

**Focussed Development Alliance (FSDA) Ltd.**

<b>Company registration</b>	Scotland, United Kingdom, No. SC156185 (incorporated in Feb. 1995).
<b>Legal representative</b>	(contact, & main participant in European projects) Dr. George <u>DUNCAN</u>
<b>Contact Address (European Office)</b>	11 Grande Rue, F-77970 Bezalles, France. Tel.: +33 1 64 01 03 79, e-mail: <a href="mailto:george.duncan@fsda.co.uk">george.duncan@fsda.co.uk</a>
<b>Nature of business</b>	1) International trade & development; 2) market research and montage of partnership-dependent innovation-intensive new product, service & business development.

<b>Project Opportunities of Highest Interest:</b>	<b>Coordination and/or Support Action (CA, SA, CSA).</b>
<b>Preferred Role</b>	<b>Partner</b>

**Experience in European Commission funded projects**

<b>Project, programme, duration</b>	<b>FSDA role</b>	<b>Project overview</b>
EMTECH (FP6 IST) 2004-2006	Partner	<ul style="list-style-type: none"> <li>Critical issues analysis, propose &amp; implement measures to improve take-up of embedded technologies and RTD project participation by SMEs.</li> </ul>
SUN&SUP (SME & Innovation, PAXIS Initiative) 2001-2005	Partner	<ul style="list-style-type: none"> <li>Define &amp; prototype new/improved services to support sustainable growth of European high-technology start-ups.</li> </ul>
SURGE-TRANSPORT (FP4 OMI) 1998-2000	Coordinator	<ul style="list-style-type: none"> <li>Embedded Systems Value Chain Support Group: technology foresight, new project &amp; business development support to automotive, aerospace, rail, &amp; consumer electronics industries (follow-on from OMI-UG-TRANSPORT)</li> </ul>
OMI-UG-TRANSPORT (FP4 OMI) 1995-1997	Coordinator	<ul style="list-style-type: none"> <li>User Group, technology transfer, new project &amp; business development support for embedded systems in automotive &amp; aerospace industries</li> </ul>

**Experience of space industry**

<b>Client</b>	<b>FSDA role</b>	<b>Mission overview</b>
European Space Agency (ESA, Paris Headquarters)	Prime Contractor (2008-2009) Procurement Division, SME Policy Development Office	<ul style="list-style-type: none"> <li>Assistance with general management and interfacing to SMEs.</li> <li>Management of information assets (ESA SME portal, databases).</li> <li>Procurement management assistance of 2009 Leading-Edge Technology (LET-SME) Call for Tenders.</li> </ul>
ESA (Paris HQ)	Prime Contractor (2006) Directorate of European Union & Industrial Programmes, SME Unit.	<ul style="list-style-type: none"> <li>Assistance with SME Unit general management.</li> <li>Workshop organisation &amp; analysis of SME needs in training, access to expertise, and enabling facilities.</li> <li>Programme management support and reviewing of project results of 2005 LET-SME initiative.</li> </ul>
Alcatel-Alenia Space	Prime contractor (2005)	<ul style="list-style-type: none"> <li>montage of consortium &amp; proposal for EC-funded IST project, "Universal Satellite Home Connection (UNIC)" (STREP, €6.7M budget, 10 partners)</li> </ul>
Eutelsat	Contractor (1998)	<ul style="list-style-type: none"> <li>montage of consortium &amp; proposal for TEN-TELECOM project, "Generic Advanced Low-Cost Trans-European Network over Satellite (GALENOS)" (service feasibility &amp; validation activities, €3.2M budget, 7 partners)</li> </ul>

**George Duncan**

**Formal qualifications:**

PhD (signal processing), MBA, BSc (Electrical & Electronic Engineering)  
Fellow, Institution of Electrical Engineers (FIEE).

**Career:**

**1995** - Focussed Development Alliance (FSDA) Ltd.

**Co-founder** of the company. Services in new market & partner research, and the montage, marketing & coordination of partnership-dependent innovation-intensive product & new business development.

**Ancillary expertise:**

- market research methods, including design & analysis of questionnaire & web-based statistical surveys;
- facilitation methods for roadmapping and technology foresight exercises, to identify new technology, product & service market opportunities;
- business & financial planning.

**1988-1994:** Nixdorf Computer / Siemens-Nixdorf Informationssysteme

**Market & Partnership Planning Manager.** Integrated information systems solutions, and engineering & consulting services.

**1984-1988:** University of Edinburgh, Centre for Communication Interface Research (CCIR),

**Research Fellow** (Lead researcher, signal processing applied to usability & dialogue engineering).

**1978-1983:** Wolfson Microelectronics (WMI) – a spin-out from University of Edinburgh.

**Electronics engineer, project manager** (control systems, and signal processing technology)

**Contributions to national and European innovation support initiatives**

- Member of the Steering Committee (2007-08), OSEO - French national support Agency for Innovation and SME Growth.
- Rapporteur to European Commission DG Information Society (2006), industry consultation on strategies and thematic priorities for embedded systems RTD in FP7, from the viewpoint of SMEs.
- Proposal evaluation panel (2004), and project reviewer (2005), Bundesministerium für Verkehr, Innovation und Technologie (BMVIT : Austrian Ministry for Transport, Innovation & Technology).
- Member of the Board (1997-1999) European Commission, Framework IV programme, Open Microprocessor systems Initiative (OMI) Management Office.
- Proposal evaluator, EC FP4 (OMI) & FP5 (IST) programmes