# Company's activities

Custom Software for industrial applications

Dynamic scheduling tool for Zero Defect Manufacturing
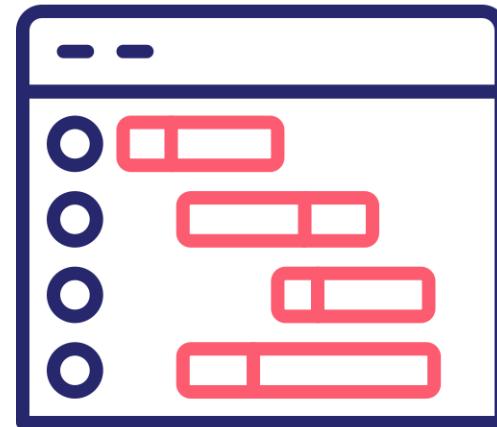
Digital Product Passport platform

AeonTrace

Consulting on <u>Zero Defect Manufacturing</u>, <u>Circularity</u>, <u>Sustainability</u> and <u>optimization</u>

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Industrial Problems we solve

- High waste (material and time)

- Lack of transparency

- Disconnected supply chains

- Lack of information traceability

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How It Started? From Idea to Market

Everything started during the PhD

I tried to develop a tool that will solve a real problem in the industry

Hear what market needs

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Is academia and research knowledge always important for the establishment of a start-up company

YES   NO

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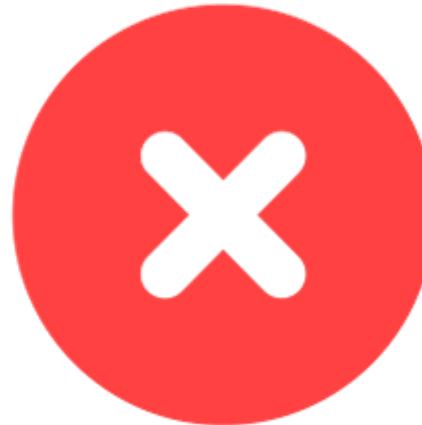
What are the challenges for creating a start-up from academia

- **Mindset Shift** – Moving from *research-driven* to *market-driven* thinking: from "is it publishable?" to "will someone pay for it?"
- **Lack of Business Knowledge** – Academics often lack experience in finance, marketing, or customer development.
- **Intellectual Property (IP) Barriers** – Negotiating IP ownership and licensing from universities can be complex and slow.
- **Funding Gap (Valley of Death)** – Many ideas die between TRL 4–6, where research funding stops but investors find it too risky.
- **Team Composition** – Building a multidisciplinary team that mixes technical, entrepreneurial, and commercial skills is difficult. **Currently we are 10 people**
- **Time and Priorities** – Researchers are overloaded with academic duties; entrepreneurship requires full-time commitment.
- **Cultural Gap** – Academia rewards novelty and perfection; industry rewards speed, scalability, and customer satisfaction.
- **Market Validation** – Translating scientific results into real customer value and quantifiable business models is challenging.
- **Regulatory and Compliance Complexity** – Particularly in sectors like sustainability, health, or manufacturing (e.g., ESPR for DPPs).

Is it easy the transition from academic knowledge to a business case and a start-up company?

No it is not easy and needs a lot of commitment and sucaficies

Timing

What is your biggest enemy?

Getting funding will be one of the biggest challenge
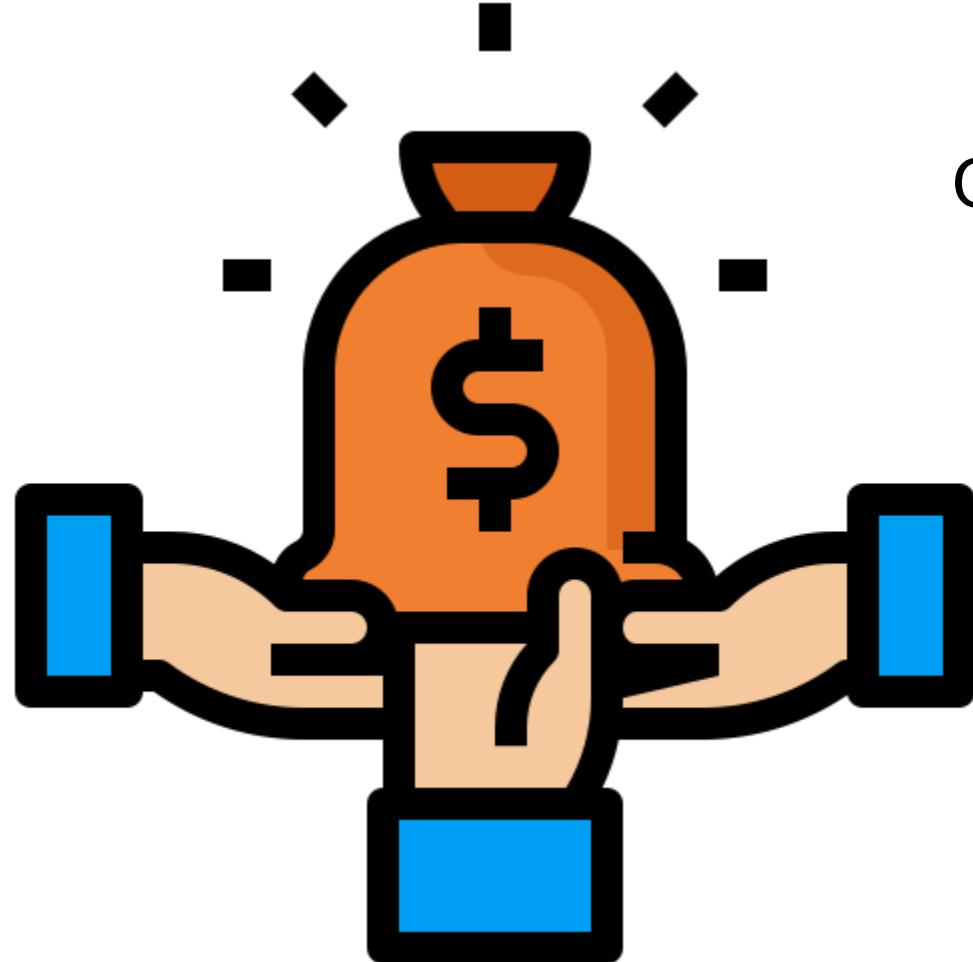
Our experience is full of failures 90%

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Thank you for your attention

Foivos Psarommatis

Founder and CEO of **Zerofect**

The DPP platform that leads you to growth