

C-Tech Navigator

NSB Tool to accelerate market positioning, identification of competitors & alternatives, design scaling up strategies and action plans

Presentation

Whenever it comes to decide about **go to market strategies**, there are several variables that should be observed, analyzed and compared within a limited time frame.

ALTERNATIVES

either developed by R&D organizations, market players, other projects

SYNERGIES

that could be exploited to accelerate further developments, upscaling and go to market

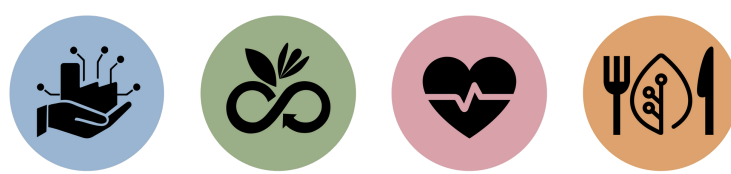
Identifiable INVESTMENT & COLLABORATIVE OPTIONS

after the end of a project



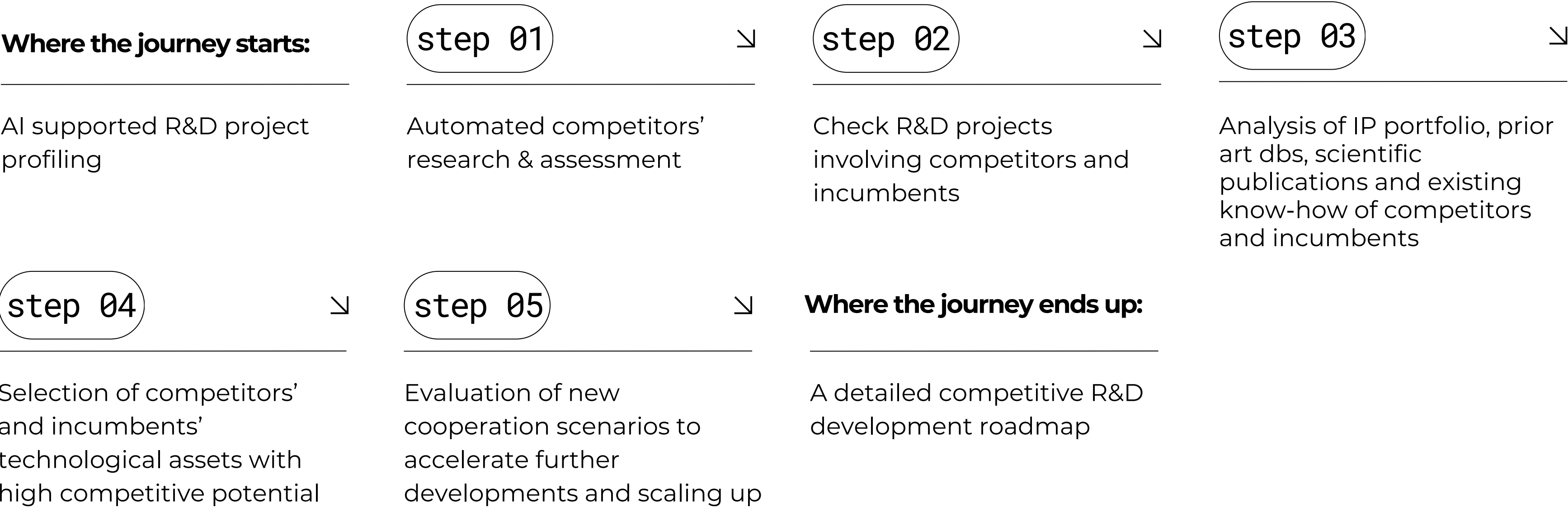
For years, NSBproject has played a key role in bridging the gap between the research world and the industrial ecosystem.

We have learned to understand their needs, languages, objectives and ways of working, and have combined sources, data, and insights capable of accelerating any research and development initiative →



C-Tech Navigator

C-Tech Navigator helps consortia to deeply and automatically explore the **competitive advantage** that a specific R&D project can bring to their partners, **compare it** to the current state of art of competitors, **suggest alternatives** based on simulated different scenarios.



C-Tech Navigator

we aggregate
knowledge from
any industry



Automotive



Energy



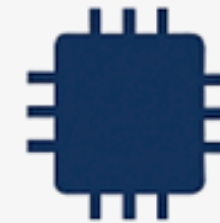
Chemical



Construction



Mechanical



Electronics



Pharmaceutical



Food



Logistics



Information
Technology



Aerospace

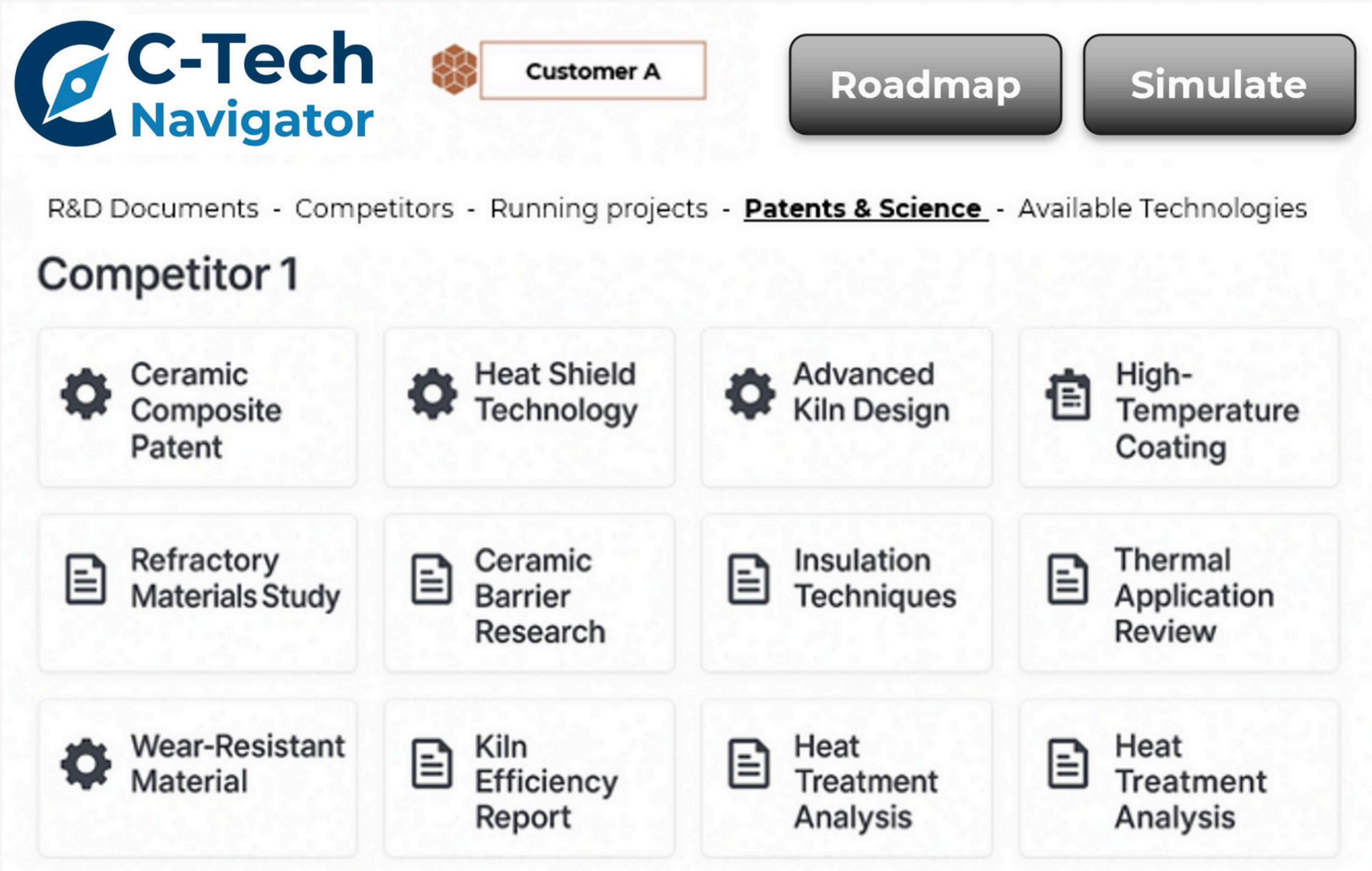


Renewable
Energy



C-Tech Navigator

the customer's dashboard



Roadmap [Customer A example]

Customer

Customer A

Needs identified

Improving the energy efficiency and environmental performance of ceramic production processes to gain competitiveness.

Possible Partners

ENEA, Fraunhofer IKTS, EIT Manufacturing, RSE, UniBO, UniMORE, CNR, TNO, VTT, Centro Ceramico Bologna, PoliMI, PoliTO, Cerame-Unie, Consultancy, Suppliers...



Roadmap [Customer A example]

May 26

Action: Identify high-impact process stages and obtain quantitative KPIs for thermal energy use and CO₂ emissions.

Partners to contact: ENEA, RSE, TNO, UniBO, VTT, Cerame-Unie, Energy Service Companies.

Sep 26

Action: Investigate material compositions and sintering kinetics to enable lower-temperature firing without loss of strength.

Partners to contact: CNR-ISTEC, Fraunhofer IKTS, UniMORE, ECerS, Centro Ceramico Bologna, Suppliers.

Dec 26

Action: Develop multiphysics and thermodynamic models to predict energy flows and optimise kiln profiles.

Partners to contact: Fraunhofer IKTS, PoliMI, EIT Manufacturing, UniPD, Competence Center MADE, TNO, Software houses.

Apr 27

Action: Validate low-temperature formulations and process adjustments through controlled industrial-scale experiments.

Partners to contact: Fraunhofer IKTS, EIT Manufacturing, Centro Ceramico Bologna, Machinery suppliers, Industrial partners.

Ju1 27

Action: Integrate sensors and data analytics for continuous measurement of temperature, gas flow, and emissions during production.

Partners to contact: PoliTO Energy Center Lab, CNR-ITIA / STIIMA, Competence Center BI-REX, VTT, TNO, EIT Manufacturing.

Oct 27

Action: Quantify overall energy reductions, evaluate scalability, and define performance indicators for industrial rollout.

Partners to contact: DTU Sustain, ENEA, Confindustria Ceramica, Cerame-Unie, Consulting companies, PRé Sustainability

Simulate

C-Tech Navigator can simulate alternatives delivering fast, evidence-based options for decision-making:

Partner Landscape

- Suggests the most relevant industrial and research partners
- Maps alternative collaboration setups

Technology & Process Options

- Highlights viable technologies and process pathways
- Compares feasibility, risks, and expected impact

Cost - Resource - Time Overview

- Provides indicative costs and required resources
- Estimates timelines and identifies potential bottlenecks

→ Result: A clear comparison of multiple R&D scenarios to guide the **smartest and most impactful investment choice**.



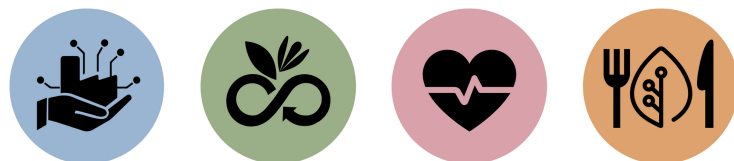
Application scenarios in European R&D projects:

Project preparatory phase:	accelerate and guarantee comprehensive prior art analysis
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Support the exploitation process – initial phase:	quickly identify existing or potential alternatives
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Support the exploitation process – during the project:	run competitive analysis, identify promising markets and new partners (research, industrial, commercial), suggest adjustments (where relevant)
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Last “mile” of the project:	identify all possible future alternative scenarios in terms of further developments, required investments, upscaling options
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