



Horizon Results Booster

Go-to-Market Services | 24th of May 2023

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

For single and
groups of projects



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
- **G2M** 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



Service 3 – G2M
Support Type 1: Pitching

G2M Pitching Overview



Training and coaching on how to present exploitable results to potential investors, business partners, and other relevant stakeholders



Recommended time to request the pitching service: **close to the end of a project's lifespan** and when KERs are identified



Delivery: 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.

G2M Pitching Delivery Steps

1

Expert appointment and first contact with beneficiaries

2

Capacity building preparation: **review of Canvases**, feedback report, prepare the Elevator Pitching Form

3

Capacity building: **half-day workshop** on investor readiness, how to pitch and review of Elevator Pitching Form

4

Pitching sessions: organisation of **simulated online/offline pitching**

5

Final report including **feedback**



Service 3 - G2M

Support Type 2: Support and Guidance for IPR

G2M IPR Overview



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.**



Delivery: 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.

G2M IPR Delivery Steps

1

Expert appointment and first contact with beneficiaries

2

Training preparation: introductory call to **set specific topics of interest** and request eventually missing documents

3

Training: **half-day workshop** on “basics” of IPR and topics agreed at the introductory call

4

Coaching: 2H **coaching session** on the scope and how to use the main EC funded support services



Service 3 - G2M

Support Type 3: Training on Innovation Management

GTM 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**



Delivery: 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

GTM Innovation Management 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

G2M 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



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