



## Info Session on the Horizon Results Booster

# Service 3 – Go 2 Market (G2M) Intro and Part I

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## S3 - Go-to-Market Support: divided into 6 support types

- Support type 1: **Pitching** (for single and groups of projects)
- Support type 2: **Support and guidance for IPR** (for single and groups of projects)
- Support type 3: **Training in Innovation Management** (for single and groups of projects)
- Support type 4: **Business services** (for a single project)
  - commercialisation plan
  - evaluation of business plan potential
  - creation of start-up
- Support type 5: **Examining options for exploitation** (for a single project)
- Support type 6: **Access to non-EU funding** (for a single project)

## Quick recap on eligibility

- Not all support typologies can be selected (limit given by max # of EWDs per project). The platform does not allow for specific combinations
- Can be requested after PDES C and/or BPD completion or as stand-alone
- Focus is only on 1 KER which has to be clearly identified
- A Dissemination and Exploitation Plan and an advanced Business Plan (or completed service 2) is needed

## S3 - Go-to-Market Support: Packages

Suggested Packages
Pitching + Access to non-EU funding
Business services + Access to non-EU funding
Pitching + Business services
Support and guidance for IPR + Examining options for exploitation + Business Services
Support and guidance for IPR + Business services
Examining options for exploitation+ Business Services
Training in Innovation Management + Business services
Pitching + Training in Innovation Management + Examining options for exploitation + Support and guidance for IPR



## Go-To-Market Support (G2M)

**Support type 1**  
Pitching

**METHODOLOGY**

Delivered as standalone (mainly to PGs) or as part of a service package. Mix of on-line and off-line capacity building and coaching sessions with use of best practices.

**DESCRIPTION (3 tasks)**

Review of the business model and value proposition (Lean Canvas and Value Proposition Canvas). Introduction to investor readiness and how to pitch concepts. Preparation of pitching decks and delivery of simulated pitching sessions.

**DELIVERABLES**

- Pitching decks
- Feedback report
- Contribution to the D3.1 Report on the G2M

4 EWD

**Support type 2**

Support and guidance for Intellectual Property Rights (IPR)

**METHODOLOGY**

Delivery of on-line capacity building and coaching sessions.

**DESCRIPTION (3 tasks)**

Analysis of projects through self-assessment tools and interviews. Introduction to basics of IPR and guidance towards the most relevant EU funded support services.

**DELIVERABLES**

- Training, coaching materials
- Contribution to the D3.1 Report on the G2M.

3 EWD (to a single project)-4,0 EWD (to PGs)

**Support type 3**

Training in innovation management

**METHODOLOGY**

Delivery of on-line training sessions based on the validated A.T. Kearney Improve methodology, including presentation of best practices

**DESCRIPTION**

Introduction to the concepts of innovation strategy, innovation culture and organization as the basis for innovation management. Introduction to the Innovation Lifecycle Management.

**DELIVERABLES**

- Training materials
- Contribution to the D3.1 Report on the G2M

4 EWD (to a single project)-5,0 EWD (to PGs)

**Support type 4**  
Business services

**METHODOLOGY**

Analysis of data through desk research. Delivery of tailored coaching sessions (on-line and/or off-line) on the basis of specific needs with use of best practices.

**DESCRIPTION (2 tasks)**

Beneficiaries can choose among support with: co-design of their commercial plans, feasibility analysis of their potential business plan, creation of a start-up/spin-off. Amount of coaching depends on the composition of the support requested. This support is provided only to single projects.

**DELIVERABLES**

- Reviewed commercial plans/assessed business plans/guidelines for start-up/spin-off creation
- Contribution to the D3.1 Report on the G2M

15 EWD

(in case of delivery in combination with other typologies of support this amount is reduced accordingly)

**Support type 5**

Examining exploitation/business implementation options

**METHODOLOGY**

Analysis of data through desk research. Delivery of tailored coaching sessions (on-line and/or off-line) with use of best practices.

**DESCRIPTION (3 tasks)**

Analysis of available exploitation plans, presentation of the different options for exploitation/business implementation and provision of recommendations for the selection of the most appropriate one. The support is provided only to single projects.

**DELIVERABLES**

- Recommendation on exploitation/business implementation options
- Contribution to the D3.1 Report on the G2M with feedback report

4 EWD

**Support type 6**

Access to non-EU funding

**METHODOLOGY**

Desk analysis and delivery of coaching sessions (face-to-face and/or teleconference).

**DESCRIPTION (4 tasks)**

Project analysis and identification of sources for funding scan. Definition of the most appropriate funding strategy. Support in the application for funding. The amount of coaching depends on the composition of the support requested. The support is provided only to single projects.

**DELIVERABLES**

- List of non-EU funding opportunities
- Reviewed application to non-EU funding
- Contribution to the D3.1 Report on the G2M with feedback report

15 EWD

(in case of delivery in combination with other typologies of support this amount is reduced accordingly)

**CALENDAR DAYS**



## Service 3 - G2M, Support Type 1: Pitching

# Overview

- The pitching service envisages **training and coaching** on “How to present exploitable results to potential investors, business partners and other relevant stakeholders”.
- It is recommended to request the pitching service **close to the end of a project’s lifespan** and in any case where KERs are identified and well characterised.
- This service can be delivered as a standalone or as part of a service package.
- Applicant(s): a single project or a project group from which at least one project was funded under FP7/H2020/HE ongoing or closed.

## Delivery steps

- Step 1 - Expert appointment and first contact with beneficiaries
- Step 2 - Preparation of the capacity building: **review of Canvases**, preparation of feedback report(s), request to prepare the Elevator Pitching Form (2 weeks before training session)
- Step 3 – Capacity building: **half-day webinar/workshop** on investor readiness, how to pitch and review of Elevator Pitching Form.
- Step 4 - Pitching sessions: organisation of **simulated online/offline pitching** (3 minutes for presentation, 5 minutes for Q&A) and feedbacks from investors.
- Step 5 – Final report including **recommendations**.





## **Service 3 - G2M, Support type 2: Support and guidance for IPR**

# Overview

- *Due to the existence of other free-of-charge specialised services at European level and in order to avoid duplication of publicly funded services, beneficiaries will receive first-rate support to R&I projects through:*
  - explanation about the **different modalities and procedures for IP management;**
  - **assistance with the IP management strategy;**
  - **recommendations/re-direction towards the use of more specialised services.**
- This service can be delivered as a standalone or as part of a service package.
- Applicant(s): a single project or a project group from which at least one project was funded under FP7/H2020/HE, ongoing or closed.

## Delivery steps

- Step 1 - Expert appointment and first contact with beneficiaries
- Step 2 - Preparation of the training: introductory call to **set specific topics of interest** and request eventually missing documents (2 weeks before training session)
- Step 3 – Training: **half-day webinar/workshop** on “basics” of IPR and topics agreed at the introductory call (patenting, IP licensing, freedom of operation, due diligence, transfer of IP, etc.)
- Step 4 - Coaching: 2 hours long **coaching session** with in-depth description of the scope and modalities for use of the main EC funded support services (the IPR Helpdesk, the IP Booster, the IP Pre-diagnostic, etc.)



## **Service 3 - G2M, Support type 3: Training in Innovation Management**

# Overview

- Outcomes of the service: **insights into the various dimensions of innovation management, how they interrelate, how they can be applied in different contexts** (e.g. to develop and launch new products and services in different industries) and **how they can be used to transform organisations**.
- This service can be delivered as a standalone or as part of a service package.
- Applicant(s): a single project or a project group from which at least one project was funded under FP7/H2020/HE, ongoing or closed.



# Approach

- Provided as a **full-day online training course**, designed to **enhance the innovation management competencies of any interested consortium** member coming from academia, industry, the financial sector, etc.
- **5 dimension of innovation management**: strategy, organisation and culture, life-cycle management, enabling factors, results
- Introduction of definitions and benefits of innovation, management concepts for all dimensions of innovation management as well as KPIs
- **Combination of theory and practice** (case studies) to ensure the applicability of theoretical contents to the work reality of organisations



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