



CONNECT



INNOVATE



ADAPT

**15**  
**YEARS**  
BY YOUR SIDE



STRENGTHEN



COOPERATE



**MINALOGIC**

Auvergne-Rhône-Alpes

**2020** YEAR IN REVIEW

**2020 REPORT**  
APRIL 2021



“ The Covid pandemic made 2020 a year like no other. Here at Minalogic we had to adapt in order to maintain a connection with our members. We took our events online whenever possible and continued to support our members’ innovation projects. The year was one of contrast and surprises. ”

*Jean-Eric Michallet*

## Members

In 2020, 446 members placed their trust in us. The cluster’s membership is divided into five colleges.



### SMEs

330 / 74%

### Mid-sized to large companies

30 / 6.5%

### Local government

30 / 6.5%

### Education and research

17 / 4%

### Associate members

39 / 9%



## Regional government support

The Auvergne-Rhône-Alpes regional government is now Minalogic’s largest source of funding. This closer cooperation with the region is reflected in Minalogic’s new logo, which now includes certain features from the region’s logo. And Minalogic’s Lyon office has moved to the region’s Campus Numérique tech campus in Charbonnières-les-Bains along with fellow innovation clusters Digital League and Entreprises & Numérique.



**MINALOGIC**  
Auvergne-Rhône-Alpes



## Governance

Minalogic members voted in a [new governance](#) team at the Annual General Meeting. A new Chairman, Antoine Perrin, representing Schneider Electric, was elected. The incoming governance team very rapidly

began to work with Minalogic's coordination team through a series of working groups to lay the groundwork for the cluster's 2021–2023 roadmap.

## Key Contact Plan

Under the Key Contact Plan, members are assigned to a contact on the Minalogic team to go to whether they have a question or comment or would like to share their information with the Minalogic community. Each key contact will get to know his or her assigned members very closely to ensure that the solutions recommended are well-targeted and relevant.

The Key Contact Plan was rolled out in 2020, and, given the Covid crisis, it turned out to be particularly well-timed. Members got on board right away with this plan to improve cooperation and felt that it was a move in the right direction.

**250**  
business  
development  
initiatives

**300**  
member visits

**600**  
targeted  
introductions

**400**  
member support  
initiatives

**Net Promoter Score (NPS)\* :**  
**18.2**

\*NPS = % of promoters (scores of 9 and 10)  
- % of detractors (scores from 0 to 6)

**20.6%**

Detractors

**40,6%**

**38.8%**

Promoters

## Jobs

Over the course of a very uncertain year, we redoubled our efforts to connect job seekers and hiring companies in our community with each other.

**91 opportunities**  
were published on the  
Minalogic website.

**126 CVs**  
were selected  
and sent to our members.

**44 companies  
and 125 student  
employees**  
participated in the online  
Job Bridge forum.

## Build

[Vincent Biancale](#) joined Minalogic to head up the cluster's software activities.





Historically, Minalogic events have provided our members with numerous opportunities —whether intentional or by chance— to expand their networks. 2020, of course, was different. We held just a few in-person events and pivoted to online events for the majority of our calendar.

87

The total number of events organized or co-organized by Minalogic in 2020. Many of these events went virtual or were otherwise adapted. We ran a total of **25** webinars for **565** participants over the course of the year.

## CES

The year got off to a good start with CES, the world's largest technology trade show, in Las Vegas in January. CES needs no introduction.

The event brought in **175,000 professional visitors** (45% senior executives), **4,500 exhibitors**, and **6,300 journalists** from 79 countries.

For the seventh year running, Minalogic organized the local delegation's trip to CES on behalf of the Auvergne-Rhône-Alpes regional government. The trip to CES is financed in part by the region through the International Development Plan (IDP). This delegation enabled 28 companies to exhibit and an additional eleven to attend as visitors; five corporate members also participated. In the runup to CES, Minalogic organized five workshops and business school EM Lyon provided support services to help the 44 members of the delegation maximize their presence at this event. Minalogic arranged tours of the delegation's exhibit booths by corporate account representatives and officials like French Industry Minister Agnès Pannier-Runacher and Auvergne-Rhône-Alpes Region VP Marie-Camille Rey. The delegation brought home nine innovation awards.



## Trade shows

IoT trade show SIDO, held in Lyon in early September, was the only trade show in our ecosystem that was held in person in 2020. Of the event's 265 exhibitors, 44 were Minalogic members: sixteen (ten SMEs and six startups) exhibited in the Minalogic pavilion. The two-day event offered up 100 presentations and workshops, nine of which were delivered by Minalogic. A total of 16,500 visitors attended.



## Market Days

Minalogic also transformed the year's three Market Days.

The **Quantum Market Day** went hybrid, with a limited number of attendees at the physical event and the rest attending remotely.

The **New Space Market Day** was offered as

a monthly lecture series, a new format that provided opportunities to address the multiple facets of this new market.

The **Photonics for Healthcare Market Day**, which was supposed to be held in St. Etienne, was held online.

## Open Innovation

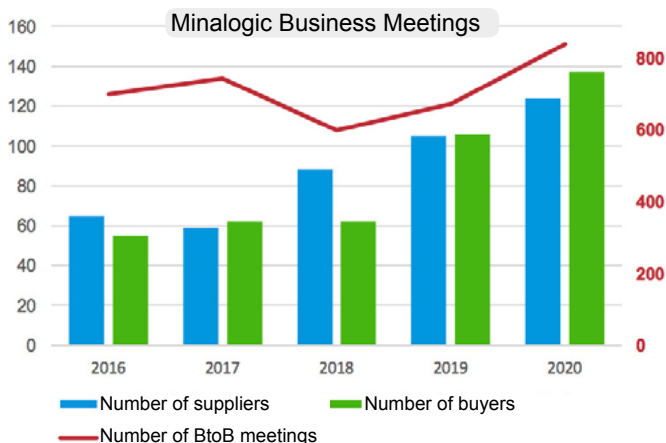
### Open Innovation Days

The first Open Innovation Day of 2020, with Hewlett Packard Enterprise (HPE), was held as planned. It turned out to be the year's only in-person OID. Minalogic developed "native" online versions of the year's subsequent events, or, for events like the Grenoble Public Procurement Forum (Assises des Achats Publics) in the fall, pivoted online at the last minute, moving all of the BtoB meetings online in the space of a weekend!

**5 OIDs were held during the year.** A total of 162 people (97 companies) completed 141 BtoB meetings.

### MBM

The MBM business convention, Minalogic's flagship event, matches technology providers with potential buyers through a day-long program of presentations and qualified BtoB meetings. 2020 marked the sixth annual MBM, the first to be held 100% online. True to past performance, the 2020 MBM was a success!



## Partnerships

Cooperate



### New partnerships

A **seed-stage venture capital fund** focusing on Industry 4.0 startups was set up with Kreaxi (a management company approved by the AMF, France's financial market authority). Cluster Axelera joined the initiative in 2020.

A "**digital loan**" scheme to support companies' digital transformation projects was set up with regional bank **Caisse d'Epargne Rhône-Alpes**.

An agreement was signed with the **French Armed Forces Ministry** to create business and innovation opportunities for Minalogic members with defense-industry stakeholders.

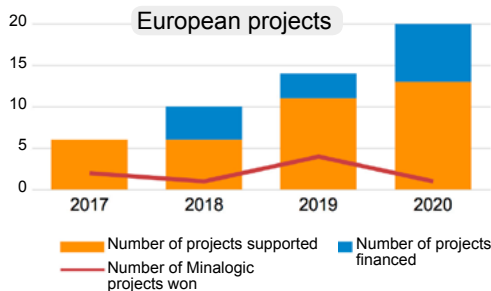
A national and regional **Artificial Intelligence** roadmap was drawn up to continue to further knowledge of this field. Monthly webinars on major AI concepts were held throughout 2020.



With each passing year, Minalogic's presence in European innovation systems grows stronger. This directly benefits the cluster's members.

## Projects

The cluster supported 20 project submissions to EU programs (~ certified for French projects), seven of which secured financing. Another five European projects involving Minalogic members that were awarded funding in 2019 and 2020 are still in progress.



## MinaSmart

MinaSmart is the Auvergne-Rhône-Alpes region's EDIH (European Digital Innovation Hub). MinaSmart in brief:

- 20 services for companies
- 13 partners in the core team
  - 3 digital-technology clusters: Minalogic (lead), Digital League, Entreprises & Numérique
  - 7 clusters focusing on other markets: Axelera, Cara, InnovAlliance, Lyonbiopôle, Techtera, Tenerrdis, Vegepolys
  - 2 competency centers: CEA and INRIA
  - The Auvergne-Rhône-Alpes regional government and the Auvergne-Rhône-Alpes economic development agency
- Universities, technology development platforms, industrial R&D partners

MinaSmart was shortlisted at the national level by the French Directorate General for Enterprise to compete at the European level.



## Appointments

Minalogic's **Laure Quintin** was appointed Vice-President of the European Affairs Commission of the French national cluster federation. The European Affairs Commission was established to secure appropriate European funding for clusters and their members from academia and industry; to promote the clusters to the European Commission and Ministries; and to earn European recognition for the clusters' value for society.



## Competencies

**Bastien Hualpa de Schuyter** joined Minalogic's Europe team. He is a true global citizen whose studies and career have already taken him to six Latin American and European countries. His role is to support Minalogic members with cascade funding projects, either administered by the cluster or European partners.



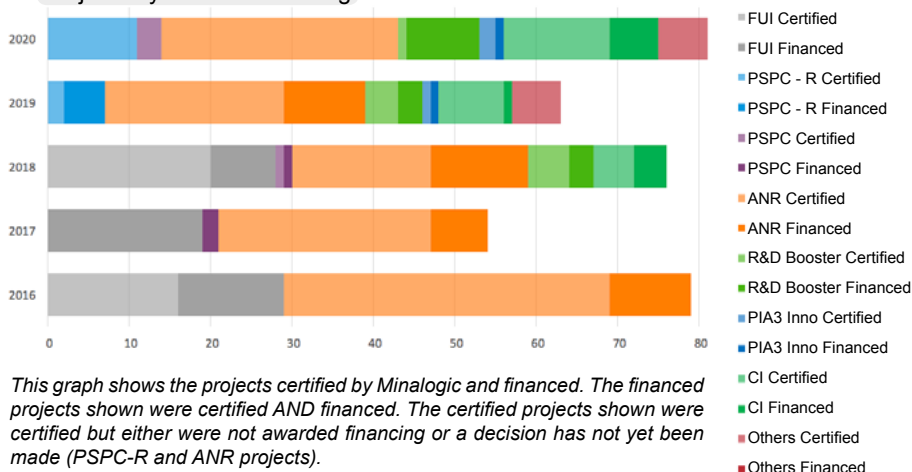


The Covid pandemic created a substantial economic slowdown. Surprisingly, many companies took advantage of the opportunity to think about their future and explore sources of financing their innovation and R&D projects.

## 81 projects

France's Single Interministerial Fund came to an end, and a number of new public financing instruments for innovation appeared, including R&D Booster, PIA3 (innovation or industry-specific), PSPC (R or not), Concours Innov, ANR, and i-Lab. In 2020, the French government's economic recovery plan added even more potential sources of funding. Whether you are applying individually or as part of a consortium, with or without a corporate partner or research lab, there is now a source of financing for everyone. Minalogic helped its members secure financing from a number of these sources.

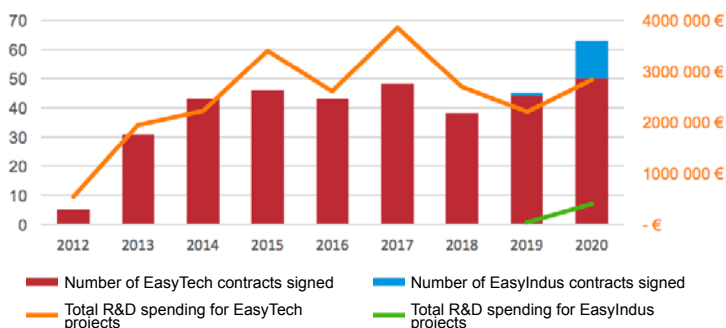
Projects by source of funding



## The Easy family (63 projects)

The EasyTech program continues to grow, with an additional eight new partner labs entering the program in 2020. The year also saw the first EasyIndus projects get off the ground.

EasyTech and EasyIndus





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#### Our public-sector partners



#### Our private-sector partners

