

MFM Marketplace

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VISEO

www.viseo.com

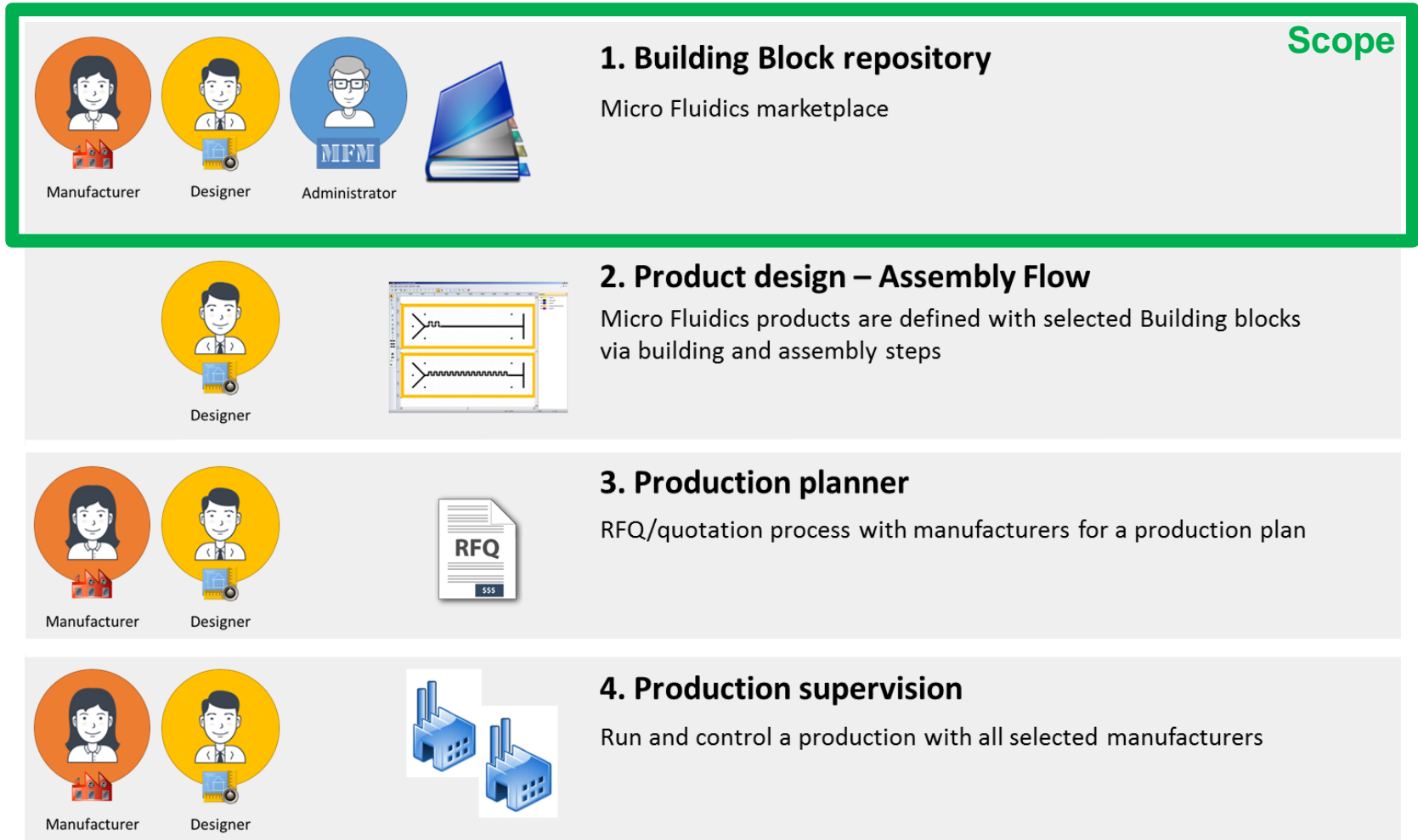
MFM overview: background

- ✔ **MF Manufacturing** is the European initiative for the standardization and manufacturability of complex micro-fluidic (MF) devices
 - Site: www.mf-manufacturing.eu
- ✔ MFM aims at addressing difficulties for the microfluidics industry
 - lack of standards, low level of interoperability and low production volumes
- ✔ A centralized repository has been implemented by VISEO, WP2 leader
 - Building blocks and services* (assembly, processes) can be published by manufacturers (** services will be available in the final version*)
 - This repository is part of a tool suite called the DPL (distributed pilot line)
 - It is useful to collect data from other WP e.g. standard building blocks



MFM overview: Distributed Pilot Line (WP2)

✓ Functional blocks



MFM overview: Business Model & current plan

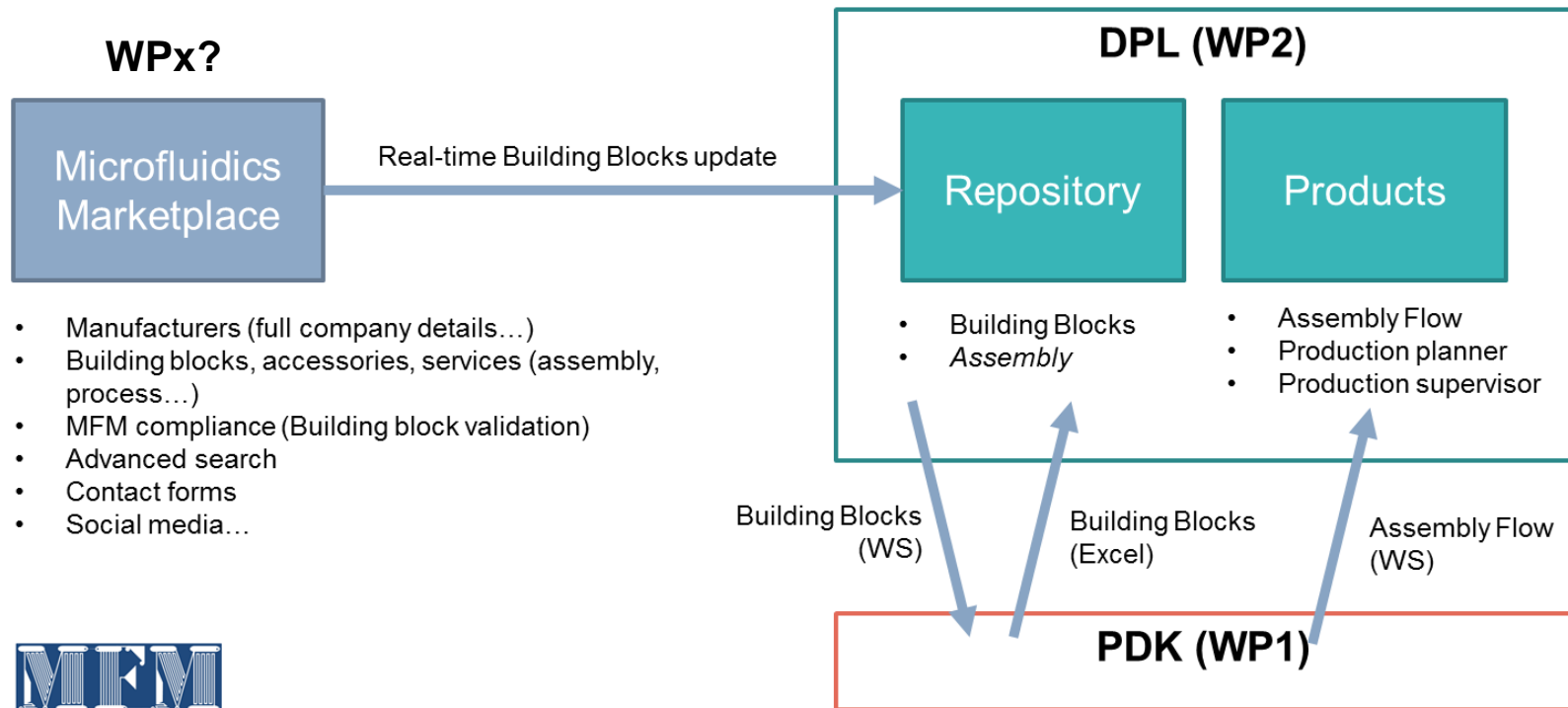
- ✓ Allocated to WP5 (leader: CEA-Leti)
- ✓ Business model definition is still “Work in Progress”
 - The software solution must not be mixed with business suggestions (WP5)
- ✓ MFM partners identified the need for a “**suitable marketplace site**”
 - The repository must be released with a **professional catalogue site**
 - It will enable attracting companies and actors from the MF industry
 - Communication will be run via dedicated groups, conferences, etc.
 - MFM partners will be asked to list all details before the end of the project
- ✓ Combination of a suitable public site + **content** is paramount to foresee any future after the European funded project
 - Current project partners must be involved whilst the MFM project is running
 - Partners alone may not be enough to reach a sustainable level; additional manufacturers are needed



MFM overview: “Marketplace” initial vision

✓ Initial vision

- The DPL, a repository and manufacturing tool suite
- The PDK, a design kit tool that interacts with the DPL
- The Marketplace, a publicly available site with manufacturers listing their building blocks & services

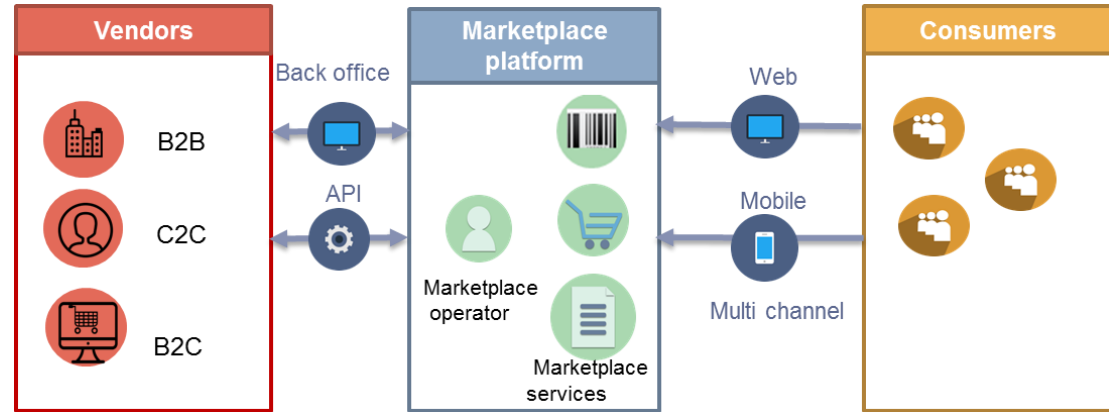


Marketplace study: definition

✓ What is a marketplace ?

– An online platform where

- Multiple sellers can provide their products and services
- Buyers have greater choice amongst a wide range of items
- Transactions between sellers and vendors are done in a secured environment



✓ Benefits of being a part of an online marketplace

– As a vendor

- New channel for distributing products and services
- Exposition to a wide range of consumers
- Focus on sourcing, listing its inventory, managing orders and customer support, and not on technical issues (infrastructure, payment processing, etc.)

– As a consumer

- Access to a large choice of items from multiple sellers
- Gets the benefit of lower prices and better customer service

– As a marketplace operator

- Strategic position as platform manager
- Set up marketplace monetization

Standard marketplace solutions not suitable

✔ Following our suitability assessment :

- Marketplace solutions useful for transactions based sites
 - Marketplace solutions require advanced backoffice features
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- Not suitable for the website expected in Q1 2017
 - Development costs too high for ROI
 - Too early for MF Industry
 - To be discussed with MFM business model topics (WP5)

Proposal for the MFM project

→ Our proposal for the MFM « marketplace »:

→ **A microfluidics products and services oriented catalogue website**

- User friendly and professionally designed site
- Simple backoffice features
- Integrated with the DPL

→ **Animation and content management strategy**

- Communication (social sharing, newsletter, attending events)
- Content management

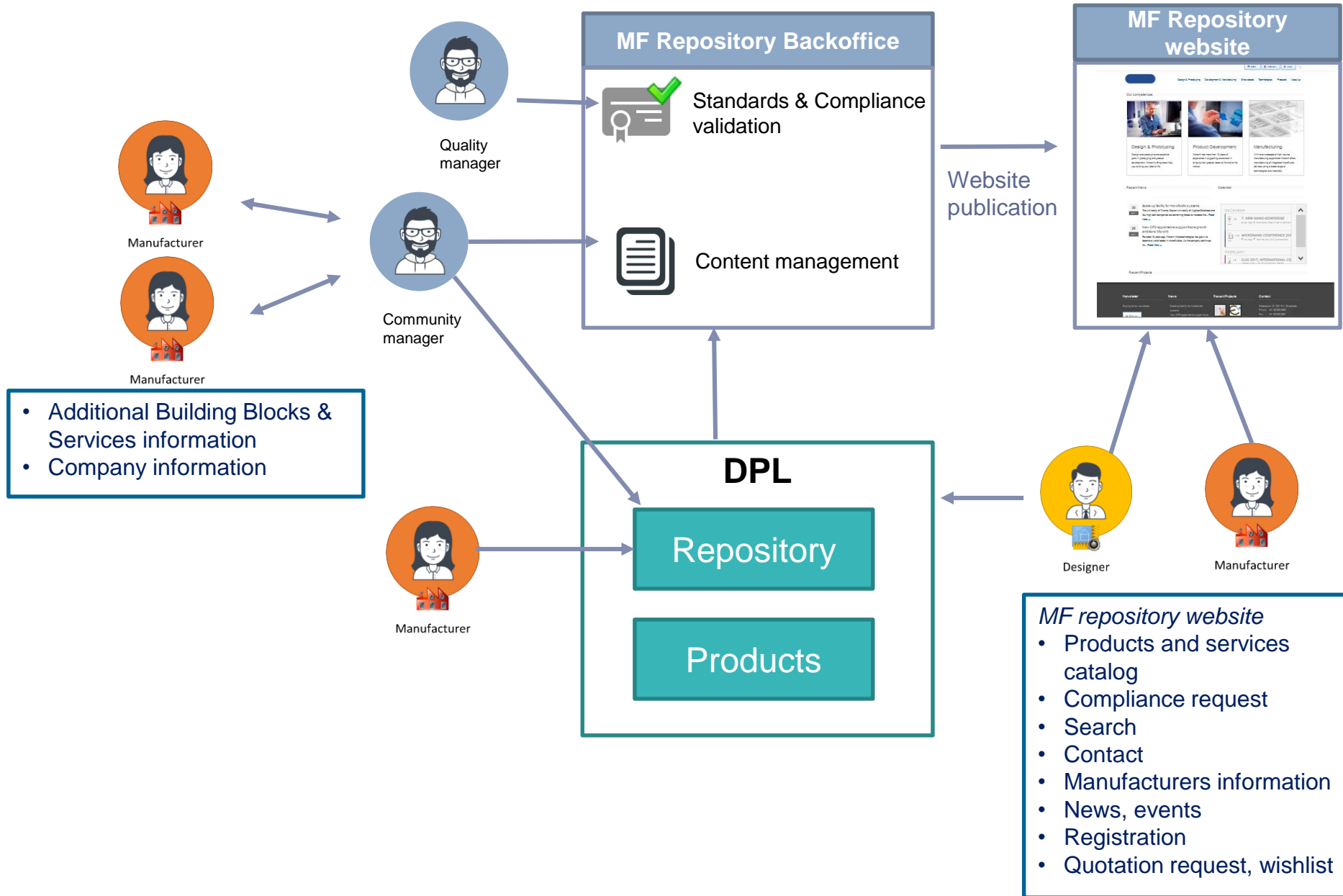
→ **A Quality management process**

- Standard compliance management

→ **A visibility support and metrics follow-up to run and promote the website**

- Search Engine Optimization
- Ad campaigns
- Web analytics / campaigns / KPI's reporting

Focus on the technical solution



Benefits for MF Manufacturing



- Federate partners
- Showcase and apply MF standards/compliance
- Share news and events related with the MF Industry
- Potential revenue stream with quality management process



Manufacturer

- Showcase building blocks and services
- Develop the business with an increased visibility and production level
- Expand connections and business network
- Communicate on the know-how (ad campaigns)
- Costs shared with other partners



Designer

- Access to a suitable and focused online catalog
- Access to standardized building blocks for improved interoperability
- Compatible with the DPL tool suite (Production planner to run quotation requests, production supervisor to run and control the manufacturing)
- Stay up-to-date with MF Industry area

END

Contacts

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