



Professional support to the uptake of bioeconomy R&D results:
towards market, further research and policy
for a more competitive European Bioeconomy

Platform Annual Event

6-7 October 2016



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Outline

- * Project description: goals and objectives
- * Exploitation challenges and expected results
- * Methodology
- * The coaching service
- * Tips and hints on exploitation
- * ProBIO consortium

Project description

Strongly focussed on bringing research results to the market or to a further R&D step

Starting from about 400 KBBE projects, implemented a selection process to:

- ✓ identify and support the most promising ones;
- ✓ support the flow of knowledge-based bioeconomy project results from research to market, as well as back to R&I;
- ✓ foster the networking and knowledge exchange between different EU bioeconomy initiatives and the most important players in the field;
- ✓ coaching, training, support & opportunities to successfully travel the last mile to the market

Exploitation Challenges

- * Do your bio-based research results have a high TRL value and a promising market potential?
 - * ProBIO can further support their **market introduction** by assisting in preparing **business plans** and approaching **investors**
 - * ProBIO can support their **licensing to external organizations** and finding the **right partners to exploit them**

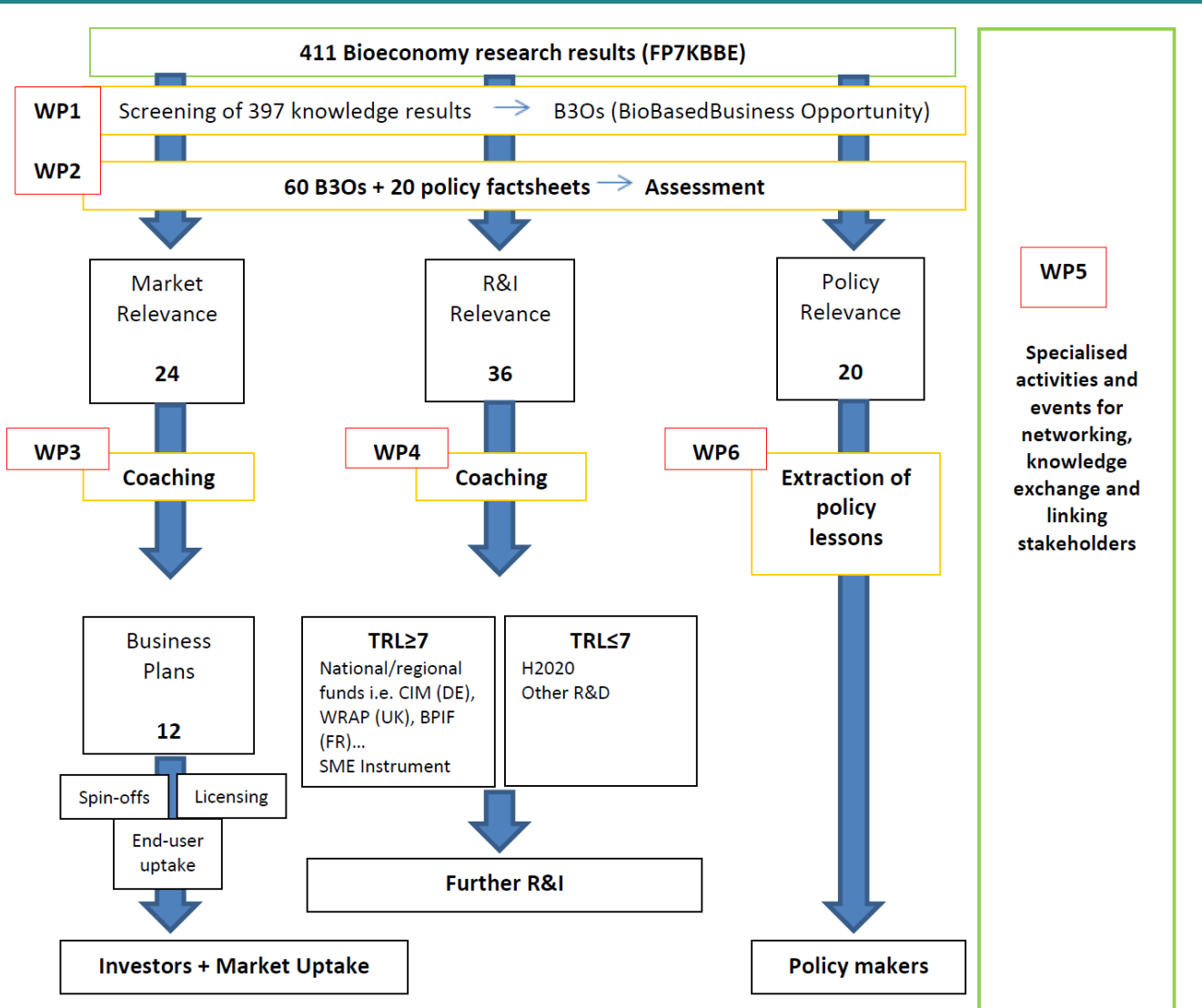
Exploitation Challenges

- * **Do your bio-based research results need further development to reach a higher maturity?**
 - * ProBIO can support in identifying **industrial partners for future R&I activities** (shaping the new R&I objectives, detecting the most appropriate funding opportunities, validating the routes available)
- * **Are your bio-based research results of relevance to policy making?**
 - * ProBIO can support in increasing awareness and **facilitating their uptake by policy makers**

Expected results

- * Acceleration of the **market uptake of the most mature KBBE research results** (company creation, company expansion, licensing)
- * Increase of the **maturity level of past, existing or future KBBE research results** through further applied R&I shaping to deliver results of higher maturity level
- * Increase of the awareness to facilitate the **uptake of policy relevant results** by policy makers

ProBIO Approach

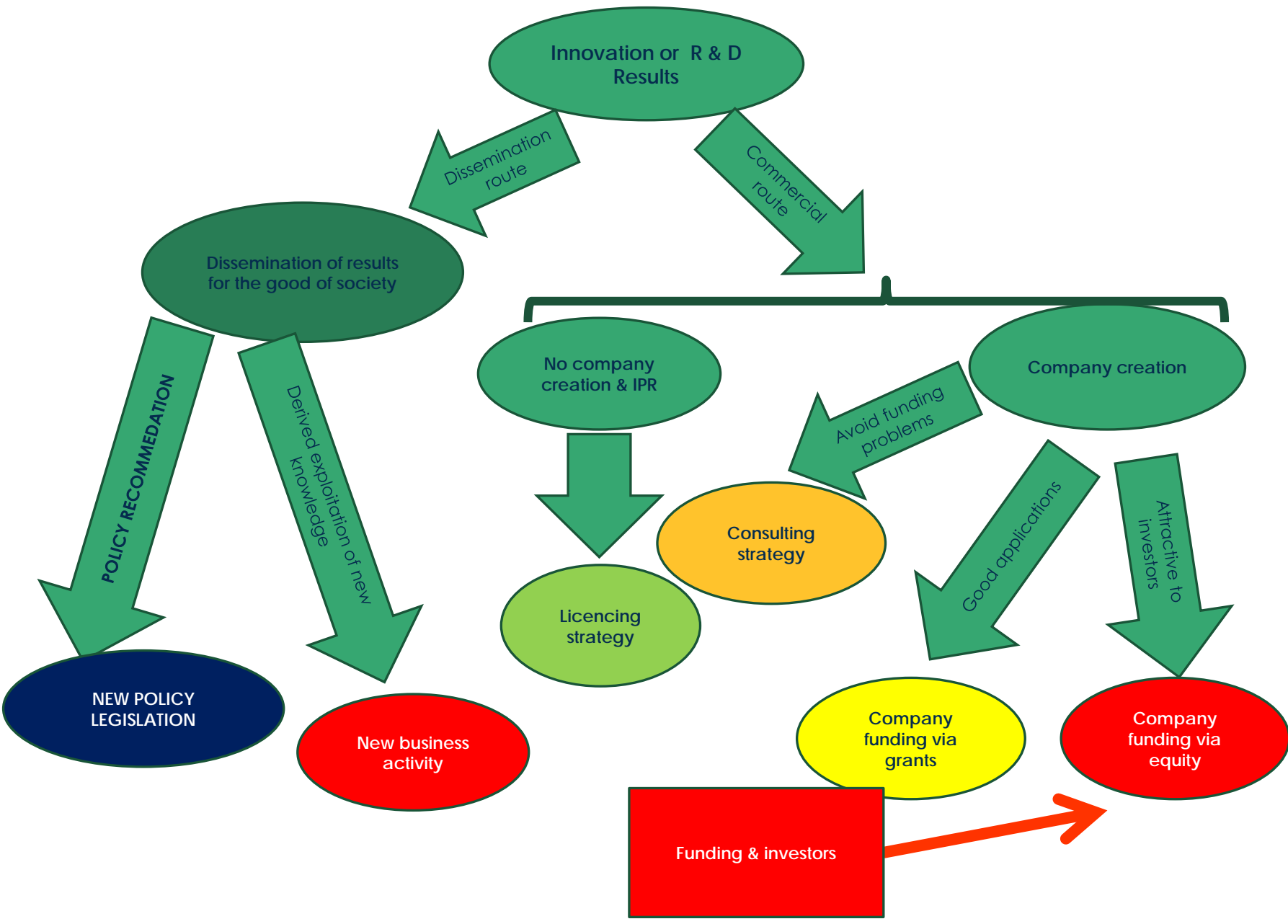


Methodology

- * Each ProBIO partner has screened certain KBBE projects for results, in order to classify each result according to its nature.
- * The results have been of different technological maturity level: some are mature for direct market introduction, others would need further development to reach a higher TRL, and some are not technological results, but knowledge and instruments of relevance to policy makers.
- * The ProBIO will support each type of result with **dedicated professional coaching and tools with a view to:**
 - o **Accelerating market entry** through business coaching of the most promising R&D results
 - o Facilitating the **flow of knowledge into new R&I projects** in order to reach a higher TRL level
 - o Feeding **policy-relevant results** into the political process to inform policy making

Coaching most promising business opportunities for market uptake

- * One of the project's objectives is to lower the remaining barriers for market introduction of the most promising and mature cases and prepare them for start-up creation or licensing deals to industrial players.
- * Coaching goes up to access to finance in order to reach "match-making process with investors": it is performed via a one-to-one basis between results' owner and consortium expert.



ProBIO approach for coaching

- * The ProBIO team chooses the individualized support because it has shown superior results in the past. The innovation process is a chaotic, non-linear process with a high complexity, and it is ultimately driven by people.

These are mostly people who are not serial entrepreneurs, i.e. they are doing it for the first time. The process is sometimes scary and has many potential pitfalls. It is for a reason that so many good concepts never reach the market.

Therefore, the coach must become the sparring partner of the team. So, even if it is more time-intensive to follow promising results one-by-one and thus not all results can be supported, less is usually more.

Tips and hints to facilitate exploitation

- Elaborate an efficient exploitation plan since the project's start so as to ensure the sustainability required by the Commission for funded projects: you have to think about concrete objects that are able to survive after the end of the project;
- The exploitation plan allows to underline the added value of the project and boosts further scientific developments;
- Create a roadmap of your goals that is ambitious but also achievable;
- Define the ideal outcomes of the project that each partner expects and check if they fit with the project; formalise everything in a Consortium Agreement;
- Create a business model: it has to be innovative, it describes the organisation that is actively involved in the process, it can help avoiding costly mistakes;
- Don't be afraid of sharing information but be wise and protect them: NDAs and IPR management;

ProBIO Consortium

The consortium is made up of 8 partners from a wide EU geographical coverage (Belgium, Denmark, Sweden, France, Spain, Italy and Germany) and involves:

- innovation experts/consultants with years of experience in coaching, business modelling and research to market activities;
- technical centres and public organisations active in the bioeconomy sector;
- A strong dissemination and media partner with strong networks in the bioeconomy sector is on board.

Participant No	Participant organisation name	Country
1 (CO)	Innovhub	IT
2	SP	SE
3	Greenovate! Europe	BE
4	Investornet – Gate2growth	DK
5	Technofi	FR
6	Zabala Innovation Consulting	ES
7	I.CON Innovation	DE
8	iCons	IT

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