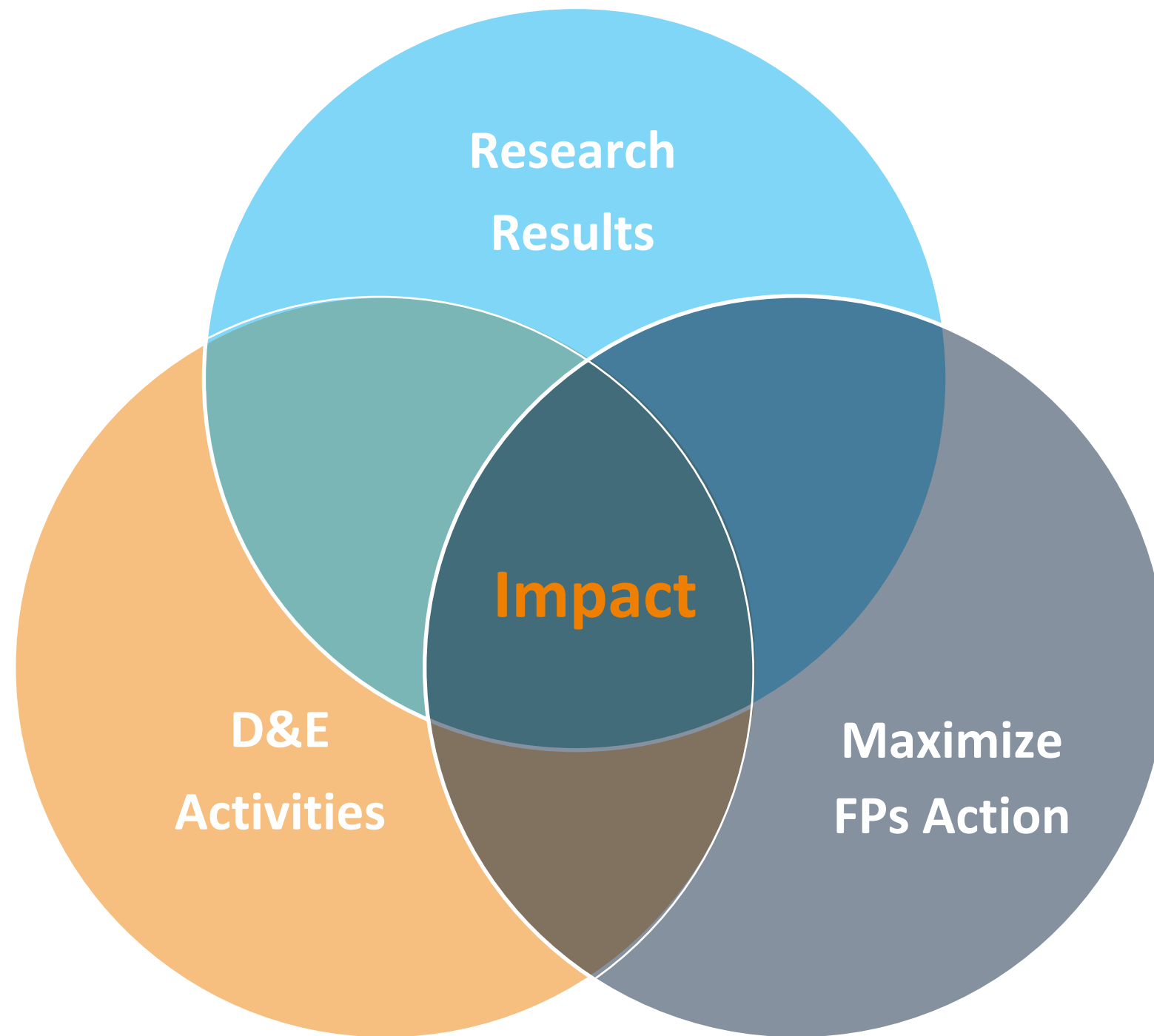




Horizon Results Booster

Prepared by Alessia Melasecche Germini, HRB Manager

EU Research & Funding



Transforming project results into **concrete benefits for the society**, while maximising the scientific, social, economic, technological and policy value of the Framework Programmes, is a **must**.

This transformation passes through the **successful of Dissemination and Exploitation implementation (D&E) activities**.

The Opportunity



The **Horizon Results Booster (HRB)** is the initiative of DG RTD
which aims to maximise the impact
of research funded by **FP7, H2020** and **Horizon Europe**.



The Horizon Results Booster



HRB services delivered to **eligible projects (closed and ongoing)** are **free-of-charge** and fully supported by the EC.

Services can be requested by applicants "**à la carte**" from the list when completing the application form.

HRB provides beneficiaries with tools and methodologies. **Experts act as facilitators.** Service delivery happens remotely and virtually.



Service 1

**Portfolio Dissemination &
Exploitation Strategy**



Service 2

Business Plan Development

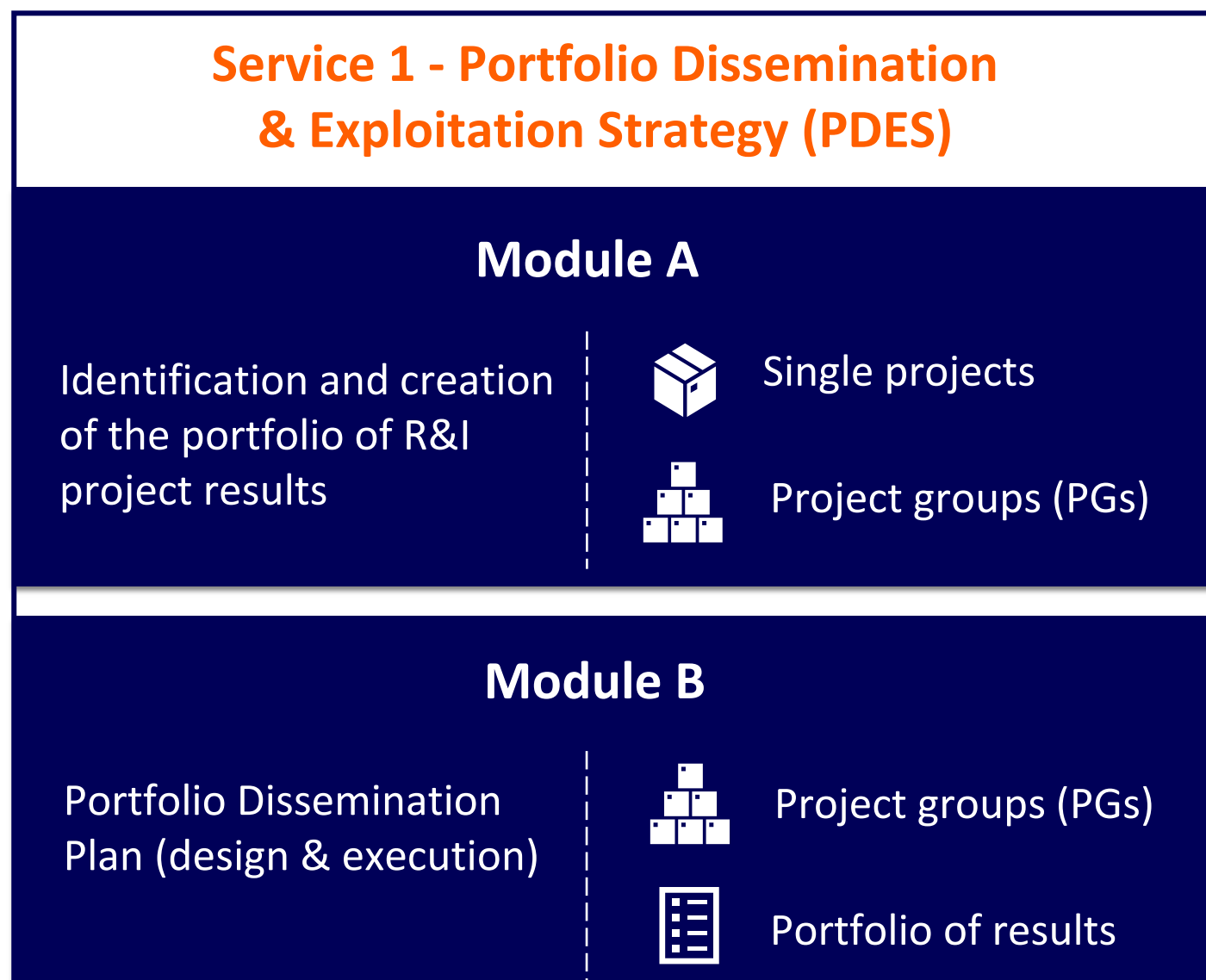


Service 3

Go To Market

Service Eligibility and Requirements

Dissemination Services



Dissemination services and Exploitation services **can run in parallel** and are delivered by different experts.

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Service 1 - Portfolio Dissemination & Exploitation Strategy (PDES)

Module C

Assisting projects to improve existing exploitation strategy



Single projects



Exploitation plan optional



Focus on 3 KERs

Service 2 – Business Plan Development (BPD)



Single projects



Focus on 1 KER only



Exploitation plan / Business plan required

Service 3 – Go-To-Market Support (GTM)



Single projects & PGs



6 packages available*



Focus on 1 KER only



Business plan required

Exploitation Services

S1: PDES – Module A: Identifying and creating the portfolio of R&I project results

Creation of a PG (if not already there since the application phase) followed by the creation of a portfolio of results for joint dissemination.

- ✓ Guidance to identify **similar ongoing projects** from any other EU, national and regional funding initiatives.
- ✓ Mapping of the **relevant stakeholders/target audience** for each portfolio.
- ✓ Opportunity to identify **who is doing similar or complementary activities** to create critical mass.



SERVICE 1 - Portfolio Dissemination and Exploitation Strategy (PDES)

MODULE A

Identification and creation of the portfolio of R&I project results

Step - 1

Forming the Project Group

METHODOLOGY

Grouping of projects based on research fields and PG on-boarding based on standard steps. Pre-analysis of portfolio and service delivery planned.

DESCRIPTION (3 tasks)

Projects grouped and confirmed. PG participants registered on IB workspace. Pre-assessment questionnaires completed by projects and pre-analysis of portfolio.

DELIVERABLES

- Pre-assessment questionnaire
- Pre-analysis portfolio of results

Step - 2

R&I results portfolio delivery

METHODOLOGY

Definition of the portfolio based on audience-centric approach, research field and result type.

DESCRIPTION (3 tasks)

Identification of PG objectives, commonalities and results grid and definition of results where joint dissemination is beneficial

DELIVERABLES

- Results portfolio v1

Step - 3

Stakeholder/Targeted Audience Mapping

METHODOLOGY

Incremental mapping analysis performed based considering power vs interest and geographical dimensions and level of engagement. Shared dissemination network resource based on desktop research.

DESCRIPTION (3 tasks)

After data collection, stakeholders and dissemination channels will be mapped leading to the expansion of PG's dissemination and multiplier network for use in joint dissemination actions.

DELIVERABLES

- Stakeholder mapping report

Step - 4

Preparation of the final report

METHODOLOGY

Clear steps in place for delivery of final report and quality control. Evaluation feedback from the PG gathered.

DESCRIPTION (2 tasks)

Preparation of final report based on outputs of previous steps. Quality checks in implemented. Evaluation and feedback gathered from PG.

DELIVERABLES

- D1.1 Portfolio of R&I project results

0

14

21

28

35

CALENDAR DAYS

S1: PDES – Module B: Helping projects from the portfolio to design and execute a portfolio dissemination plan

Supporting project groups (PGs) to design a common dissemination plan and to carry out the dissemination of the portfolio results.

- ✓ The service delivery includes the visual identity and a short video presenting the PGs' results.
- ✓ Capacity building exercise. Beneficiaries must pick 2 out of 6 Dissemination Experts Packages

DEP 1: On-tap strategic guidance

DEP 2: Copywriting and content creation

DEP 3: Communicating to policy makers and decision makers

DEP 4: Event support

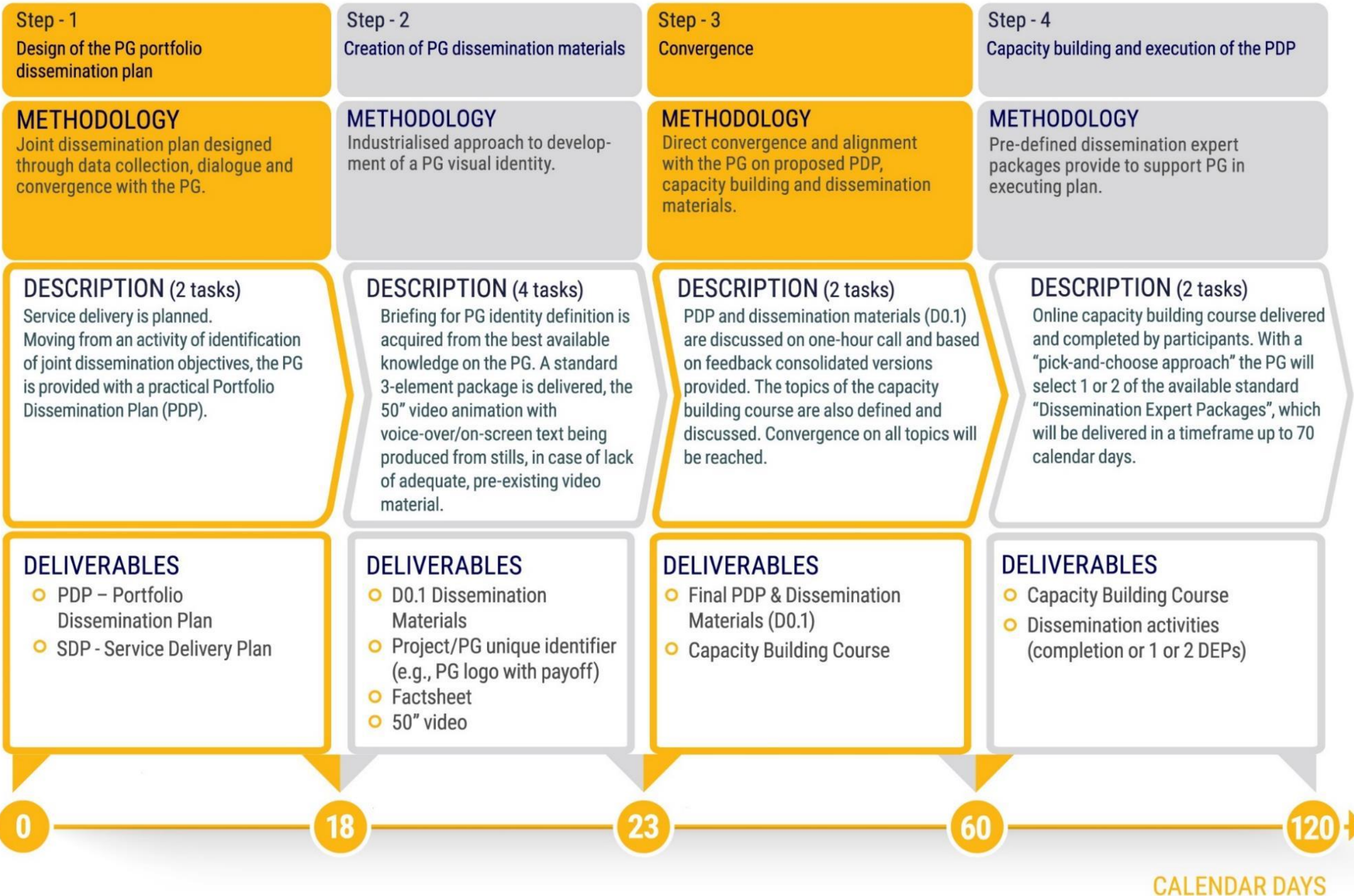
DEP 5: Social media presence

DEP 6: Customised Package

SERVICE 1 - Portfolio Dissemination and Exploitation Strategy (PDES)

MODULE B

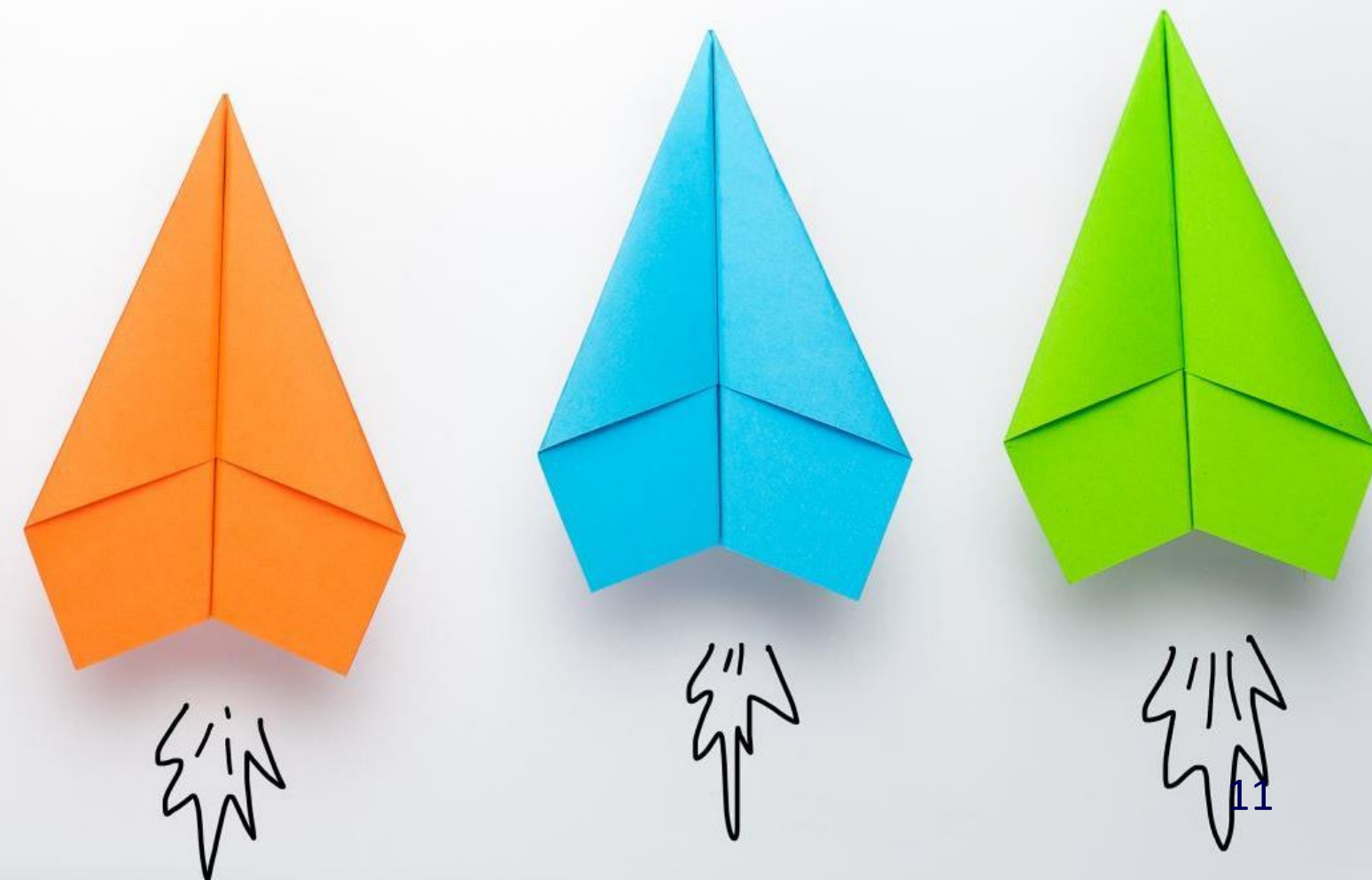
helping projects to design and execute a portfolio dissemination plan



S1: PDES – Module C: Assisting projects to improve their existing exploitation strategy

Guidance and training to improve the existing strategies for the exploitation of 3 Key Exploitable Results.

- ✓ Review of the key exploitable results of the project
- ✓ Revise, complement and clarify existing exploitation plans and/or outline exploitation paths of results
- ✓ Identify all relevant stakeholders in the exploitation value chain
- ✓ Support to perform a risk analysis related to the exploitation of results



SERVICE 1 Portfolio Dissemination and Exploitation Strategy (PDES)

MODULE C

Assisting projects to improve their existing exploitation strategy

Step - 1

Analysis of Exploitation Potential

METHODOLOGY

Collection of information using a structured set of tools, desk research using data bases, on-line interaction with beneficiaries.

DESCRIPTION (4 tasks)

first contact with the research project coordinator; characterization of Key Exploitable Results (KERs); analysis of risks related to the exploitation of the project; reporting.

DELIVERABLES

- Preliminary Report

Step - 2

Exploitation Strategy Seminar (ESS)

METHODOLOGY

Desk research analysis and delivery of one day face-to-face coaching workshop with use of consolidated tools and use of best practices.

DESCRIPTION (3 tasks)

Finalisation of the agenda and alignment of expectations; introduction to exploitation and impact, discussion of the main features of KERs, exploitation risks, early adopters/relevant stakeholders and exploitation paths; reporting.

DELIVERABLES

- Final Report
- D1.3 R&I projects improved exploitation strategy

0

14

28

CALENDAR DAYS

S2: Business Plan Development

Assist beneficiaries in bringing their results closer to the market by developing an effective business plan for 1 Key Exploitable Result.

Beneficiaries will receive tailor-made training and support to develop a **business plan which will include:**

- Market analysis
- Business strategy
- Operations plan
- Competitor identification and analysis
- A clear action plan to be implemented by the project and an estimation of time-to-market

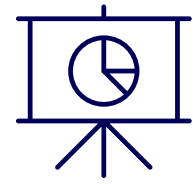


Business Plan Development (BPD)

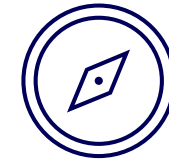


S3: Go-to-Market Support

**For single and
groups of projects**



Pitching

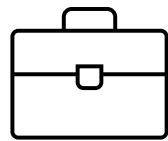


**Support for
IPR**



**Innovation
Management
Training**

For a single project



**Business
Services**



**Exploitation
Options**



**Non-EU
funding**

Go-To-Market Support (G2M)

Support type 1 Pitching	Support type 2 Support and guidance for Intellectual Property Rights (IPR)	Support type 3 Training in innovation management	Support type 4 Business services	Support type 5 Examining exploitation/business implementation options	Support type 6 Access to non-EU funding
METHODOLOGY Delivered as standalone (mainly to PGs) or as part of a service package. Mix of on-line and off-line capacity building and coaching sessions with use of best practices.	METHODOLOGY Delivery of on-line capacity building and coaching sessions.	METHODOLOGY Delivery of on-line training sessions based on the validated A.T. Kearney Improve methodology, including presentation of best practices	METHODOLOGY Analysis of data through desk research. Delivery of tailored coaching sessions (on-line and/or off-line) on the basis of specific needs with use of best practices.	METHODOLOGY Analysis of data through desk research. Delivery of tailored coaching sessions (on-line and/or off-line) with use of best practices.	METHODOLOGY Desk analysis and delivery of coaching sessions (face-to-face and/or teleconference).
DESCRIPTION (3 tasks) Review of the business model and value proposition (Lean Canvas and Value Proposition Canvas). Introduction to investor readiness and how to pitch concepts. Preparation of pitching decks and delivery of simulated pitching sessions.	DESCRIPTION (3 tasks) Analysis of projects through self-assessment tools and interviews. Introduction to basics of IPR and guidance towards the most relevant EU funded support services.	DESCRIPTION Introduction to the concepts of innovation strategy, innovation culture and organization as the basis for innovation management. Introduction to the Innovation Lifecycle Management.	DESCRIPTION (2 tasks) Beneficiaries can choose among support with: co-design of their commercial plans, feasibility analysis of their potential business plan, creation of a start-up/spin-off. Amount of coaching depends on the composition of the support requested. This support is provided only to single projects.	DESCRIPTION (3 tasks) Analysis of available exploitation plans, presentation of the different options for exploitation/business implementation and provision of recommendations for the selection of the most appropriate one. The support is provided only to single projects.	DESCRIPTION (4 tasks) Project analysis and identification of sources for funding scan. Definition of the most appropriate funding strategy. Support in the application for funding. The amount of coaching depends on the composition of the support requested. The support is provided only to single projects.
DELIVERABLES <ul style="list-style-type: none"> Pitching decks Feedback report Contribution to the D3.1 Report on the G2M 	DELIVERABLES <ul style="list-style-type: none"> Training, coaching materials Contribution to the D3.1 Report on the G2M. 	DELIVERABLES <ul style="list-style-type: none"> Training materials Contribution to the D3.1 Report on the G2M 	DELIVERABLES <ul style="list-style-type: none"> Reviewed commercial plans/assessed business plans/guidelines for start-up/spin-off creation Contribution to the D3.1 Report on the G2M 	DELIVERABLES <ul style="list-style-type: none"> Recommendation on exploitation/business implementation options Contribution to the D3.1 Report on the G2M with feedback report 	DELIVERABLES <ul style="list-style-type: none"> List of non-EU funding opportunities Reviewed application to non-EU funding Contribution to the D3.1 Report on the G2M with feedback report



S3: Packages

Suggested Packages

- ✓ Pitching + Access to non-EU funding
- ✓ Business services + Access to non-EU funding
- ✓ Pitching + Business services
- ✓ Support and guidance for IPR + Examining options for exploitation + Business Services
- ✓ Support and guidance for IPR + Business services
- ✓ Examining options for exploitation + Business Services
- ✓ Training in Innovation Management + Business services
- ✓ Pitching + Training in Innovation Management + Examining options for exploitation + Support and guidance for IPR



Why Should Projects Benefit From HRB Services?

Achieving Impact (on society and/or market) and **long-term** sustainability strictly depends on **D&E strategies and actions.**

Experiences from the delivery:

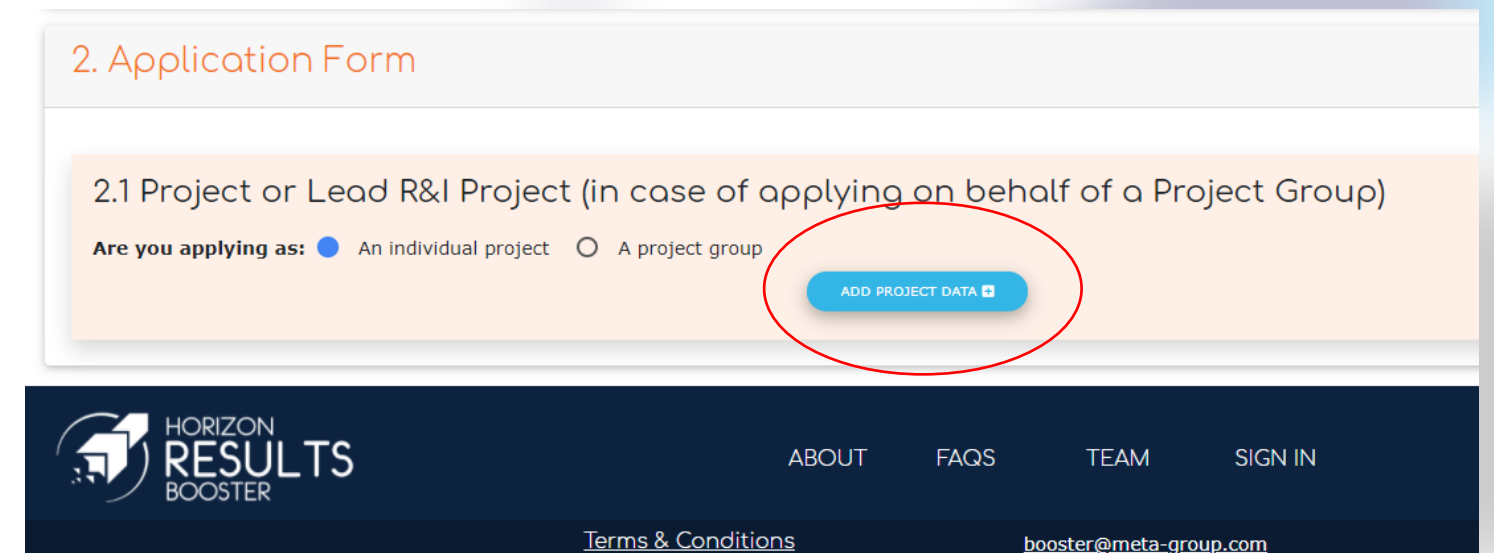
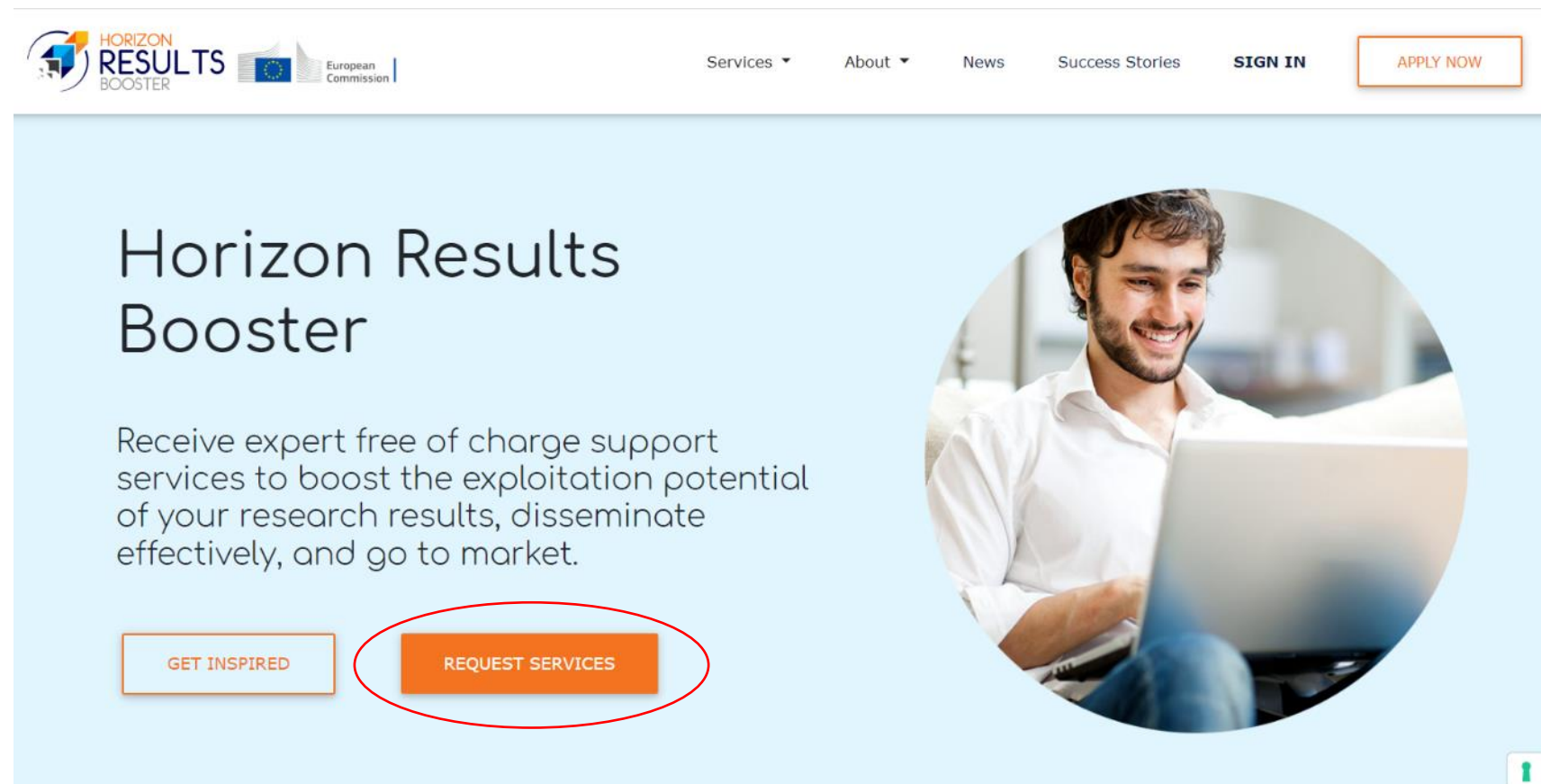
- ✓ Wrong identification of Key Exploitable Results
- ✓ Confusion between customers-end users-partners
- ✓ Use model not identified, etc.

It is important to **dedicate the right effort and time** to exploitation and uptake of research results.

Wrong basics generate wrong strategies!

How Can Projects Apply? (1/2)

- Application is **public and open** to anyone eligible
- **Request for services:** click on the “request services” button on the website
- **Fill out the application form** (direct access through: <https://www.horizonresultsbooster.eu/HRBApplications/ApplicationForm>)



How Can Projects Apply? (2/2)

- Beneficiaries have to **register first to the HRB platform** to submit an application.
- To apply they need to provide:
 - Project ID (GA number)
 - Name and e-mail of the applicant
 - Name and e-mail of the project coordinator
 - Name and e-mail of the PO
- They can **save draft applications** and continue whenever they want before submitting.
- During the application, specific questions are made, and documents have to be uploaded, based on the service requested
- **Alerts** keep applicants informed about their “**readiness**” for the requested service

What Happens After the Submission?

- 1 Eligibility of applications** (minimum requirements, application to the same service, projects too far in the past, etc.) is **verified** by the HRB Team (EC)
- 2 Experts are proposed** by the Contractor and accepted/rejected by HRB Team (EC)
- 3** The expert organises a “preliminary call” to define the **Service Delivery Plan**
- 4** If the experts realise the **projects are not “ready”** for the service, they propose another service
- 5 Feedback questionnaires** are proposed at the end of the service to verify effectiveness
- 6** Outputs, deliverables and final reports of the services are saved in the platform
- 7** Automatic e-mail alert (to the EC too) when the final report is uploaded onto the platform.

What Happens During the Delivery?

Average amount of efforts from beneficiaries:

- **Service 1 Module A:**

Around 1 EWD (so around 8 hours spread into multiple days)

- **Service 1 Module B:**

From 2 to 4 EWDs (depending on the training package selected during the service)

- **Service 1 Module C, BPD, G2M:**

A range from 3 to 10 EWDs (depending on the level of maturity of the project)

Time commitment by project partners to HRB services could be reported in project timesheets.



HRB in Numbers as of January 2023 (1/2)

205

Experts involved

974

Projects

1,072

Assignments

2. 629

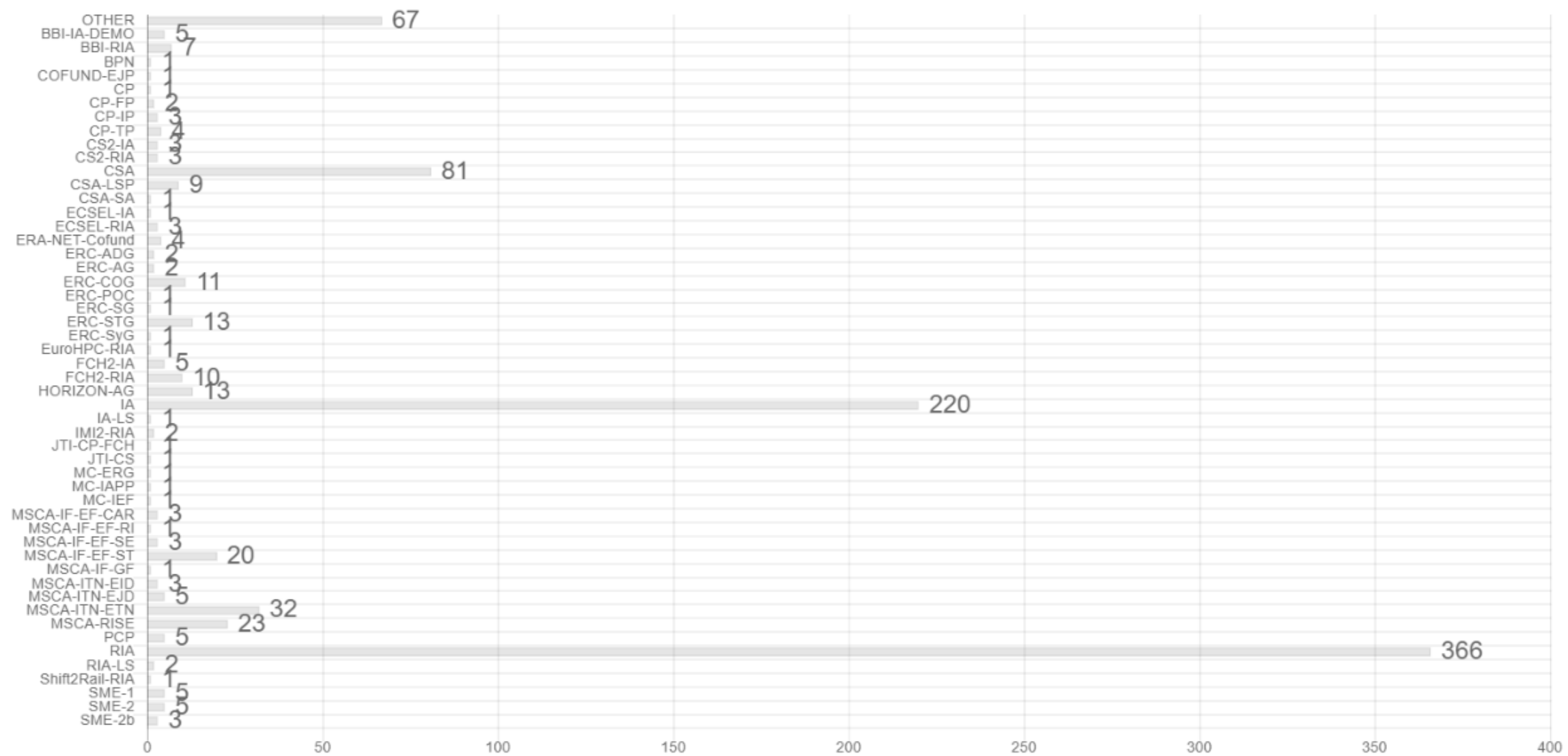
Beneficiaries

7.106

Organisations

HRB in Numbers as of January 2023 (2/2)

Projects by funding scheme



Use Case: SCENT

Project

SCENT: Hybrid Gels for Rapid Microbial Detection

Funded under: EXCELLENT SCIENCE - European Research Council (ERC)

Hosted by: NOVA ID FCT - Associacao Para A Inovacao E Desenvolvimento Da FCT (Portugal)

 www.horizonresultsbooster.eu

HRB Services

- Portfolio Dissemination & Exploitation Strategy
- Business Plan Development

»»» New ERC POC funding

»»» Applying the technology and setting up the company

What they say

“In the ERC SCENT project, we developed the foundation and looked for ways of transferring these results, and it was with the Horizon Results Booster support that we actually set up the application for a Proof of Concept focused on exploitation. It helped us building a business case and we worked together to apply for an ERC POC with ENSURE, dedicated solely on exploitation.”

Cecília Roque, professor in the Department of Chemistry at NOVA School of Science and Technology, and Principal Investigator at the Biomolecular Engineering Laboratory of the Applied Biomolecular Sciences Unit (UCIBIO)

Use Case: MEISTER

Project

MEISTER: Mobility Environmentally-friendly, Integrated and economically Sustainable Through innovative Electromobility Recharging infrastructure and new business models

Funded under: SOCIETAL CHALLENGES - Smart, Green And Integrated Transport

Hosted by: ETRA INVESTIGACION Y DESARROLLO SA (Spain)

 www.meisterproject.eu

HRB Services

- Portfolio Dissemination & Exploitation Strategy
- Business Plan Development
- Go-To-Market

››› Prepared the exploitation and commercialization stages.

››› Immediate impact in all three pilot projects implemented in Malaga (Spain), Berlin (Germany), and Stockholm (Sweden)

What they say

“Things in the electromobility field change incredibly fast and this is one of the reasons we worked with the Horizon Results Booster: we wanted to have tools and methodologies to take advantage and commercialize the products and the services that we were testing.”

Ángel Moya - Project Manager at ETRA

Use Case: REFERTIL

Project

REFERTIL: Improvement of comprehensive bio-waste transformation and nutrient recovery treatment processes for production of combined natural products

Funded under: FP7-KBBE

Coordinated by: 3R-BioPhosphate Ltd. (Hungary)

 www.refertil.info

HRB Services

- Portfolio Dissemination & Exploitation Strategy
- Business Plan Development
- Go-To-Market

››› Prepared the exploitation and commercialization stages

››› Secured funding

What they say

“Horizon Results Booster helped a lot with applying for the complex ACCELERATOR business driven program, that we reached Stage 2 on October 5, 2022.”

Edward Someus - Recycling & upcycling engineer, 3R-BioPhosphate Ltd. for industrialisation of Refined Carbon & Graphene products

Use Case: OCEAN2G

Project

OCEAN2G: Second Generation technologies in ocean Energy

Funded under: Horizon 2020 Framework Programme

Coordinated by: SAGRES SL (Portugal)

 www.horizonresultsbooster.eu

HRB Services

- Portfolio Dissemination & Exploitation Strategy
- Business Plan Development
- Go-To-Market

>>> Prepared the exploitation and commercialization stages

>>> Recently signed equity

What they say

“We always thought that once we had the technology, we would have the business, of course. But what kind of business, what type would be best? What type of company do we want to be? Do we want to be an energy producer or a technology developer? It was a whole process in which we evolved, and came from just focusing on technology to also focusing on the market. We learned how to market the technology and we gained a better understanding of our strengths. It was very useful to have this guidance from Horizon Results Booster on how to get this done.”

Alejandro Marques - Magallanes Renovables

Alessia Melasecche Germini

booster@meta-group.com

www.horizonresultsbooster.eu



An initiative
of the

