

STRATEGIC & COMPETITIVE INTELLIGENCE

2020 PROJECT WORK GUIDELINES



General Description

- TEAM PROJECT ASSIGNMENT
 - **Technology vs Field of Application analysis**
- PROJECT PRESENTATION & DISCUSSION
 - **1st Plenary Sessions: 25 January 2020 with the participation of stakeholders**
 - **2nd Plenary Sessions: 12 February 2020 with the participation of stakeholders**
 - **Possibile a March/April session (to be defined)**

Deliverables

- DOCS TO BE DELIVERED
 - SLIDES* FOR THE PLENARY PRESENTATION
 - CODE & DATA
- DEADLINE: 7 days before the examination date
 - Jan. 18; FEB. 5

*The slides are the main deliverable. They can contain additional material beside the presented.

NO REPORT NEEDED.

GRADING POLICY

- 70-30 weighting rule
 - 70 for PROJECT WORK (deliverables + group discussion)
 - 30 for INDIVIDUAL discussion
- Both project work AND individual discussion should be almost 18/30 to grade

TOPICS FOR DELIVERABLES EVALUATION	POINTS
Clarity & Replicability	5
Completeness	4
Data visualization & communication effectiveness	5
Originality	4
Methodological fit	6
Value for the insights	6
Tot.	30

Presentation Structure

- Agenda
- The Team
- The Technology
- For each of KITs:
 - Context (1 slide)
 - Methodology & **flowchart** (2-3 slides)
 - Results (4-5 slides)
 - Discussion & Insights (1-2 slides)
- Annexed slides
 - RACI for the project
 - GANTT Chart
 - WBS
- Formatting issues
 - The Slides must be delivered in .pdf and in an editable format (.pptx, keynote, markdown, latex...)
- Each team has 30 min. for the presentation

Scope of the Analysis

- Understand the competitive State of the Art (in a dynamic way) of a Technology. Students can focus the analysis on the extraction and map of relevant entities such as:
 - The fields of application
 - The Users
 - The Problems

These entities can be extracted from various sources, e.g. Scientific Papers, Wikipedia, Medium.

- Analyze the Patent Landscape of a Technology in a **Field of Application.** Students can focus on:
 - Patent Clustering
 - Metadata such as Assignees, IPC, Year of publication
 - Technological Foresight

The data will be collected by R2 based on a query the you will design.

Steps of the Project

1. Select a Technological Field and Application of your interest
2. Understand the competitive State of the Art of the Technology
3. Design the query that intersect the technology and the field of application
4. Analyze the patent landscape

Technologies & Fields of Application

- Technologies
 - Augmented Reality
 - Artificial Intelligence
 - Cyber Security
 - Social Robots
- Field of Application
 - Defence**
 - HR
 - Education
 - Health

A hand-drawn matrix mapping technologies to fields of application. The columns are labeled with technologies: AR, AI, CS, and SR. The rows are labeled with fields of application: DEFENCE, HR, EDU, and HEALTH. The matrix cells contain team assignments: TEAM 1 in (DEFENCE, AR), TEAM 2 in (HR, AI), TEAM 3 and TEAM 5 in (DEFENCE, SR), TEAM 6 in (EDU, CS), TEAM 7 in (EDU, AR), and TEAM 8 in (HEALTH, CS).

	AR	AI	CS	SR
DEFENCE	TEAM 1			TEAM 3 TEAM 5
HR		TEAM 2		
EDU	TEAM 7		TEAM 6	
HEALTH			TEAM 8	

EXAMPLE





With the support of the
Erasmus+ Programme
of the European Union



European Defence Challenge 2021

Bring your assets together to boost innovation!



With the support of the
Erasmus+ Programme
of the European Union



The purpose of the challenge is
to write a document answering the following question:

Which technologies and technology bricks are particularly relevant for Europe's sovereignty in defence and security?

The proposal must present a new usage or suggest improvements on a new technology. This can deal with artificial intelligence, robotics, Augmented Reality, Cyber Security, autonomous vehicles, chip technologies, batteries, signal and image processing ...

Please defend your proposal by including **socio-economic**, **political** and/or **environmental** aspects as much as possible.



With the support of the
Erasmus+ Programme
of the European Union



Who can participate

- The European Defence Challenge is a competition for all European undergraduate and graduate students
- Participants are encouraged to work **in pairs**

How to participate

- Sign up on the website www.assets-plus.eu/challenge
- Download the template

Phase I: One-page proposal

- Answer the question by proposing your ideas
- A jury of some of the key players in the European defence industry will review the proposals. The best ones move to phase 2

Phase 2: 10-page proposal

- Develop your ideas
- Submit a 10-page proposal by adding details, figures, graphics to your initial proposal



With the support of the
Erasmus+ Programme
of the European Union



30 January 2021

1-page submission

5 March 2021

Pre-selection of submissions

30 April 2021

10-page submission

June 2021

Winners are announced



With the support of the
Erasmus+ Programme
of the European Union



For more information

www.assets-plus.eu/challenge

Questions

filippo.chiarello@unipi.it



With the support of the
Erasmus+ Programme
of the European Union



Sinergies with SCI Project and Advantages for Students

- Matching Timeline
- You will have way more material than a 1 page (low effort)
- Unique chance to work in a real business scenario before graduating
- You will be in touch with companies

STRATEGIC & COMPETITIVE INTELLIGENCE

Thanks for your Attention!

