

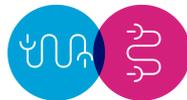
#MusicBricks

Musical Building Blocks for Digital Makers and Content Creators

Marta Arniani - Sigma Orionis

Behind the scenes

(Where we discover why #MusicBricks is not just about music)



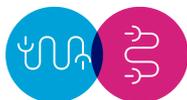


Specializing since 1984 in research and studies, connecting research to innovation and markets, namely in the ICT sector.



Small and medium enterprises (SMEs) are champions of EU research programmes: they deliver **41%** of the high potential innovations generated in ICT-related EU-funded research and innovation projects, despite accounting for a mere **14%** of the total funding.

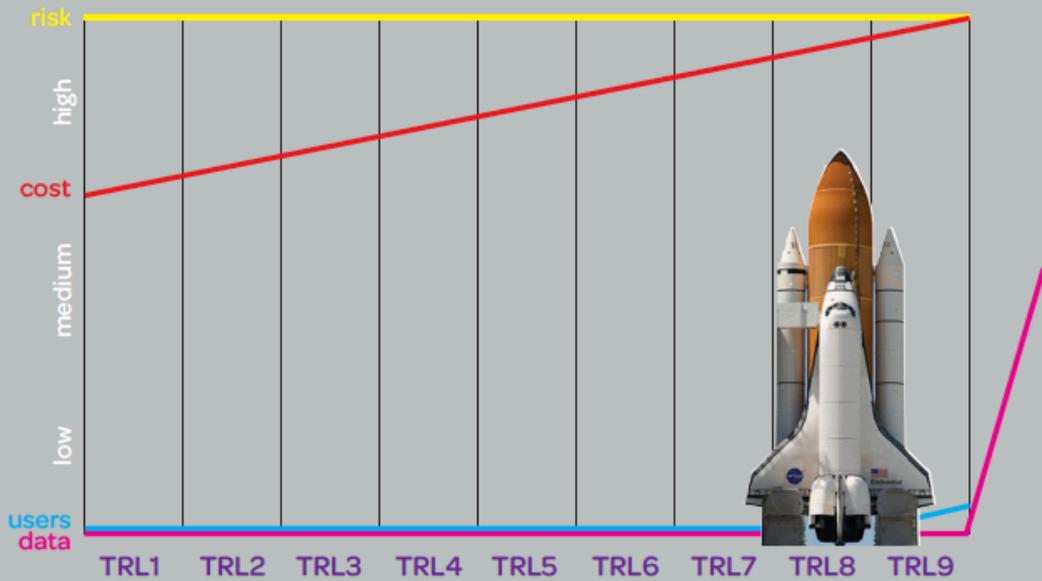
Source: Innovation Radar Survey



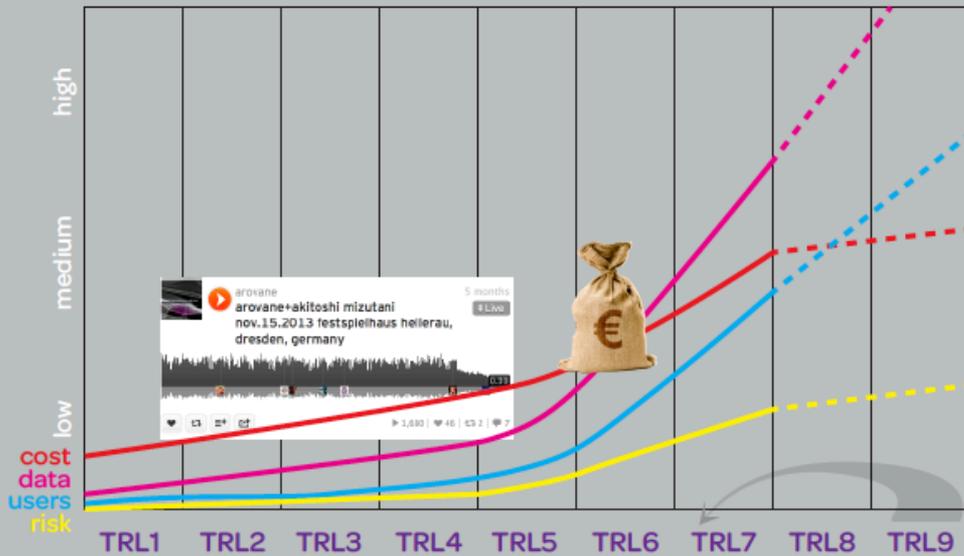
What can we learn from hackathons?



NASA's TRL model: high cost, high risk, low user figures, requires TRL9 for value/data yield



Music technology early deployment model:
low-risk, low cost, high user and data figures can attract acquisitions during early TRLs



Assumptions based on user engagement and associated data from major music technology services such as Last.fm, Shazam, Spotify, SoundCloud and Bandcamp over the development period from TRL3 to TRL7

TRL VS MARLs: Is there life on Mars?

The project

(Where #MusicBricks is unveiled)



The tech partners



Universitat
Pompeu Fabra
Barcelona

MTG

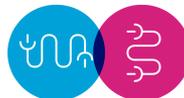
Music Technology
Group



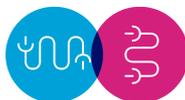
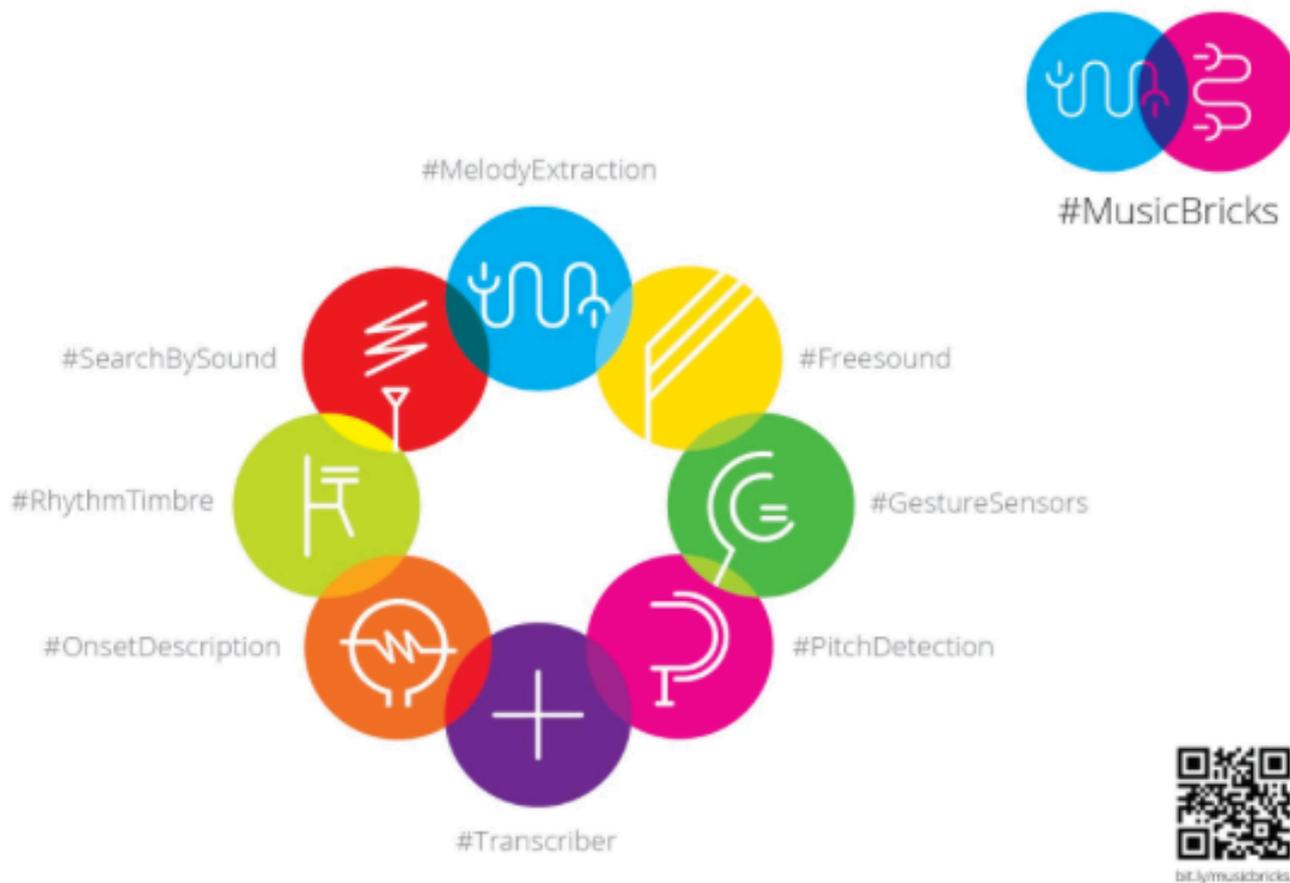
Fraunhofer
IDMT



ircam
Centre
Pompidou



The tools suite



The 'connector' partners





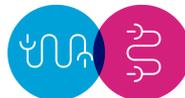
Phase 1: Product idea creation



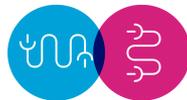
Dolphin



Phase 2: product idea incubation



Phase 3: Market Prototype



The three phases



Early results

(Where we are doing it right)

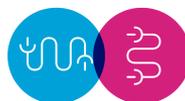
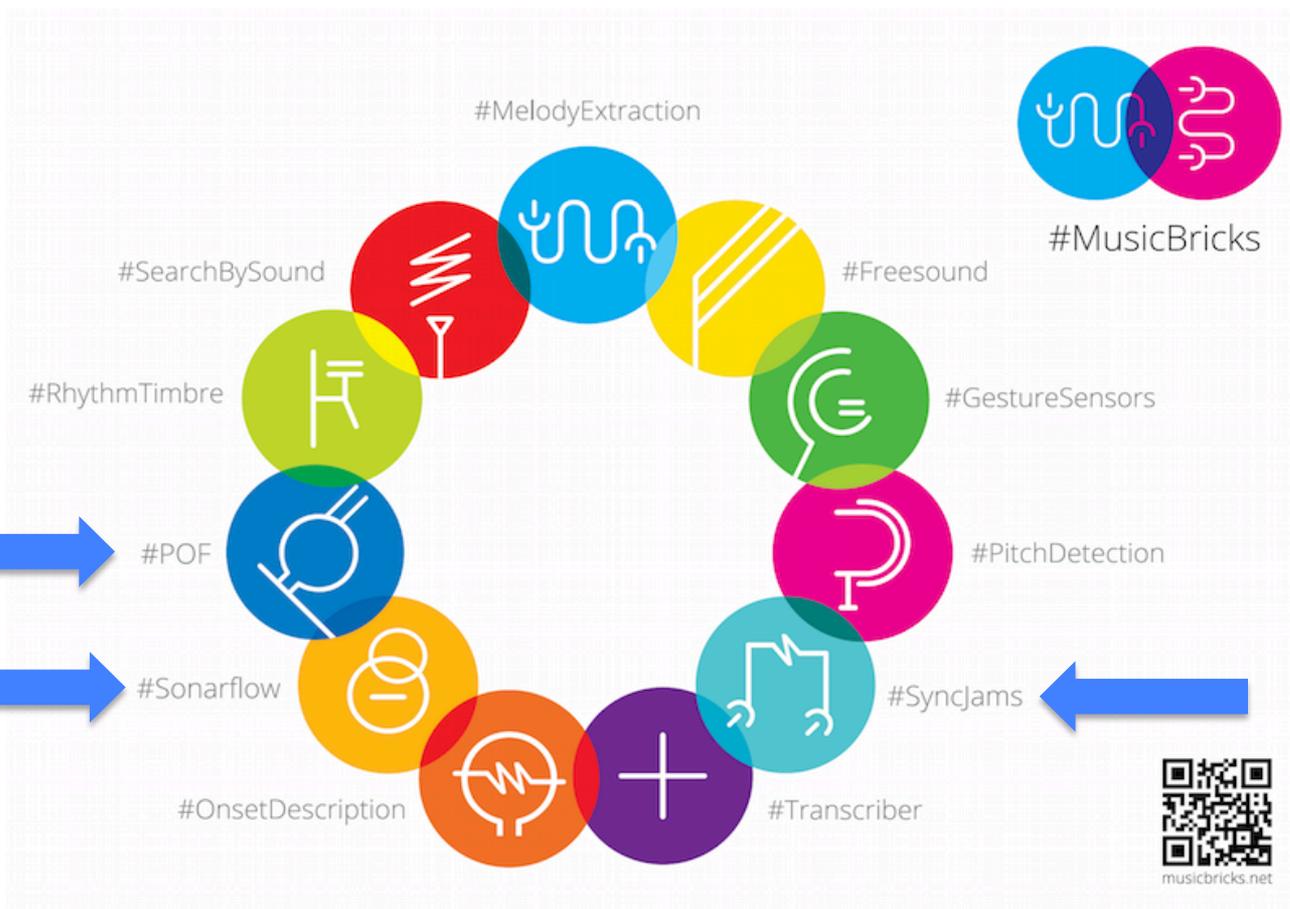


11 projects incubated



New bricks

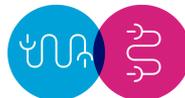
**SPEC
TRAL
MIND**



Special mentors

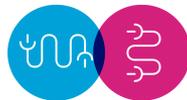


Josh Saunders (for
Interactive Cube)



The times they are a changing

...An innovation formula?



Thank you

(the part where we you can clap your hands)

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