

To FuturICT Spain,

This is a letter of full support for the FuturICT Flagship Initiative coming from CONCEPTUAL KLT Knowledge, Logistics And Technology S.L.

CONCEPTUAL KLT is a start-up company, born in the University of Cantabria (UC), on October, 2007 and sited in the Center of Technological Development (CDTUC) of the Civil Engineering School. It was established by UC teaching personnel and professional staff with a huge experience in new technology field applied to transport and logistics sector.

CONCEPTUAL KLT, is a limited company which target is the design and implementation of strategies for generating, transmitting and applying the knowledge to organizations and institutions for their technological and logistic development, likewise R&D related to the implementation of new technologies in the organizations linked to logistics and transport.

CONCEPTUAL carries out its activity in the following working lines:

- Development of R&D projects.
- Defense of intellectual resources by patenting the innovating elements and the aims achieved.
- Launching offers to R&D announcements in order to develop new products related to the activity of CONCEPTUAL KLT.

CONCEPTUAL KLT has three open working lines to place R&D projects and contracts under way. These lines are:

- Introduction of crowdsourcing, software collaborations platforms and knowledge social networks, like web 2.0, for our institutional and private clients.
- Development of intelligent transport systems (ITS) and “Internet of Things”.
- Innovation in the maritime and port management, boosting comodality in the rail and port node and developing “cloud computing” applications.

MAIN PROJECTS

LIST OF THE MAIN WORKS CARRIED OUT including R&D projects and client's assignments:

- *“RFID system for the management of people, luggage and package”* project, approved by the 1st Industrial Cooperation in Cantabria Official Announcement, under the framework of the Regional R&D Plan, in collaboration with de Companies ALSA and PINDIATEC (2008-2012).
- *“EcoModalUmlandPort”* project, published by the Spanish Official State Bulletin (BOE) the 5th of January of 2009, under the official announcement of Sustainable Mobility and Modal Change in Transport National Subprogram (2008-2011).
- *“CoModalWeb 2.0”* project, published by the Spanish Official State Bulletin (BOE) the 5th of January of 2009, under the official announcement of National Program for the Public/Private Cooperation, which belongs to the Transport and Infrastructure projects (2008-2011).
- *“Marnis”* project, which is a R&D project under the European Commission VI Framework Programme (2004-2008), acting CONCEPTUAL as a subcontractor of one the partners, the Company PORTEL, which provides telematics services to the Spanish ports.
- *“Skema”* project, (Sustainable Knowledge Platform for the European Maritime and Logistics Industry, 2008-2009), which is a project under the VII Framework Programme funded by the DGTREN, acting CONCEPTUAL as a subcontractor of one the partners, the Company PORTEL.
- *“Comillas Community”* project, for the development of a knowledge social network as a web 2.0, ordered by Fundación Comillas (2008-2009).
- *“UIMP 2.0”* project, for the development of a knowledge social network of the International University Menendez Pelayo (2008-2011).
- *“SILE”* project, (Efficient Logistic System In and Out of Ports), approved by the 2nd Industrial Cooperation in Cantabria Official Announcement,

under the framework of the Regional R&D Plan, in collaboration with de Company GLOBAL STEEL WIRE (2009-2011).

- "PACE" Project, (Open collaborative business platform), approved in 2010 by the Funding for the promotion of Industrial Cooperation in Cantabria, in collaboration with the Association of Automotive Forum of Cantabria – Regional Initiatives Automotive Group (GIRA).
- "TELMAR" Project, (Technologies and Logistics for the Offshore renewal Energies), approved in the 2011 by the Funding to promote R&D of renewal energies in Cantabria, for the design and planning of a logistic coordination centre, in collaboration with MUNDIVIA (2011-2013).
- "COMPROFES" Project, (Platform for the World Congress of Teachers of Spanish. Forty-eight hours of live programming a la carte involved in the teaching of Spanish: a major international virtual conference organized by the Institute Cervantes on his 20th Anniversary) 2011.
- "INNOTRANSMER" Project, (Simulation platform for the development of innovative solutions for the transport of goods among big capacity main roads) approved in 2011 in the INNPACTO National program.

Our small company wants to participate in FuturICT because, to really understand the world around us, we must adopt a much more holistic approach, seeking out the patterns and deep dynamics that shape broader more complex systems. We embrace change because it provides a powerful catalyst for growth and learning.

We can contribute with our experience in "Pull" models that can also be platforms for creating "increasing returns dynamics." This is due to "pull" models being based around loose and flexible networks that are already configured to scale as growth occurs. Pull platform key characteristics include modular and loosely-coupled networks, open channels that better harness the passion and commitment of innovation communities. "Pull" platforms also will tend to influence public policy with regards to education and innovation, as more companies tend to gravitate towards the "pull" models.

A handwritten signature in black ink, appearing to read "M. Pesquera", with a horizontal line underneath.

Miguel Angel Pesquera González
President