



## Info Session on the Horizon Results Booster

# The Rules of the game

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# The Initiative

The Horizon Results Booster is an European Commission initiative **which aims to maximise the impact of research projects funded by FP7, Horizon 2020 and Horizon Europe.**

If you need some guidance on **how best to disseminate and exploit your research results,** then this programme is for you!

## General eligibility

# All EU-funded projects are eligible

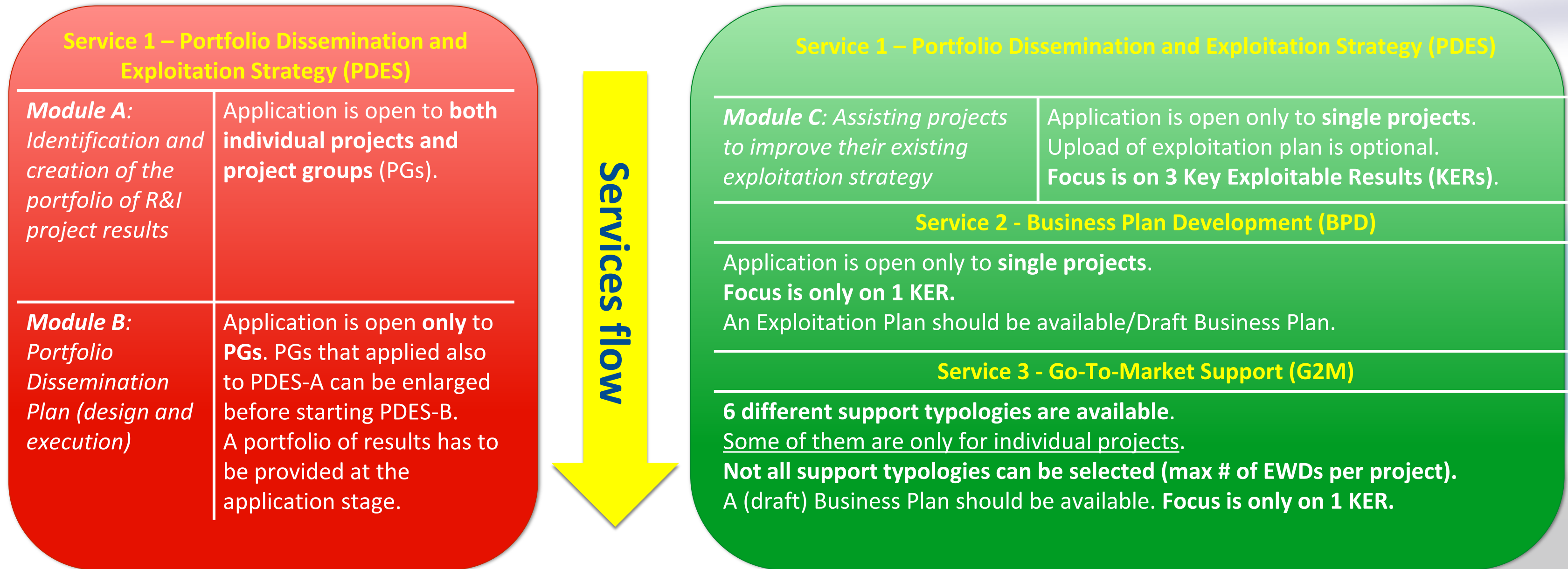
- Ongoing or completed
- Directly funded by FP7, H2020, HE
- Indirectly funded by FP7, H2020, HE  
(e.g. by KICs, art. 185, etc.)

## The Services

**Three main services** are provided **free-of-charge** to eligible beneficiaries:

- **Service 1 - Portfolio Dissemination and Exploitation Strategy** - develop a portfolio of results and design an effective dissemination and exploitation strategy.
- **Service 2 - Business Plan Development** - develop an effective business plan and find out how to secure additional funding for implementation of the plan.
- **Service 3 - Go to Market** - get your research ready for commercialisation!

# Service eligibility and requirements



Dissemination services and exploitation services can be run in parallel and have different experts' teams delivering them.

## Why should you benefit from HRB services? 1/2

**Generation of an impact (on society and/or market) strictly depends on Dissemination and Exploitation strategy and implementation.**

**Wrong basics, generate wrong strategies! => when projects go “out of the lab” the “environment” could be different from what they planned/expected.**

Experiences from the delivery:

- Wrong identification of Key Exploitable Results
- Confusion between customers-end users-partners
- Use model is not identified
- Etc.

## Why should you benefit from HRB services? 2/2

Many projects (not only those funded by FP7, H2020 and HE) have several commonalities in terms of:

- Contents
- Target stakeholders/groups of interest

For Project Groups:

- **Joining forces through common dissemination activities may increase interest of relevant audiences and save resources (money) for implementing activities.**
- **Joint dissemination activities may also have a better impact on policy makers.**

Do not forget! HRB also provides support in the creation of a PG!



## When requesting HRB services?

HRB services can be requested **at any given moment** by eligible projects. **The sooner the better!**

During the application you will be asked to specify the **indicative quarter when you prefer the services starting to be delivered** (could be up to 1 year after the submission of the application).

It is preferable to start the HRB service delivery once there is a **clear idea of the results of the project**. We suggest for example PDES-A and PDES-C (entry point services) to be started around M6.





# Application Process

# How can you apply? (1/2)

- > Application is **public and open** to anyone eligible
- > **Request for services:** click on the “request for services” button on the website
- > **Fill out the application form** (direct access through: <https://www.horizonresultsbooster.eu/HRBApplications/ApplicationForm>)

The screenshot displays the website's navigation and application process. On the left, three service cards are visible: 'Portfolio Dissemination & Exploitation Strategy', 'Business Plan Development', and 'Go To Market', each with a 'Read more >>' link. Below these is a prominent orange button labeled '>>> REQUEST SERVICES <<<'. To the right, a list of services is provided, including 'Access to finance to commercialise results', 'Commercialisation routes for intellectual property', 'IP based business plans and commercialisation', 'Commercializing exploitation options for KERs', 'Organising your commercialisation', and 'Basics of "Go-to-Market"'. Below this list is a section titled '2. Application Form', which includes a sub-section '2.1 Project or Lead R&I Project (in case of applying on behalf of a Project Group)'. This section contains a form with radio buttons for 'An individual project' (selected) and 'A project group', and an 'ADD PROJECT DATA' button. The footer of the website features the 'HORIZON RESULTS BOOSTER' logo, navigation links for 'ABOUT', 'FAQS', 'TEAM', and 'SIGN IN', and contact information including 'Terms & Conditions' and the email 'booster@meta-group.com'.

## How can you apply? (2/2)


- Beneficiaries have to **register first to the HRB platform** to submit an application.
- At the registration they need:
  - project ID (GA number)
  - name and e-mail of the applicant
  - name and e-mail of the project coordinator
  - name and e-mail of the PO
- They can **save draft applications** and continue whenever they want before submitting.
- During the application, specific questions are made and documents have to be uploaded, based on the service requested
- **Alerts** keep applicants informed about their “**readiness**” for the requested service


## What happens after the submission?

- **Eligibility of applications** (minimum requirements, application to the same service, projects too far in the past, etc.) is **verified** by the HRB EC Team – it could take around 3-5 days
- **Experts are proposed** by the Contractor and accepted/rejected by the HRB EC Team according to background, expertise, etc. in their CV – it take around 3-5 days
- The expert contacts beneficiaries within 10 days from their appointment to organise a “preliminary call” to define the **Service Delivery Plan**.
- If experts realise the **projects are not “ready”** for the service, they propose another service.
- **Feedback questionnaires** are proposed at the end of the service to verify effectiveness.
- Outputs, deliverables and final reports of the services are saved in the platform.
- Automatic e-mail alert (to POs too) **when the final report is uploaded onto the HRB platform**.

# So far...

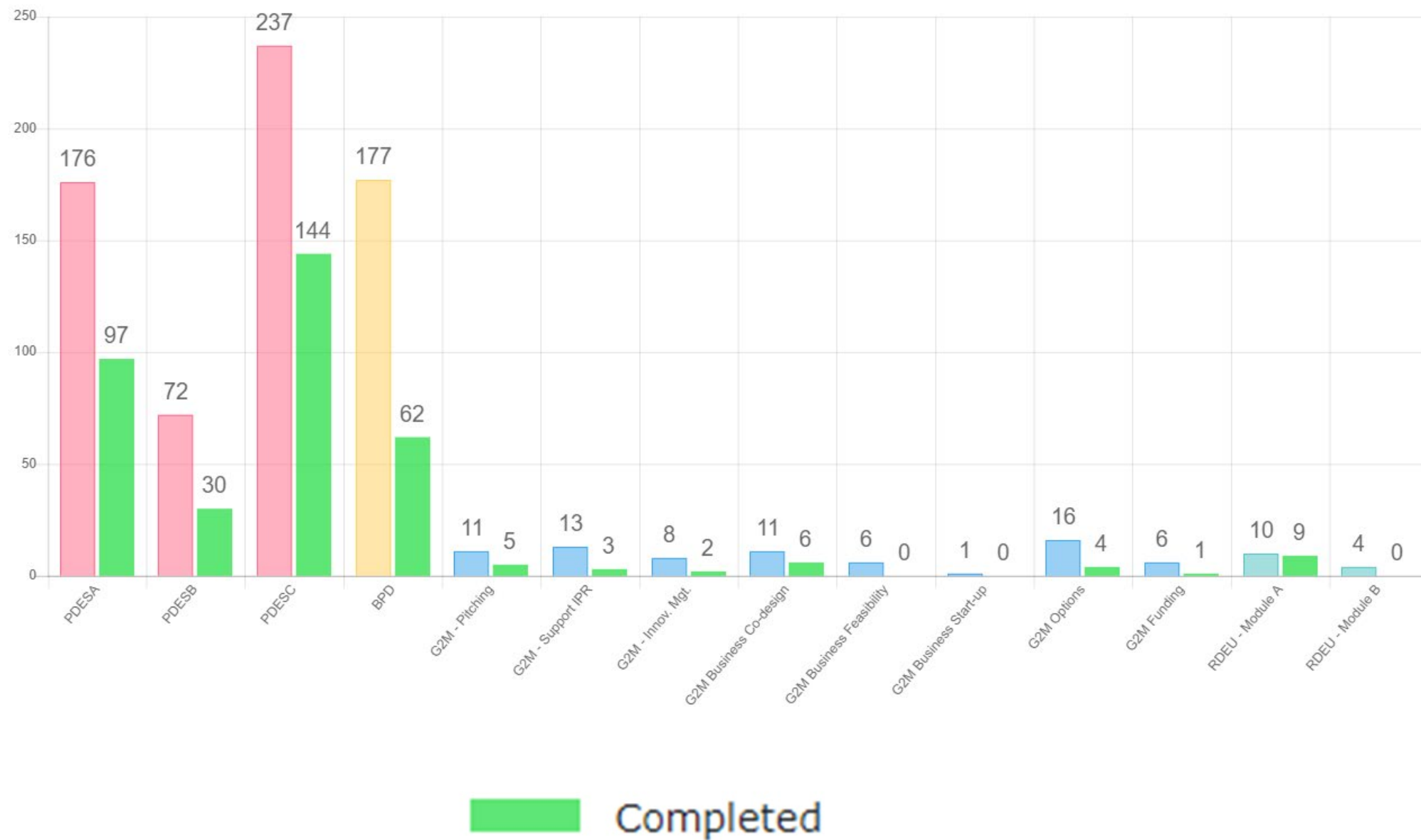
  
**170**  
Experts

  
**715**  
Projects

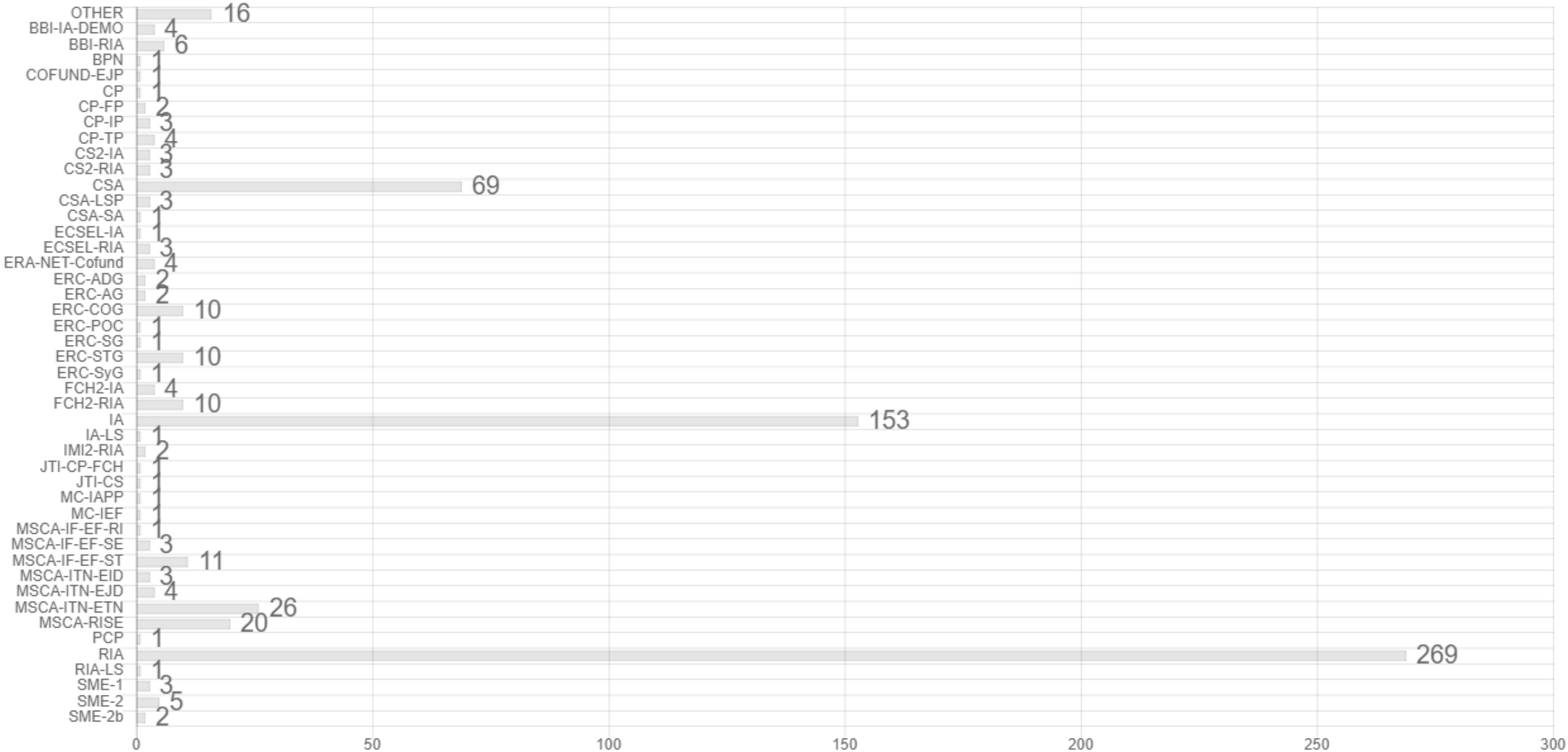
  
**748**  
Assignments

  
**2,037**  
Beneficiaries

  
**5,556**  
Organisations



# Not only RIAs...





Thank You for Your attention!

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**[www.horizonresultsbooster.eu](http://www.horizonresultsbooster.eu)**

