The perspectives of an engineering firm

Esteban Camacho
Innovation Manager at RDC
The challenge of starting up and growing

Ambitions motivations interests social resp.

Rivalry Globalization barriers resources

What do we want to be?
What can we be?

guarantee growth & sust. business model

↑ specialization in niche sectors (aligned with strengths)

Money: Limited in SME. Support proposals, validate ideas.

Scope: Focus efforts progress learning curves. Learn to say “no”. Horizontal tech. (↑)³ focus=expert in a niche

Time: Scarce. SME race to market, EU ↓ time idea-to-market.
Opportunities to grow with strategic niches

**EC** points way Europe development! **These lines will grow**

| EC DG for Environment policies | Green growth: Resource efficiency & waste prevention  
|                              | Circular economy (EU policy)  
|                              | Coast protection & marine clean  
|                              | Sustain. growth & Integrated Product Policy: LCA (E-S-C)  

| EC DG Maritime Affairs & Fisheries | Blue Growth strategy  

Drivers: struc. design and innov on…

↑ material **efficiency** (only the needed)

Struct. design for material **functionalities**

Explore ↑² **performance**, path to new sectors

Explore other (nano)tech. **Cross-sector collaboration**

In real struc, eng still learning. **Opportunity.**

The projects have received funding from the European Union’s Horizon 2020 research and innovation programme under grant agreement N°760639, 760824 and 761072

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**Needs to reach the market**

**Innov → lack of a mature market/clients.** Additional work com. & support:

**Awake** latent demand

**Inform** success cases

**Interact** with clients to meet new niches

find & involve **innovation patrons**

- 1st payers for an innov
- Special profile, key actors for innov & EU sust. growth.
- Will for progress. Accept risk for being progress sponsors
- Won’t have the best, but the 1st (their perceived value).

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**Esteban Camacho**  
**Innovation Manager at RDC**
Thanks to them, feedback from them.
Conclusions

Our 4 y. experience as innovative SME eng:

The smaller you are, the higher the need of specialization (focus the scope). Get away from savage competition.

Three key supports

- Follow the lead of EC strategies & funds as a growth driver
- Cross-sector cooperation. Synergies and new opportunities
- Find, spoil and get feedback from innovation patrons