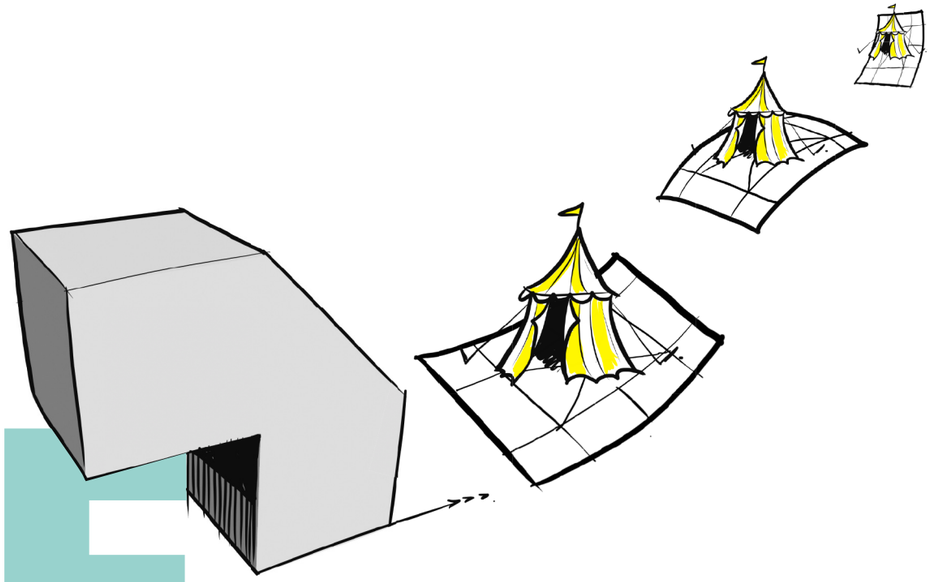
09.CASE

PIC SUMMIT

EUROPE 2029

CASE STUDIES



ABOUT PHOTONDELTA

"PhotonDelta is a growth accelerator for the photonic chip industry. A photonic integrated circuit (PIC) or photonic chip is a microchip containing two or more photonic components which form a functioning circuit. Over the years, PhotonDelta established an ecosystem of organisations that research, design, develop, and manufacture photonic chip technology. PhotonDelta actively supports the ecosystem by stimulating collaboration between partners, providing funding and connecting them with viable markets. PhotonDelta is located in the Netherlands, but collaborates worldwide."

EVENT CONTEXT

Developing the market and the ecosystem of Integrated Photonics requires a new approach to gathering the community, beyond the ecosystem. Launched in 2022, PIC Summit Europe is the first braiding point for a yearly gathering of the key players in the market. For the new technological development to succeed it needs a broad network in the supply chain, and the event could be the home of the community providing it can become the nexus of the human and the technological advancement's gathering place. Hosting the event in the Netherlands will establish the Dutch ecosystem as the undisputed leaders in the field, creating unparalleled opportunities for partners to connect with industry leaders in business, research, investments, and talent.

EVENT HORIZON

PhotonDelta, as the event owner of PIC Summit Europe, with the support of TU/e Eindhoven Hendrik Casimir Institute and Convention Bureau Brainport Eindhoven, invited a group of enthusiastic professionals who represented diverse stakeholder perspectives to gather the community and design for multiple stakeholders. The photonics integrated circuits (PIC) technology is still in its emerging stage, and the industry is equally emerging, but it holds a potentially prosperous and promising future. To create a strategic vision for PIC Summit Europe, the team studied the past, explored the future, and developed a vision statement.

VISION STATEMENT

The PIC industry is growing fast, and there is an enormous opportunity to facilitate cross-fertilization between relevant stakeholders are needed to bring the industry forward faster, such as Semicon, end-customers, investors, policymakers, academics, and media. Our vision is to design the event in Europe for the global integrated photonics community, covered by global media, where: The true potential impact and future of the technology and its application is demonstrated. Business executives create new collaborations, insights and opportunities for technology application, business and market development. Multi-potential settings and side programs allow for example academics and students to contribute to the ecosystem. Event profitability and participant curation ensures maximum impact and future success.

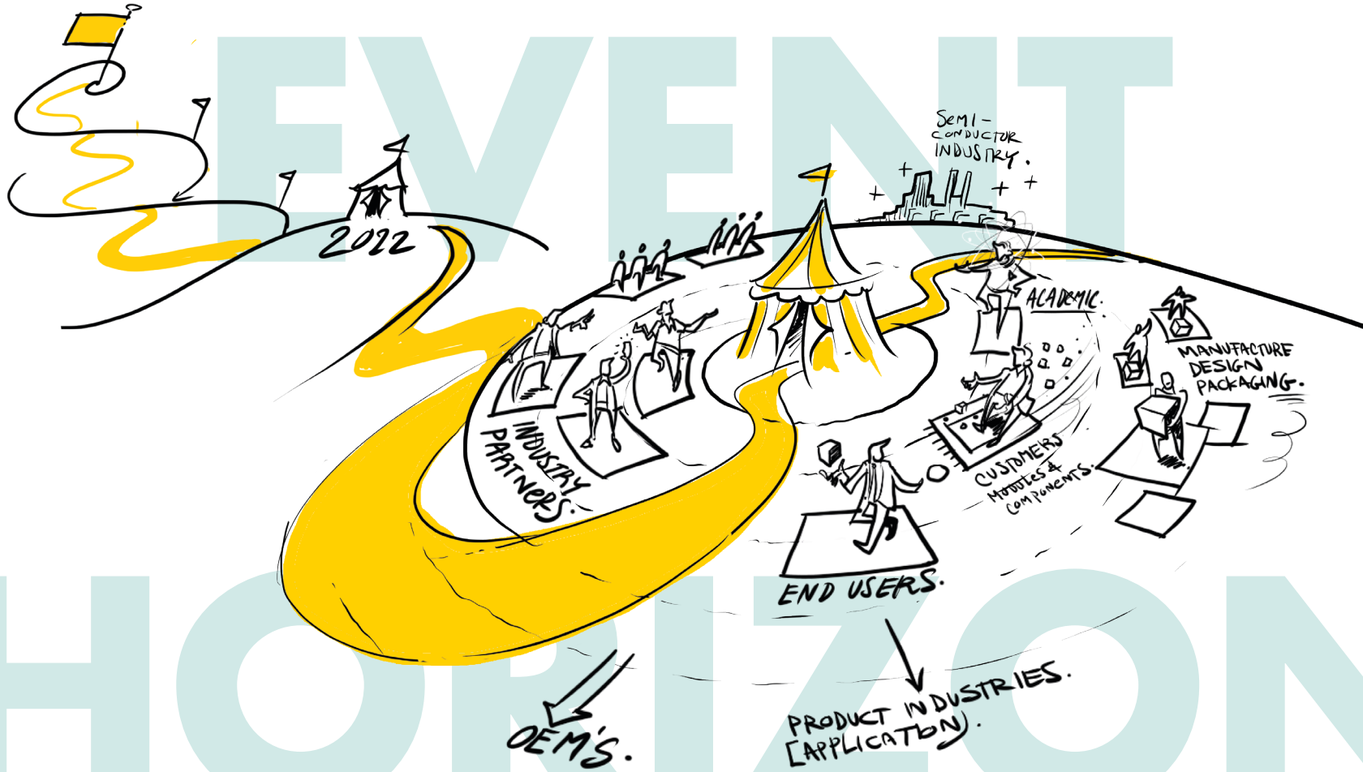
WHO IS ORGANISING THE CHANGE?

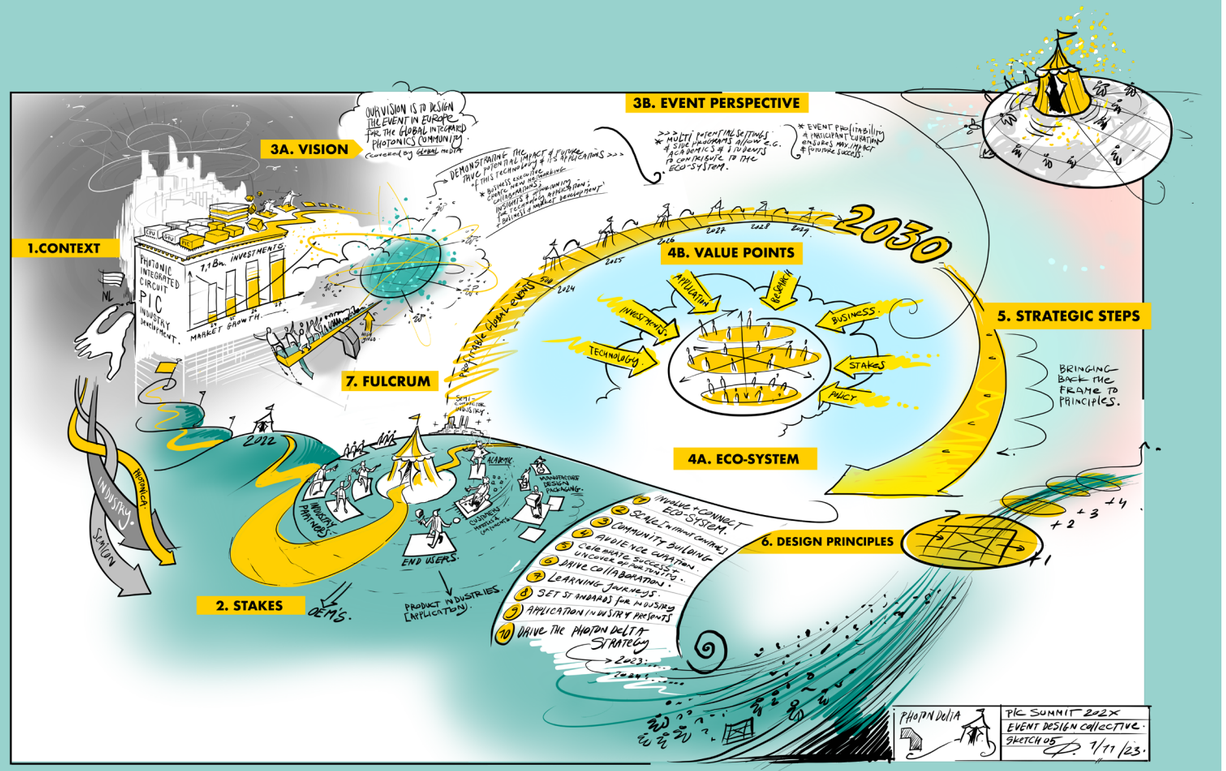
Several organizations that are dedicated to improving the community have come together to develop a strategy for the PIC Summit. To align stakeholders around the growth of the event, it was important to have a clear vision for the future. Partners such as Photon Delta, Technical University Eindhoven, Technical University Twente, and Convention Bureau Brainport Eindhoven, who were involved in the creation of the inaugural PIC Summit, are the driving force behind the success of the event.

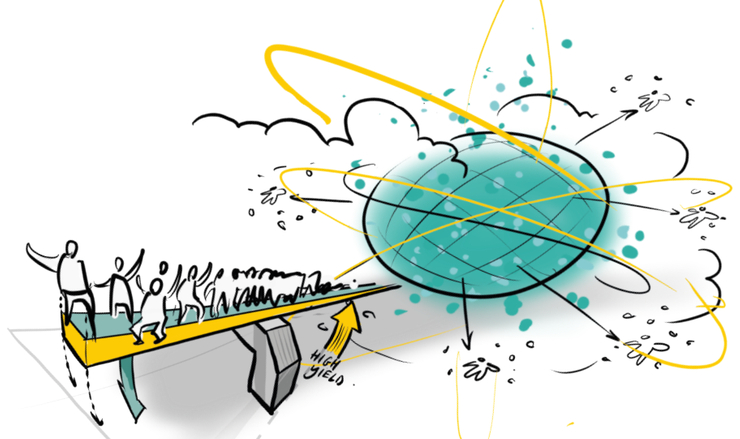
WHAT WAS THE CHALLENGE?

Looking towards the future, our aim was to become a more widely embraced and service-oriented organization, collaborating with partners to develop a formula that can generate greater substantive impact and foster stronger commitment from stakeholders. We hold a serious ambition to establish an industry event, and the current circumstances provide an opportunity to do so, contributing to PhotonDelta's mission and benefiting our Dutch partners and industry as a whole. Our challenge was to bring our stakeholders on board with us on the journey of designing the PIC Summit Europe. To overcome this challenge, we collaborated with them in the design process and created a strategy together. The recipe for success was the joint effort and collaborative approach we took with the stakeholders in the room.

THE EVENT HORIZON







WHO ARE THE MAIN STAKEHOLDERS?

Looking at the future, 2030 in particular the team used the Stakeholder Alignment exercise to select the stakeholders they wanted to design for. Limited by time, a selection of 4 stakeholders was further analyzed:

-PIC organisations (foundries, designers, integrators, packaging)
-PIC customers (modules and components)
-Semicon organisations / Industrial partners
-End-users from various industries (automotive, data & telecom, medical and agrifood) - OEM

The other parties holding a stake in the overarching aim that have been identified include:

-Academia
-Knowledge institutes
-Policy makers
-Investors
-Media

THE FULCRUM

There are crucial determinators that will pivot this industry from an emerging state to a mature state. In the context of onboarding stakeholders and shaping the marketplace, the cadence of events can serve as the fulcrum, the fixed point where around which an object can pivot. An event can act as the gateway to the development of the Photonics Integrated Circuits market and help pivot the industry, by creating, fostering, and enabling an innovative ecosystem that can support the industry's growth. As the ecosystem develops and innovation thrives, the industry can achieve a higher yield and move to the next level of its lifecycle. In short, making a market and further developing it.

THE EVENT DELTA

The Event Delta is the (long term) Design Goal. The team has set the Event Design goal for the PIC Summit 2030 by analyzing and analyzing four different stakeholder perspectives using the Event Canvas methodology. They have summarised the behaviour changes per stakeholder in the Event Delta. For PIC Companies, the delta focuses on learning about market and industry data, staying updated on trends and developments, and meeting potential customers face-to-face. PIC Customers want to showcase their products to potential customers and meet with partners to develop and announce new applications to a captive audience jointly. End-users need to learn how PIC will develop in the future, meet new talents, stay updated on technology, and influence industry standards and regulations.

DESIGN PRINCIPLES

Design Principles are a set of considerations that form the basis of every next iteration of the PIC Summit Europe for the forseeable future. This way, we stay true to our stakeholders' needs and we therefor maintain course.

Annual design sprints will shape next year's edition. Where the team and the stakeholders may change along the way, the below Design Principles will help the team to navigate the PIC Summit Europe, the Vision Statement in mind.

1. Involving and connecting the entire PICs ecosystem
The current phase of the PICs industry requires collaboration from all stakeholders, including the Semicon industry. Working together and being stronger together is the key to creating a mature industry.

2. Scalable, without the need for control
To reach a broader audience and cover a wider range of topics, we should take charge of the calendar and collaborate with partners to plan events that coincide with PIC Summit Europe. PIC Summit Europe is the umbrella for multiple events.

3. Aimed at community building
Our aim is to promote networking and cultivate relationships among participants, with the recurrence of attendees being pivotal in building a resilient and engaged community. Our unwavering commitment to facilitating conversations and connections extends well beyond PIC Summit Europe.

4. Audience curation
Our audience is limited and exclusive, with an invitation-only policy for 80% of attendees. We prioritise decision-makers in our audience, ensuring a high-quality experience for all.

5. Celebrate successes and uncover opportunities.
The best tech doesn't always win. Market adoption is critical. Therefore PIC Summit Europe will showcase applications, demo innovations, and celebrate successes in the industry.

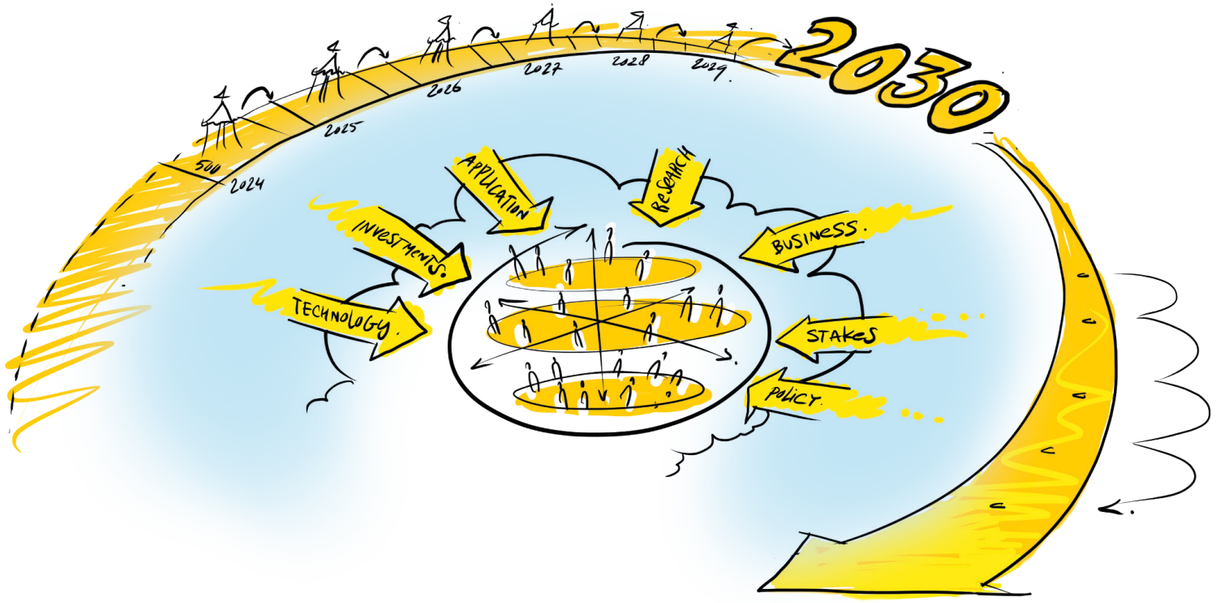
6. Drive collaboration offspring
PIC Summit Europe is an ideal place to bring together different players who need partners to exchange ideas, sprout collaboration and start new ventures.

7. Learning journeys
Innovation does not happen at PIC Summit Europe but is happening in the region. Learning Journeys are there to visit companies and let those visits inspire others.

8. Set standards for the industry
Given the life cycle the industry is in, there is an excellent opportunity to start talking about standards collaboratively and annually, with the audience.

9. Application industries present
Having a dialogue with and involving the different application industries and OEM's is crucial. This can be done publicly to determine those industries' future needs.

10. Drive the PhotonDelta Strategy
The PIC Summit Europe crystallises the PhotonDelta strategy, catalyses change, and becomes an annual event for updating the strategy.



THE DESIGN PROCESS

Over a span of 2 months, the team of assembled expert stakeholders gathered for a series of brown paper strategy sessions to map out the landscape for the period 2023 - 2030. The team was facilitated by multiple facilitators in order to craft the multiyear landscape. The event design on the horizon of change as the last stage before the final delivery of the Vision per 2030 would be the PIC Summit Europe 2029.

NEXT?

Given that we clearly understand what success will look like in 2030, along with the established guardrails outlined in the design principles, the logical next step is to gather the team together for annual design sprints to create the next edition. This approach provides us with a clear and direct path towards achieving our goals in 2030, with each milestone along the way helping to guide us towards success.

DESIGN TEAM

Carlos Lee	EPIC - European Photonics Industry Consortium
Cuno Groenewoud	Convention Bureau Brainport Eindhoven / Eindhoven365
Gijs van Ouwerkerk	Phix
Jorn Smeets	PhotonDelta
Marija Trajkovic	TU/e Eindhoven Hendrik Casimir Institute
Nina Groothuijzen	EFFECT Photonics
Paul Rulkens	Event Design Collective / Agrippa Consulting International
Pieter Telleman	University of Twente
Roel Frissen	Event Design Collective
Ronnie Kuppens	Brainport Development
Sadoon Al-Obaidi	LioniX International
Stijn van den Broek	PhotonDelta
Thomas van der Zijden	Smart Photonics