



Consulting Ltd.

Technology Transfer - Marketing Innovation

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About TTMI



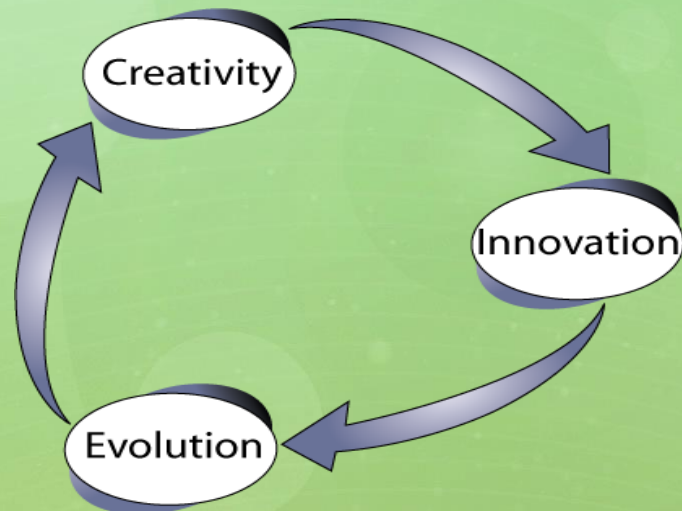
Consulting Ltd.

Technology Transfer - Marketing Innovation

- Founded: **2010**
- Located: **Athens, Greece**

Mission:

The company focuses on the preparation, implementation and management of innovative projects in the sectors of **Research & Technology Development (RTD), Technology Commercialization and Entrepreneurship.**



• **Geographical markets**

- ✓ Regions of Black Sea
- ✓ Mediterranean Sea
- ✓ Balkans
- ✓ North America
- ✓ South East Asia

- A specialized consulting group delivering quality services and results of its core competence, by assisting both:
 - ✓ the **private sector: Large – Medium – Small enterprises** with particular emphasis on:
 - The technology transfer and
 - Innovation uptake projects
 - ✓ the **public sector:**
 - Government bodies & Agencies
 - Regional & local authorities
 - Public corporations
 - Higher education
 - Research institutions

Delivering services



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Business Development

- Business Definition
- Process Coordination
- Product/Market Strategies
- Product/Business Budget
- Marketing & Sales Plans
- Budgeting Control

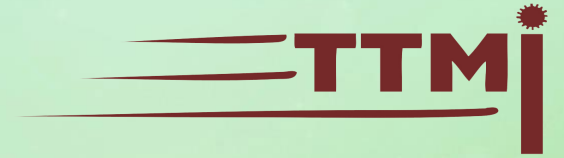
RTD, Innovation, TT

- Techno-opportunities survey
- Technology assessment
- Seed capital search
- Proposal Planning – Writing
- Deliverables Subcontracting
- Support Dissemination Activities

Restructuring & Re-engineering

- Quick scanning diagnosis
- Assets evaluation
- Product/Market refocusing
- Turnaround management
- Re-engineering studies
- Business plans
- Investor information folders
- Investor identification

TTMI's role in NEGHTRA (1)



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Technology Transfer, Marketing, Innovation

**WP
1**

Contribution in:

- the technology transfer process and
- the associated challenges of technology uptake by beneficiaries

**WP
2**

Ensure that:

- the infrastructure design and
 - implementation
- fit the requirements of the specifications

**WP
3**

Offer its expertise in innovation uptake methods to be incorporated in the:

- training material and
- e-platform

especially for the modules:

- Entrepreneurship and Technology transfer in the agro-business sector
- New agro-business models

**WP
4**

Participation in the:

- training sessions
- feedback organization and utilization

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Brindging the gap between:

- academia and
- industry

TTMI's role in NEGHTRA (2)

WP5: REINFORCEMENT OF QUADRUPLE HELIX (Industry-Academia-Research-Civil Society) (LEADER)

- Facilitation in the adoption and implementation of the 4ple helix principles
- 4ple helix mentality across the project life and activities
- Management of WP5
- Coordination of the physical and virtual meetings
- Collection of the members' inputs
- Compliance re the relevant reports

WP6

Ensure that:

- the outputs fit the needs of tier 1 & 2 learners
- principles of entrepreneurship are properly included in the material

WP7

- Participation in the internal evaluation
- Development of project evaluation and performance indicators

WP8

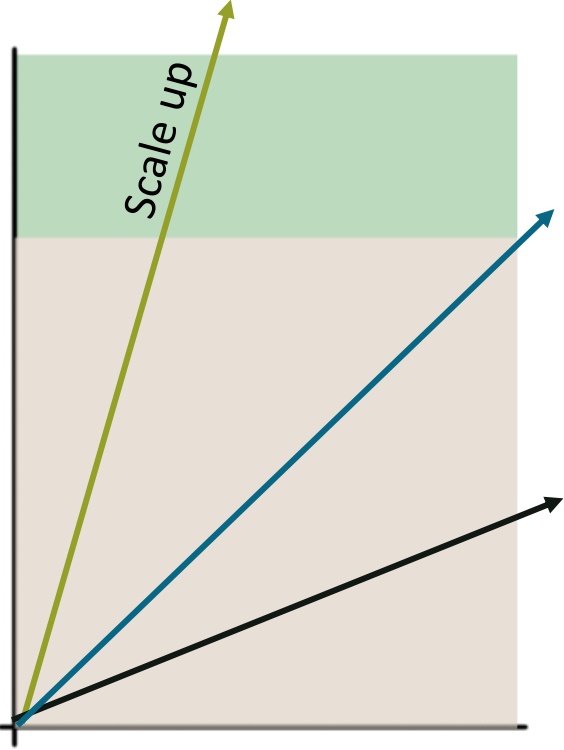
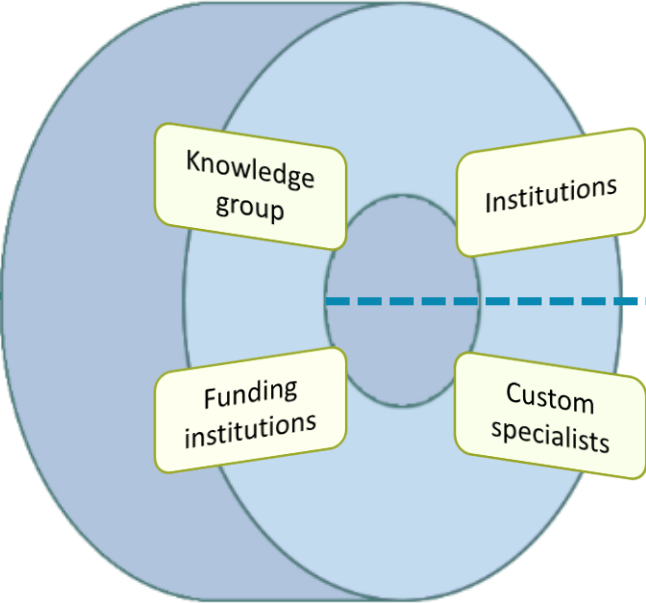
- Contribution to the project promotion
- Ensure that it reaches the intended recipients

WP9

- Participation in the SC
- Exercising management functions

Quadruple helix process

Characteristics and Benefits



Present state  Development

Core team



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Yiannis Troulis (B. Comm, MBA): Founder - CEO of TTMI – Bachelor of Commerce with a Major in International Finance & a Minor in Int'l Business from Concordia Univ. of Canada – MBA from Open Uni. of Cyprus – 16 years of entrepreneurial experience in Canada – Presently General Secretary of the Canadian-Hellenic Chamber of Commerce – 4 years Greece's business representative at Business Chamber of the Enterprise Policy Group, a policy consulting body of the DG Enterprise and Industry of the EC – Lecturer on "TT & Innovation Uptake" in the Interinstitutional Program of Postgraduate Studies in Bioentrepreneurship.

Co-author of NEGHTRA



Vasilis Angelopoulos: in Agricultural Sciences, Plant Production and Rural Environment from University of Thessaly and an MBA in Food & Agribusiness from Agricultural University of Athens. – Master dissertation he researched issues on circular bioeconomy and innovation of circular business models – Attended training programs from Agricultural University of Athens and EIT Food on sustainability and innovation in the agrifood system – Trained in the systems approach to the agrifood sector from Food and Agriculture Organization of the UN, and in systems innovation from EIT Climate-KIC – Currently working as a Junior Consultant for TTMI, with particular emphasis on technology transfer and development projects.



Marianna Liarou: Degree at integrated Master level in Agricultural Economics and Rural Development from Agricultural University of Athens – 1 of the finalists of ReGeneration Academy for Food Innovation powered by New Agriculture for a New Generation (2020) – four-month internship in the Greek Payment Authority of Common Agricultural Policy (C.A.P.) Aid Schemes in the Budget & Income Dpt (2019) – Licenced Agriculturist in Greece from GEOTEE (2020) – Currently working as a Junior Consultant for TTMI, working on TT and agricultural developments projects.



Panagiota Chrisovergis: Master of Social Sciences from Uni. of Ottawa – Qualifying Year for Master of Sociology & Graduate Independent, Dpt. of Sociology (Concordia Uni.) – Baccalaureate in Social Sciences, Cum Laude (Uni. of Ottawa) – Educator in English Language of Instruction Educator for Adult Migrant Learners – Food Collective Member: 1 of 6 collective members of a not-for-profit food collective.



Thank you!!!



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