

## Horizon Results Booster Go-to-Market Services | 24<sup>th</sup> of May 2023

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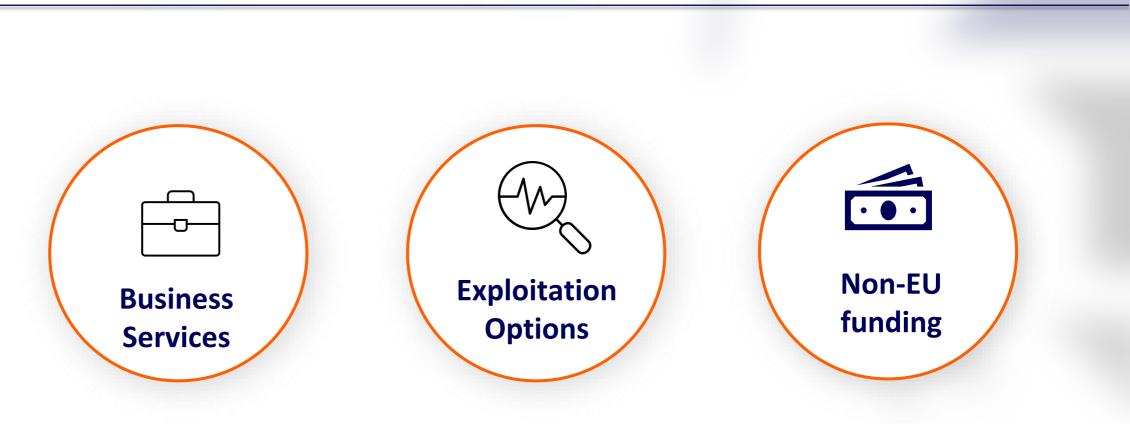
#### SERVICE 3: Go-to-Market Support (G2M)



### For a single project

For single and

groups of projects





## **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 standalone
- 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**



Expert appointment and first contact with beneficiaries

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

2

3

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

Pitching sessions: organisation of simulated online/offline pitching







Final report including feedback







### **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**

Expert appointment and first contact with beneficiaries

1

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

2

3

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





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





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
- Vertication 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
- Vitching + Training in Innovation Management + Examining options for exploitation + Support and guidance for IPR







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