

**BUILDING COMMERCIALISABLE  
ROBOTICS AND AI TECHNOLOGY  
FOR INDUSTRY AND  
SOCIETY AT LARGE**





# FIRST: FACILITATING INVESTMENT IN RESEARCH, SCIENCE AND TECHNOLOGY

In a highly technological world that evolves at warp speed, TWI Hellas's 'FIRST' programme offers a complete one-stop-shop of services ranging from market research and technology engineering through to product development and innovation management. Therefore, our specialist assistance can enable you to maximise the delivery of short and medium goals while ensuring the long term success of your business.

Tailored to companies just like yours, FIRST has been built on years of industrial and technological experience to establish TWI Hellas, part of the TWI Innovation Network (TWIIN), as one of Europe's leading innovation hubs. Our mission is to introduce new pioneering products into lucrative markets at home and abroad. In this way, we aim to assist SMEs and research-capable organisations to transform their ideas into marketable products, promote collaborative efforts and build a stronger industrial ecosystem.

## FIRST FOR SUCCESS

We can help you gain control of your journey towards a successful venture launch by:

● **Accessing new customers and markets for your existing products**

● **Bettering efficiencies in your production or business processes**

● **Creating profitable new products and services for your business**

● **De-risking development through access to specialist or grant funding**

**Contact us to discover** how we can create growth and opportunity for you

# FIRST SERVICES



## Market Research

- **Investigation of untapped markets** for your existing products, including blue ocean strategy
- **Extensive market analysis** to identify user needs and drive these products forward
- **Competitor analysis**, patent landscaping and IP mapping to reveal 'white space' for exploitation, and avoid risk and conflict
- **Identification of the most fertile markets** on which to base a detailed new product development plan that meets your needs

## Technology Engineering

- **Tech consultations** to help you adapt technologies from other industries to your business and adjust them accordingly
- **Detection of prospective supply chain partners** from within our vast industrial network
- **Provision of robotics and AI specialists** for the development of a bespoke solution specifically for your business if consultation and networking activities do not work out

## Product Development

- **Generation of new product ideas** with substantial commercial value, in collaboration with your teams
- **Facilitated evaluation, quantification and prioritisation of the ideas** with the best commercial potential for your business
- **Guidance on the protection and exploitation** of your existing market position or intellectual property
- **Conversion of your ideas into new revenue streams** through solutions and market development

## Innovation Management

- **Risk reduction by accessing** our network of specialist technical experts from research-capable organisations and innovative industry partners
- **Networking opportunities** with TWI's 600+ Industrial Members and its 6,000+ network of world-class scientists and engineers
- **Identification and application** of the most appropriate funding instrument to finance your project



```
for (i in e)
  if (r = t.call(e[i], i))
    return e
},
trim: b && !b.call("\uffeff\u00a0") ? function(e) {
  return null == e ? "" : b.call(e)
} : function(e) {
```







# THE TWI HELLAS TEAM





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