

PROGEO: FROM RESEARCH TO A PROOF OF CONCEPT AND AN INDUSTRIAL PROJECT  
Alfredo Picano, Labor srl, Via Giacomo Peroni, 386 - 00131 *Roma* (a.picano@labor-roma.it)

The PROGEO project represents a technology innovation best practice. Starting from the insight of researchers, the underlying concept has been virtually developed and fully simulated, getting to a first stage of demonstration of its potential; original Intellectual Property has been also generated.

Thanks to this first step, it has been possible to attract the attention of possible private industrial investors, in order to evolve the concept to a proof of concept demonstrator of significant scale.

The company PLC System had the merit to foresee the potential of the proposed technology and committed significant resources in order to make available a demonstrator equipped of all necessary auxiliaries and ancillaries.

This prototype provided experimental measures of its performance and cost effectiveness; these data allowed to implement the development of a complete business plan and identify most promising application scenarios and related users' benefits.

The availability of the demonstrator and of a business plan have been the key factors for raising further relevant financial resources; a successful application has been filed to the highly competitive H2020 SME Instrument program, aiming at system scale-up and engineering, as well as supporting marketing and dissemination activities.

The project is now facing the challenging task of finalizing the technology, coping at the same time with technical and economical requirements, in order to develop a product able to enter successfully the market.

