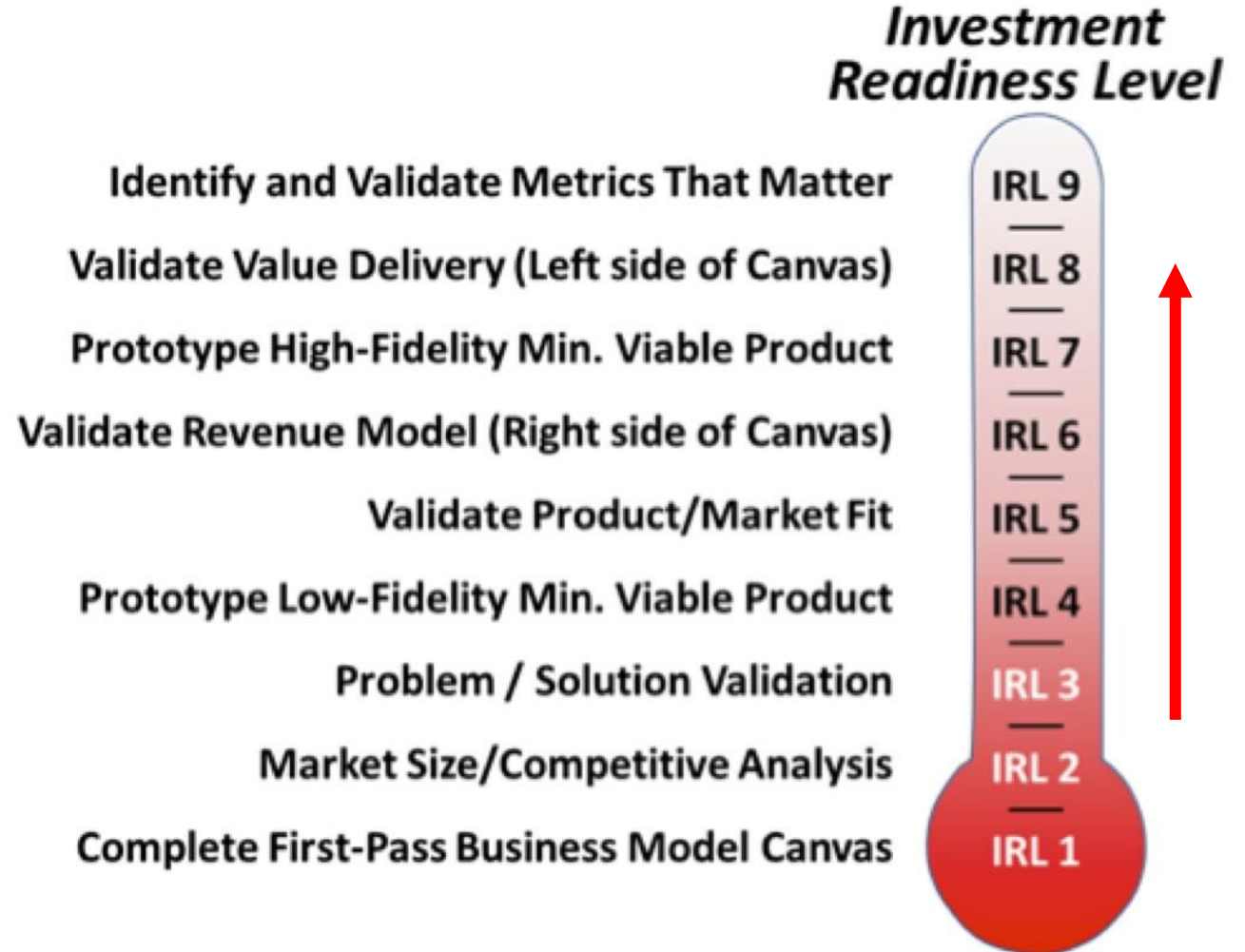


- experts in R&I
- specialists in topic
- are team players
- have unique skills
- from Project Leader's group and/or other partner(s)

IRL Acceleration supports



- Dedicated supports tailored to the different needs of the companies
- IRL supports are aligned to TRL support activities, and run parallel with but independently of the deep innovation projects with different start/end dates, generally overlapping but not always
- 3 partners involved:
 - VUB (Central Business Coaches)
 - SHP (IP Specialist)
 - TechTour (Funding Specialist)



Tailored Business Coaching for SMEs



- Central Business Coaches (VUB) provide ongoing support to the companies in strengthening aspects of their business plan based on the initial IRL assessment, e.g.:
 - Target market
 - Route-to-market
 - Competitive positioning
 - Value proposition – Unique Selling Points
 - Financial business case
- Additional specialist coaching supports brought in where needed:
 - IP and patents (SHP)
 - Venture capital funding (TechTour)



SONNENBERG HARRISON

Tailored Business Coaching for SMEs



- One-to-one tailored coaching on an as-needed basis (total 1 x PM)
- Fully subsidized; the company covers their own time and costs
- 55 SMEs supported in total
- Not available to any LSCs approved for deep innovation support through the TRL track



SONNENBERG HARRISON

Launchpad for researchers / start-ups



- Dedicated 6-month start-up program comprising:
 - specialized workshops for investment-readiness coaching
 - one-on-one mentoring sessions to refine business models and strategies
 - IP management and patent strategy
 - access to the PHACTORY's Demo & Experience Centers for hands-on training
 - guidance on photonics manufacturing and the EU supply chain
 - participation in the annual EPVF event to pitch to investors, have one-to-one investor meetings and to network with other successful entrepreneurs

 **Tech**Tour


SONNENBERG HARRISON

Launchpad for researchers / start-ups



- Fully subsidized; the researcher/company covers their own costs
- Commences in 2025
- 1 program p.a. over 4 years
- 10 participants on average per program = 40 in total



Scaling Club for fast-growing ventures



- Dedicated 12-month scale-up program comprising:
 - personalized business mentoring sessions to refine strategies for market expansion
 - increased engagement with key supply chain actors
 - IP and patent strategy
 - advanced technical workshops focused on addressing the complexities of scaling up photonics technologies
 - funding advisory support services to prepare companies for major venture capital investment and increased visibility with suitable investors
 - participation in the annual EPVF event to pitch to investors, have 1-to-1 investor meetings and to network with other successful entrepreneurs

 **TechTour**


SONNENBERG HARRISON

Scaling Club for fast-growing ventures



- 50% subsidized
- Commences in 2026
- 1 program p.a. over 3 years
- 10 participants on average per program = 30 in total



European Photonics Venture Forum



- Annual flagship Venture Capital (VC) event running since 2016
- High impact: total VC investment of over €300M in over 80 start-ups and scale-ups
- Hosted in EU locations with smart specialization in photonics (Barcelona, Rome, Munich, Dublin, Eindhoven, Brussels)
- 50 top VCs on average participating in each event



European Photonics Venture Forum



- Open call to European start-ups and scale-ups to apply
- 30 companies on average selected per event (120 in total over 4 years)
 - typically 20% of the companies are existing beneficiaries of PhotonHub deep innovation support => 80% are new leads for potential innovation support
 - those that do not proceed to use PhotonHub for innovation support but are successful in securing VC funding are still counted for the VC investment impact KPI





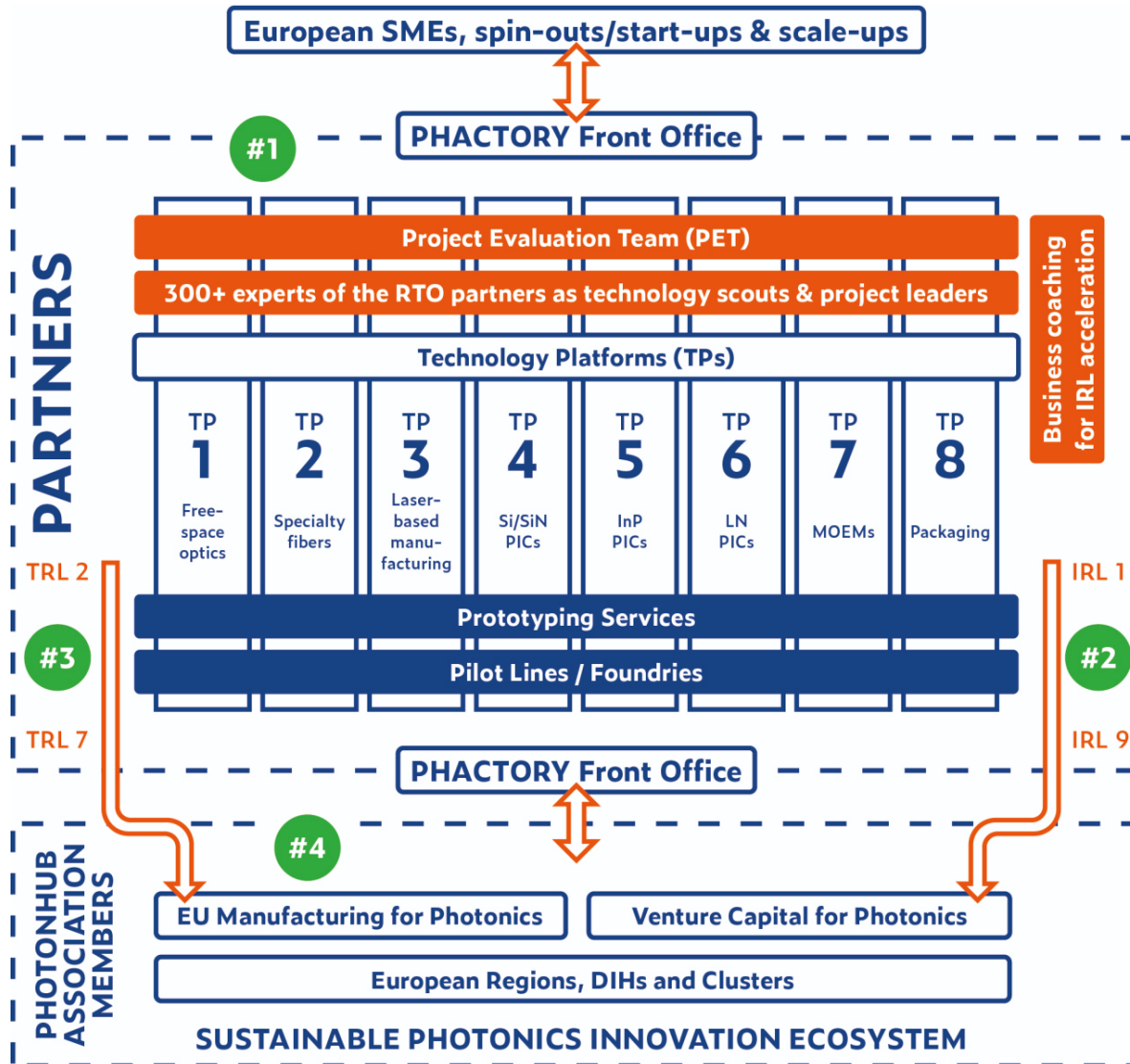
PhotonHub™

Support Case Selection and Coaching (WP2) & Deep Innovation Support (WP3)

**Part 2: Technology Readiness Level (TRL)
Acceleration Supports**

Peter Doyle & Jan Watté

One-stop-shop for photonics in Europe



- **8 Technology Platforms covering broad spectrum of photonics**
- **Full supply chain : feasibility, design, prototyping, pilot lines, foundries**
- **Seamless transfer to commercial offers of PHACTORY partners and/or wider ecosystem**
- **Streamlined workflow: Project Evaluation Team (PET), scouts, project leaders, technology experts, business coaches : parallel TRL & IRL tracks**

WP2 Key Tasks



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- Task 2.2: Providing **Tailored Business Coaching** to SMEs
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- Task 2.5: Organizing the annual **European Photonics Venture Forum** (EPVF)



WP3 Key Tasks

- Task 3.1: Preparing and **evaluating innovation project proposals** (Project Leader role & PET meetings)
- Task 3.2: **Contracting** innovation projects (IP, legal, finances)
- Task 3.3: **Execution** of innovation projects (kick-off and progress reporting)
- Task 3.4: **Completing** innovation projects & **orienteering for follow-on** (Final Consensus & Satisfaction)

Project Evaluation Team (PET)



- PET Responsibles appoint the scouts and project leaders

TP 1: Free-space optics	TP2: Speciality fibers	TP3: Laser-based manufacturing	TP4: Si/SiN PICs	TP5: InP PICs
 Michael Vervaeke VUB	 Ryszard Buczyński IMIF	 Ulrich Thombansen FHG	 Arne Leinse LIO	 Katarzyna Ławniczuk BP
TP6: LN/LNOI PICs	TP7: MOEMs	TP8: Packaging- reliability	Sensors	Metrology
 Alberto Hinojosa VLC	 Nadège Courjal CNRS	 Peter O'Brien UCC	 Peter Harmsma TNO	 Małgorzata Kujawińska WUT

Matching Experts to Support Cases



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- manages communications

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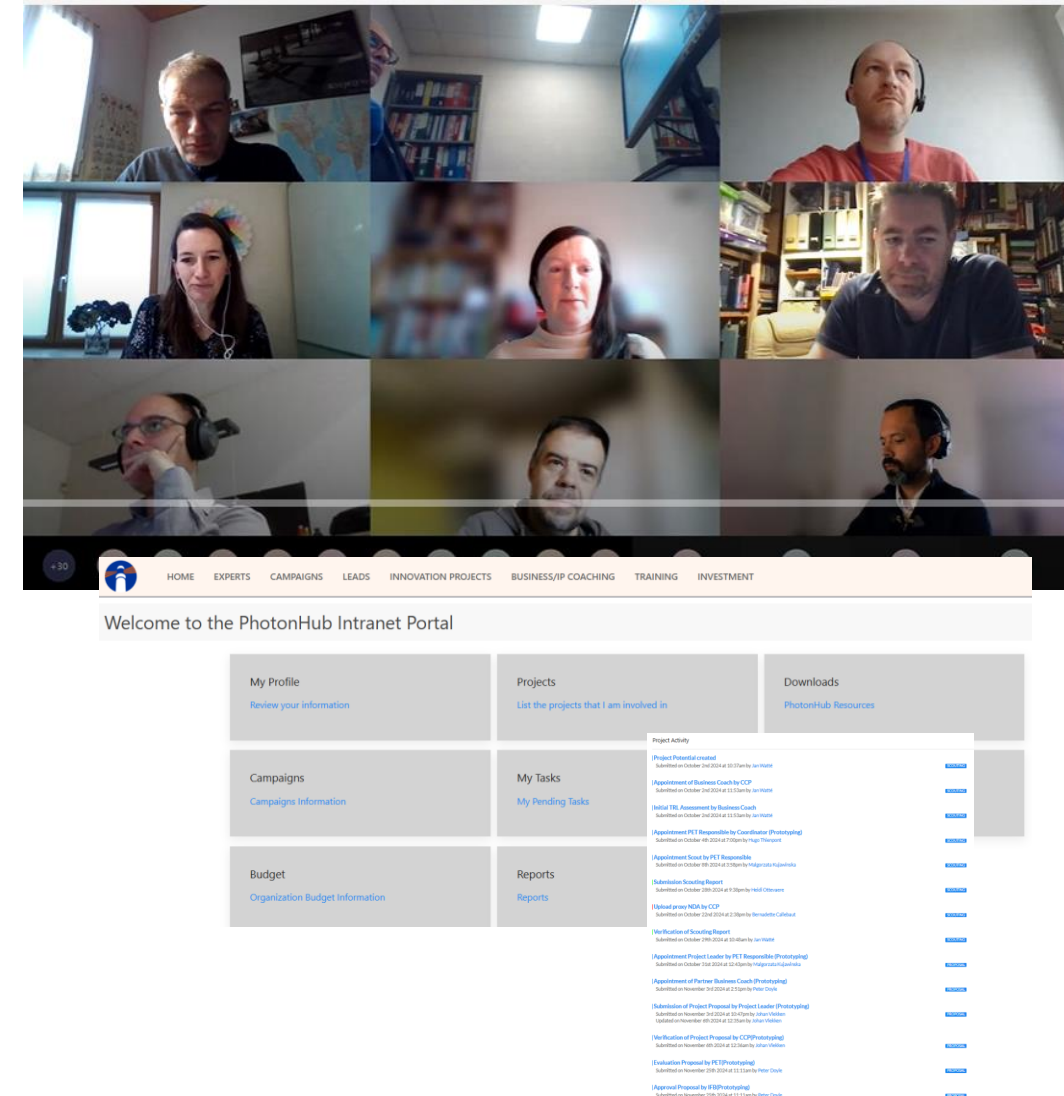


- experts in R&I
- specialists in topic
- are team players
- have unique skills
- from Project Leader's group and/or other partner(s)

Experts Database & Training



- Training in the PhotonHub model is **mandatory** for all partners' experts
- **SAVE THE DATE: Wednesday 2nd April 2025, 09h – 12h CET online**
- Recordings will be provided in the partners portal and further live trainings will be scheduled
- In preparation:
 - Make sure all of your experts are identified and set up correctly in the existing PhotonHub partners portal
<https://photonhubsupport.eu/experts/>
 - Make sure all of your experts complete their profiles to correctly and comprehensively describe their expertise, experience and intended roles (scouts, project leaders)



Experts Database & Training

[HOME](#)[EXPERTS](#)[CAMPAIGNS](#)[LEADS](#)[INNOVATION PROJECTS](#)[BUSINESS/IP COACHING](#)[TRAINING](#)[INVESTMENT](#)

Selected Filters:

[Clear all filters](#)

- Organization: **VUB**



Filter on:

Value:

[APPLY FILTER](#)

24 Expert(s) found.

[EXPORT ALL TO CSV](#)

Username	First Name	Last Name	E-mail	Organization	Scout Role	Leader Role	Workshop attended
fberghma	Francis	Berghmans	✉ francis.berghmans@vub.be	VUB	Yes	Yes	
fduerr	Fabian	Duerr	✉ fduerr@b-phot.org	VUB	Yes	Yes	I have not participated yet in the trainings
gizengaw	Gebirie	Yizengaw	✉ gizengaw@b-phot.org	VUB	Yes	Yes	I have not participated yet in the trainings
hottevae	Heidi	Ottevaere	✉ heidi.ottevaere@vub.be	VUB	Yes	Yes	24-09-2021
imagnus	Indy	Magnus	✉ imagnus@b-phot.org	VUB	Yes	Yes	16-01-2020
jdunne	John	Dunne	✉ jdunne@b-phot.org	VUB	Yes	Yes	
jverps	Jürgen	Van Erps	✉ jverps@b-phot.org	VUB	Yes	Yes	16-01-2020
jwatte	Jan	Watté	✉ jwatte@b-phot.org	VUB	Yes	Yes	
kdebie	Keennan	De Bie	✉ kdebie@b-phot.org	VUB	No	No	

Individual Expert Profiles



Basic Information

E-Mail: heidi.ottevaere@vub.be

First name: Heidi

Last name: Ottevaere

Previous experience in working with industry

Heidi Ottevaere has been responsible for several micro-optics-related research projects with Belgian as well as international companies (e.g. Melexis, Umicore, Autoliv, Anteryon, Mitsubishi and the Optoelectronic Industry and Technology Development Association in Japan). Within the European Coordination and Support Action ACTMOST (Access Centre To Micro-Optics Services and Technologies) she was involved in 7 industrial projects to assist SMEs, such as Anteryon (NL), EximiusLab (NL), mLED (UK) and Lovalite (FR), with photonics innovation. In ACTPHAST 4.0 she was collaborating with companies such as ELDIM (FR), Evosens (FR), Crea (BE), Difrotec (EST) and KSM Vision (PL), iCap Holding (NL) and Celldynamics (IT). Smaller-scale service contracts were commissioned by companies such as Atlas Copco, Allnex, Flamac, Sirris, Trinean, ICOS-KLA Tencor, Lambda-X, Skylane Optics, Sihto, Azimut and the WTOCD.

Past experience in collaboration with companies in the the following industry sectors

Aerospace
Automotive
Biotech
Food
Medical devices
Sensors
Displays
Optical Devices
Manufacturing
Printing

Others? please specify (comma separated)

Optical Technology Domains

Biophotonics
Imaging
Micro- and Nanometrology
Micro-Optical and Micro-Mechanical Components and systems
Optical systems for production processes
Sensing and detection

Technological Skills

Please indicate what applies to you

TECHNOLOGY PLATFORM

MODELLING &
DESIGN

PROTOTYPING
FABRICATION

TP-1: FREE-SPACE PHOTONIC COMPONENTS AND SYSTEMS

✓

✓

TP-2: GLASS AND POLYMER SPECIALTY FIBERS AND FIBRE DEVICES

Expert Information

Title
Prof.

Gender
Female

Telephone Number (please add international code)
+32472386712

Organisation
VUB

Address Street and Number
Pleinlaan 2

Address-Postcode
1050

Address-City
Brussel

Address-Country
Belgium

Mobile Phone Number (please add international code)
+32472386712

Your organisation's website
www.b-phot.org

Department
Department of Applied Physics and Photonics

Participation in the PhotonHub training workshop on
24-09-2021

Are you willing to take up a role as a scout?
Yes

Are you willing to take up a role as a project leader?
Yes

Professional Biography (C.V.)

Prof. Dr Ir. Heidi Ottevaere is a professor at the Faculty of Engineering of the Vrije Universiteit Brussel (VUB) since October 2009. Since 2019 Heidi chairs the Applied Physics and Photonics Department (TONA) of the Faculty of Engineering that is responsible for the Photonics Education Curriculum at Vrije Universiteit Brussel. She is responsible for the Instrumentation and Metrology platform at the Photonics Innovation Center (<https://www.b-phot.org/research/technical-infrastructure>) and for

Projects Expert is Involved In as a Scout:

Project Name	Scouting Score
P2022 - 12	★★★★★
P2022 - 43	
P2022 - 58	★★★★★
P2023 - 13	★★★★★
P2023 - 14	★★★★★
P2024 - 36	★★★★★
P2024 - 62	★★★★★
P2024 - 68	

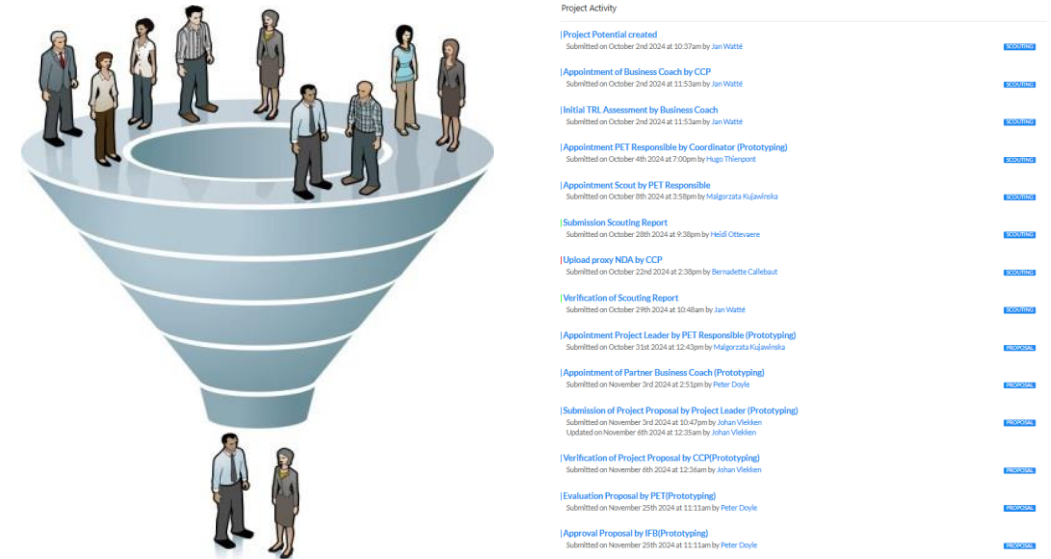
Prototyping Projects Expert is Involved In as a Project Leader:

Project Name	Project Leader Score
P2022 - 12	★★★★★
P2023 - 13	★★★★★
P2023 - 14	★★★★★

PhotonHub partners portal: streamlined workflow system



- Experts database is just one component of PhotonHub partners portal
- The portal is also the tried-and-tested system for strong pipeline management of support cases and innovation projects
 - Secure online access for all partners
 - Companies also provided access for certain tasks
 - View/edit access rights strictly restricted to user roles
 - Detailed time-stamped recording of every action
 - Transparent decision-making
 - Automated alerts
 - Download templates, resources, etc.
- Adapted and updated for PHACTORY
 - Currently in development and testing, go live by end March, first PHACTORY PET Meeting at end April
 - Open active leads and projects in Scouting / Proposal phases under PhotonHub Europe will be transferred across
- Also where we record Outreach campaigns, Demo & Experience Center trainings, Business Coaching activities



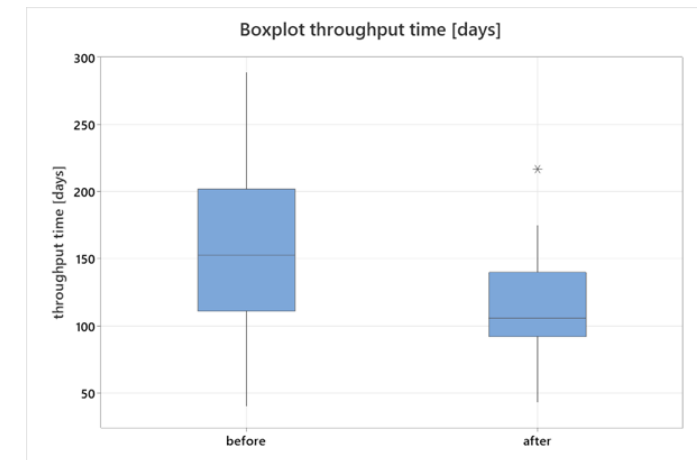
Continuous improvement



- Adoption of swim lane approach
 - Time monitoring of the progression of converted leads of candidate projects in between adjacent PET board meetings
- Preferable and feasible throughput time from lead conversion to proposal



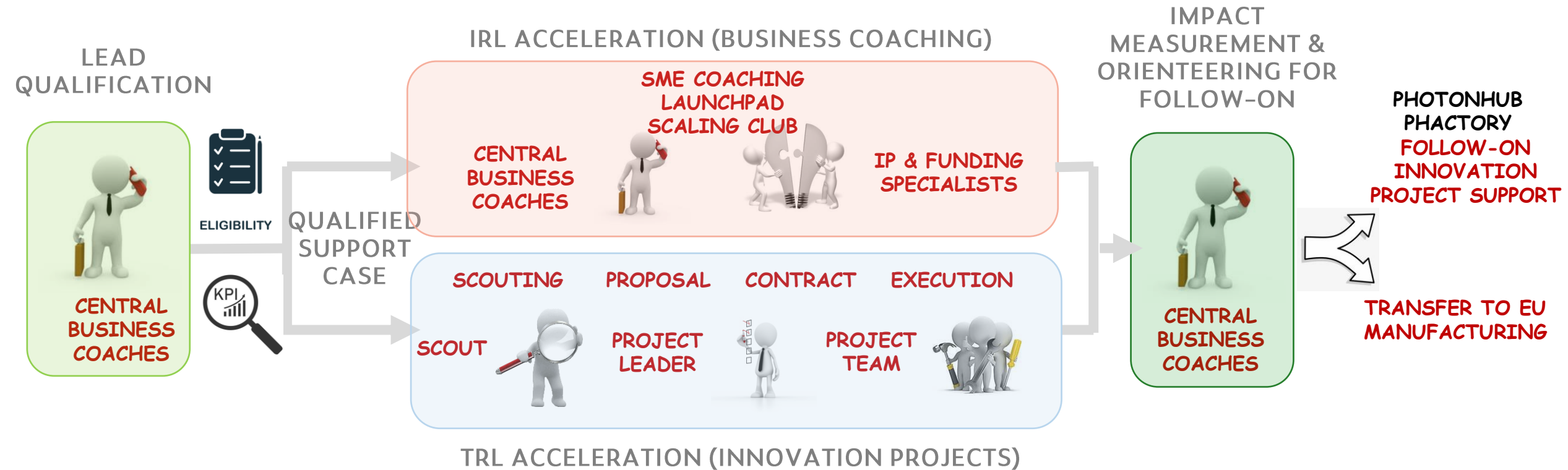
- Demonstrable improvement in timelines using swim lane approach



Matching Experts to Support Cases



High-Level Overview of Streamlined Workflow

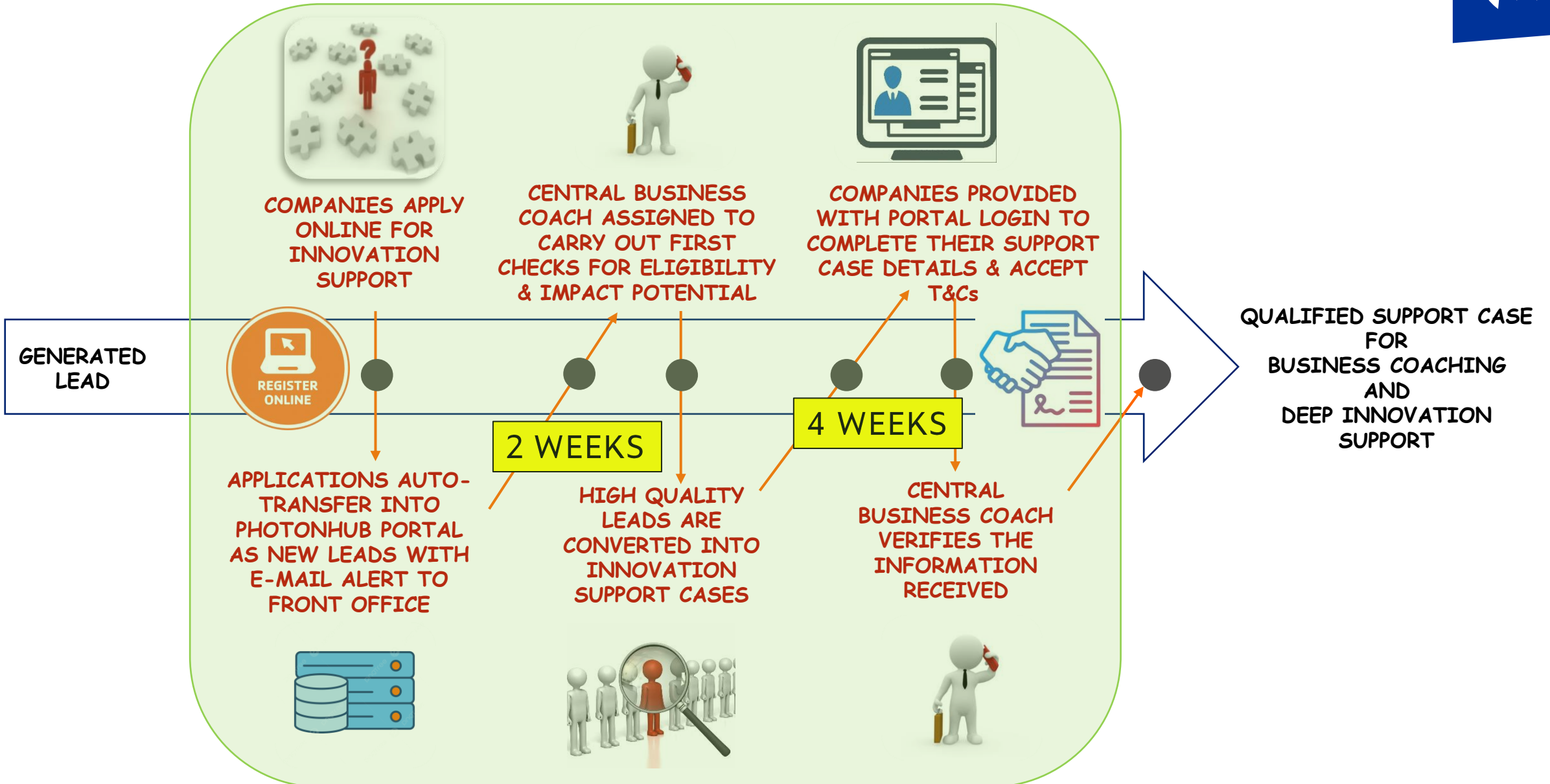


Eligibility Criteria to qualify leads

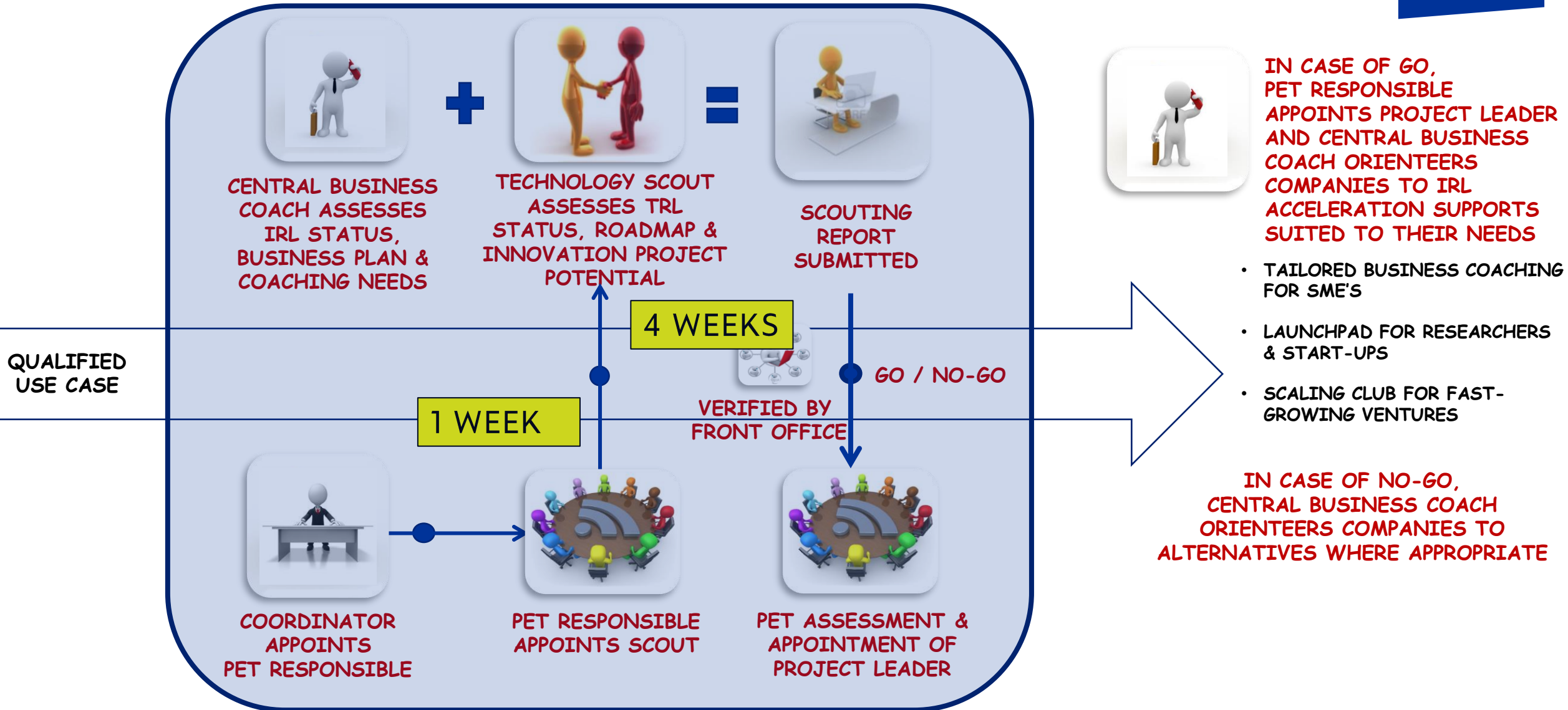


- ✓ European identity (EU + associated countries)
- ✓ R&D product/process development in Europe (not just IP dev or sales office)
- ✓ Photonics-driven (not mainly electronics, AI, mechanics...)
- ✓ Agree to Ts & Cs (collaboration with one or more of the PHACTORY partners, cross-border, subsidy model, evaluation process, etc.)

From Lead to Qualified Support Case



From Scouting to Proposal



Innovation Project Proposal Writing



- 2 parts
 - **Part I – Online Form:** company and partner details, project overview data (e.g. TPs, TRLs, duration), project budget, business plan and impact and business coach scores
 - **Part II – Document Upload (Word template):** project plan covering context, current status, project goals, innovation challenges to be addressed, target specifications, tasks, deliverables, milestones, timeline Gantt Chart, IP background and foreground. Approx 10-15 pages in total including text and schematics.
- Written by the project leader with inputs from the company and any other partner(s) involved
- The company must confirm agreement with the submitted content including consensus on the IP and the contracting arrangements
- Support provided by the Front Office to provide feedback on draft proposals (IF SUBMITTED EARLY ENOUGH)

PET Meetings



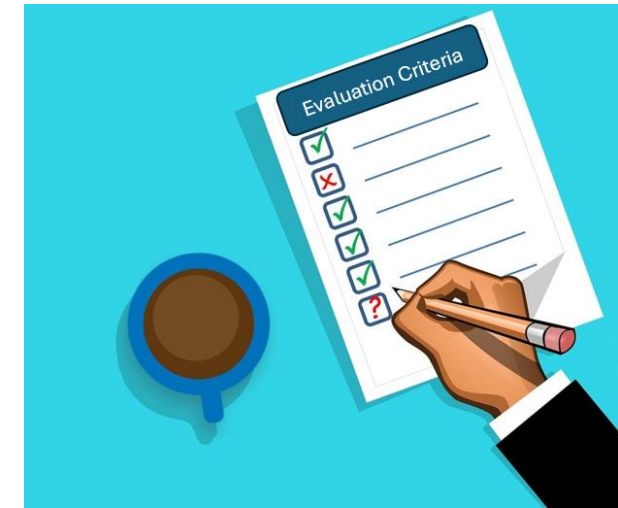
- Bi-Monthly
- Proposals submitted 2 weeks in advance
- Front Office checks and feedback
- Scored individually
- Evaluation criteria – threshold 70/100
- Project Leader and Company invited to defend the proposal
- Discussion and consensus on final score => outcomes (approved as is, minor, major / not eligible)



Evaluation Criteria for Innovation Support



- Innovative character of the project
- Quality of the project team and the work plan
- Credibility of company and the project plan
- Quality of the business plan of the company
- Supported company in-kind contribution
- Confirmation and understanding of the agreement



Innovation Support Subsidies



- 10keur for project leader (2K proposal writing and 8K project contracting and management)
- First 40keur 100% subsidy, 85% thereafter
- Max 250keur per support case (company)
- Funding goes to the PhotonHub PHACTORY partner(s) involved – not the company or any third party
- Companies must provide at least 50% in-kind contribution on top of any cash contribution
- Invoicing of company is done by the partner
- In case of Go/No-Go Decision Milestones, the project budget should be apportioned accordingly

Examples of Support Subsidy

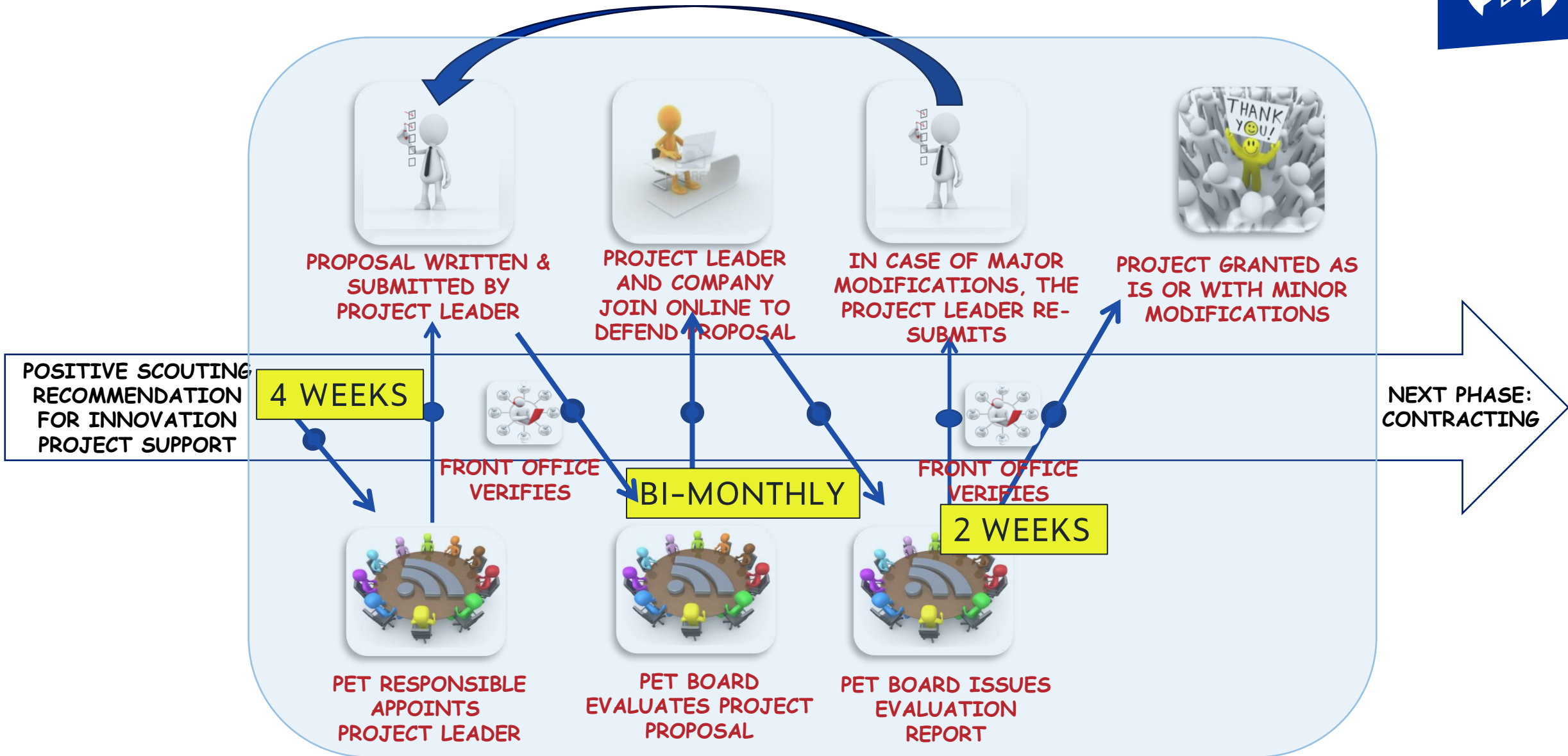


Subsidy Levels:

First €40k of innovation project budget fully subsidised;
85% of total budget subsidised thereafter*
*(*Except for LSCs where it is 50% of total budget subsidised.)*

Illustrative examples:	Total innovation project budget	Subsidised by PhotonHub	Cash contribution of company
	€ 50k	= €48.5k	+ €1.5k
	€ 100k	= € 91k	+ € 9k
	€ 220k	= € 193k	+ € 27k

From Proposal to Contract



Contracting



- Contract by partners is based on standard PHACTORY contract template adapted to partners' own legal norms
- Project Leader in charge of administration and coordination, including for multi-partner projects
- Quality oversight only by Front Office (timeliness, correctness)
- Target for contract signature is 8 weeks post approval of a project
- For researchers, they must commit to incorporation of their start-up company within maximum 12 months of commencing the Launchpad program to avoid delays in contracting of a subsequent innovation project; contracting with researchers' universities is not envisaged

Project Execution



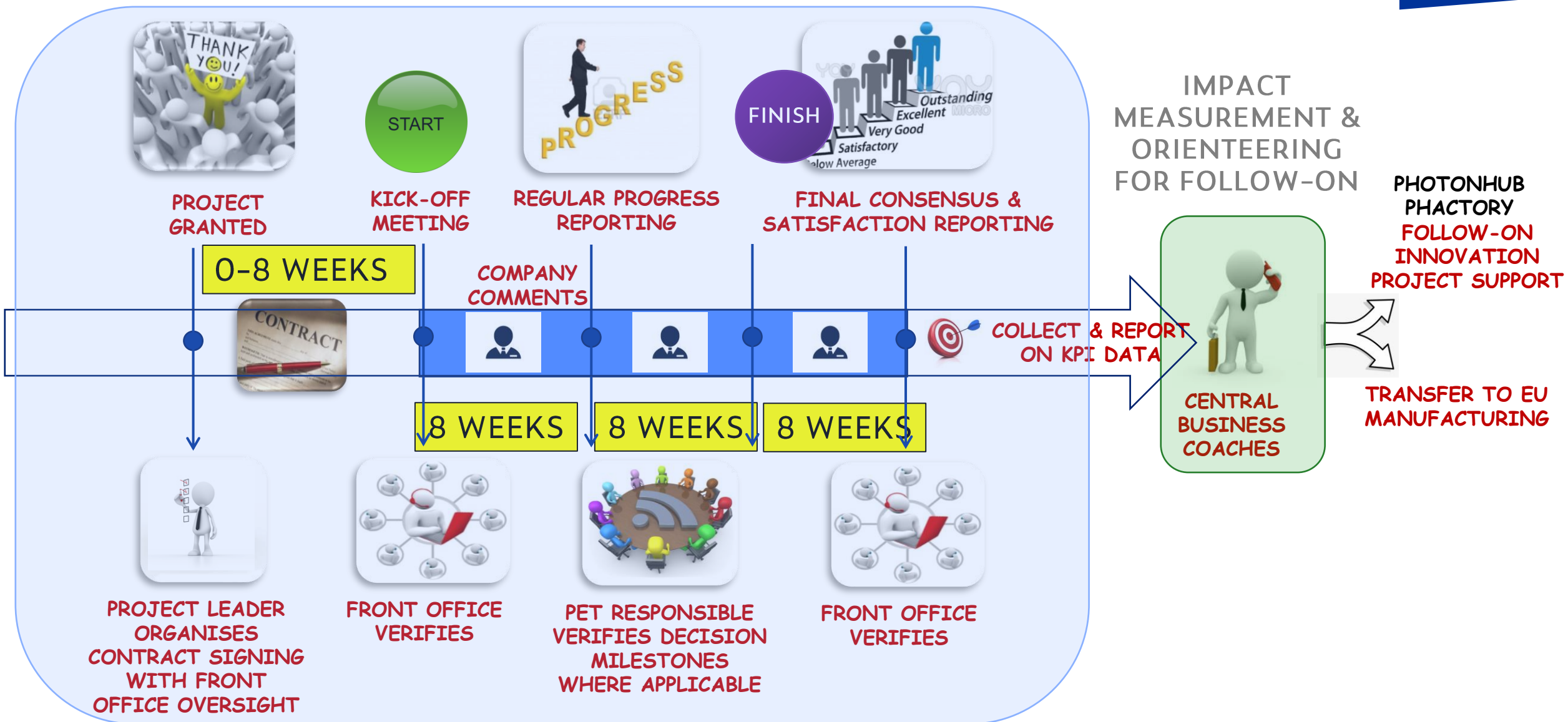
- Kick-off and progress reporting
- Detailed kick-off meeting report to be submitted by project leader to the workflow system
- When decision milestones are included in the project plan, the PET responsible needs to check accomplishments before advancing to the next steps
- Regular satisfaction checks with companies by Front Office with Central Business Coach as SPOC

Project Completion



- Final reporting: 2 reports
 - **Final consensus report:** capturing project achievements and update on expected impact on business plan
 - **Final satisfaction report:** feedback on all aspects of PhotonHub experiences
- Basis for Central Business Coach to discuss the project outcomes with the company and carry out impact measurement (e.g. new VC funding, new IP deposits) and orienteering on next steps (e.g. follow-on project via PHACTORY or on bilateral basis between the company and the partner(s), or link to EU manufacturing)

From Contract to Completion



What's New in PhotonHub PHACTORY versus PhotonHub Europe?



- TRL Acceleration supports
 - New technology partners
 - Further streamlining of the workflow (online acceptance of Support Ts & Cs to replace the Proxy NDA, one Project Evaluation Team (PET) board for all TRLs)
 - Companies provided with access to the workflow portal to participate in progressing their projects
 - Increased budget for Scouts and Project Leaders
 - Increased subsidy levels (100% for the first €40K and 85% thereafter for all TRLs)
 - Contracts managed directly between partners and companies involved in the innovation projects with quality oversight provided by Front Office (VUB as coordinator)
 - Links to associated technology partners and EU Manufacturing via PhotonHub Association
- IRL Acceleration supports
 - Launchpad for entrepreneurially-minded researchers and early-stage start-ups (successfully piloted under ACTPHAST4R For Researchers)
 - Scaling Club for fast-growing ventures (currently piloted under PhotonHub Europe)

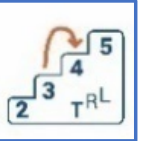
KPI dashboard for coaching



 300 top photonics experts of the consortium partners fully trained and engaged in interdisciplinary innovation support of SMEs, start-ups and scaling companies as scouts and project leaders	 185* SMEs, start-ups and scaling companies benefit from one-to-one expert scouting discussions about their TRL and IRL status for photonics innovation (* see WP3 below about additional follow-on scoutings)	 125 carefully selected support cases receive intensive TRL & IRL acceleration supports via PHACTORY for maximum commercial impact
 55 selected SMEs as first users and early adopters of photonics benefit from tailored business coaching supports for IRL acceleration	 40 selected start-up companies benefit from IRL acceleration supports via the PHACTORY Launchpad	 30 selected scale-ups benefit from IRL acceleration supports via PHACTORY's Scaling Club
 >2 IRL levels advanced per support case benefitting from the PHACTORY's central business / investment coaching supports	 120 EPVF participating companies benefit from investment-readiness coaching and investor matchmaking	 250M€ new VC funding invested by 50 top VCs into the EU photonics innovation ecosystem

KPI dashboard for deep innovation support



 125 approved support cases of selected companies benefitting from 165 deep technology support interventions for TRL acceleration (including 40 follow-on projects) with >2 TRL levels advanced on average per support case	 100% cross-border innovation support activities covering at least 25 EU member states / associated countries	 At least 90% of the approved support cases are represented by SMEs including start-ups and scaling companies, with at least 75% as first users or early adopters
 All 8 Technology Platforms and 30 technology support partners represented, and all supply chain activities from prototyping to upscaling via the pilot lines and foundries involved, on a “demand-led” basis	 All 9 photonic-driven Strategic Value Chains (SVCs) for Europe are well-represented by the deep innovation projects	 Overall weighted R&I expenditure leverage factor of 2.3 on the EC subsidy for the innovation supports through in-kind and in-cash contributions of supported companies
 75 new ongoing bilateral cross-border R&I collaborations forged between the supported companies and PHACTORY partners as a result of the deep innovation projects	 25 new IP deposits or strengthened patents generated by the supported companies / PHACTORY partners	 Overall average satisfaction level of at least 4 out of 5 from the supported companies with the innovation supports provided by PHACTORY

KPI dashboard for overall innovation support impact maximization



 1,250 new high-tech EU jobs created by the selected companies with PHACTORY approved support cases over the 5-year period post-intervention	 937M€ new company revenues generated by the selected companies with PHACTORY approved support cases over the 5-year period post-intervention	 190M€ new venture capital raised by the selected companies with PHACTORY approved support cases over the 5-year period post-intervention
 55 transfers from PHACTORY to commercial EU manufacturing	 250M€ new national and regional investment in the EU photonics infrastructure of PHACTORY partners	 Breakeven financial status of the PhotonHub Association by 2027 for sustainability of support activities



WP2 and WP3 Summary of Partner Actions

- Ensure all of your experts are in the portal database
- Identify which experts can be Scouts and Project Leaders
- Complete the expert profiles to enable best matching with support cases
- Participate in Experts Training for Scouts and Project Leaders
- Make sure your organisational capabilities are known to the PET Responsibles
- Make sure your experts are known to the PET Responsibles



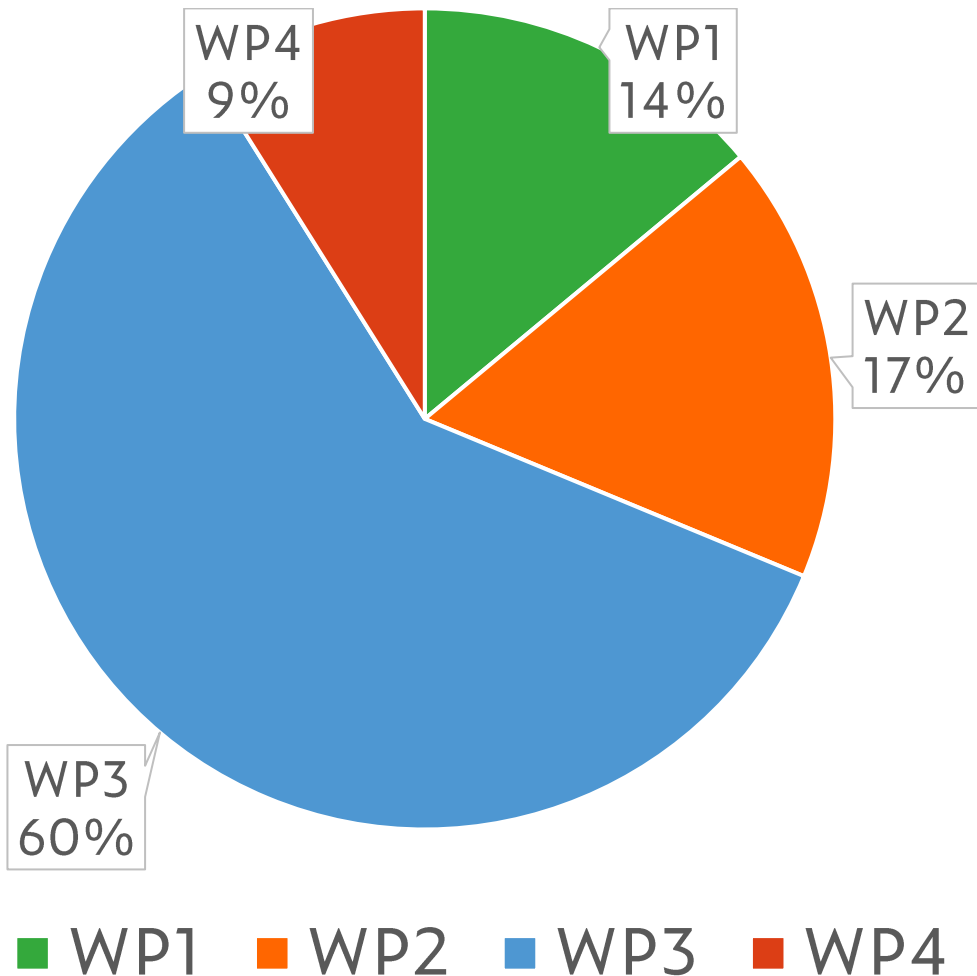
PhotonHub™

Finances & Timelines - Coordination & Maximizing Impact (WP4)

Nathalie Debaes

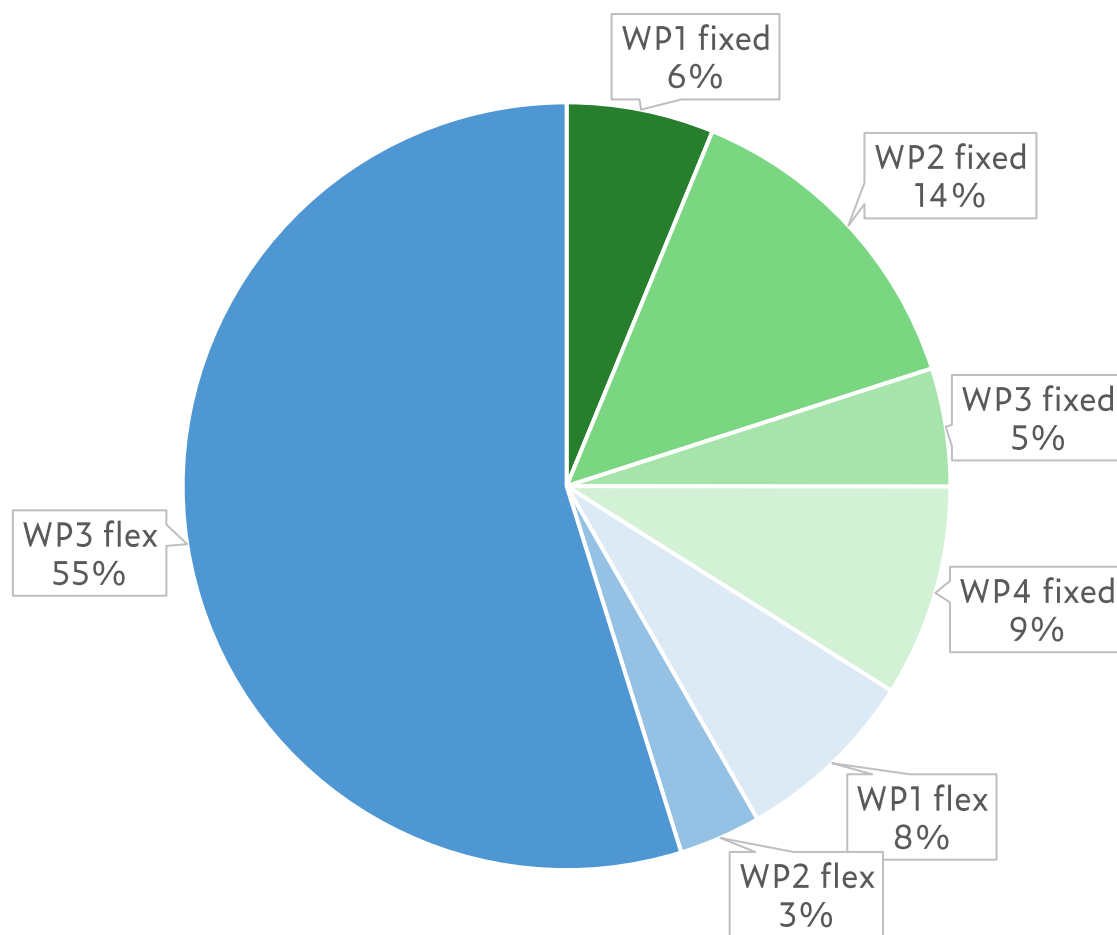


Finances – Overview per WP



WP	Direct Cost (€)
WP1- outreach	2.048.500
WP2-coaching	2.533.000
WP3- deep innovation support	8.766.678
WP4- coordination/impact	1.309. 200
total	14.657.378

Finances – Flexible vs Fixed budget



■ WP1 fixed ■ WP2 fixed ■ WP3 fixed ■ WP4 fixed
■ WP1 flex ■ WP2 flex ■ WP3 flex

	Fixed budget (€)	Flex budget (€)	Total (€)
WP1	910.000	1.138.500	2.048.500
WP2	2.026.750	506.250	2.533.000
WP3	730.000	8.036.678	8.766.678
WP4	1.309.200	0	1.309.200
	4.975.950	9.681.428	1.465.7378
	34%	66%	

Flexible budget: incentive driven budget



Finances –WP1- Outreach

Cost Category	Description	Budget Type	Direct Cost (€)	Partners involved
Personnel	Front Office outreach, communications & orienteering	Fixed	579.000	VUB
Personnel	Outreach workgroup leaders (see Section 3.2)	Fixed	120.000	EPFL, HLC, VUB, WUT
Personnel	Outreach activities of partners organized via workgroups	Flexible	144.000	All partners
Personnel	Demo & Experience Centers (see Section 3.2)	Flexible	850.500	21 technology partners
Consum.	Central outreach materials & video testimonials	Fixed	180.000	VUB
Consum.	Localized outreach materials	Fixed	31.000	All partners
Travel	Travel to EEN brokerage events etc.	Flexible	144.000	All partners
TOTAL			2.048.500	



Finances – WP1

Cost Category	Description	Budget Type	Direct Cost (€)	Partners involved	Budget per partner involved
Personnel	Front Office outreach, communications & orienteering	Fixed	579.000	VUB	
Personnel	Outreach workgroup leaders (see Section 3.2)	Fixed	120.000	EPFL, HLC, VUB, WUT	20.000
Personnel	Outreach activities of partners organized via workgroups	Flexible	144.000	All partners*	4.654
Personnel	Demo & Experience Centers (see Section 3.2)	Flexible	850.500	21 technology partners	40.500
Consum.	Central outreach materials & video testimonials	Fixed	180.000	VUB	
Consum.	Localized outreach materials	Fixed	31.000	All partners*	
Travel	Travel to EEN brokerage events etc.	Flexible	144.000	All partners*	4.654
TOTAL			2.048.500		

* All partnersexcept non-technology providers: Techtour, EPIC, SHP

Outreach campaigns



Outreach budget: 1000€ -> to print flyer, banners, ... (50% pre-financed)

Support for outreach campaigns towards a specific industry sector, with focus on brokerages events :

- To be reported on the portal
- Additional budget up to 2000€ approved in advanced at the outreach workgroups.
This budget can cover travel cost and/or personnel cost.
- Every outreach workgroup has a budget of 48.000€ for outreach campaigns
(minimum 24 outreach campaigns) -> 288.000€ in total for outreach campaigns for lead generation
- 20.000€ per workgroup leader (50% pre-financed)

21 Demo and Experience Centers



Part. no.	Part. short name	Demo & Experience Center
1	VUB	● A E
2	IMEC	● C D F
3	JR	● B D E
6	HLC	● B E F
7	VTT	● C D
9	CNRS	● E F
11	35LAB	● C F
14	FHG	● A - E
15	IPHT	● A B D
16	LZH	● A E F
17	FORTH	● A D E
18	UCC	● D
19	CNIT	● C F
20	CNR	● F
21	PDM	● A - E
27	IMIF	● A D E F
28	WUT	● D E F
29	AIM	● E
31	VLC	● C D
32	RISE	● E F
34	EPFL	● D E

During first 36M :

- 2 online trainings per year
 - 6 companies visiting the demo and Experience Centers per year
- (spending at least 1 day with hands-on experiences)

⇒ So in total minimum during the project duration:
6 online trainings, and
18 companies that visited the Demo & Experience Centers
Total budget : 40.500€

⇒ REPORTING is REQUIRED

⇒ 50% PRE-FINANCED



Finances- WP2 – coaching

Cost Category	Description	Budget Type	Direct Cost (€)	Partners involved
Personnel	Front Office Central Business Coaching	Fixed	450.000	VUB
Personnel	Technology scouting activities	Flexible	506.250	All technology partners
Personnel	Investment supports (Launchpad, Scaling Club, EPVF)	Fixed	993.000	TT
Personnel	IP advisory supports	Fixed	116.250	SHP
Travel	Investment supports (Launchpad, Scaling Club, EPVF)	Fixed	85.000	TT
Services	Investment supports (Launchpad, Scaling Club, EPVF)	Fixed	382.500	TT
TOTAL			2.533.000	



Finances- Scouting activities

- Total budget 506.250euro
- Number of scouting activities: 225
- Budget for 1 scouting activity : 2.250euro
- Budget is allocated as soon as the scouting report is submitted.

Finances –WP3- deep innovation support



Cost Category	Description	Budget Type	Direct Cost (€)	Partners involved
Personnel	Front Office contracts admin & ICT workflow	Fixed	264.000	VUB
Personnel	PET board evaluation activities (see Section 3.2)	Flexible	342.000	10 PET partners
Personnel	Deep technology cross-border innovation projects	Flexible	4.625.000	All technology partners
Consum.	Deep technology cross-border innovation projects	Flexible	1.237.500	All technology partners
Internal inv	Deep technology cross-border innovation projects	Flexible	2.174.178	All technology partners
Travel	PET meetings in Brussels	Fixed	124.000	10 PET partners
TOTAL			8.766.678	



Finances – PET activities



€500	Travel budget of PET to attend a PET meeting
€250	Budget for PET member to be present at the PET meeting
€120	Budget for the evaluation of a project proposal by a PET member
€140	Budget for the PET responsible at the scouting phase
€140	Budget for the PET responsible at the project proposal phase

Average total budget per PET member:
12.400€ travel + 34.200€ personnel cost
=> 50% prefinanced



Finances –Innovation projects

Use case can exist of different innovation project
Per case study max subsidy is 250.000euro

For SMEs : first 40k€ fully subsidised, thereafter : 85% subsidized
For LSCs : 50% of total budget subsidized.

	Total innovation project budget	Subsidised for company	Cash contribution of company
SMEs	50k€	48.5k€	1,5k€
	100k€	91k€	9k€
	287k€	250k€	37k€
LSCs	50k€	25k€	25k€
	100k€	50k€	50k€
	500k€	250k€	250k€



Finances – Innovation projects

Target Group segments	Entry TRL	# Approved Support Cases	At least one innovation project	No. of follow-on innovation projects	Average Budget of the innovation projects	Total support
New Start-Ups	TRL 2	40	40	15*	€43.101	€2.255.000
Established SMEs	TRL 3-4	55	55	25*	€43.566	€3.292.500
Scaling Companies	TRL 5	30	30		€90.556	€2.489.178
		125	125	40*		€8.036.678



Innovation project budget

Partner 1 PARTNER NAME					Average direct labour cost / month [€]			
	#Person months	Labour Cost [€]	Consumables [€]	Other Costs [€]	Travel costs [€]	Direct Costs [€]	Indirect Costs [€]	Total costs [€]
Task 1								
Task 2								
Task 3								
Task 4								
Task 5								
Project Management	NA	NA	NA	NA	NA	8000	2000	10000
Total								

Innovation project budget - example



Partner 1 PARTNER NAME					Average direct labour cost / month [€]			8000
	#Person months	Labour Cost [€]	Consumables / other cost [€]	Travel costs[€]	Internal invoicing [€]	Direct Costs [€]	Indirect Costs [€]	Total costs [€]
Task 1	2		1000	300	0			
Task 2	1,5		0		2000			
Task 3	1		500					
Task 4	2		0					
Task 5								
Project Management	NA	NA	NA	NA	NA			
Total								



Innovation project budget

Partner 1 PARTNER NAME					Average direct labour cost / month [€]			8000
	#Person months	Labour Cost [€]	Consumables/ other cost [€]	Travel costs[€]	Internal invoicing [€]	Direct Costs [€]	Indirect Costs [€]	Total costs [€]
Task 1	2	16000	1000	300	0	17300	4325	21625
Task 2	1.5	12000	0	0	2000	14000	3000	17000
Task 3	1	8000	500	0	0	8500	2125	10625
Task 4	2	16000	0	0	0	16000	4000	20000
Task 5								
Project Management	NA	NA	NA	NA	NA	8000	2000	10000
Total	6.5	52000	1500	300	2000	63800	15450	79250



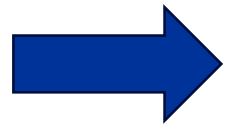
Budget per PhotonHub partner	Partner 1 / Project leader	Partner 2	Partner 3	Partner 4	Total
# person months	6.5	0	0	0	6.5
Labour Cost [€]	52000.0 €	0.00 €	0.00 €	0.00 €	52000.0 €
Consumables/other cost [€]	1500.0 €	0.00 €	0.00 €	0.00 €	1500.0 €
Travel costs [€]	300.0 €	0.00 €	0.00 €	0.00 €	300.0 €
Internal invoicing [€]	2000.0 €	0.00 €	0.00 €	0.00 €	2000.0 €
Project management	8000				8000
Direct costs [€]	63.800.00 €	0.00 €	0.00 €	0.00 €	63.800.00 €
Indirect costs [€]	15.450.00 €	0.00 €	0.00 €	0.00 €	15.450.00 €
Total costs [€]	79.250.00 €	0.00 €	0.00 €	0.00 €	79.250.00 €
Contribution from Company [€]	11.887.50 €	0.00 €	0.00 €	0.00 €	11.887.50 €
Exemption on Company Contribution [€]	6.000.00 €	0.00 €	0.00 €	0.00 €	6.000.00 €
Company Contribution taking into account the exemption [€]	5.887.50 €	0.00 €	0.00 €	0.00 €	5.887.50 €
Contribution from partner on Remaining Amount[%]	100%				100%
Contribution from partner[€]	0.00 €	0.00 €	0.00 €	0.00 €	0.00 €
Contribution from PhotonHub [€]	73.362.50 €	0.00 €	0.00 €	0.00 €	73.362.50 €

RTO : 100%
SME : 70%



Finances –WP4

Cost Category	Description	Budget Type	Direct Cost (€)	Partners involved
Personnel	Front Office coordination & consortium project mngt.	Fixed	961.200	VUB
Personnel	Links to EU Manufacturing	Fixed	90.000	EPIC
Travel	Travel related to workshops for EU Manufacturing	Fixed	30.000	EPIC
Services	Services related to workshops for EU Manufacturing	Fixed	30.000	EPIC
Catering services	Consortium meetings		28.000	
Travel	Consortium meetings	Fixed	170.000	All partners
TOTAL			1.309.200	



Per Partner : 5000€ to travel to consortium meetings/ review meetings
(50% Pre-financed)



Pre-financing

General 50% of the FIXED budget

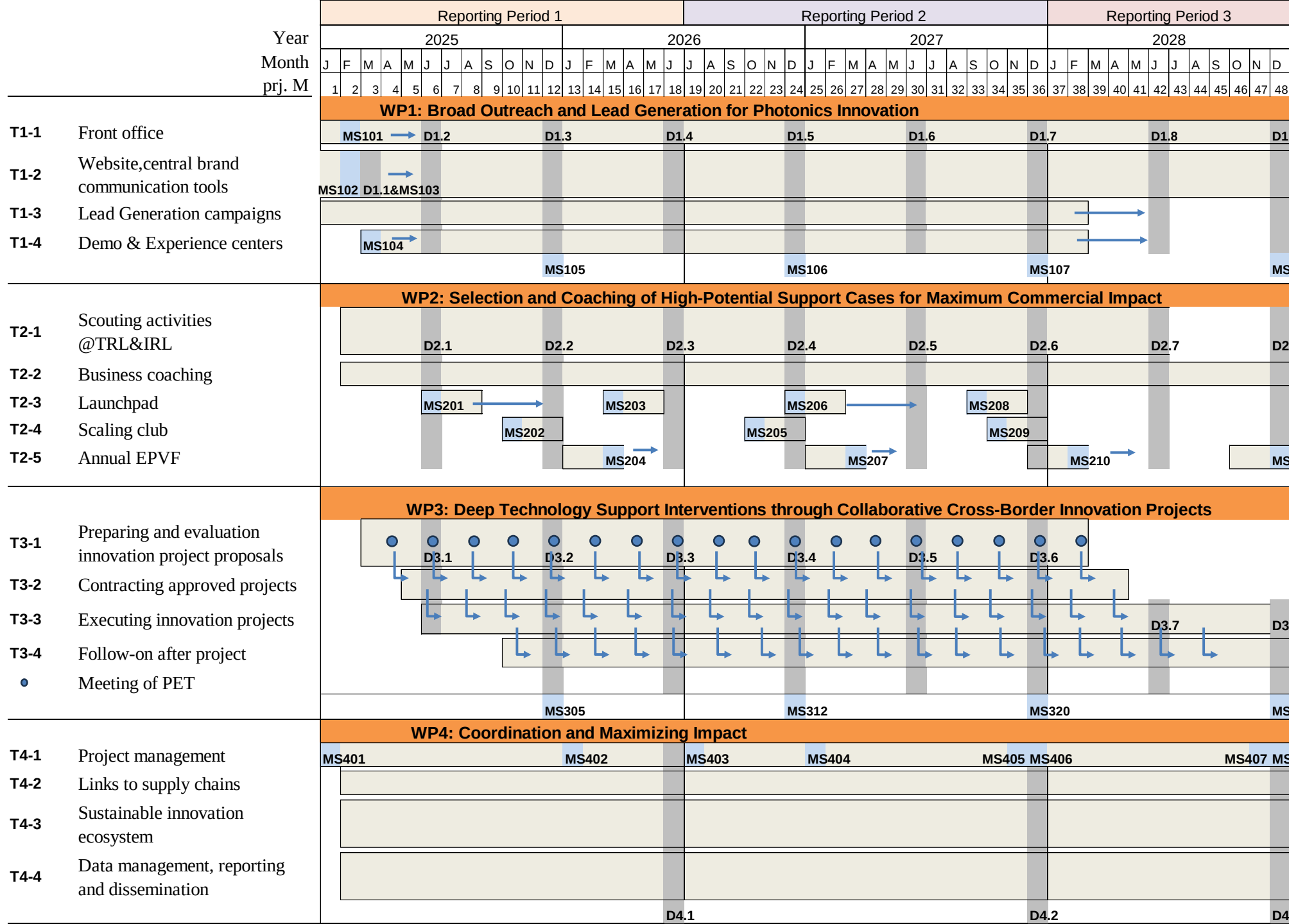
- With 50% of the PET budget

- > detailed overview sent to all partners



Finances – Summary

- 66% of budget is incentive driven:
=>the more you engage in outreach, scouting activities and innovation projects, the more budget will be allocated to your organisation.
- Outreach campaigns
- Scouting activities
- Innovation projects





Deliverables – first 12M

Work Package No	Deliverable Related No	Deliverable Name	Due Date
WP1	D1.1	Press release about the PHACTORY kick-off and launch of the project's public website, promotional video and social media channels	31 Mar 2025
WP1	D1.2	First 6-monthly progress report on the outreach, innovation-readiness support and lead generation activities	30 Jun 2025
WP1	D1.10	Plan for dissemination and exploitation	30 Jun 2025
WP1	D1.3	Second 6-monthly progress report on the outreach, innovation-readiness support and lead generation activities	31 Dec 2025
WP2	D2.1	First 6-monthly progress report on the lead qualification and coaching of support cases for maximum commercial impact	30 Jun 2025
WP3	D3.1	First 6-monthly progress report on the deep technology support interventions	30 Jun 2025
WP4	D4.4	Data management Plan	30 Jun 2025
WP4	D4.5	Overall progress report in view of the first Technical Review	30 Sep 2025
WP1	D1.3	Second 6-monthly progress report on the outreach, innovation-readiness support and lead generation activities	31 Dec 2025
WP2	D2.2	Second 6-monthly progress report on the lead qualification and coaching of support cases for maximum commercial impact	31 Dec 2025
WP3	D3.2	Second 6-monthly progress report on the deep technology support interventions	31 Dec 2025

Milestones- first 12M



Workpackage	Milestone title	Due Date
WP4	MS401 : First General Assembly Meeting of PHACTORY consortium	31-Jan-25 
WP1	MS101 :Front Office established and the PHACTORY CRM workflow system is fully operational	28-Feb-25 
WP1	MS102 :Brand communications materials are ready and distributed to the partners	28-Feb-25 
WP1	MS103 : PHACTORY website, promo video and social media channels launched with the kick-off press release	31-Mar-25
WP1	MS104 :The innovation-readiness supports of the PHACTORY Demo & Experience Centers are launched	31-Mar-25
WP3	MS301 : PET Meeting to evaluate proposals	30-Apr-25
WP2	MS201 : Kick-off of Launchpad program for a cohort of selected start-ups	30-Jun-25
WP3	MS302 : PET Meeting to evaluate proposals	30-Jun-25
WP3	MS303: PET Meeting to evaluate proposals	31-Aug-25
WP2	MS202 : Kick-off of Scaling Club for a cohort of selected start-ups	31-Oct-25
WP3	MS304 :PET Meeting to evaluate proposals	31-Oct-25
WP1	MS105 : 25% of he WP1 KPI's achieved	31-Dec-25
WP3	MS305 : 25% of the WP3 KPIs achieved	31-Dec-25
WP3	MS306 :PET Meeting to evaluate proposals	31-Dec-25