

“Lessons learned on the industrial transformation support”

The Ugly Duckling (untold story)



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- 2019 – 2021 (time of operation, company + university)
- 533 processed SME's in 2020 (conferences, e-learning)
- 914 processed SME's in 2021 YTD (conferences, e-learning)
- 430+ marketing generated leads (6 months timeframe, March-September 2021) for support / advisory
- 350+ beneficiaries closed (in point-to-point relations – audits, financial advisory), the rest remains open TD
- < 10 beneficiaries for the AI-training cluster
- < 10 beneficiaries for the robotics laboratory

Lesson 0

Financing **will** slip, dates will not.

Be prepared.

Lesson 1

“normal” DIH

Spending budgets to support people

struggling

to spend budgets to support people

giving an unwanted gift

“Building demo infrastructure, organizing conferences and training”

Is „building infrastructure” a support?



Is „organizing conference” a support?



Lesson 1

Your broadcasting takes too much effort from SME.

SME is your **client**.

It's **YOU** who should take the effort.

So what's that effort?

Lesson 2

support

give assistance to; especially financially

„i want money for...”

Money is a placeholder for the real need.

Financing is not money.

Financial assistance does not mean getting financing.

Need behind the need

Assist in finding it, because they don't know.

Now they want your product?

Audit? Conference? Training?

You just showed them it's valuable.

Lesson 2

YOU is a person, not an institution.

Do **effort** of **understanding** the customer and being of assistance.

It is usually **simple**.

WHAT assistance?

Lesson 3

marketing

*the activity, set of institutions and processes for creating, communicating, delivering and exchanging offerings that have **value for customers.***

Know your customer!

What do you actually know about the SMEs in your region?

Value + Customer

does not mean the value **for** the customer

Lesson 3

KNOW your client.

Provide the right value for your clients.

But...

We've been funded for something else!

Lesson 4

OUR initial value

may have **no value**.

THERE IS EVERYTHING

In the market. Almost.

They CAN share it.

You can often just aggregate.

You can switch.

You can route.

Lesson 4

Be a **HUB**.

Adding value does not mean physically creating it.

HUB is a **service**, not a product or place.

OK, got it.

Now we are ready to operate!

Lesson 5

Nothing is forever

And so is your financing.

Your offering

will get to mainstream.

Your success

Is measured by that.

Your partnerships

Will remain.

Lesson 5

Plan your exit scenario.

Evolve or monetize.



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