



Info Session: Horizon Results Booster
24th of May 2023

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

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

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 (the 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 (made 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	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

Commercialization Plan

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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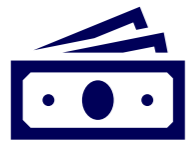
KER Exploitation Form

The KER Exploitation Form

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

Selected route	Implementing actor
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
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 new partnership 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 Seeking Funding Template

The Project Seeking Funds Template form includes the following sections:

- 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)

Grant Factsheet Template

The Grant Factsheet Template includes the following sections:

- Grant Name
- IDENTITY CARD: Funding programme, Topic, Date of publication, Deadline, Status, Link to official grantor body
- OBJECTIVES OF THE FUNDING PROGRAMME
- ACTION TYPES FUNDED
- Characterization of Funding Opportunities table with columns for Option 1 to Option X and Call ID.
- Geographical Level: European, National, Cross-National, Regional, Cross-Regional, Local
- Funding Body: Government, Government through Allocation Agency, Third Party Contracts
- Activities: TRL level, R&D, Applied R&D, Pilot, Demonstration, Training, Skills Development, Infrastructure, Energy Savings, Business Support
- Funding Modes: grants, soft loans, tax credits, public funding combination, seed finance, private loans, crowdfunding, other private funding
- Criteria: University/industry partnership, research/industry partnership, research/national partnership, cross-regional partnership, specific activities required (e.g. applied research, demonstration activities, etc.), national innovation, regional innovation, local innovation, new-to-the-world innovation, job creation impact

Characterization of Funding Opportunities Form

Project Description Template

The Project Description Template includes the following sections:

- 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
- The Project Assessment Form table with columns for Evaluation Criteria, Scoring (0-5), and Strong Point and Recommendations for improvements.

Project Assessment Form

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 SOCIETAL CHALLENGES - Climate Action, Environment, Resource Efficiency and Raw Materials

 GTM

 2022

 ENVISA (FR), Bartin Recycling Group (FR)

 Ayce Celikel, President - ENVISA

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AT A GLANCE

»»» Online **MARKETPLACE**, connecting different stakeholders for selling/reusing/recycling end-of-life (EoL) aircrafts materials

»»» Sustainability **LABEL** for EoL products/materials reuse

»»» Improved **PRACTICES** for aircraft metal recycling

»»» **SUSTAINABILITY IMPACTS METHODOLOGY**, based on the Life Cycle Assessment (LCA), to estimate the full environmental impact