#innovacion
#ayudascdti
#asesoramiento
#internacionalizacion





Commercial exploitation

From R&D results to the market

@eCasado @CDTIOficial @esHorizonte2020

11/03/2020

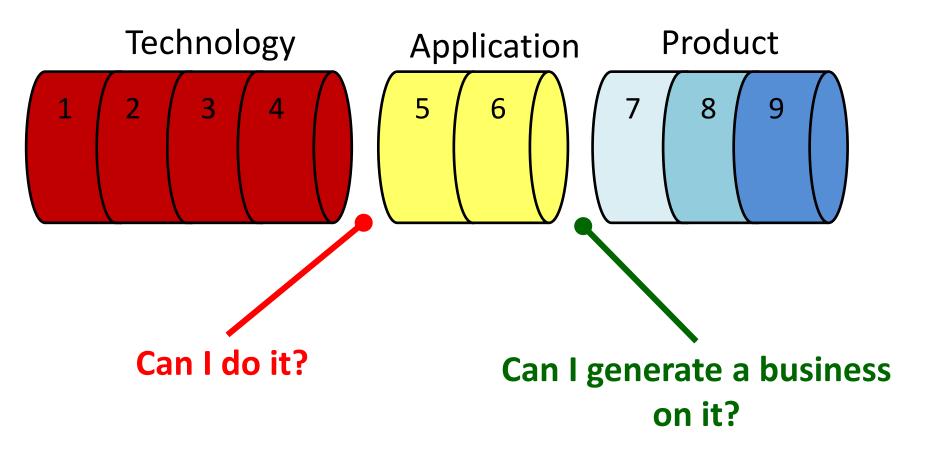
@EsHorizonte2020

ESHORIZONTE

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

CDTI, E.P.E.

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....

In an environment with competition

Market size

Prize strategy

Monetize

Reaching the market

Value proposition

Business Opportunity

+ Business Model

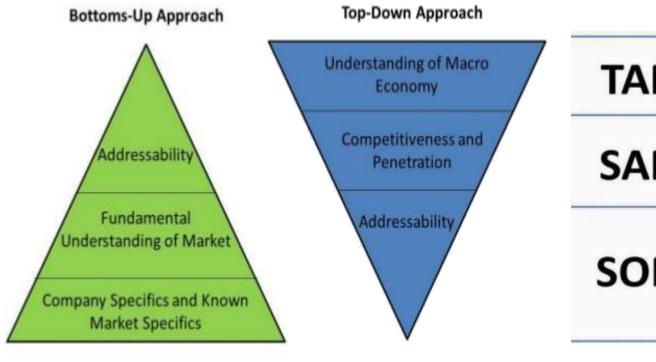
= Business plan







How big is the opportunity?



SAM:

Serviceable Available Market

Focus on:

Your own technology/ services

Example: The total Living colours LED
market (Segment of total LED market)

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

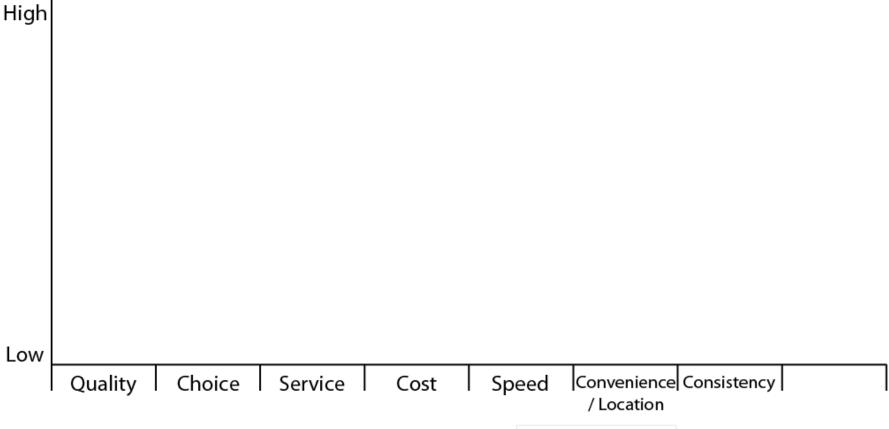
Your capacity

vs your potential





Why the client will buy you?

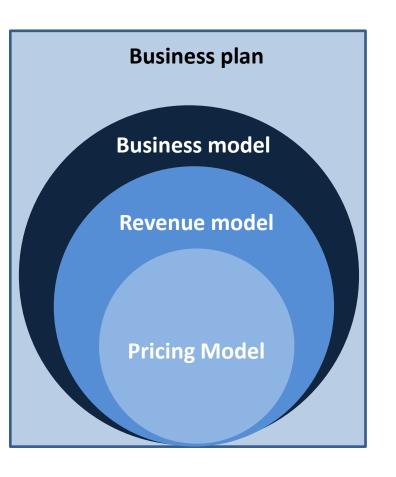








When there is a business opportunity....



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

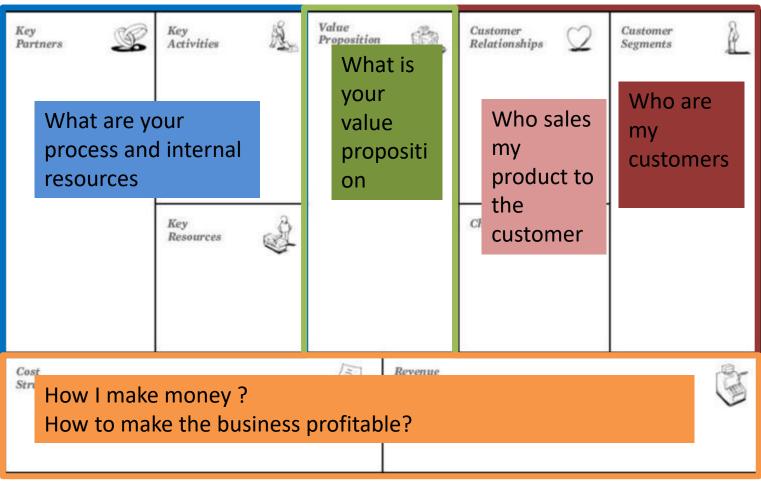
(BM) Business Model: Will show how to create value

(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









Who sales? В **Business opportunity** What is your market size? u Who are competitors? S n Who are Customers e **Business Model** What is your value proposition S What are your Operations S P What is your Pricing Sustainability What are the Financial projections a How do you scale up of the business n





How far is the market?

Technology Readiness Level

IDEA Unproven concept, no testing has been performed BASIC RESEARCH You can now describe the need(s) but have no evidence IDEA TECHNOLOGY FORMULATION Concept and application have been formulated NEEDS VALIDATION You have an initial 'offering', stakeholders like your slideware. SMALL SCALE PROTOTYPE Built in a laboratory environment ("ugly" prototype) PROTOTYPE LARGE SCALE PROTOTYPE Tested in intended environmentt 6 PROTOTYPE SYSTEM

Tested in intended environment close to expected performance

Operating in operational environment at pre-commercial scale

FULL COMMERCIAL APPLICATION

Technology on 'general availability' for all consumers

FIRST OF A KIND COMMERCIAL SYSTEM

All technical processes and systems to support commercial activity

DEMONSTRATION SYSTEM

Market Readiness Level





in ready state

8



VALIDATION

PRODUCTION



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

www.eshorizonte2020.es - www.cdti.es







@EsHorizonte2020 - @CDTloficial



