

# WELCOME

to the 1st meeting of the  
extended Joined Organizing Committee

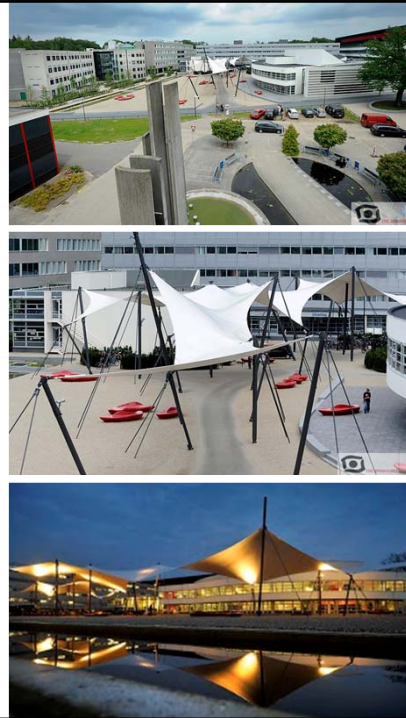
## Agenda

- Introduction: Twente, location, theme
- Budget: fees & targets
- Organization: committees, MANCEF network
- Marketing: network, material
- Sponsoring: packages, potential sponsors
- Programme: themes, YTA
- Agreement



## Conference location

- On campus / Kennispark:
  - SolMateS, SmartTip, Micronit, Medimate, Medspray, U-Needle, Xsens, Demcon, Maser, ....
  - MESA+, NanoLab, High-Tech Factory, ....
- Building 'De Waaier':
  - 4 conference rooms available: 477, 307, 135, 151
  - exhibition space: 30 normal & 15-20 small ones



## Hotels

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- Country site: Bloemenbeek, Ros van Twente, Wilmersberg
- Campus: Broeierd, Drienerburgh
- City: Hengelo



## Ingredients...

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- Sunday Reception in City of Enschede
- Young Technology Award – on Monday
- Workshops – bootcamp, pitch training – on Sunday
- 3 day conference
- Company visits
- NanoLab, High Tech Factory, Kennispark
- City, Campus & Countryside
- Conference dinner – on Tuesday
- Cheese, cheese, ....& Grolsch
- .....



- Feeling: collaboration, across borders, connecting, ambitious, creative, down-to-earth, making it happen, fun, .....

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## Conference fee

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		sponsoring & exhibitors [k€]				
	fee [€]	0	75	100	125	150
participants[€]	100	2.761	2.011	1.761	1.511	1.261
	150	1.953	1.453	1.287	1.120	953
	175	1.722	1.294	1.151	1.008	865
	200	1.549	1.174	1.049	924	799
	250	1.307	1.007	907	807	707
	300	1.145	895	812	729	645
based on a budget of 330 k€						
		sponsoring & exhibitors [k€]				
	fee [€]	0	75	100	125	150
participants[€]	100	2.261	1.511	1.261	1.011	761
	150	1.620	1.120	953	787	620
	175	1.437	1.008	865	722	580
	200	1.299	924	799	674	549
	250	1.107	807	707	607	507
	300	979	729	645	562	479
based on a budget of 280 k€						

## Fee & Targets



### Fee

- Conference fee -> 850 €
- Early-bird -> 750 €
  - registration before **1 June 2013**
- Students -> **350 € and early bird 300 €**

### Targets

- Sponsorship target -> 170 k€
  - 150 k€ + 20 k€ to cover exhibit related costs
- Participants target -> 200 full conference participants

## Organization



- Extended Joint Organizing Committee – ExtendedJOC
- Joint Organizing Committee - JOC
- Local Organizing Committee - LOC
- Programme Committee - PC
- Marketing Committee - MC
- Sponsoring/Exhibitor Committee – SEC
  
- **Involvement MANCEF network**

## Committees (1)



- Extended JOC:
  - Stein Ivar Hansen, Sikha Ray, David Tolfree, Volker Saile, Kees Eijkel, Annerie Heesink, Miriam Luizink
- JOC:
  - Volker, Kees (MANCEF); Annerie, Miriam (MESA+)
- Local Organization Committee
  - Annerie, José Nijhuis, Miriam (MESA+); Kees, Janinka Feenstra (Kennispark); Nancy Trip (Powered by Twente)

## Committees (2)



- Program Committee:
  - Stein; Kees; Sikha; Dick Koster (NanoNextNL); Miriam
  - & Skype meetings with **MANCEF** community for input
  - **MANCEF**: ask some people to go for certain keynote speakers
- Marketing Committee:
  - Janinka; Sikha; Nicole Wylde (MANCEF); Annerie
  - **MANCEF**: ask members GABs / contacts for active marketing in certain countries & regions?
- Sponsoring & Exhibitors Committee:
  - Kees; Miriam (Organizer); **XXX, XXX (MANCEF)**

## Marketing & Communications

- Online:
  - Goal: awareness / get more info and registration
  - What: web banners, announcements in newsletters (ours and other networks) and LinkedIn ads in relevant groups
- Print:
  - Goal: awareness / save the date
  - What: advertisements in (primarily European) magazines, direct mailings (hard copy)
- Conferences by others:
  - Goal: awareness / save the date
  - What: flyers, roll-up banners and ads in programme booklets

## Marketing & Communications

### Channels/Networks (open to suggestions)

- Announcements and news via platforms:
  - NanoNextNL, MANCEF, Technology Circle Twente, Twente branding, organizing committees COMS 2008-2012, **etc.....**
- Announcements via conferences:
  - MAMS, Switzerland (15 January)
  - Nanotech Expo, Tokyo (30 January)
  - Nanotechnology Symposium, Enschede (31 January)
  - MEMS Executive Congres, Amsterdam (12 March)
  - **etc ....**

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**COMMERCIALIZATION OF MICRO- AND NANOSYSTEMS**



**SAVE THE DATE:  
25-28 AUGUST  
IN THE NETHERLANDS**

COMS 2013 is the 10th edition of the annual international conference on the commercialization of micro- and nanosystems. The upcoming edition will be held in Enschede, the Netherlands from 25-28 August. This edition is all about connecting different worlds, realizing creative systems.

**FIVE REASONS TO SAVE THE DATE:**

1. COMS brings together leaders from all over the world and relevant sectors of industry
2. COMS is about creating productive partnerships in an informal setting
3. COMS focuses primarily on entrepreneurship and marketable solutions
4. COMS offers a powerful environment focused on accelerating commercialization activity among established and emerging micro- and nano-businesses
5. COMS will give you networking opportunity with decision makers & qualified buyers from every relevant sector

**MANCEF** **MESA+** **Kennispark Twente** **nanonextnl**

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**Twente**

**COMMERCIALIZATION OF MICRO- AND NANOSYSTEMS**

**SAVE THE DATE  
25 – 28 AUGUST  
ENSCHDE  
THE NETHERLANDS**



**MANCEF**  
www.mancef.org

**MESA+**  
INSTITUTE FOR NANOTECHNOLOGY


**Kennispark Twente**  
Innovate & Accelerate

**nanonextnl**  
Partnership with micro and nanotechnology










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**25-28 AUGUST 2013** ENSCHEDE THE NETHERLANDS



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**Sunday 25th of august** | **Monday 26th of august** | **Tuesday 27th of august** | **Wednesday 28th of august**

**8.30** **Welcome and opening - Room: Fals**  
**Felix van den Hoven**, CEO MicroTech Innovation  
**Volker Sallé**, President MANCEP and CEO Karlsruhe Institute of Technology  
**Prof. Dr. J. J. van der Kolk**, County Mayor, Twente  
**Arvid Halbe**, General Director, The Research Council of Norway  
**Herbert van den Broek**, Director, European Commission, Directorate Industrial Technologies

**10.00** **Coffee break and Exhibition**

**10.30** **Track A: Entrepreneurship - Room: Fals**  
**Accelerating MEMS Market Growth to a \$ Trillion**  
**Chair: James Byrnes**, VP, Fairchild Semiconductors  
**Rosendo Vigna**, STMicroelectronics  
**"Extending the Sensor Era"**  
**Gerold Schlegler**, Co-Editor  
**"Vision to Accelerate the MEMS Industry"**  
**Gregory Galvin**, Kinetix  
**"On the Road to \$1T"**  
**Robert Haak**, Insight Infotek Pte. Ltd.  
**"Implementing the \$1T Roadmap for MEMS"**  
**James Byrnes**, Fairchild Semiconductors  
**"Trillion Unit Sensor Roadmap"**  
**Hans Richard Petersen**, SensorHub  
**"Pushing the limits of MEMS"**

**11.30** **Track B: Fund, roadmap and markets - Room: Fals**  
**Accelerating MEMS Market Growth to a \$ Trillion**  
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**Rosendo Vigna**, STMicroelectronics  
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**12.30** **Track C: Market - Room: Fals**  
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**"Pushing the limits of MEMS"**

**13.30** **Track D: Entrepreneurship - Room: Fals**  
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**Hans Richard Petersen**, SensorHub  
**"Pushing the limits of MEMS"**


**14.00** **Track E: Entrepreneurship - Room: Fals**  
**Accelerating MEMS Market Growth to a \$ Trillion**  
**Chair: James Byrnes**, VP, Fairchild Semiconductors

**15.30** **Coffee break and Exhibition**

**16.00** **Plenary session - Room: Fals**  
**Accelerating MEMS Market Growth to a \$ Trillion**  
**Chair: James Byrnes**, VP, Fairchild Semiconductors


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**CONTACT US**  
**Email: info@coms2013.com** | **Phone: +47 90 70 27 17**



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**Speakers**

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**Volker Sallé**, President MANCEP and CEO Karlsruhe Institute of Technology  
**Prof. Dr. J. J. van der Kolk**, County Mayor, Twente  
**Arvid Halbe**, General Director, The Research Council of Norway  
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## Important dates



- 17 January: sending Save the Date
- 17 January: signing contract / determining budget
- 4 February: final website and registration COMS 2013 online
- 4 February: 1st Call for Papers
- 4 February: attracting sponsors
- 11 February: finalizing first set of keynote speakers
- 18 February: 1st news letter
- 18 February: 2nd Call for Papers
- 31 March: Closing Call for Papers and review abstracts
- 15 April: finalizing parallel programme
- 15 April: finalizing keynote speakers
- 6 May: finalizing programme
- 13 May: 2nd newsletter
- 13 May: speakers consultations
- 10 June: 3rd newsletter
- 10 June: exhibitors plan
- 5 August: finalizing conference script
- 25-28 August: COMS 2013
- 16 September: (final) 4th newsletter
- 31 October: financial reporting

## Partnerships '13



- |                       |       |
|-----------------------|-------|
| • Diamond partner     | 25 k€ |
| • Pavilion + 4 passes |       |
| • Platinum partner    | 20 k€ |
| • Pavilion + 3 passes |       |
| • Gold exhibitor      | 10 k€ |
| • Booth + 2 passes    |       |
| • Silver exhibitor    | 6 k€  |
| • Booth + 1 pass      |       |
| • Bronze exhibitor    | 3 k€  |
| • Tabletop + 1 pass   |       |

## Sponsors & Exhibitors



- Oost NV
- NanoNextNL
- MESA+, Kennispark, High Tech Factory
- Overijssel / Twente / Enschede
- PPM Oost
- Saxion
- Spin-off companies
- Philips, Unilever, ASML, Holst, Thales, Ten Cate, Demcon, Océ, DSM, Panalytical, WWINN/IMS
- Business Cluster Semiconductors
- Munsterhuis, Grolsch,
- MicroTec SouthWest, KIT, NCE, Australia, MicroNarc (Switzerland), EUMinaFab, Minatech, Centech Munster, IVAM, MST.factory, CSEM/EPFL, Bosch, Raith, Zeiss, InnovationLab (Heidelberg), ...

## YTA - Goals



### Added value for COMS conference

- exposure for MANCEF / COMS as an attractive conference for young technology driven companies in adding an exciting competition to the conference program
- marketing tool for next COMS editions, great addition to event

### Added value for participating companies

- free publicity, media attention (worldwide and local)
- feedback and learning from each other: strategy improvement
- exposure during COMS

### Message

- COMS participants are young promising knowledge intensive companies that have the potential for growth and the ambition to reach the top

## YTA - Organization



### COMS:

- **Recruitment of the candidates with the help of ambassadors**
- Communications: modify COMS website, early communication of the YTA and application; include with COMS registration form
- Choose 6 nominees based on factsheets and bootcamp August 25th
- **Install strictly fair jury panel of 3-4 persons**

### Kennispark Twente / Powered by Twente:

- Deliver projectplan, communicationplan
- Deliver application criteria candidates for COMS communication and website
- Support in communication / organization prior to the event
- Briefings of the jury and the nominees on location
- Logistics: location with stage (create atmosphere=must), audiovisuals, entertaining presenter, jury panel of 3-4 persons
- Overall coordination on location

## YTA – Candidates



### Criteria candidates - Companies should:

- be younger than 10 years
  - have a business model based on (their own) IP
  - be able to generate a convincing increase of turnover in the coming years
  - **Micro/nano and high-tech (no software)**
- > **Target: 15 – 20 participants, from >6 different countries**

### Acquisition

- Based on earlier experiences it is proven hard to recruit candidates. Options:
  - Companies register themselves as candidates
  - Companies are nominated by ambassadors (directors of institutes, people in the network etc.) and are approached by members of the organization to convince them to apply.
- > **ideas, people, ...**

## YTA - Jury



**Profile of the jury members** - The members of the jury should:

- meet one or more of the following criteria:
- (serial) entrepreneur
- background in technology
- former prizewinner
- investor
- attention grabber

**-> Potential jury members: ....**

- The members of the jury will be briefed about the candidates and about the finale program. They will have to select the nominees for the finale out of appr. 15 candidates in the day before the finale takes place, on Sunday, August 25th.

## YTA – Promo/ces



### Promotion

- COMS and MANCEF website
- Websites of organizations in the MANCEF network
- Newsletters of organizers and partners in the network
- Local media

### Proces

- Inform companies and press of the election
- The website will be open for online registration asap
- Companies apply filling out a factsheet
- Registration for the Sunday bootcamp is obligatory
- Both factsheets and results/impressions of the candidates during the bootcamp on Sunday will be used for the selection of the 6 nominees
- Bootcamp on Sunday August 25th will thus be used as a preselection stage for about 15-20 participating companies
- Finally 6 companies are invited to pitch on stage during the final

## YTA



### Prizes

- Jury prize: The winner takes a prize of **5,000** euro's, offered by **external party - name**.
- Audience prize: The audience votes for their favorite candidate: this prize is **1,000** euro's
- Candidates can start to gather votes through a poll on the website, or through another practical way during COMS. This way the audience is committed as of the early start of the competition.

## YTA - Finale



### Program (~3 hrs)

- 10 min Word of welcome by the presenter and introduction of the members of the jury
- 5 min Members of the jury are seated
- 15 min Pitch nominee 1 and QA jurypanel
- 15 min Pitch nominee 2 and QA jurypanel
- 15 min Pitch nominee 3 and QA jurypanel
- 15 min Short break
- 15 min Pitch nominee 4 and QA jurypanel
- 15 min Pitch nominee 5 and QA jurypanel
- 15 min Pitch nominee 6 and QA jurypanel
- 30 min Jury deliberation
- Entertainment for the audience: Quiz or other entertainment (singer, acrobat, quiz, ...)
- Audience votes for their favorite candidate
- 10 min Awards ceremony
- 30 min Conclusion of the finale; congratulations, interviews, drinks etc.

### Location

- The location, ATAK Enschede, is just big enough for the audience (100-150 people)



## Event Ingredients...

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- Sunday Reception in City of Enschede
- **Young Technology Award – on Monday -> candidates, jury**
- Workshops – bootcamp, pitch training – on Sunday
- 3 day conference -> **themes &/chairs, keynotes**
- **Company visits**
- **NanoLab, High Tech Factory, Kennispark**
- City, Campus & Countryside
- Conference dinner – on Tuesday
- Cheese, cheese, ....& Grolsch
- .....



- Feeling: collaboration, across borders, connecting, ambitious, creative, down-to-earth, making it happen, fun, .....

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# **Thank you very much!**

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