



# C-Tech Navigator

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

Presentation

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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.

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**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 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.

**Where the journey starts:**

AI supported R&D project profiling

**step 01**

Automated competitors' research & assessment

**step 02**

Check R&D projects involving competitors and incumbents

**step 03**

Analysis of IP portfolio, prior art dbs, scientific publications and existing know-how of competitors and incumbents

**step 04**

Selection of competitors' and incumbents' technological assets with high competitive potential

**step 05**

Evaluation of new cooperation scenarios to accelerate further developments and scaling up

**Where the journey ends up:**

A detailed competitive R&D development roadmap



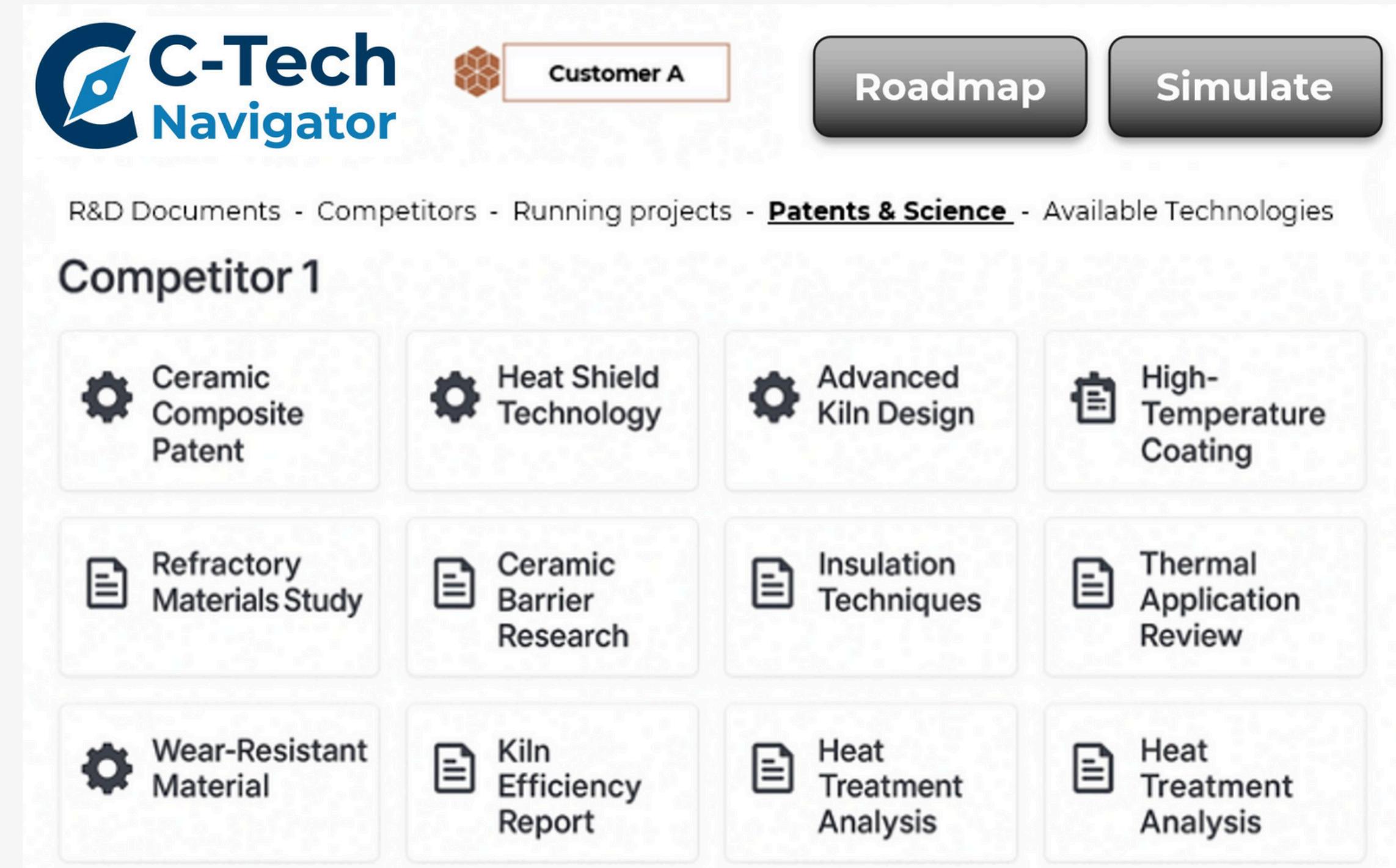
# C-Tech Navigator

we aggregate  
knowledge from  
any industry



# C-Tech Navigator

the customer's  
dashboard



The dashboard is titled 'C-Tech Navigator' and 'Customer A'. It includes buttons for 'Roadmap' and 'Simulate'. The main content area is titled 'Competitor 1' and lists various R&D documents and projects. The layout is a 3x4 grid of cards.

Category	Document Type	Content
Competitor 1	Patent	Ceramic Composite Patent
	Technology	Heat Shield Technology
	Design	Advanced Kiln Design
Competitor 1	Study	Refractory Materials Study
	Research	Ceramic Barrier Research
	Technique	Insulation Techniques
Competitor 1	Material	Wear-Resistant Material
	Report	Kiln Efficiency Report
	Analysis	Heat Treatment Analysis
Competitor 1	Review	Thermal Application Review
	Analysis	Heat Treatment Analysis
	Analysis	Heat Treatment Analysis



# Roadmap [Customer A example]



## Customer

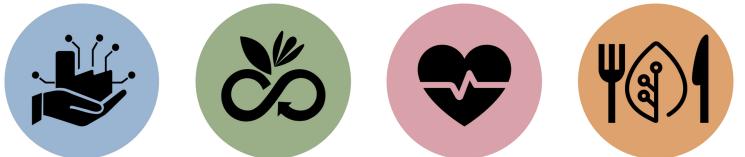
Customer A

## 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 CO<sub>2</sub> emissions.

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

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.

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.

Jul 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.

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.

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

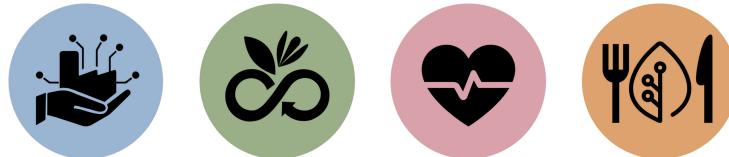
## Technology & Process Options

- 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

Support the exploitation process – initial phase:

quickly identify existing or potential alternatives

Support the exploitation process – during the project:

run competitive analysis, identify promising markets and new partners (research, industrial, commercial), suggest adjustments (where relevant)

Last “mile” of the project:

identify all possible future alternative scenarios in terms of further developments, required investments, upscaling options



# Contact Us

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