


## COMMON SUPPORT SERVICES FOR THE DISSEMINATION, EXPLOITATION AND VALORISATION OF RESEARCH AND INNOVATION RESULTS

In order to ensure the effective transfer of research and innovation (R&I) project results to policymakers, industry and society, the knowledge produced through the EU funding programmes needs to be used in full scope. The ultimate aim is to maximise the impact of R&I public investment and further amplify the added value of the Framework Programmes (FPs).

Dissemination and exploitation play a key role in achieving and demonstrating the FP-generated impact on society, economy, environment and policymaking.

Therefore, there is an increasing need to focus the dissemination and exploitation aspects of knowledge circulation on the demand side, making sure that the results stemming from the R&I activities are effectively creating the necessary incentives for FP beneficiaries, researchers and innovators to share their results for use and reuse.



If your project consortium needs support to disseminate effectively and/or boost your exploitation potential, we encourage you to apply to benefit from the Booster services

### WHY APPLY?

Benefit from tailor-made services to build your capacity in disseminating your research results.

Get support and build your capacity for increasing your project results exploitation potential and access to markets.

### HOW TO APPLY?

If your project was funded under FP7 or H2020, we invite you to apply: <https://www.horizonresultsbooster.eu/hrbapplications/applicationform>

A project consortium can benefit from one specific service only once but it can apply for the three different services altogether. The project and/or project groups will be selected to receive the services they request based on their motivation, commitment and the maturity of their results. **All three Booster services are available from July 2020 to June 2024.**

### CONTACT US:

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### FIND OUT MORE:

<https://www.horizonresultsbooster.eu/>

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## Horizon Results Booster

*Helps to bring a continual stream of innovation to the market and beyond*

Research and  
Innovation

## SERVICE 1

# PORTFOLIO DISSEMINATION & EXPLOITATION STRATEGY:

This service is divided into 3 modules that can be combined, ordered individually or selected as a complete package:



## MODULE A

### Identifying and creating the portfolio of R&I project results.

This module gives support to create a portfolio of results for which a common dissemination adds value. Following the formation of the project groups/ portfolios, you receive guidance in identifying similar on-going projects from any other EU, national and regional funding initiatives. This service also includes a comprehensive mapping of the relevant stakeholders/targeted audience for the particular portfolio.

- For single projects or project groups from which at least one project was funded under Framework Programme 7 (FP7) or Horizon 2020 (H2020), ongoing or closed.



## MODULE B

### Helping projects from the portfolio to design and execute a portfolio dissemination plan.

This module focuses on helping your project group to design a common dissemination plan for the portfolio and to carry out the actual dissemination of the portfolio results. The deliverables of this service include a short video describing the project results.

- For project groups from which at least one project was funded under FP7 or H2020, ongoing or closed.
- This service is available only for project groups with a valid Dissemination and Exploitation plan.



## MODULE C

### Assisting projects to improve their existing exploitation strategy.

- For single projects funded under FP7 or H2020, ongoing or closed.
- This service is available only for projects with identified key exploitable results and a valid Dissemination and Exploitation plan.

## SERVICE 2

# BUSINESS PLAN DEVELOPMENT:

Tailor-made training and support to develop a business plan which shall include but is not limited to:

- **market analysis** (definition of products or services, market share and their position, identification of clients, market maturity, market dynamics, other market(s) that beneficiaries might not be targeting yet),
- **business strategy**,
- **operations plan**,
- **competitor identification and analysis**,
- **clear action plan** to be implemented by the project,
- **estimation** of time to market.

You will also receive assistance to identify solutions for implementation in terms of:

- start-up operations (e.g. identification of incubators, third party support for management – legal, administrative),
- investors (e.g. identification of venture capitalists in the market sector, identification of business angel networks),
- funding (e.g. identification of financial instruments for start-ups or new businesses from banks, local governments, national funding, identification of crowdfunding platforms and schemes).
  - For single projects funded under FP7 or H2020, ongoing or closed.
  - This service is available only for projects with identified key exploitable results and a valid Exploitation plan.

## SERVICE 3

# GO-TO-MARKET SUPPORT:

This service prepares your project consortia and/or specific beneficiaries within the project to take their project results to the market. The service provides assistance, coaching, mentoring and contacts with the market stakeholders regarding:

- **pitching – coaching** in presenting a product(s) or service(s) to potential investors, identification of relevant events for pitching (forums, trade fairs, expos), identification of venture capitals and/or traditional funding mechanisms, guidance on how to follow up a pitch,
- **support and guidance** for Intellectual Property Rights (IPR): introduction to IP services, guidance regarding the procedures, definitions, regulation on IPR, as well as patenting, IP licensing and sale; freedom of operations – due diligence; transfer of IP,
- **training in innovation management** (product, process and resulting organisational changes),
- **business services** – co-designing a plan for commercial development, feasibility studies to assess potential business plans, support in the creation of spin-offs and start-ups,
- **introduction to non-EU funding opportunities** available and support in your application.

- For single projects or project groups from which at least one project was funded under FP7 or H2020, ongoing or closed.
- This service is available only for projects or project groups with identified key exploitable results, a valid Dissemination and Exploitation plan and a Business Plan (or completed service 2).

