

## Common Exploitation Booster

### Support services for ongoing R&I projects across the FP7 and H2020

How to help R&I projects to reach the market, stakeholders and potential users?

How to exploit the R&I results and meet expectations of different project partners?

How to communicate better internally or externally, follow market evolution, and consider competing solutions and financial opportunities?

Common Exploitation Booster services aim to bridge the gap between research results and exploitation by helping the project consortia in

- ❖ raising **awareness** on exploitation possibilities and exploitation planning;
- ❖ **clarifying** issues, **exploring** solutions and actions, **anticipating** possible conflicts for successful exploitation;
- ❖ **setting up roadmaps** for the long-term sustainability of the project results;
- ❖ **creating value** out of novel knowledge (recognising exploitable results, creating revenues, improving skills, standardization or patenting, finding pathways for future work).

#### BASIC PRINCIPLES

- ✓ The consultancy services are paid from the EC Horizon 2020 Common Support Centre budget. The projects cover their own logistical expenses.
- ✓ The services are implemented by external consultants under confidentiality agreement.
- ✓ The services are available for all ongoing projects under any area of FP7 or H2020.
- ✓ Common Exploitation Booster provides four types of services, suited for projects and results in different phases of maturity.
- ✓ A project consortium can benefit from the Common Exploitation Booster only once and from one type of service.
- ✓ The services are requested by the EC project officer and confirmed with the project coordinator before starting the service.





#### HOW TO APPLY?

EC project and policy officers can propose projects for Common Exploitation Booster services by sending following information to [CSC-EXPLOITATION-SUPPORT@ec.europa.eu](mailto:CSC-EXPLOITATION-SUPPORT@ec.europa.eu):

- ✓ Project number
- ✓ Type of service
- ✓ Place and timing of ESS/BPD/BPE service (e.g. in context of project consortia or clustering meeting)

In case of BPE service, the proposals should identify a group of related projects for the service.

## COMMON EXPLOITATION BOOSTER SUPPORT SERVICES

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|  <ul style="list-style-type: none"> <li>✓ For 1 project</li> <li>✓ TRL 3 or more</li> <li>✓ 12+ months</li> </ul>                  | <p><b>Analysis of Exploitation Risks (AER)</b></p> <p>The service will support the partners to identify risks and potential obstacles to the future exploitation of the project's results within and outside the consortium and tackle questions like:</p> <ul style="list-style-type: none"> <li>• Which exploitable results do the project partners aim to generate?</li> <li>• What form(s) can the exploitation of these results take? How to enable it?</li> <li>• What is each partner contribution to the project, what are their different exploitation strategies, are the expectations of partners compatible and coherent?</li> </ul> <p><u>Outputs:</u> Report on exploitable results, a map of risks and exploitation recommendations.</p>  |
|  <ul style="list-style-type: none"> <li>✓ For 1 project</li> <li>✓ TRL 5 or more</li> <li>✓ 12+ months</li> </ul>                 | <p><b>Exploitation Strategy Seminar (ESS)</b></p> <p>The service will provide a platform (1/2 - 1 day seminar) to discuss results and design a roadmap toward exploitation. Expert will facilitate discussion and provide guidance on issues like:</p> <ul style="list-style-type: none"> <li>• Recognition of exploitable results and exploitation expectations of the partners</li> <li>• Definition or clarification of the exploitation strategy of different project results</li> <li>• Follow-up actions and how to connect with relevant actors</li> </ul> <p><u>Outputs:</u> Exploitation report (4-8 pages) and background research report.</p>   |
|  <ul style="list-style-type: none"> <li>✓ For 1 project</li> <li>✓ TRL 5 or more</li> <li>✓ Last year of project life</li> </ul> | <p><b>Business Plan Development (BPD)</b></p> <p>The service includes a virtual or face-to-face collaborative workshop, and entails support for developing a complete business plan, including issues such as</p> <ul style="list-style-type: none"> <li>• The consortium's operational and financial objectives, the plans for their achievement</li> <li>• Coaching the partners in pitching their exploitable results</li> <li>• Describing in a clear and effective way the business, the products/services, the market, competition, operations and management, and financial estimates</li> <li>• Accessing risk capital providers and other innovation financing actors</li> </ul> <p><u>Outputs:</u> Business plan (15-25 pages) and practiced pitches.</p>  |
|  <ul style="list-style-type: none"> <li>✓ For 5-10 projects</li> <li>✓ TRL 4 or more</li> <li>✓ 12+ months</li> </ul>            | <p><b>Brokering and Pitching Event (BPE)</b></p> <p>The service provides assistance with the design and preparation for an event that brings together project partners and other relevant actors, with issues such as:</p> <ul style="list-style-type: none"> <li>• Facilitating groups of projects to meet and discuss their results in order to create synergies and generate new ideas for further exploitation of research results</li> <li>• Training on pitching and presenting results to potential users, investors or collaborators.</li> <li>• Assistance in finding relevant actors in the innovation-dissemination-uptake chain (end-users, industrial suppliers, standardisation bodies, risk capitalists, business angels etc.)</li> </ul> <p><u>Outputs:</u> Report of the event, practice and feedback on pitches, connections to relevant actors.</p> |