

#innovacion
#ayudascdti
#asesoramiento
#internacionalizacion



Los Lunes de CDTI-SOST (Capítulo 6) Sección 2 – Impacto Plan de Explotación

HORIZONTE

EUROPA
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Sección 2 – Impacto - Explotación

2 – Impact

2.1 Project's pathways towards Impacts

- 2.1.1 Expected outcomes and impacts
- 2.1.2 Scale and significance of the contribution of the project
- 2.1.3 Requirements and potential barriers

2.2 Measures to maximise impact – Dissemination, Exploitation and Communication

- 2.2.1 Dissemination activities
- 2.2.2 Communication activities
- 2.2.3 Exploitation of results
- 2.2.4 Management of Intellectual Property

2.3 Summary (Impact Canvas)

Sección 2 – Impacto - Explotación

2 – Impact

2.1 Project's pathways towards Impacts

2.1.1 Expected outcomes and impacts

2.1.2 Any requirements and potential barriers

2.1.3 Scale and significance of the contribution of the project

2.2 Measures to maximise impact – Dissemination, Exploitation and Communication

2.2.1 Dissemination activities

2.2.2 Communication activities

2.2.3 Exploitation of results

2.2.4 Management of Intellectual Property

2.3 Summary (Impact Canvas)

Sección 2 – Impacto - Explotación



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Explotación



IPR

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Explotación



IPR

Tecnología y negocio/mercado (TRL vs BRL)

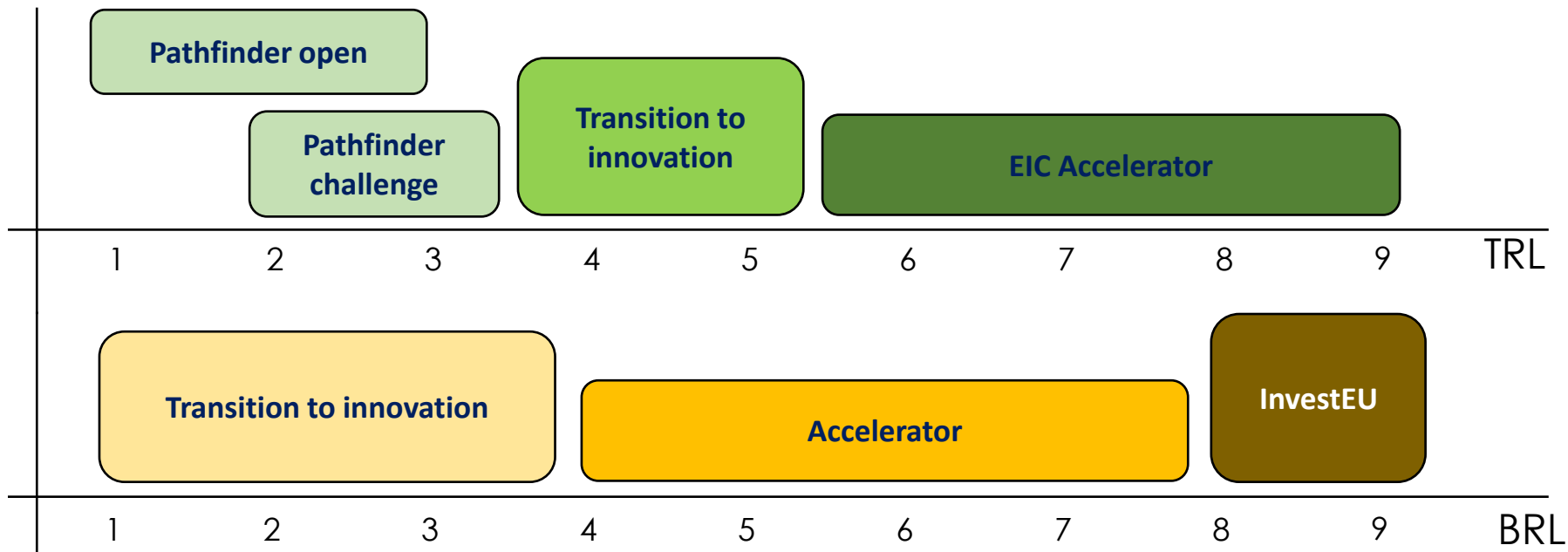
TECNOLOGÍA

| | |
|---|---|
| 0 | IDEA |
| 1 | BASIC PRINCIPLES OBSERVED |
| 2 | TECHNOLOGY CONCEPT FORMULATED |
| 3 | EXPERIMENTAL PROOF OF CONCEPT |
| 4 | TECHNOLOGY VALIDATED IN LAB |
| 5 | TECH. VALIDATED IN RELEVANT ENVIRONMENT |
| 6 | TECH. DEMONSTRATED IN RELEVANT ENV. |
| 7 | SYSTEM PROTOTYPE DEM. IN OPERATIONAL ENV. |
| 8 | SYSTEM COMPLETE AND QUALIFIED |
| 9 | ACTUAL SYSTEM PROVEN IN OPERATIONAL ENV. |

| | |
|---|---------------------------------|
| 0 | IDEA |
| 1 | BASIC NEED RESEARCH |
| 2 | NEEDS FORMULATION |
| 3 | NEEDS VALIDATION |
| 4 | SMALL SCALE STAKEHOLDERS OFFER |
| 5 | LARGE SCALE EARLY ADOPTER OFFER |
| 6 | PROOF OF TRACTION |
| 7 | PROOF OF SATISFACTION |
| 8 | PROOF OF SCALABILITY |
| 9 | PROOF OF STABILITY |

MERCADO

HE EIC – Tecnología y negocio/mercado (TRL vs BRL)



Societal Readiness Level (SRL)

SOCIEDAD

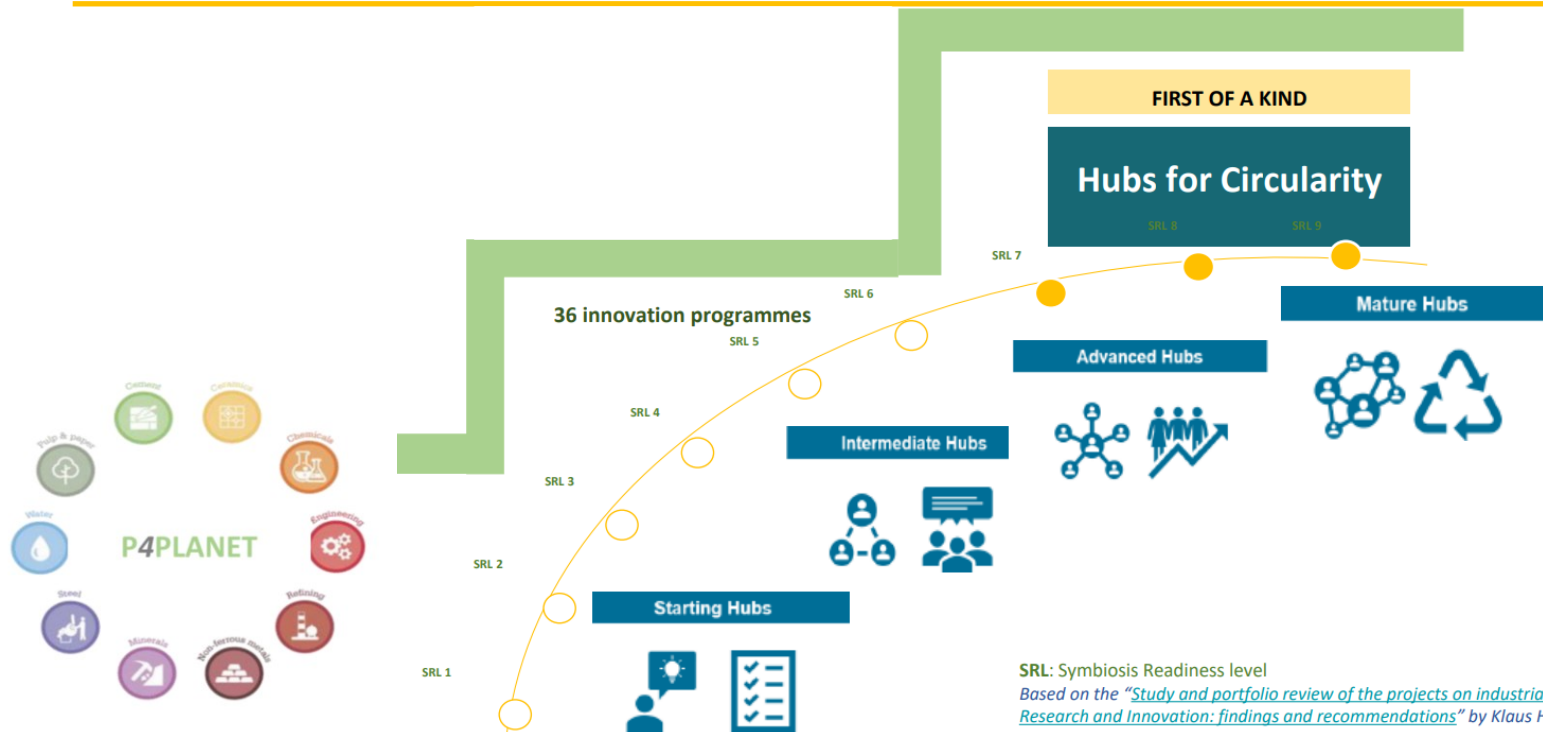
| | |
|---|---|
| 0 | IDEA |
| 1 | IDENTIFYING PROBLEM AND IDENTIFYING SOCIETAL READINESS |
| 2 | PROBLEM / SOLUTION(S) / STAKEHOLDERS |
| 3 | INITIAL TESTING OF PROPOSED SOLUTION(S) TOGETHER WITH RELEVANT STAKEHOLDERS |
| 4 | PROBLEM VALIDATED THROUGH PILOT TESTING IN RELEVANT ENVIRONMENT |
| 5 | PROPOSED SOLUTION(S) VALIDATED, NOW BY RELEVANT STAKEHOLDERS IN THE AREA |
| 6 | SOLUTION(S) DEMONSTRATED IN RELEVANT ENVIRONMENT & WITH RELEVANT STAKEHOLDERS |
| 7 | REFINEMENT OF PROJECT AND/OR SOLUTION & RETESTING SRL6 DEMOS |
| 8 | PROPOSED SOLUTION(S) & PLAN FOR SOCIETAL ADAPTATION COMPLETE AND QUALIFIED |
| 9 | ACTUAL PROJECT SOLUTION(S) PROVEN IN RELEVANT ENVIRONMENT |

- Societal acceptance/relevance as a barrier for **exploitation**
- Responsible Research and Innovation

N ■ ■ **NEW HORIZON**

- <https://www.thinkingtool.eu/>

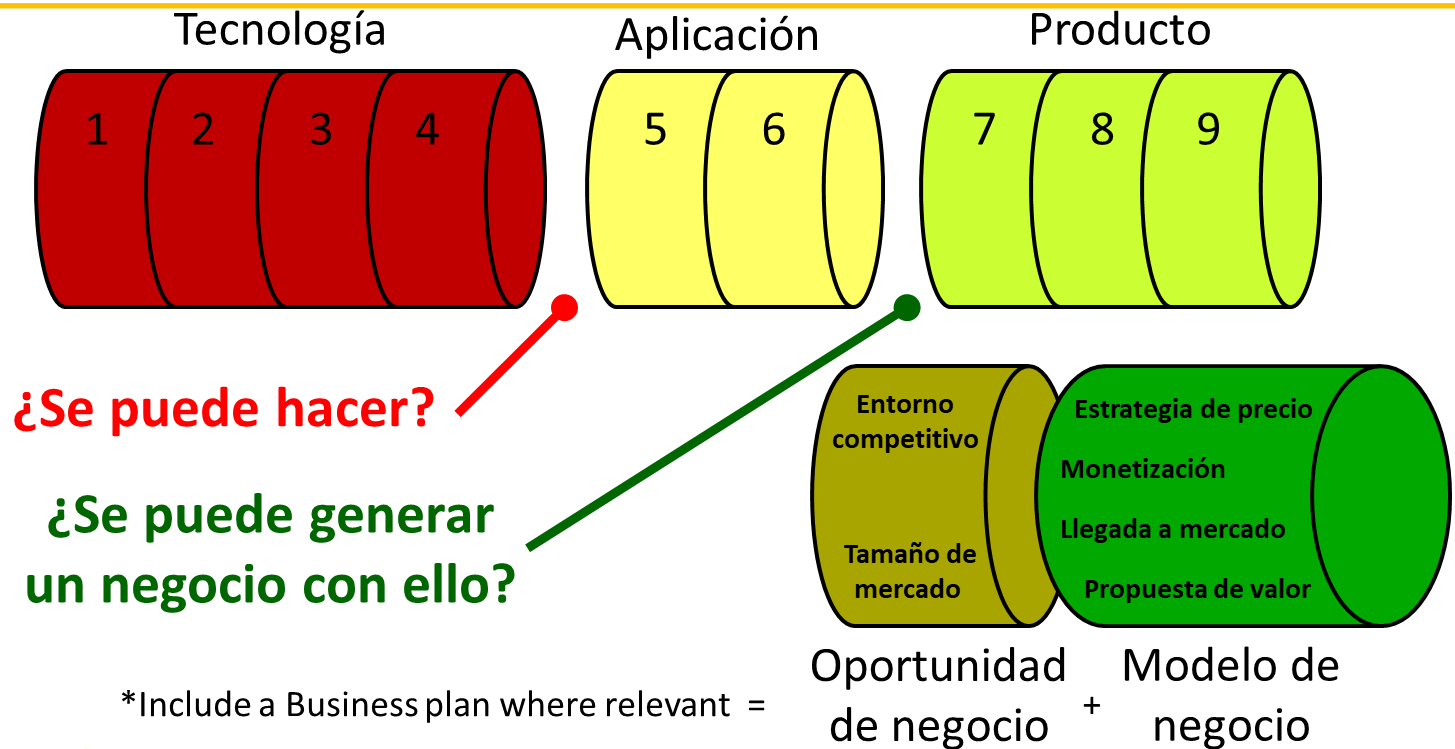
Ojo, que también hay... Symbiosis Readiness Level (SRL)



SRL: Symbiosis Readiness level

Based on the *“Study and portfolio review of the projects on industrial symbiosis in DG Research and Innovation: findings and recommendations”* by Klaus H. Sommer

Tecnología y negocio/mercado (TRL vs BRL)



*Include a Business plan where relevant =

* Business plan where relevant...

| | Oportunidad del negocio | Modelo de monetización | Modelo de pricing | Modelo de negocio |
|--------|-------------------------|------------------------|-------------------|-------------------|
| RIA | X(X) | (X) | | |
| IA | XX | XX | X(X) | X(X) |
| T2I | XXX | XX(X) | XX(X) | X(XX) |
| Accel. | XXX | XXX | XXX | XXX |

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Explotación



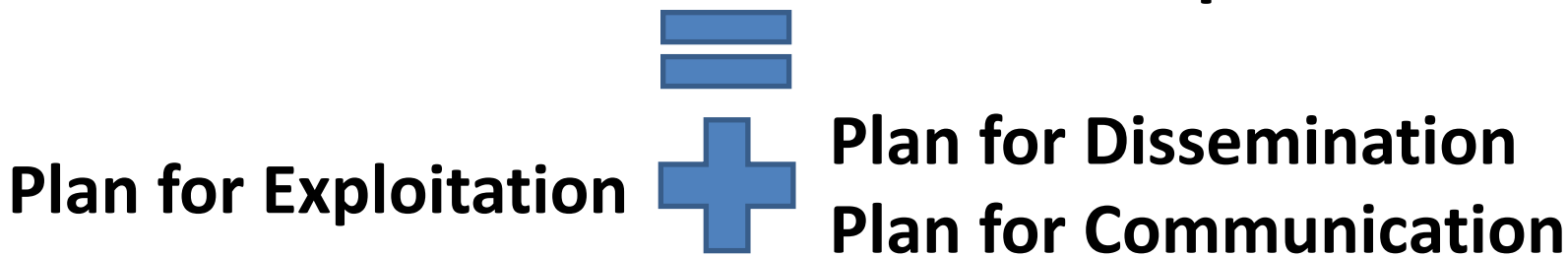
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2.2 Measures to maximise impact - Dissemination, exploitation and communication [e.g. 5 pages, including section 2.3]

- Describe the planned measures to maximise the impact of your project by providing a first version of your 'plan for the dissemination and exploitation including communication activities'. Describe the dissemination, exploitation and communication measures that are planned, and the target group(s) addressed (e.g. scientific community, end users, financial actors, public at large).

 Please remember that this plan is an **admissibility condition**, unless the work programme topic explicitly states otherwise. In case your proposal is selected for funding, a more detailed 'plan for dissemination and exploitation including communication activities' will need to be provided as a

Plan for the dissemination and exploitation



Dissemination versus Exploitation



Describe and make results visible

To audiences that may use the results

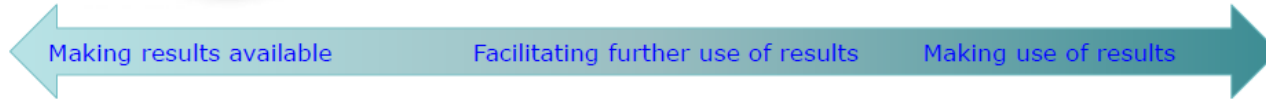
That may enable their use and uptake



Actual use of the results for **scientific, societal, economic** purposes or for policy making

All results generated during the project lifetime but also after its end

Dissemination versus Exploitation



Scientific publication

Policy brief/roadmap

**Training/workshops
demonstration**

**Sharing results on online
repository (research data,
software, reports)**

**Innovation
management**

**Copyright
Management**

Data Management plan

**Active stakeholder/
user engagement**

Patent

PhD thesis/ post

Standard

Further research

Open/copyleft licenses

Policy change

Spin-off/ Start-up

Product

Service

Societal activity

Plan for the dissemination and exploitation



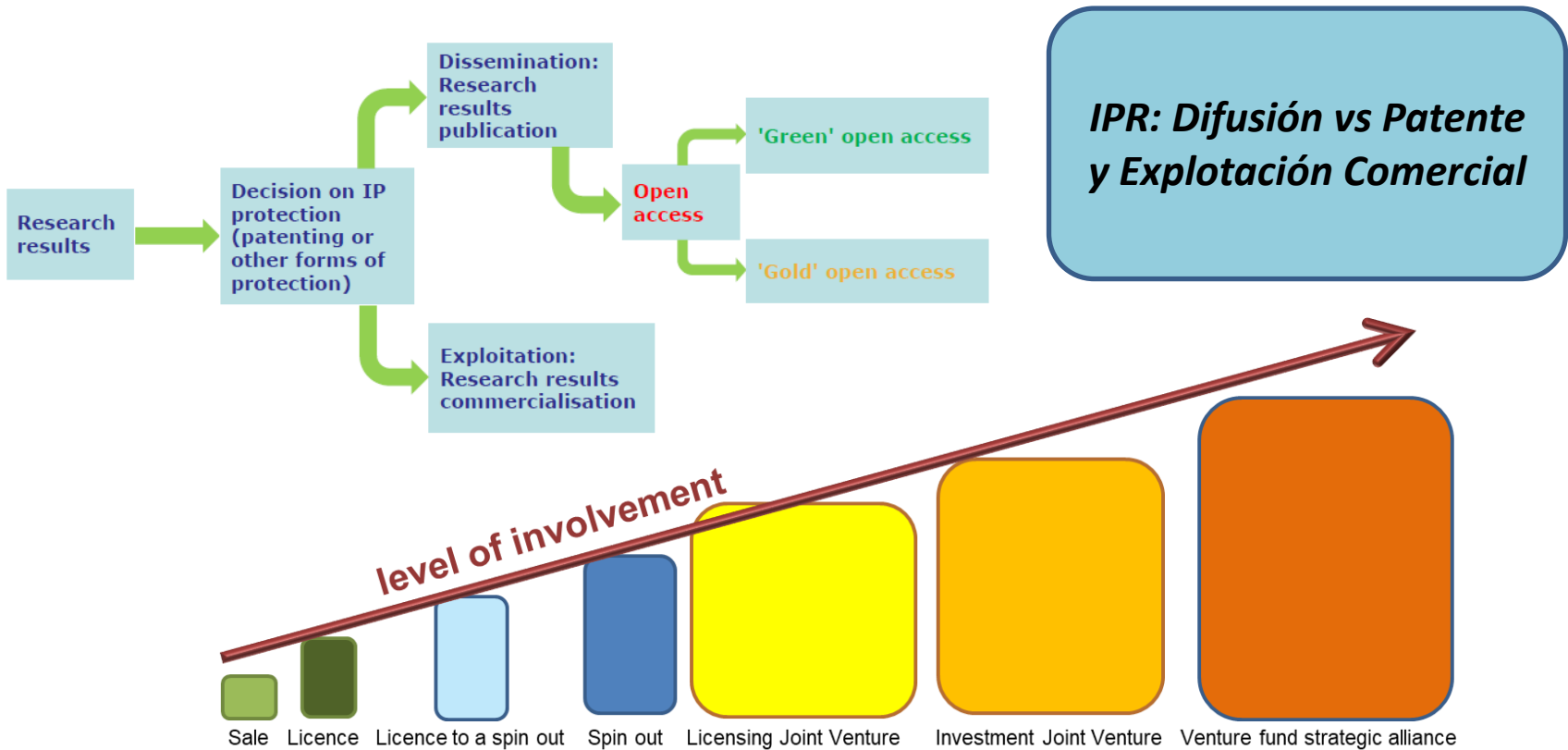
Plan for Exploitation



Plan for Dissemination
Plan for Communication



- **Exploitable results** and key **applications**
- **IPR and exploitation team**
- **Market potential areas** and further analysis
- **Business model**: main clients, marketing strategy
- **Financial projections**: sales forecast, investment needed → cumulative funding (synergies of funds)
- **Commercialization roadmaps**



Exploitation

- Indicación clara de los **resultados** a explotar, de **qué manera** y por parte de **quién**
- Ejemplos de formas de explotación de resultados

Further Research

- The results used as background of future research projects

Product development/ service creation

- Results used in developing, creating and marketing a product/process or in creating and providing a service

Licensing, assignment

- Results exploited by other organisations through out-licensing or by the transfer of ownership

Spin-off

- A separate company established to bring to market the technology resulting from the project

Standardisation

- Results used either to develop new standardisation activities or to contribute to on-going standardisation work

Exploitation

Ejemplo ficticio

| Result | Partners involved | IPR strategy | Exploitation Route/Strategy | Time to market |
|------------------|-------------------|---------------|---|--|
| Platform for xxx | | License | Commercial agreement with xxx | 1-2 years after the end of the project |
| New material | | Patent | Spin-off company | 5 years after the end of the project |
| Software for xxx | | Utility model | Provision of services to xxxxx | At the end of the project |
| New PV cell | | | Further integration in PV modules to be manufactured by partner xxx | |

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IPR

Management of Intellectual Property



**A short reference to the IPR
“to be developed in the
Consortium Agreement” is not
sufficient!!!!**

2.2 Measures to maximise impact – Dissemination, exploitation and communication

2.2.4 Management of Intellectual Property

IPR strategy is an important component of exploitation

- **Identify your own background**
- **Check the Stat of the Art => existing patents** (e.g. via database provided by the European Patent Office: *Espacenet*)
- Specify **the ownership of the results**, who owns what, any transfers? On which conditions?
- Ensure appropriate **IPR Access Rights**
- Is there a **need to protect the results?** If yes, **assign cost**. Explain how the protection measures will be used to support exploitation

Background

Examples: *prototypes; database rights, licences with the right to sublicense, patents, patents applications*

IPR HELPDESK

helpline@iprhelptdesk.eu

Phone +34 965 90 9692 (Helpline)

ec.europa.eu/ip-helpdesk



Help Line

IPR Acces Rights

Grant of minimum Access Rights (*note: additional Access Rights can always be agreed upon!*)

| | Obligación de dar acceso a su BACKGROUND | Obligación de dar acceso a sus RESULTADOS |
|---|---|---|
| Si es necesario para otro participante de cara a IMPLEMENTAR el proyecto | Royalty-free (unless differently agreed before the signing of the GA) | Royalty-free |
| Si es necesario para otro participante de cara a EXPLOTAR sus propios resultados | On fair and reasonable conditions | On fair and reasonable conditions |

Protection of results

Si los resultados pueden dar lugar a aplicaciones industriales o comerciales, el propietario deberá valorar si es posible, razonable y justificado proteger estos resultados vía cualquier forma de protección válida

El coste asociado a la protección de resultados es un coste elegible



| Subject Matter | Patent | Utility Model | Industrial Design | Copyright | Trade Mark | Trade Secret |
|--|--------|---------------|-------------------|-----------|------------|--------------|
| Invention (e.g. device, process, method) | X | X | | | | X |
| Software | X | X | | X | | X |
| Scientific article | | | | X | | |
| Design of a product | | | X | X | X | |
| Name of a technology/product | | | | | X | |
| Know How | X | X | | | | X |

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Conclusiones



En general el proyecto debe avanzar tanto en TRL como en BRL durante su vida



Plan para la Explotación y Diseminación, incluyendo Comunicación es un “admissibility criterion”



El plan de explotación y protección tiene que encajar como el mecanismo de un reloj con el plan de difusión... ¡y con las tareas y costes!



+info sobre programas y ayudas CDTI
para
proyectos de I+D empresarial e innovación



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