

# Dig-In

We give urban innovators the confidence to go down the innovation path and show them the way.

## The Project

We develop a self-evaluation and decision supporting digital tool for innovation managers to streamline innovation project design and execution. Our customers and clients are regional innovation centers, innovation managers and municipalities. Background knowledge/know-how for the tool was developed during a Horizon project that FhG IAO led.

## The Team

**Location:** Fraunhofer IAO, Stuttgart

**Members:** Petr Suska, Tomas Vacha, Inna Zhuravlova

**AHEAD Infos** Batch: 2023

Phase: 1

Track: Spin-Off

## The Business Model

**Unique Selling Proposition:**

Efficient use of time, budget and learning on experience and mistakes of others, framework utilising AI in innovation management.

**Unfair Advantage:**

We closely know the market, build on research and previous projects, and have direct access to customers/clients.

**Revenue Model:**

Licensing, consulting

### Venture Readiness Level



### Technology Readiness Level



## The Side Facts

**Customer Focus:** B2C, B2C

**Searching For:** Developer, Architekt

**Industry Tags:** Software & services; investment instruments; real estate

**Technology Tags:** AI, machine learning, smart cities, open data