

International Spring School on Forefront Alloys and Advanced Materials for Extreme Conditions

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From Impact to Business

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The challenge

We are scientists.



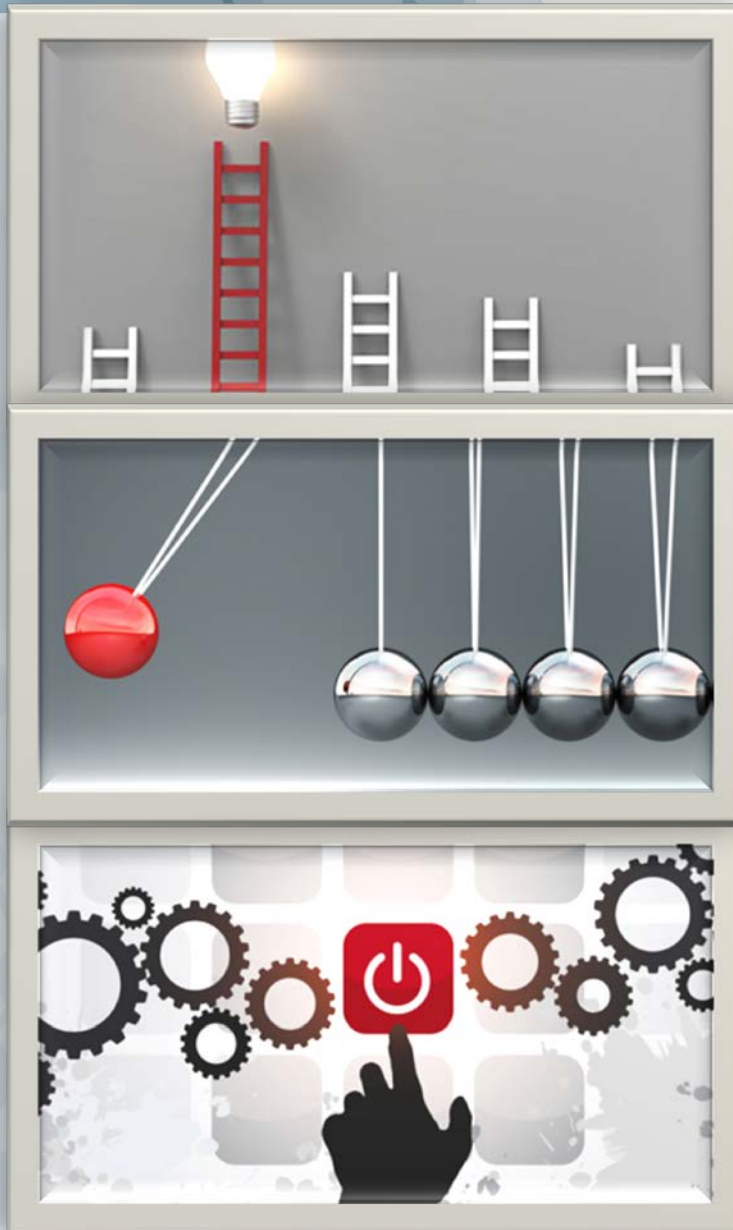
Funds are scarce.



Success rate?
H2020 total: 10.9%
FET Basic research: 1,7%

(2015)

Excellent Proposal. Convincing Impact.

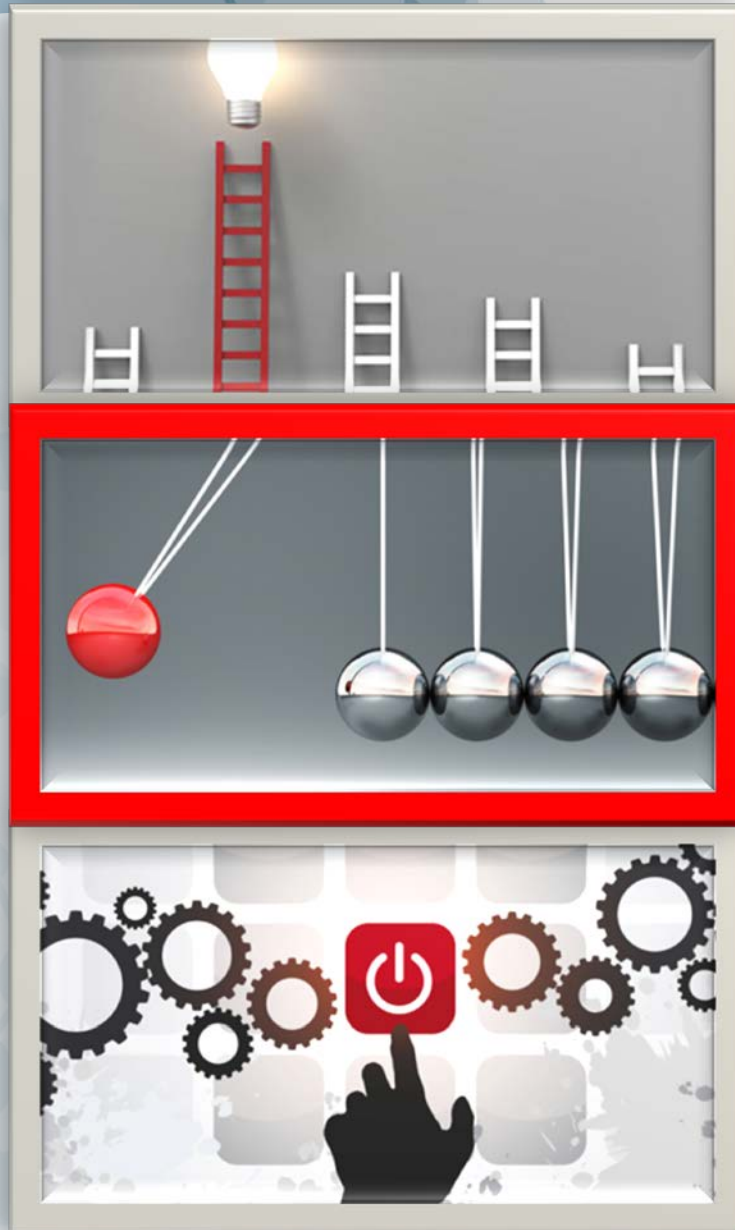


Excellence

Impact

Implementation

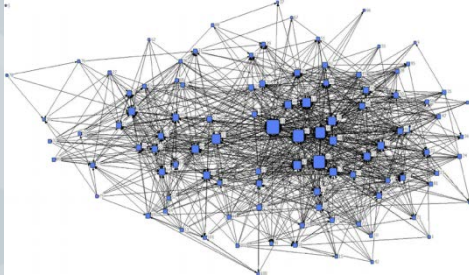
The Proposal Evaluation Criteria.



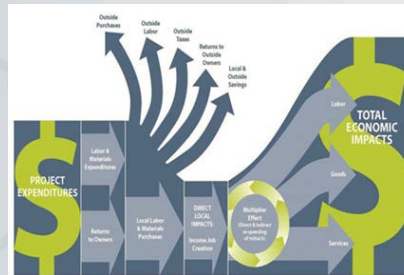
Impact

- Impact in this context is the extent of the benefits derived from the innovation (Scherer, 2014). Comprises impact in following fields (e.g.):

ACADEMIC / TECHN.



ECONOMIC



SOCIETAL

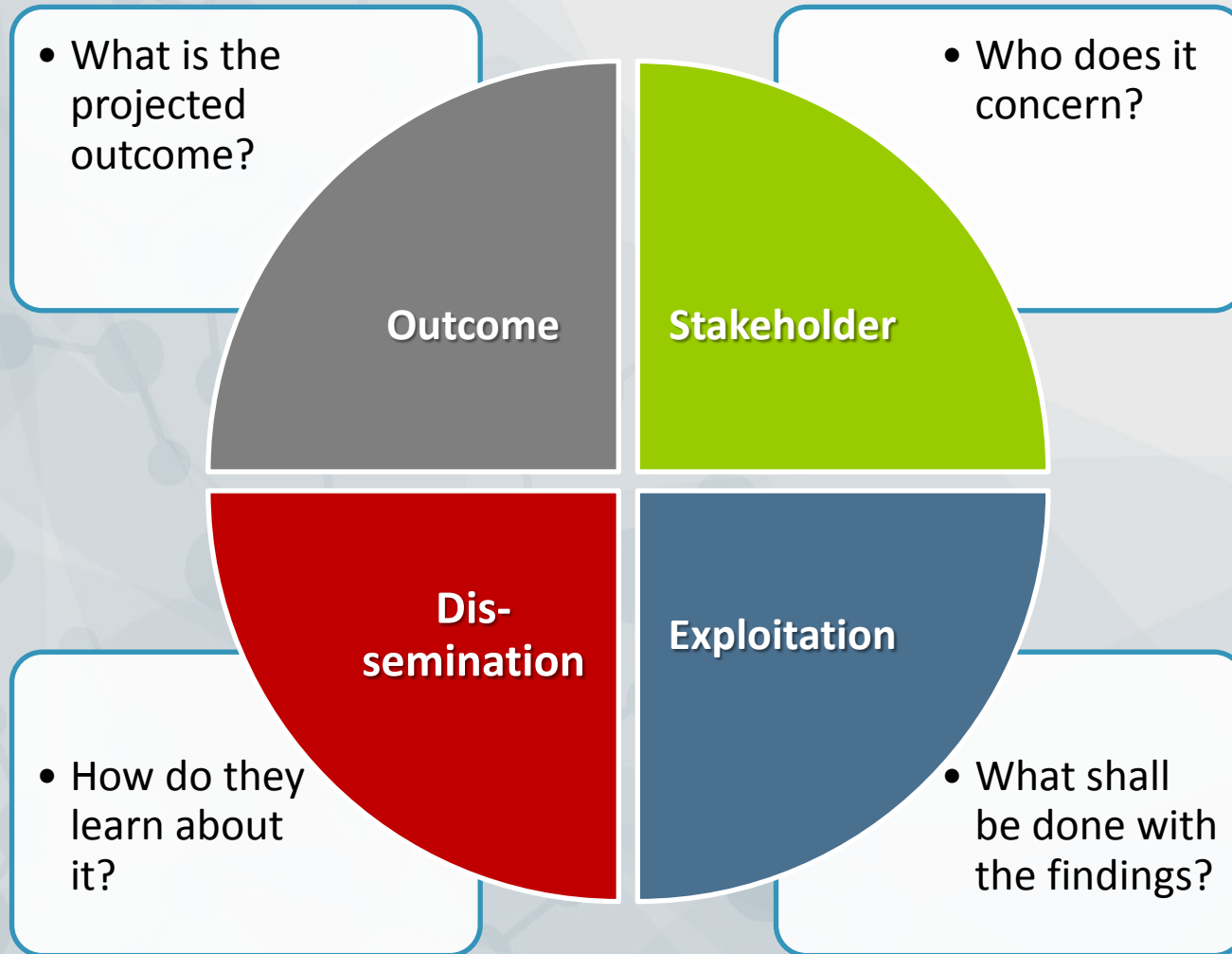


ENVIRONMENTAL



- Importance** of the new technological outcome with regards to its transformational impact on **technology** and/or **society**.
- Impact on future European **scientific** and **industrial** leadership, notably from involvement of new and high potential **actors**.
- Quality of methods and **measures** for achieving impact beyond the research world and for establishing European thought leadership, as perceived by industry and society.
- Summarised in Draft **Plan for Exploitation and Dissemination of Results**

Plan for Exploitation and Dissemination of Results



- Amount, TRL, any specifications available, intended KPI,

	Outcome, e.g.
	Material
	Coating
	Method
	Intellectual property
	Patent
	Prototype
	Software
	Product
	Service

- Academia, industry, lead users, competition, influencers, politics, public
- Geographical area, business sector, interest / power ratio
- Specify type of organisation, name of organisation, person



- How to make R&I results beneficial – for research, for companies, for new enterprises, for a sector? Taking which role?

Further
internal
research

Internal
product
development

Licensing

Joint venture

Collaborative
research

Internal
service
development

Assignment

Spin-off

Standard-
isation
activities

- How to spread the word about the R&I results? Which media? When? How often? For whom?
- Goal? Contents?

		Stakeholder Board Meetings	Website	Branding, ad and rollup for events	Flyer to promote content provision	Promotion at Events	Special Interest Media / Press release	Traditional Mass Media / Press release	Multimedia clip	Social Media presence / newsfeeds
	Number of activities per half year	1 1 1 1	1	1 1	1	4 5 6	1 5	1	1	1 5
Space	EC									
	NCP									
	Research									
	Industry									
	ESA									
	Start-ups									
	Incubators / Acc.									
	Clusters									
	Gov./Public Inst.									
	Associations									
Non-Space	Non-space Industry									
	Non-space Research									
	Business Angels / VC									
	Interested Public									
	Citizens / Mass media									

From Impact to Business: Selected Tools

Based on the proposed outcome:

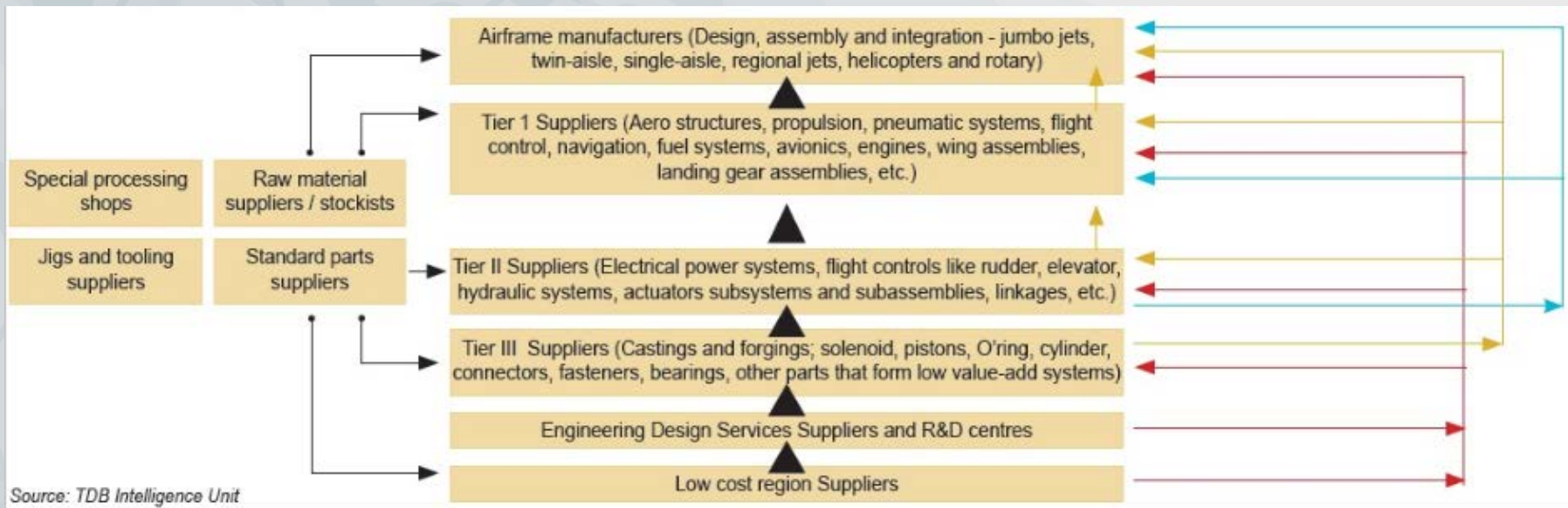
- Define 2 or 3 application fields
- Include stakeholders from these fields in your Advisory Board
- Collect information on the needs and trends relevant to your research results
- Involve experts and build / renew industry relationships
- Align with dissemination activities

Target Outcomes Table

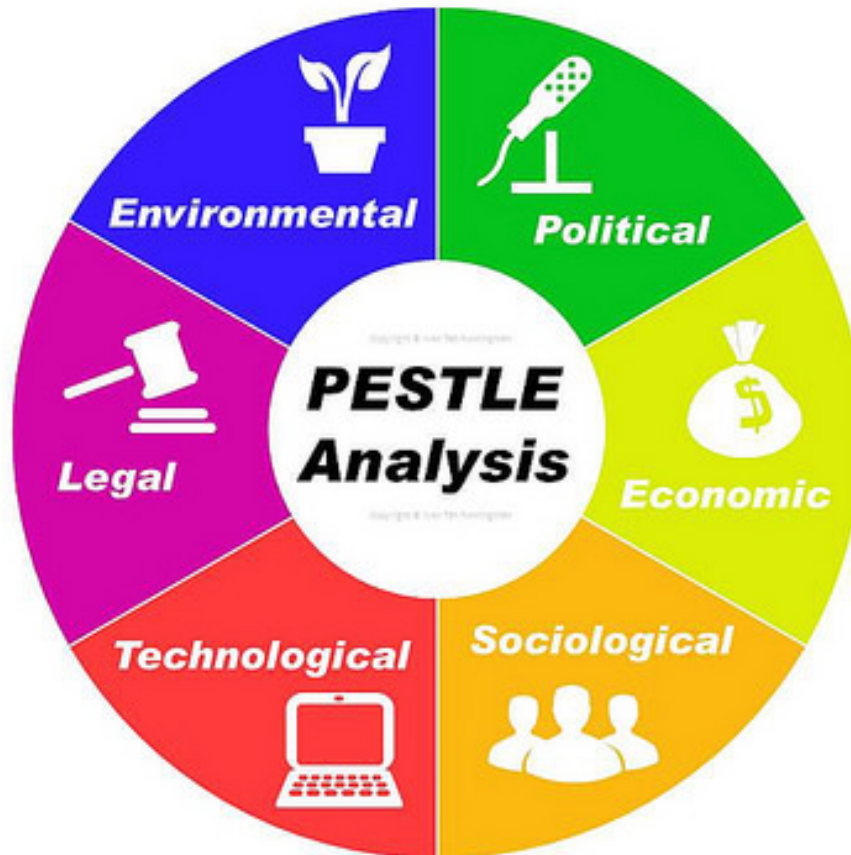
- **Talk** to potential users and stakeholders identified
- Case centred, transparent, traceable, prioritised, quantifiable

	Target 1	Target ...	Target n
Priority			
Source			
Domain			
Main functionalities			
Needs / requirements			
Acceptance criteria			
Comments			
Demonstration			

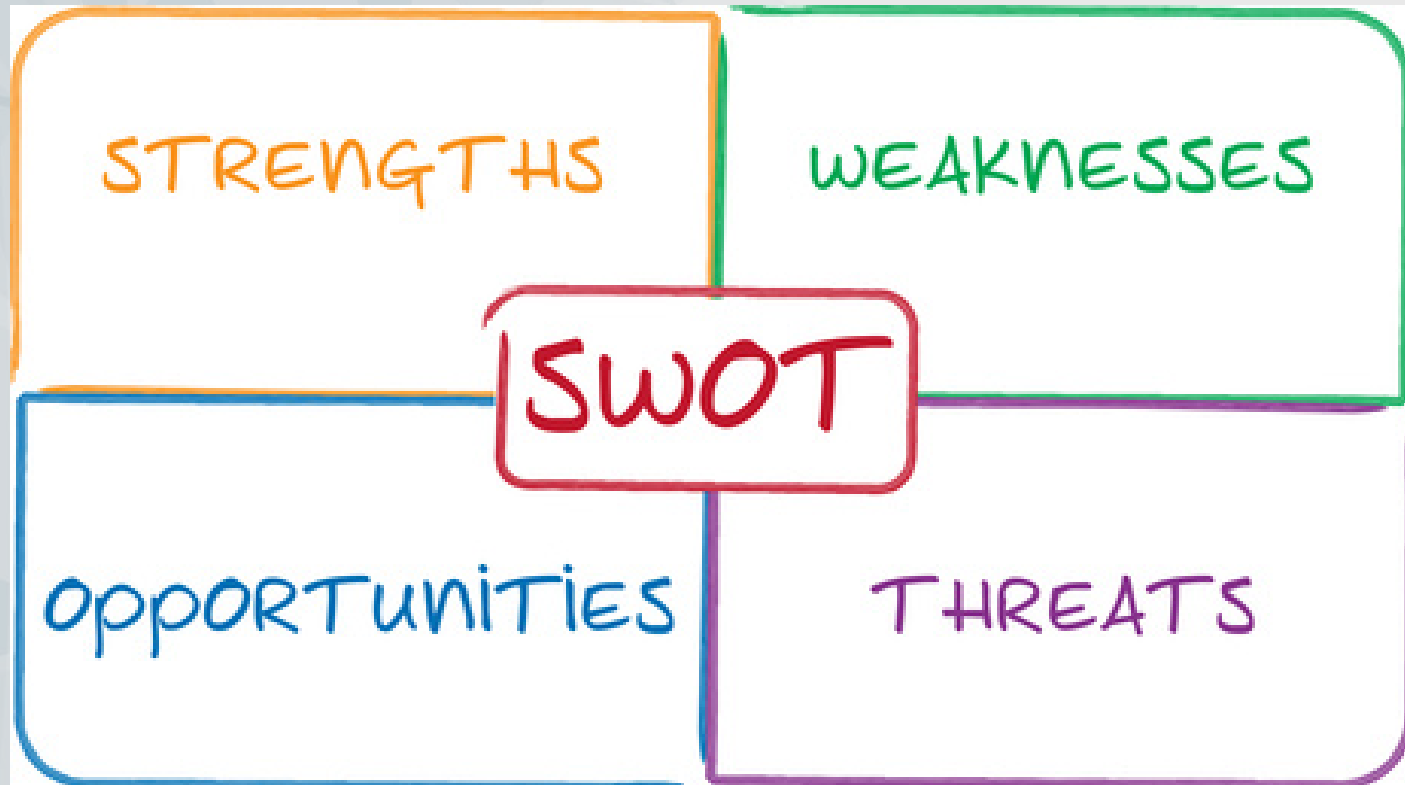
- Based on stakeholder analysis
- Links between actors involved in a market (example: aerospace)
- Products & services provided
- Positioning of the material / process / product innovation



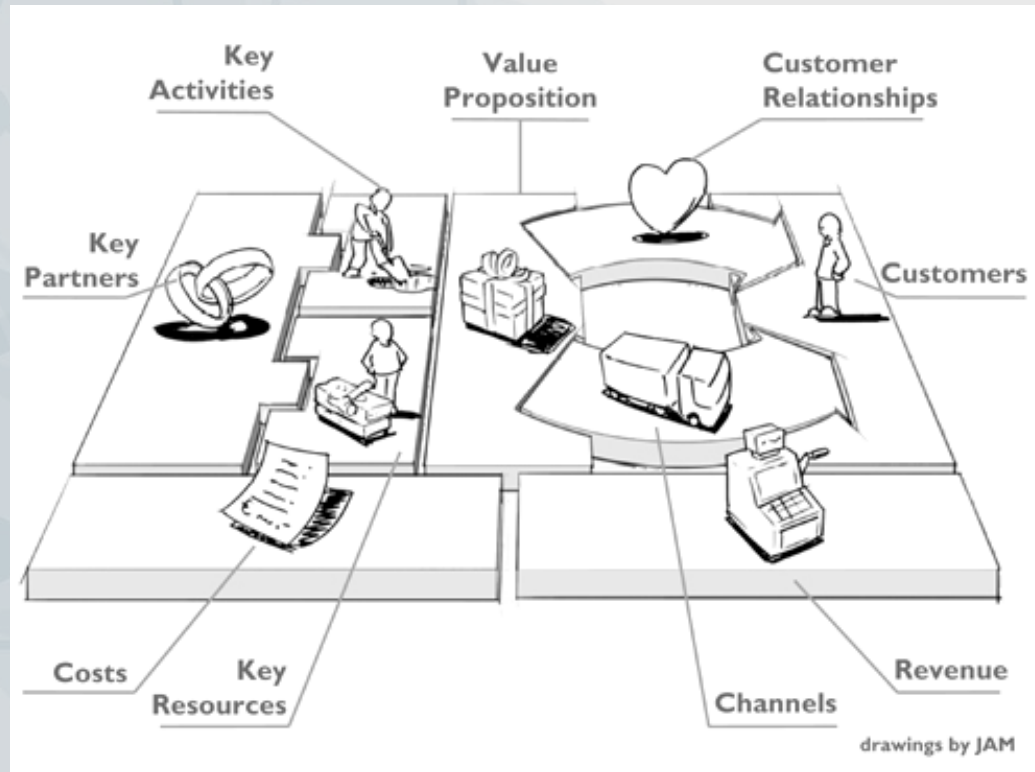
- Factors influencing the application fields of the innovation
- Trends: Political, Economic, Sociological, Technological, Legal, Environmental



- Summarising internal and external factors that are favourable or unfavourable
- Compared to target outcome
- Compared to existing solutions



- Abstract representation of a business
- Strategic management tool
- Product's value proposition and core cooperational and financial arrangements



Be realistic. Be daring.

Use all support you can get

- Exploitation Booster
 - Support service from the EC for H2020 R&I projects
 - Analysis of Exploitation Risks
 - Exploitation Strategy Seminar
 - Business Plan Development
 - Brokerage and Pitching Event
- FET2RIN
 - Support of FET Projects to reach out investors and make a larger impact on society
 - Online and face-to-face Trainings
 - Crowdfunding platform
 - Investors matchmaking



COMMON
EXPLOITATION
BOOSTER



fet2rin

Spin-off: Do it with space



DEFY GRAVITY

SPACE-UP YOUR BUSINESS WITH US



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