



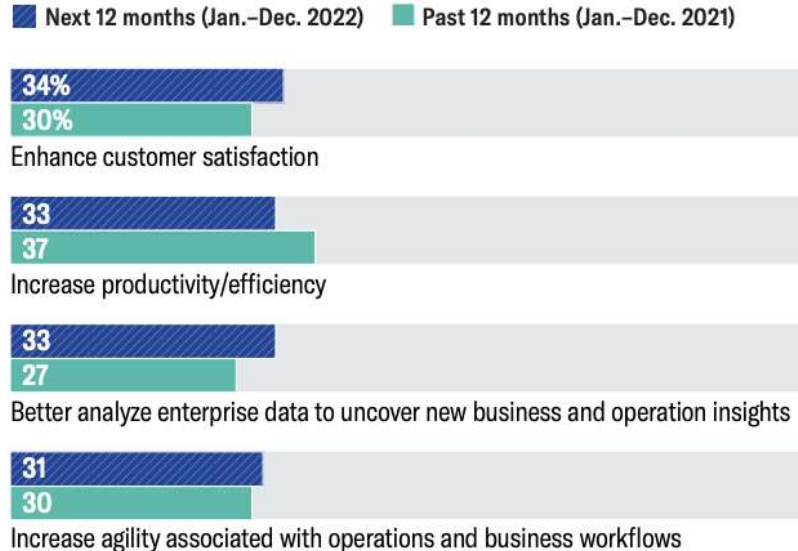
Ψηφιακή Καινοτομία και Νεοφυής Επιχειρηματικότητα

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Digital Transformation: A new trajectory for radical change



- Listen to what the companies say (Harvard Business Review Analytic Services)
 - “Now companies are starting to think about their business in a completely different way - the partners they need, the types of customers they have, and what new businesses they want to get into...”
- For them, digital transformation is not about technology
 - It is a “problem-identification/solution for growth” strategy
 - It is about data, tool-supported actions, continuous monitoring etc.

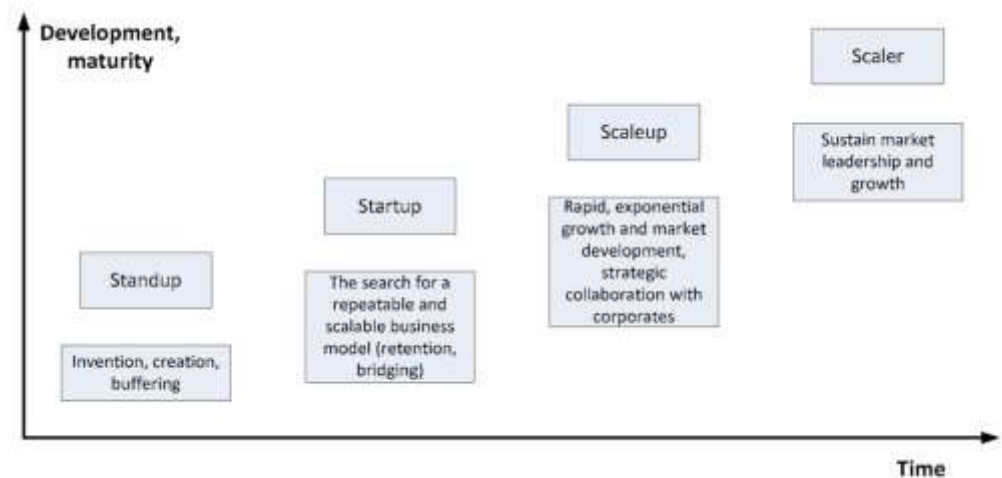


Digital Transformation: Trends and Opportunities (in Europe)

- The hybrid work model
 - Artificial Intelligence - Machine Learning
 - Blockchain
 - Digital Currency
 - Privacy and Identity Management (IoT)
 - Automation (internally, supply chains etc.)
 - e-Health
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- Approach: “Installed bases” (network) approach - Product approach - Deep tech approach - Size/Scale
 - Factor of success: Commercial innovation, Product innovation, M&A
 - Push-to-Succeed: Funding (from everywhere)

Start-ups: where do you stand?

- What is positive to show (forget the Crunchbase)
 - Last funding (time distance) and total funding
 - Growth rate (scale up potential)
 - Presence over social media
 - Number of employees growing
 - “Experience flavor” in the management
 - Complementary skills
 - Acquisition



Start-ups and technology transfer

- Did you know that you can explore/exploit a potential of knowledge and tech through technology transfer (from research institutions or from outside/through research institutions)
- Why you may be interested?
 - Tech sharing
 - Innovation spirit
 - R&D results
 - Networking (especially outside the country)



- UAegean Tech Transfer Office (new!)