



**Info Session: Horizon Results Booster
17th of November 2022**

Go-To-Market (GTM) Services (Part II)

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SERVICE 3: Go-to-Market Support (G2M)

Support Type 4



Support Type 5



Support Type 6





Service 3 - G2M

Support Type 4: Business Services

G2M Business Service Overview



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 well-designed 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

GTM Business Service: Types of Support

| Types of support 4.1 | Activities | Tools |
|------------------------------------------|------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Co-design commercial development plan | Assessing the desired strategic positioning of the innovation | <ul style="list-style-type: none"> • 4P assessment tool • Commercialization plan • HRB platform • Feedback form |
| | Advising/Supporting the optimization of the positioning strategy | |
| Types of support 4.2 | Activities | Tools |
| Feasibility Study | Examining Business Plan consistency | <ul style="list-style-type: none"> • Business Model Assessment Tool • Financial business case assessment Tool • HRB platform • Feedback form |
| | Examining Feasibility and Profitability | |
| Types of support 4.3 | Activities | Tools |
| Supporting start-up/spin-off creation | Assessing the business proposition plan | <ul style="list-style-type: none"> • Self-assessment questionnaire • Belbin Team Role test • BOSAT self assessment tool • HRB platform • Feedback form |
| | Supporting Team assessment and internal government definition | |
| | Assessing legal and regulatory aspects | |
| | Supporting the management intangible assets | |
| | Examining legal framework for company establishment | |
| | Evaluation of environmental, ethics, quality standards | |

GTM Business Service: tools

4P's Assessment



5C's

| | |
|-------------------|-----------------------------------------|
| 1) Customer Needs | What needs do we seek to sat |
| 2) Company Skills | What special competence do those needs? |
| 3) Competition | Who competes with us in |
| 4) Collaborators | Who should we enlist to motivate them? |
| 5) Context | What cultural, tech a possible? |

Business Model Assessment Tool

Financial Business Case Assessment Tool

Commercialization Plan



Service 3 - G2M

Support Type 5: Examining Options for Exploitation

GTM Examining Options for Exploitation Overview



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 | Activities | Tools |
|------------------------------------|-------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Examining Options for Exploitation | Assessing the Exploitation and Commercialization strategies | <ul style="list-style-type: none"> • KERs Exploitation Form • Exploitation Roadmap Form • Commercialization Plan • HRB platform • Feedback form |
| | Advising/Supporting the choice of exploitation options | |

GTM Examining Options for Exploitation: Tools

KER Characterization Form

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The Characterisation table is designed to start the collection of information that will be then reviewed and further integrated during the project life. Partners in charge of the Key Exploitable Result (KER) should fill in the content and discuss it with the ones involved in the finalisation of the KER including the partners that will oversee the testing phase.

| KER name | Description |
|---------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Problem | Describe the problem you are addressing (the problem your potential users have). Potential users are the people, companies, organizations, etc. that you expect will use the result (and generate an impact). They are your "Customers". |
| Alternative solution | Describe how your "customer" has solved the problem so far. |
| Unique Selling Point USP - Unique Value Proposition UVP | Describe the competitive advantages, the innovative aspects. What does your solution do better, what are the benefits considering what your user/customer wants, how does your solution solve his/her problem better than alternative solutions, what distinguishes the KER from the competition / current solutions? |
| Description | Describe in a few lines your result and/or solution (product, service, process, standard, course, policy recommendation, publication, etc.). Use simple wording, avoid acronyms, make sure you explain how your UVP is delivered. |
| "Market" - Target market | Describe the market in which your product/service will be used/can "compete", answering the following questions: - What is the target market? - Who are the customer segments? |
| "Market" - Early Adopters | Early adopters are the "customers" you are willing to address first. They are usually the ones that feel the problem harder than all the others. (they are not the project partners). |
| "Market" - Competitors | Who are your "competitors" (note: they are the ones offering "alternative solutions")? What are their strengths and weaknesses comparing to you? |
| Go to Market - Use model | Explain what is your "use model", how the KER will be put in use (mode available to "customers" to generate an impact). Examples of use models: manufacturing of a new product, provision of a service, direct industrial use, technology transfer, license agreement, contract research, publications, standards, etc. |
| Go to Market - Timing | Note training is a service. What is the time to market? |
| Go to Market - IPR Background | What is the Background (type/ partner)? Provide information considering also what already agreed in the Consortium Agreement. |
| Go to Market - IPR Foreground | What is the Foreground (type/ partner)? Provide information considering also what already agreed in the Consortium Agreement. |

Commercialization Plan

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Commercialization Plan

Objectives

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

- Value of the Project, Expected Outcomes, and Impacts
- Team Overview
- Market, Customer, and Competition Analysis
- Intellectual Property (IP) Protection
- Finance Plan
- Production and Marketing Plan
- Revenue Stream

| Section | Description |
|--------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| A. Value of the Project, Expected Outcomes, and Impact | A good starting point for writing a commercialization plan is a clearly written statement that identifies the overall commercial goal of the project. This is your vision of what the product will do to meet a need and whom the project will affect. |
| B. Commercialization Team Overview | The team overview is asking for a brief description of the partners involved in commercialization, to give the Experts a 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 commercialization. |
| C. Market, Customer, and Competition | Market size is defined by total annual sales of products that address 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 while providing a brief profile of the potential customers. e.g., 10% penetration into a €2B market results in annual sales of €200M. |
| D. Intellectual Property (IP) Protection | This section should summarize how the consortium will protect the intellectual property that enables commercialization of its products/service while keeping competitors at bay. Should take note if the company plans to issue additional patents throughout the process. |
| E. Finance Plan | Start off with estimations of raised financing broken out by the different phases. The assumptions in phase II/III should identify 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 commercialize the product, process, or service. |

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KER Exploitation Form

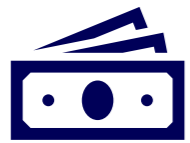
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The KER Exploitation Form

(how the KER will be further exploited - Select the options you may consider)

| Selected route | KER's Exploitation Form | Implementing actor |
|----------------|--------------------------------------------------------------------------------------|------------------------------------|
| DIRECT USE | Commercialisation: deployment of a novel product/service (to the target markets) | One partner A group of partners |
| | Contract research (signed by the research group with external clients) | A partner A group of partners |
| | A new research project (application to public funded research programmes) | A partner A group of partners |
| INDIRECT USE | Implementation of a new university course (Note that a training course is a service) | A partner A group of partners |
| | Selling of the IPR | A partner A group of partners |
| | Licensing of the IPR | A partner A group of partners |
| | Development of a new legislation/standard | A partner A group of partners |
| | Spin-off | A partner A group of partners |
| | Other (please describe) | By assignment By licensing |

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Non-EU
funding

Service 3 - G2M

Support Type 6: Access to non-EU Funding

GTM Access to Non-EU Funding Overview



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

GTM Access to non-EU Funding: Types of Support

| Types of support 6.1 | Activities | Tools |
|------------------------------------------|----------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------|
| Project Analysis And Funding Scan | Analysis of funding opportunities facilitating co-financing & G2M process of the specific projects | <ul style="list-style-type: none"> •Feedback form •Funding Programme Template |
| | Analysis of project's exploitation or business plan | |
| | 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" | <ul style="list-style-type: none"> •Report on Funding Opportunities |
| | Advice on (strategic) prioritization of different funding opportunities | |
| Types of support 6.3 | Activities | Tools |
| Funding application coaching | Optimization of project application concept, structure, content and argumentation | <ul style="list-style-type: none"> •Project Assessment Form •Project Description template |
| | Support to application concept development and project positioning | |
| | Feedback on the proposal and additional input | |
| | Project qualitative assessment | |

GTM Access to non-EU Funding: tools

Project Description Template

Project Seeking Funding Template

Grant Factsheet Template

The Project Seeking Funds Template

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| | |
|------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Name of the leading organisation | |
| Typology of organisation (e.g. SME/LE, NGO, University, Research Centre, public body...) | |
| Contact person | |
| Telephone | |
| Web site | |
| Legal address: Street - number - town - Postal code - Country | |
| Next steps of development | Description of the developments for which you would like to obtain further funding |
| Investment needed | Estimate and explanation of the future investments for which you would like to obtain funding (quality and quantity, personnel costs, investments in hardware, software, external services) |
| Level of innovation | Describe the level of innovation (company, new-to-the-world, disruptive, incremental, etc.) and why |
| Key Relationships | Existing partners you wish to involve |
| Prospect Relationships | Further partners required (e.g. suppliers, knowledge centres, clients etc) |
| Key resources and investment | Resources and Funds already received, also in other projects |
| Potential funding sources | Programme funding of interest (if already known) |

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THE FACTS

Grant Name: _____

DECEMBER 2023

FUNDING PROGRAMME IDENTIFICATION CARD

OBJECTIVES OF THE FUNDING PROGRAMME

ACTION TYPES FUNDED

Characterization of Funding Opportunities

| Geographical Level | Funding Body | Activities | Funding Modes | Criteria | Option 1 | Option 2 | Option 3 | Option 4 | Option 5 | Option 6 | Option 7 | Option X |
|--------------------|--------------------------------------|--------------------|----------------------------|--------------------------------------------------------------------------------------|----------|----------|----------|----------|----------|----------|----------|----------|
| | | | | | Call ID | Call ID | Call ID | Call ID | Call ID | Call ID | Call ID | Call ID |
| European | Government | TRL level | grants | University/industry partnership | | | | | | | | |
| National | Government through Allocation Agency | R&D | soft loans | research/industry partnership | | | | | | | | |
| Cross-National | Government through Allocation Agency | Applied R&D | tax credits | research/national partnership | | | | | | | | |
| Regional | Third Party Contracts | Pilot | public funding combination | cross-regional partnership | | | | | | | | |
| Cross-Regional | | Demonstration | seed finance | specific activities required (e.g. applied research, demonstration activities, etc.) | | | | | | | | |
| Local | | Training | private loans | national innovation | | | | | | | | |
| | | Skills Development | crowdfunding | regional innovation | | | | | | | | |
| | | Infrastructure | other private funding | local innovation | | | | | | | | |
| | | Energy Savings | | new-to-the-world innovation | | | | | | | | |
| | | Business Support | | job creation impact | | | | | | | | |

Project Description Template

INNOVATION PLACE: Project Description

Project Title

Grant Scheme

Topic

Status

Partner search Expires

Call deadline

General Objectives (public abstract)

Project Description

Type of Partner sought

PROFILE

Type of organization

Role in the consortium

Activities

Work package means a major sub-division of the proposed project. Identify specific major break down of the projects and potential tasks included under each WPs

Temporary site of the project including cost-keywords

Name of the Grant Scheme

Topics that best fit the project under the identified grant

Open/forthcoming

Deadline for the identification of potential partners to be involved in the consortium

Date of application closing

Summarize in the general scope, novelty, objectives and impacts of the projects

Describe the specific objectives for the project, which should be clear, measurable, realistic and achievable within the duration of the project. Objectives should be consistent with the expected exploitation and impact of the project. [Max 500 words]

Characterization of Funding Opportunities Form

Project Assessment Form

The Project Assessment Form

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| # | Evaluation Criteria | Scoring (0-5) | Strong Point and Recommendations for improvements |
|---|---------------------------------------------------------------|---------------|---------------------------------------------------|
| 1 | Innovation | Top | |
| 2 | Contribution to the programme | Top | |
| 3 | Regional, National or European dimension of the topic/problem | Top | |
| 4 | Quality and Completeness of the Consortium (if required) | Top | |
| 5 | Workplan | Top | |
| 6 | Impact and Sustainability | Top | |

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HORIZON
RESULTS
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An initiative
of the





Reducing mineral fertilisers & chemicals use in agriculture by recycling treated organic waste as compost and bio-char products


 FP7- KBBE - Food, agriculture and fisheries, and biotechnology

 PDESB, PDESC, BPD, G2M

 2011 - 2015

 **3R-BioPhosphate (HU)**, DLO Plant Research International (NL), SEGES (DK), AGROINNOVA (IT), Gottfried Wilhelm Leibniz Universitaet Hannover (DE), Biomasa del Guadalquivir (ES), WESSLING (HU), KOTO (SI), Municipality of Grugliasco (IT), Renetech Bioresources (IE), Profikomp (HU)

 Edward Someus, Director 3R-BioPhosphate

 www.refertil.info www.BioPhosphate.net

AT A GLANCE:

- »» **Market driven** processing technology and product development **to create multiple values for commercial enduser farmers.**
- »» Contribute to the **upcycling** transformation of **organic waste, food industrial by-products and farm organic residues** from a costly disposal process into an income generating activity.
- »» An EU-27 standardised, advanced, and comprehensive bio-waste treatment and nutrient recovery towards **zero emission and energy self sustaining processing performance.**
- »» **Safe, economical and standardised** compost, biochar and BioPhosphate products containing phosphorous and nitrogen that can be economically, lawfully and beneficially used by farmers.
- »» Improve **food and environmental safety** while generating a new economy model and value chains.
- »» **EU policy support** to develop legal/technical elements of the EU **Fertilising Products Regulation 2019/1009** biochar (CMC14) and compost (CMC3) cases.