

### Info Session on the Horizon Results Booster

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

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# Service 3 - G2M, Support Type 4: Business Service



# **Support Type 4: Business Service**

### **Service Characteristics**

- Providing operational support right before entering the market
- Solution at high TRL levels
- Mature Use Model already available
- Advanced KERs developed

### **Activities included in the service:**

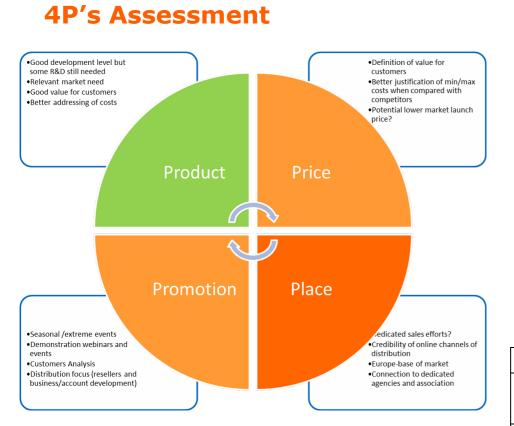
- Preparing commercialization plans for already developed and tested products/services with welldesigned exploitation strategies
- Assessing feasibility of the business plan to be work on making available a final one
- Creating start-ups/spin-offs with complete business model and commercialization plans



# **Business Service Tools**

### **Business Model Assessment Tool**

RESULTS



### **5C's**

1) Customer Needs	What needs do we seek to satis <sup>f</sup>		
2) Company Skills	What special competence do		
	those needs?		
3) Competition	Who competes with us		
4) Collaborators	Who should we enlis		
	motivate them?		
5) Context	What cultural, tech a.		
	possible?		



### Commercialization Plan



# Types of Support under Business Service G2M Support Type 4

Types of support 4.1	Timing	Activities
Co-designing a plan for commercial development	1 Month	Assessing the desired strategic positioning of the innovatior
		Advising/Supporting the optimization of the positioning stra
Types of support 4.2	Timing	Activities
Feasibility studies to assess potential business plans	3 Weeks	Examining Business Plan consistency
		Examining Feasibility and Profitability
Types of support 4.3	Timing	Activities
Support in the creation of spin-offs and start-ups	4 Weeks	Assessing the business proposition plan
		Supporting Team assessment and internal government defined
		Assssing legal and regulatory aspects
		Supporting the management intangible assets
		Examining legal framework for company establishement
		Evaluation of any ironmantal athics, quality standards
		Evaluation of environmental, ethics, quality standards



	Tools			
'n	<ul> <li>4P assessment tool</li> </ul>			
ategy	<ul><li>HRB platform</li><li>Feedback form</li></ul>			
Tools				
	<ul> <li>Business Model Assessment Tool</li> </ul>			
	HRB platform			
	<ul> <li>Feedback form</li> </ul>			
	Tools			
inition	Sen assessment questionnanc			
	Belbin Team Role test			
	BOSAT self assessment tool			
	<ul> <li>HRB platform</li> <li>Feedback form</li> </ul>			



# Service 3 - G2M, Support Type 5: Examining Options for Exploitation



# **Support Type 5: Examining Options for Exploitation**

### **Service Characteristics**

- Support the choice of the right exploitation model for higher impact on markets
- Solution at high TRL levels
- Mature Use Model already available
- Advanced KERs developed

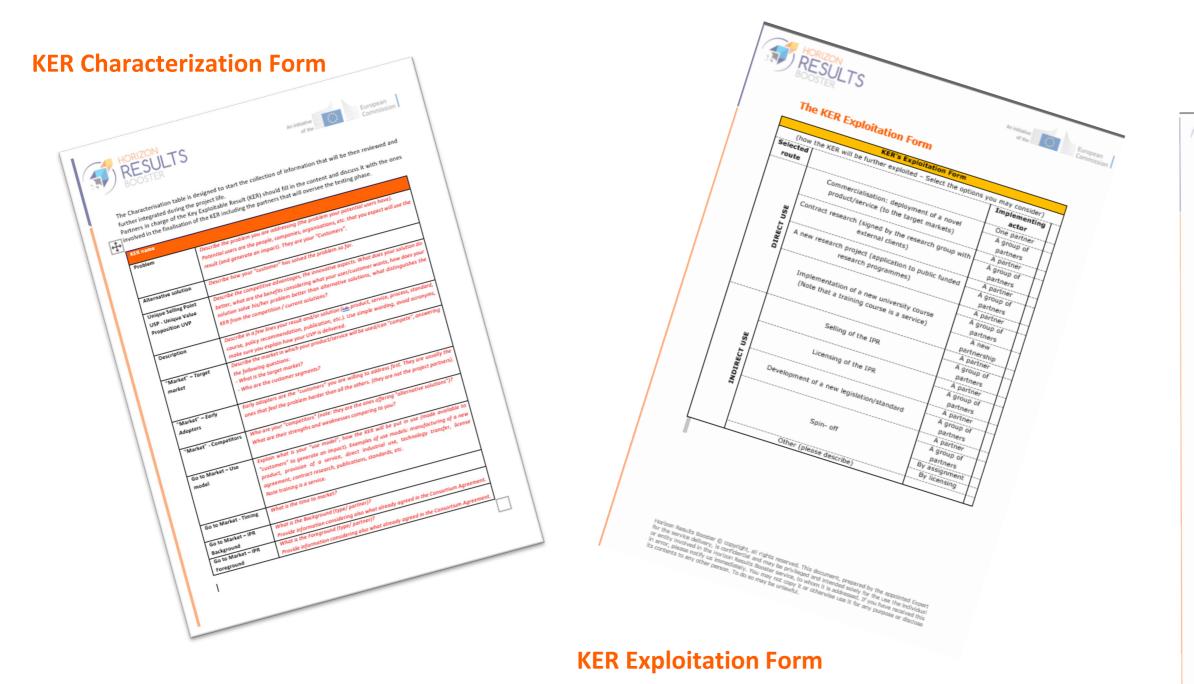
### **Activities included in the service:**

- Assessing Exploitation Route and Commercialization Strategy
- Evaluation of pros/cons of implementation options

Types of support 5	Timing	Activities	Tools
Examining Options for Exploitation		Assessing the Exploitation and Commercialization strategies	<ul> <li>KERs Exploitation Form</li> <li>Exploitation Roadmap Form</li> </ul>
	4 Weeks	Advising/Supporting the choice of exploitation options	<ul> <li>Commercialization Plan</li> <li>HRB platform</li> <li>Feedback form</li> </ul>



# **Examining Options for Exploitation Tools**





### **Commercialization Plan**





### **Commercialization Plan**

### Objectives

Create a "Commercialization Plan", no longer than 12 pages, and to provide a description of each of the following areas:

- A. Value of the Project, Expected Outcomes, and Impacts
- B. Team Overview
- C. Market, Customer, and Competition Analysis
- D. Intellectual Property (IP) Protection
- E. Finance Plan
- F. Production and Marketing Plan
- G. Revenue Stream

scriptio Value of the Project ting point for A good sta clearly written statement that identifies the overall Expected Outcomes, an commercial goal of the project. This is your vision of what the product will do to meet a need and whom the project will Impact affect. ew is asking for a brief description artners involved in commercialization, to give the Experts of Overview better understanding of the team as a whole. Provide basic information such as when the organizations were created, present number of employees, corporate objectives, core competencies, and a short description of their role in the Market, Custo ket size is defined by total annual sales of pi Competition ddress a market's particular need. Be specific about the market's needs. If applicable, when considering the targeted market, break it into primary, secondary and tertiary customer bases to describe the target segments and size wh providing a brief profile of the potential customers. e.g., 10% penetration into a €28 market results in an es of € 200M Intellectual Pro This section should summ arize how the cons the intellectual property that enables commercialization of i products/service while keeping competitors at bay. Should take note if the company plans to issue additional patents roughout the process E. Finance Pla ations of raised financing broken out by t Start off with est different phases. The assumptions in phase II/III should identi the timing of the financial event(s) and milestones the project hopes to achieve in the forecasted time period. These should clearly describe the timing and financial needs to

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# Service 3 - G2M, Support Type 6: Access to non-EU Funding



# **Support Type 6: Access to non-EU Funding**

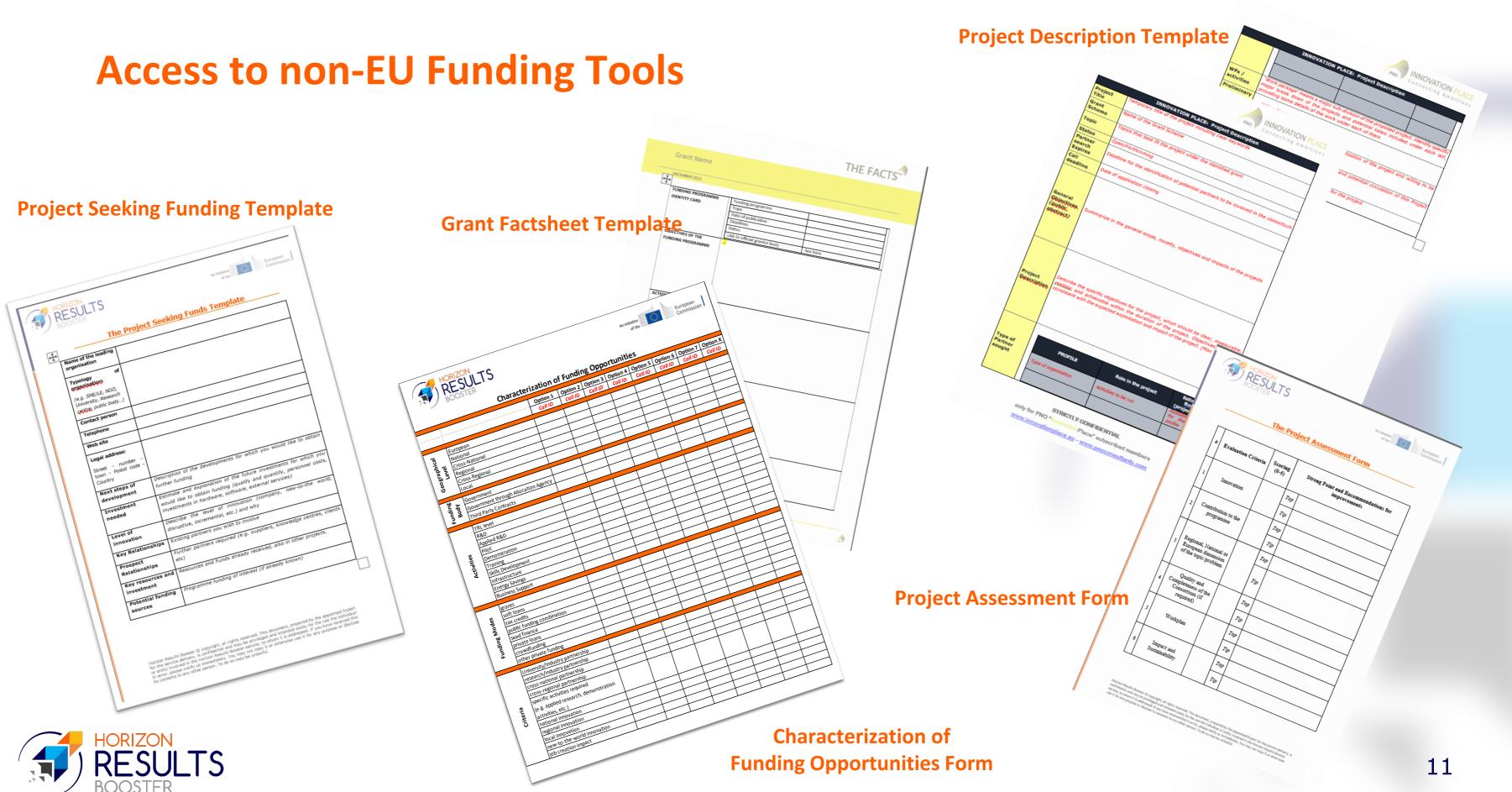
### **Service Characteristics**

- Developing thorough public/private funding strategy
- Achieve a preliminary conceptualization of an innovative project proposal

### **Activities included in the service:**

- Identifying available funding opportunities
- Identifying which funding suits beneficiary's objectives
- Understanding how to prioritize different opportunities





# **Types of Support under Access to non-EU Funding** Service 3.3 of G2M

Types of support 6.1	Activities	Tools	
Project Analysis And Funding Scan	Analysis of funding opportunities facilitating co-financing & GtM process of the specific projects		
	Analysis of project's exploitation or business plan	<ul> <li>Feedback form</li> <li>Funding Programme</li> <li>Template</li> </ul>	
	Presentation of funding landscape, opportunities, criteria & requirements		
	Outline of possible funding programmes types fitting the activities/projects to be funded		
	In-depth funding scan		
	3-hours coaching session on setting up funding strategy		
Types of support 6.2	Activities	Tools	
Funding Strategy	Support in the evaluation of identified funding possibilities "pros and cons"	•Report on Funding	
	Advice on (strategic) prioritization of different funding opportunities	Opportunities	
Types of support 6.3	Activities	Tools	
Funding application coaching	Optimization of project application concept, structure, content and argumentation		
	Support to application concept development and project positioning	•Project Assessment Form	
	Feedback on the proposal and additional input	Project Description     template	
	Project qualitative assessment		







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