Info Session on the Horizon Results Booster

Service 1 Module C - Assisting projects to improve their existing exploitation strategy (PDES C)

Antonello Fiorucci
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The Key Exploitable Result (KER) is the hero!

> Responding to specific **needs,** to the **demand** of a well-defined group of "**Customers**"

> Selected by the Partners for **use** and/or **market** introduction

> A product or process…

> A new service…

> New standard…

> New training courses…

> Input for a new project…

> A new policy…

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The Exploitation Strategy Seminar (ESS) is the core of the PDES- C

- The actual seminar lasts for **one day/two half days**

- For the KER owners, the Coordinator and the Exploitation Team, but **all Partners** are suggested to participate and contribute

- Best if organized **before the midterm** of a project life

- A unique opportunity to discuss **Exploitation Plan next steps** and have an **insight** on KERs

- Focus on a **maximum 3 KERs**

- The **Final Report** provides inputs for making the most out of the **exploitation activities** in the project's **work plan**:
  - Characterisation table, Priority map, Exploitation Roadmap, Recommendations

Approach

- Focus **not** on the **scientific dimension** but on the KER's key **features** related with its **use** with a **problem oriented** (demand driven) approach.

- Concentrate on how to **increase the TRL** after the project is **ended** having in mind possible **lack of resources**.

- **Key ingredients**: Unique Value proposition - **UVP, Use model, Early adopters** (target audiences for dissemination).

Objectives for the seminar

- **Introduce**: **impact, KERs, use and their** relationship

- **Focus**: on KERs and discuss:

  - **Problems** addressed - **alternative solutions** - **unique value proposition** - novel **solution** and **use model**

  - **Risks** related to the use of results (possibly) and

  - **First actions** after the **project's end**

ESS Agenda

Day 1

> **(One hour) - Introducing Exploitation**
>
> Definitions of Exploitation, Key Exploitable Results, Exploitation vs Dissemination, Exploitation Plan;
>
> Q&As.

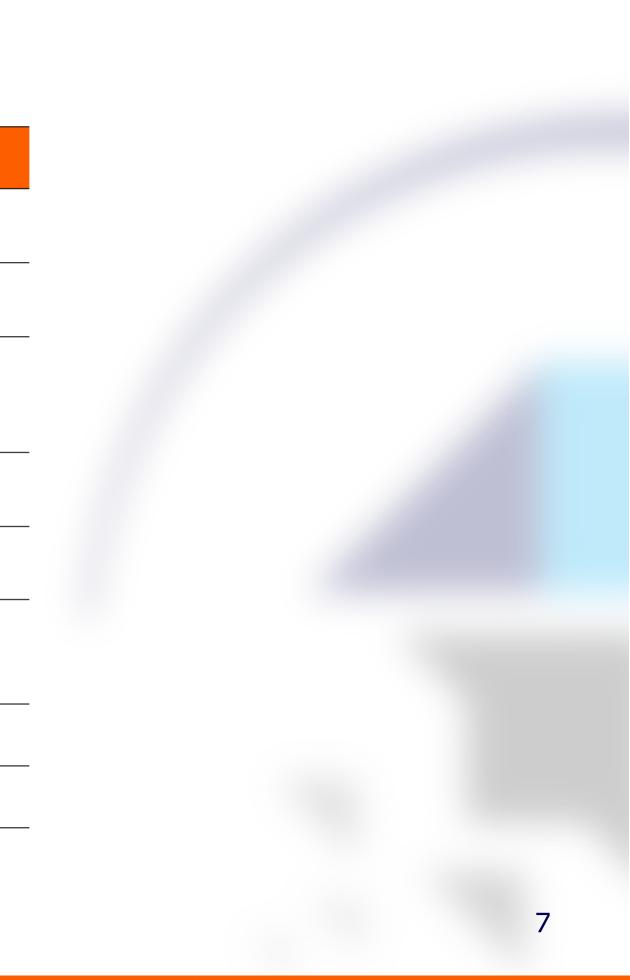*All slots are intended to be agreed in Central European Timing (CET)

Day 2

> **09.00 : 10.30 - Working session for KER1**
>
> Discuss for KER1 the Characterisation Table, the Risk Map and the Exploitation Roadmap.

> **10.30 : 11-00 - Break**

> **11.00 : 12:30 - Working session for KER2**
>
> Discuss for KER2 the Characterisation Table, the Risk Map and the Exploitation Roadmap.

> **12.30 : 13-30 - Lunch break**

> **13.30 : 15:00 - Working session for KER3**
>
> Discuss for KER3 the Characterisation Table, the Risk Map and the Exploitation Roadmap.

> **15.00 : 15:30 – Closing**

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Summary table - Delivery steps

Steps	Deadline
Expert official appointment	Day 0
Expert first contact with project	Day 1-3
Introductory call - Data and place of ESS scheduling	At least 5 weeks before ESS date
Customization of ESS agenda	4 weeks before ESS date
Data collection for ESS	3 weeks before ESS date
ESS preliminary report shared with project	At least 5 days before ESS date
ESS delivery and collection of feedback forms	Date agreed with project
ESS final report due	10 working days after ESS

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Service 2 - Business Plan Development

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25.05.2022

An initiative of the European Commission

Activities

- Support to partners for **having a structured business/exploitation plan** (in the case the result will not be commercialized) for **1 (one) KER**.

- Support is **customised** according to the **maturity** of the KER selected.

  - If a draft business/exploitation plan is **available** , the Experts will help you to **review** it, **prepare** an **implementation roadmap** and provide **recommendations** for its finalisation.

  - If the KER is just characterised (**no draft available**), the Experts will support you in identifying the **information** to be collected and validated for drafting the plan, **discussing use/business model** and provide **recommendations** on how to prepare it.

Main Elements

- Focus on **1 KER**

- Best if organized **after the midterm** of a project life – after a PDES C

- The service delivery lasts for **2 months**

- For the KER **owner**/s, the **Coordinator** and the **Exploitation Team**, but **all Partners** are suggested to participate and contribute

- The **Final Report** provides inputs for planning future use:
  - Characterisation table, Lean/Value Proposition Canvas, Exploitation Roadmap, Recommendations

Activities

Step 1 - Preparing the delivery

- **Maturity self-assessment (BOSAT)**
- **Customisation** (Service Delivery Plan - SDP)
- Sharing **guidelines** and **tools**:
  - BPD First Set of Guidelines
  - The Business Plan Structure (KER Form + Exploitation Roadmap)
  - The Lean Canvas

Step 2 - Delivery

- **Webinar** on the Lean Canvas
- **BPD - workshop**:
  - **Intro on business planning**
  - The **review** of the **Lean Canvas**.
  - **Revenue streams and costs structure**
  - **Exploitation Roadmap**
  - **Unique Value Proposition Canvas**/Javelin Board

Step 3 – Finalising the service

- **Session to address less developed aspects**:
  - **Use/**Business model & **revenues and costs**
  - **Financial needs**
  - How to **reach out early adopters**
  - **Next steps** - Implementation **roadmap**.
- **Reporting**:

  Comments the Characterisation table, Lean/UVP Canvas and Exploitation Roadmap);
  Recommendations on how to prepare-finalise the BP, including:
  - *access to services/incubators*
  - *accessing funding*

BPD- workshop - Agenda

- **9:30 – 10:00, Ice breaking**
  Pre-meeting with the Coordinator, Welcome, Presenting the day
- **10:00 – 11:00, Towards an effective Exploitation Strategy: The business planning process**
  Introducing Business planning "Business plan is a journey", Q&A session;
- **11:00 – 11:30, Coffee Break**

- **11:30 – 13:00, Towards an effective exploitation plan**

  Working on the Lean Canvas and on the first draft of the Business Plan structure template.
- **13:00 – 14:00, Lunch**

- **14:00 – 15:00, The Exploitation Roadmap**

  Discussing the key actions to be performed after the project's end.
- **15:00 – 15:30, Sharing results open discussion – wrap-up**

- **15:30 end of meeting.**

  * All time slots are in Central European Timing (CET).

Summary table

Steps	Deadline
Expert official appointment	Day 0
Expert first contact with project	Day 1-3
Introductory Call	Within one week form first contact
Lean Canvas Webinar	3 weeks before BPD
Collection of draft Business Plan Structure, Roadmap and Lean Canvas	10 working days before BPD
First set of guidelines submitted	5 working days before BPD
BPD workshop and collection of feedback forms	Data agreed with project
BPD final report due	2 weeks after BPD seminar

You do not really understand something unless you can explain it to your grandmother
(A. Einstein)

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