



# Horizon Results Booster

Info Session | 17<sup>th</sup> of November 2022

**Portfolio Dissemination & Exploitation Strategy Module C**  
**Business Plan Development**

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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
  - ✓ A new policy
  - ✓ New standard
  - ✓ New training courses
  - ✓ Input for a new project

I am **not**  
just a  
**patent!**



# Service 1: Portfolio Dissemination & Exploitation Strategy

## Module C

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

- The 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

## PDES-C Approach

- Focus **not** on the **scientific dimension** but on the KER's **key features** related to 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)





## Seminar Objectives

- **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

### Introducing Exploitation

- ✓ Definitions of Exploitation
- ✓ Key Exploitable Results
- ✓ Exploitation vs Dissemination
- ✓ Exploitation Plan
- ✓ Q&A

## Day 2

### Working session for KER1

- ✓ Characterisation Table
- ✓ Risk Map
- ✓ Exploitation Roadmap

### Working session for KER2

- ✓ Characterisation Table
- ✓ Risk Map
- ✓ Exploitation Roadmap

### Working session for KER3

- ✓ Discuss for KER3 the Characterisation Table
- ✓ Risk Map
- ✓ Exploitation Roadmap

## 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



## Service 2: Business Plan Development (BPD)

## BPD Overview

- 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 **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 (1/3)

### 1 Introducing service delivery

#### Task 1 – Contacting the beneficiary

- ✓ *Contacting the beneficiary, sending and collecting the Pre-assessment template and BOSAT form*

#### Task 2 – Agreeing on activities (Service Delivery Plan - SDP)

- ✓ *Within 7 working days, organise a **call** with the Coordinator to discuss the content of the service, collect feedbacks and **agree on the next steps and their timing***

#### Task 3 – Prioritizing support

- ✓ *The Expert asks the Coordinator to run the BOSAT*

## Activities (2/3)

### 2 Preparation of the workshop

#### Task 1 – On-line capacity building

1. **Webinar** on *Lean Canvas*
2. Attendees will receive tools and templates to be used in the next steps (Business Plan structure template, Lean Canvas roadmap)

#### Task 2 – BPD workshop

1. Beneficiaries provide the first version of the **Lean Canvas** and **Business Plan**
2. Expert sends the *First Set of Guidelines*
3. **Workshop** covering:
  - ✓ An introduction to **business planning**
  - ✓ Review of the *Lean Canvas*
  - ✓ Focus on **revenue streams** and **costs** structure
  - ✓ Drafting the **implementation roadmap**

## Activities (3/3)

### 3 Finalising the service

**Task 1 – Follow-on coaching to** further discuss aspects such as:

- ✓ How to **reach out early adopters**
- ✓ Business model with **revenues and costs**
- ✓ **Financial needs**
- ✓ **Next steps** after the end of the project - Implementation **roadmap**

**Task 2 – Implementation plan and final report**

1. Reviewing all materials produced and adding recommendations for the future implementation of the business plan
2. The Expert prepares a BPD Final Report summarising recommendations and information on next steps
3. Fill in the feedback form

## BPD Workshop Agenda

- **Ice breaking**  
Pre-meeting with the Coordinator, Welcome, Presenting the day
- **Towards an effective Exploitation Strategy: The business planning process**  
Introducing Business planning “Business plan is a journey”, Q&A session
- **Towards an effective exploitation plan**  
Working on the Lean Canvas and on the first draft of the Business Plan structure template
- **The Exploitation Roadmap**  
Discussing the key actions to be performed after the project’s end
- **Sharing results open discussion**

## Delivery Steps

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



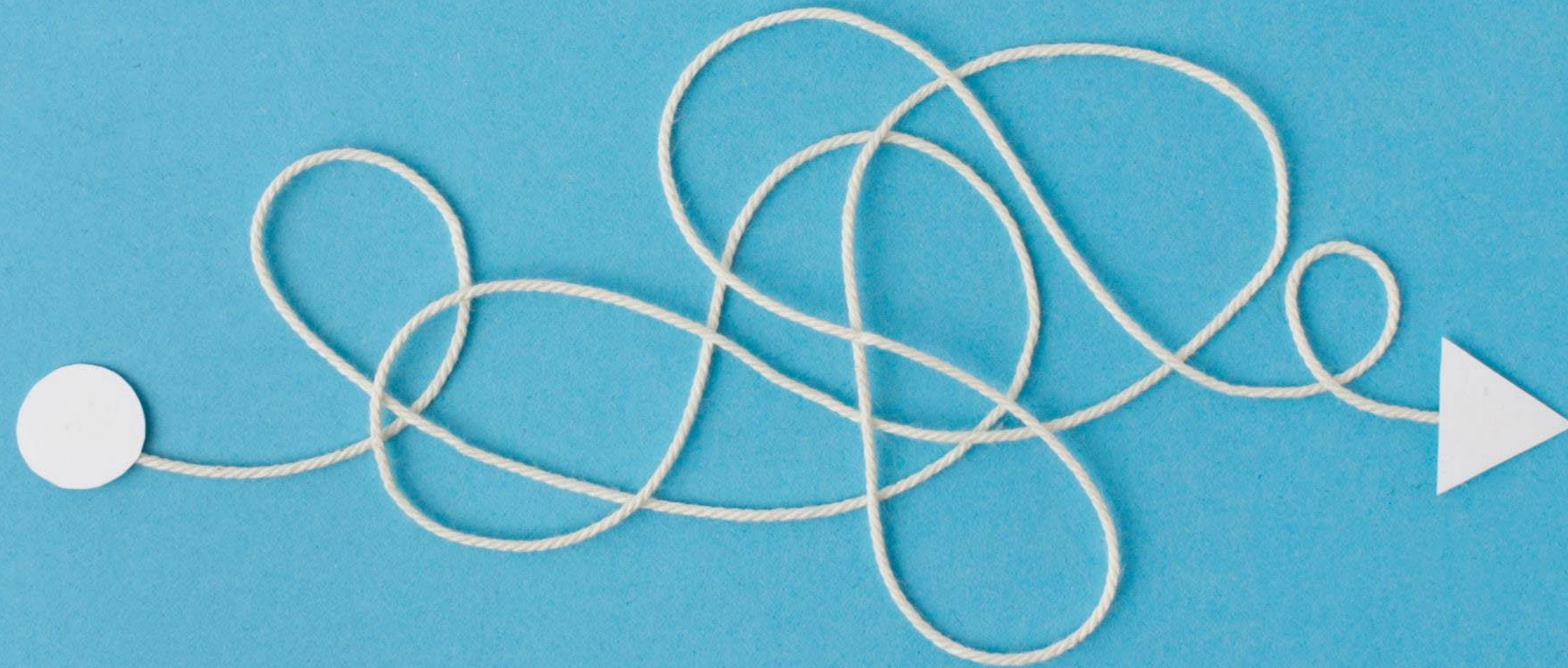
## To keep in mind, before you start...

- The «Booster» is a **learning experience**
- Allignement of the **expectations**
- Focus on the **deadlines**
- Focus on the **key concepts**
- Clarity of purposes of the **tools**





*“You do not really understand something unless you can explain it to your grandmother.” - Albert Einstein*



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HORIZON  
**RESULTS**  
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An initiative  
of the



*O&M tools integrating accurate structural health in offshore energy*



SOCIETAL CHALLENGES - Secure, clean and efficient energy



PDESC, BPD



2019 - 2022



**Ceit (ES)**, COBRA (ES), Semantic Web Company (AT), Delft Dynamics (NL), Flanders Make (BE), PLOCAN (ES), SINTEF Industry (NO), SINTEF Energy Research (NO), TU Delft (NL)



Ainhoa Cortés, Associate Director of Electronic Systems and Communications Group CEIT



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## AT A GLANCE

- »»» Whole study of corrosion and its consequences in the different parts of a WT structure.
- »»» Design and validation in field of smart corrosion monitoring solution based on a network of ultrasound sensor nodes.
- »»» Corrosion testing in lab and in field (atmospheric and splash zones).
- »»» Robust wireless communications network to operate inside metallic structures.
- »»» Design and validation in field of a drone based monitoring solution.
- »»» Design and validation of corrosion and coating degradation models and corrosion prognosis methodology incorporating those models.
- »»» Weather and Operation Forecast Tool for short term and long term.
- »»» Design of load reduction control for offshore turbine tower. Multi-mode vibration model to reduce the loads on critical locations.
- »»» Tool for probabilistic analysis of turbine dynamics in the frequency domain. A module of farm-scale turbulence that supports computationally efficient multiscale stochastic simulations in the time domain.



*Mobility Environmentally-friendly, Integrated and economically Sustainable Through innovative Electromobility Recharging infrastructure and new business models*

 SOCIETAL CHALLENGES - Smart, Green And Integrated Transport

 PDESA, PDESC, BPD, GTM

 2018 - 2022

 ETRA I+D (ES), Malaga City Council (ES), Novadays (ES), VMZ (DE), IKEM (DE), GEWOBAG (DE), CERTH (GR), RISE (SE), E.ON (DE), SenUMVK (SE), Stockholms Stad (SE)

 Ángel Moya, Project Manager ETRA

 [www.meisterproject.eu](http://www.meisterproject.eu)

## AT A GLANCE

### 5 products

- »»» Replication, Market Uptake and Deployment Handbook
- »»» Roaming and Accounting Platform
- »»» Integrated Real-Time Information & Booking Services
- »»» European eMobility Expertise Centre (EeMEC) and eSUMPS knowledge base
- »»» Smart Charging and Storage Platform

### 6 business models

- »»» Smart Park & Charge
- »»» E-carsharing in the municipal fleet
- »»» E-carsharing as a housing service
- »»» Delivery of Home Care Services with EV's
- »»» Smart Charging
- »»» City e-logistics in ultra low emission hubs