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Commercial exploitation

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From R&D results to the market

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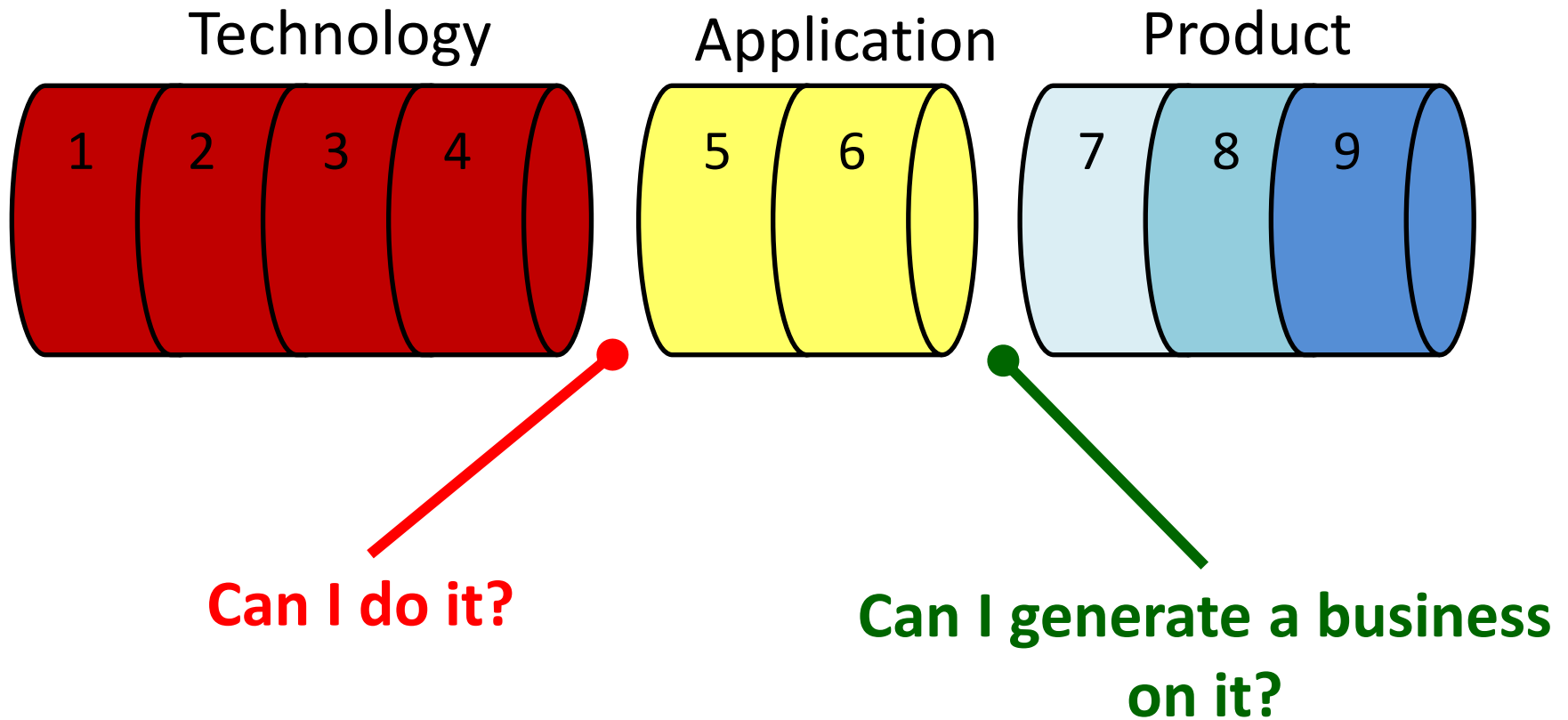
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Portal español del Programa Marco de Investigación e Innovación de la Unión Europea

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11/03/2020

In H2020 TRL scale how far is the market



IPR for exploitation

Who is the **owner** of the result?

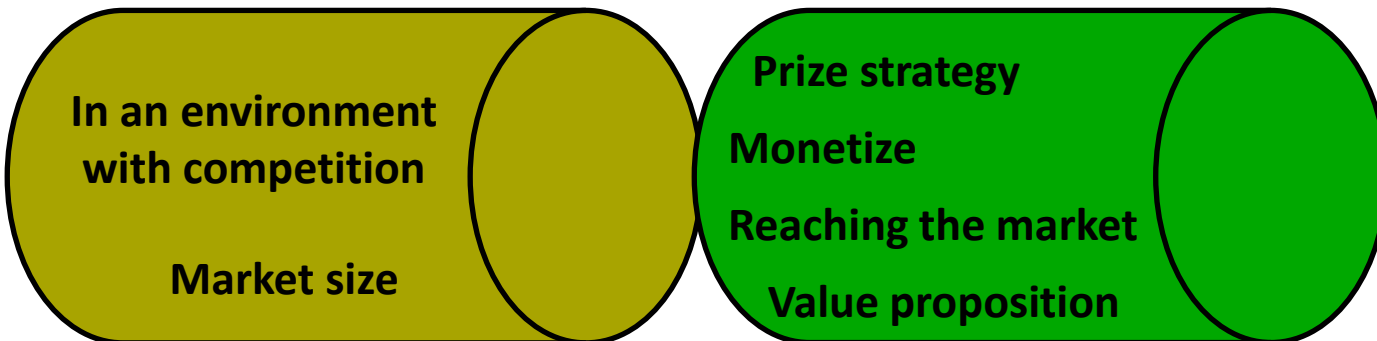
Who has the **right to use** of each result?

Do I have **FTO- freedom to operate**?

How do you protect your innovation?



Modelling the business....



Business Opportunity

+

Business Model

= Business plan



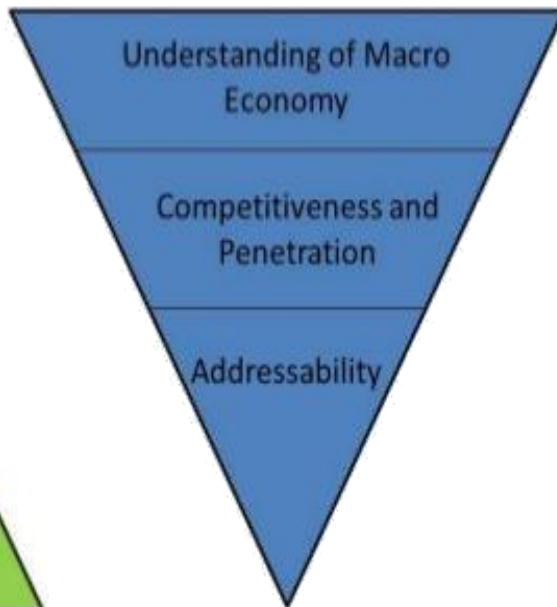
How big is the opportunity?

Bottoms-Up Approach



Your capacity

Top-Down Approach



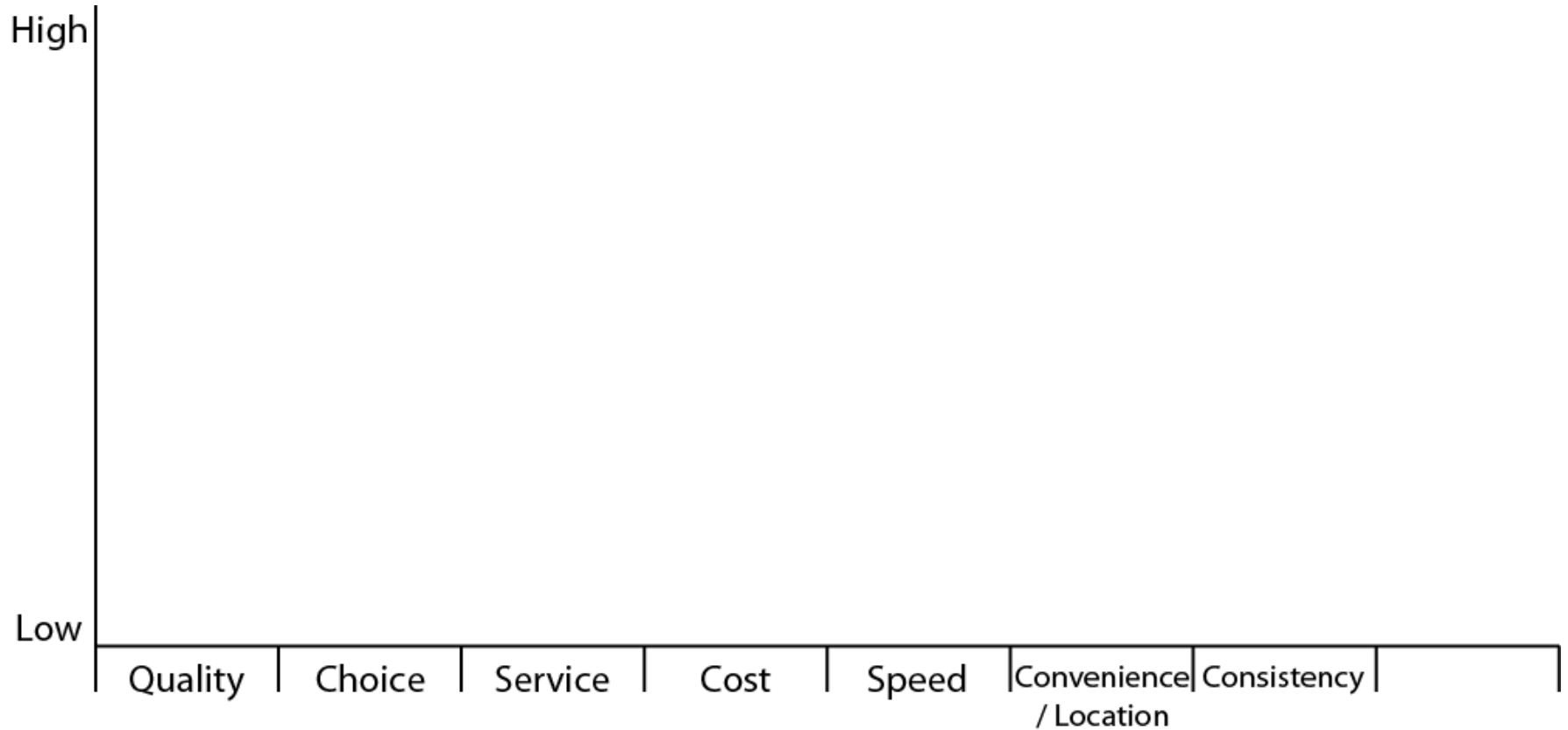
vs your potential

TAM: • Total Available Market
> Focus on: Total market / size
> Example: Total LED Market

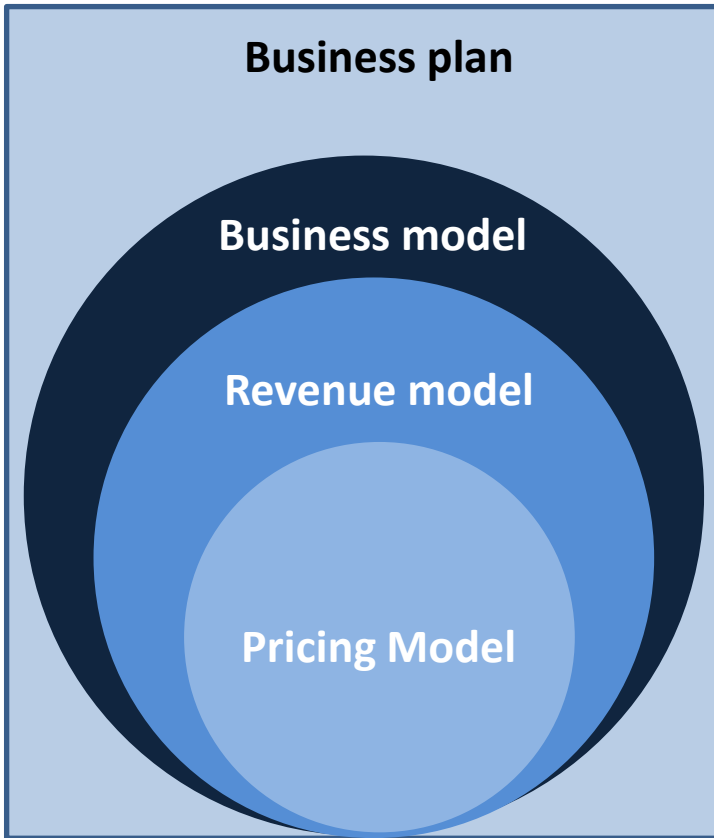
SAM: • Serviceable Available Market
> Focus on: Your own technology/ services
> Example: The total Living colours LED market (Segment of total LED market)

SOM: • Serviceable Obtainable Market
> Focus on: Which realistic market share can be obtained by myself, considering competition, countries, trends, expected demand/forecast, my sales/distribution channels and other market influences?
> Example: My realistic goal to sell Living Color Products into the LED market

Why the client will buy you?



When there is a business opportunity....



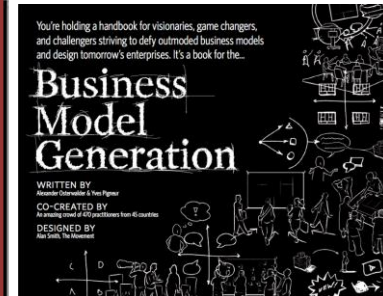
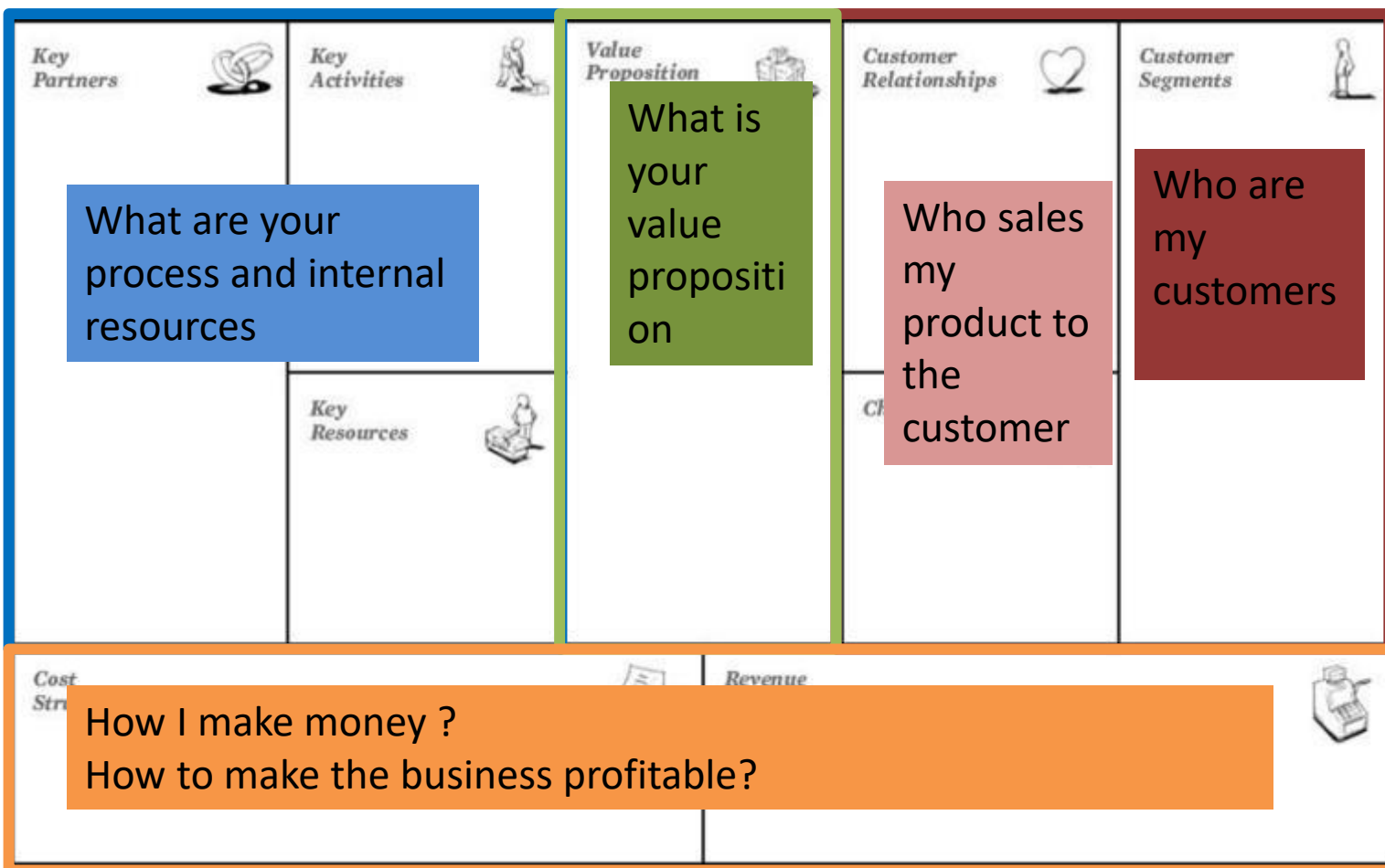
(BP) Business plan: will show how the business has to evolve

(BM) Business Model: Will show how to create value

(RM) Revenue model: will show what are the revenue streams and where the money comes from. Could be one or more

(PM) Pricing model: will define the prices of your products and services

Business model canvas



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Business opportunity

Who sales?
What is your market size?
Who are competitors?

Business Model

Who are Customers
What is your value proposition
What are your Operations

Sustainability

What is your Pricing
What are the Financial projections
How do you scale up of the business

How far is the market?

Technology Readiness Level



Market Readiness Level





+ info sobre programas y ayudas
para la
internacionalización de la I+D+I española

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