

**PROJECT OBJECTIVE |**

To deploy a European Platform-enabled marketplace fostering a **dynamic establishment of value networks, enabling the matching of the availability and demand of manufacturing capacities and thus rendering an Industry's optimal utilization of unused installed capacities**, that would be otherwise remain unutilized.

**KEYWORDS |**

Business Strategies; Business Models; Supply Chain Management; Business Support Services; Marketplace; Servitization; Resource-efficiency.

**WEBSITE |**

[www.manusquare.eu](http://www.manusquare.eu)

**CONSORTIUM |**

SUPSI [CH]  
 HOLONIX [IT]  
 SINTEF [NO]  
 INNOVA [IT]  
 IBM ISRAEL [IL]  
 INESC TEC [PT]  
 PRODUTECH [PT]  
 JPM [PT]  
 INNOVHUB [IT]  
 SIA ICOTTON [LV]  
 TRUDEL [CH]  
 CSEM [CH]

**CONTACTS |**

Andrea BETTONI  
 Coordinator of MANUSQUARE Project  
 SUPSI – Scuola Universitaria Professionale della Svizzera Italiana  
[info@manusquare.eu](mailto:info@manusquare.eu)

**MORE INFORMATION |**

**Funding Programme:** Horizon 2020  
**Topic:** NMBP-22-2017 - Business models and industrial strategies supporting novel supply chains for innovative product-service  
**Project Number:** 761145  
**Start Date:** 01.01.2018  
**Duration:** 36 Months  
**Investment:** 3.956.188,75 Euros  
**EC Funding:** 3.956.188,75 Euros

**INDUSTRIAL CHALLENGES |**

Market dynamics, in contrast to installed capacities and capabilities, are by nature in continuous change and characterized by fluctuations.

Companies' ability to address to market opportunities is often limited by installed capacity and to their ability to pull and integrate available resources and capabilities from their ecosystem.

Investment cycles and the associated rigidity of in-house installed capacities and capabilities if, on the one hand, may impose the inability to respond to market opportunities, may well, on the other hand, render situations of unoptimized monetization of investments, via the inability to dynamically allocate unused capacities, by-products and capabilities.

**THE MANUSQUARE SOLUTION |**

MANUSQUARE Project aims to create a platform-enabled marketplace that brings available manufacturing capacity and resources, closer to production demand.

It will bring to life the tools, technologies and services, enabling the establishment of dynamic value networks, capable of being re-arranged,

on-demand, to cope with the needs of both those that are seeking for specific manufacturing capacities and those who have theirs available.

To fully achieve the Manufacturing-as-a-Service paradigm, a new platform-enabled market place is required, aggregating adequate tools, services and information resources that enable the matching and establishment of business relationships between industry's stakeholders.

**BENEFITS & ADVANTAGES |**

The project aims, therefore, the creation of a B2B ecosystem with safe data transactions and highly traceable supply networks, that will support:

- A sustainable matching between supply and demand of manufacturing capacity, knowledge, technologies and by-products;
- The access to unexploited market opportunities;
- The full exploitation of local capacities, complementarities and (unused) potential;
- The dynamic integration of companies in new value networks.

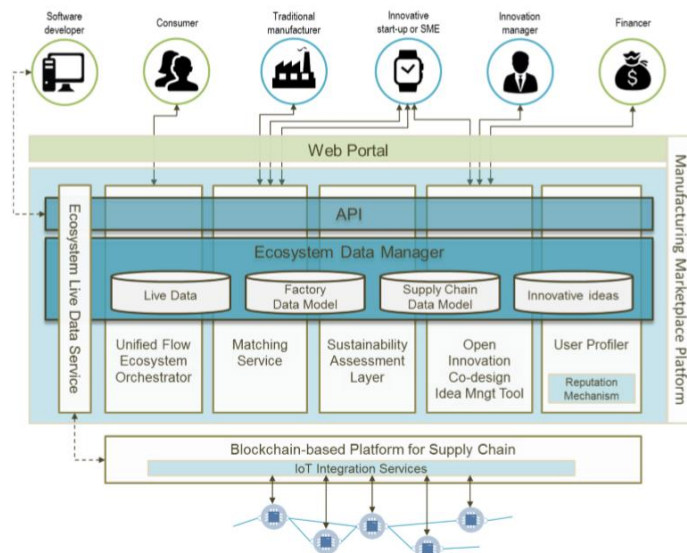


Fig. 1 – MANUSQUARE PLATFORM ARCHITECTURE



