This Project has received funding
from the European Union

Innovation-based Business Opportunity (IBO) Form

Please answer <u>each</u> of the following questions:

Title:

Date:

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1. Summary (300 words)

- Briefly summarise your innovation project in one paragraph: why do you stand out of the crowd? Intended business concept, expected product or service innovation content and commercial potential.

2. Team description (300 words)

- Names, roles, and knowledge/competence contributions of the key people behind the project.

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3. Types of coaching support needed and internal resources (50 words)

Please indicate the type of coaching you need[1] and the resources that you can allocate to the coaching process (who in your team, and how much time in person-days).

4. Contact details

Name

Role

Email

Phone

Website

Size of the Company: Number of employees

- ☐ 0 to 5
- ☐ 6 to 10
- ☐ 11 to 25
- ☐ 26 to 50
- ☐ 51 to 100
- ☐ +100

Size of the Company: Turnover

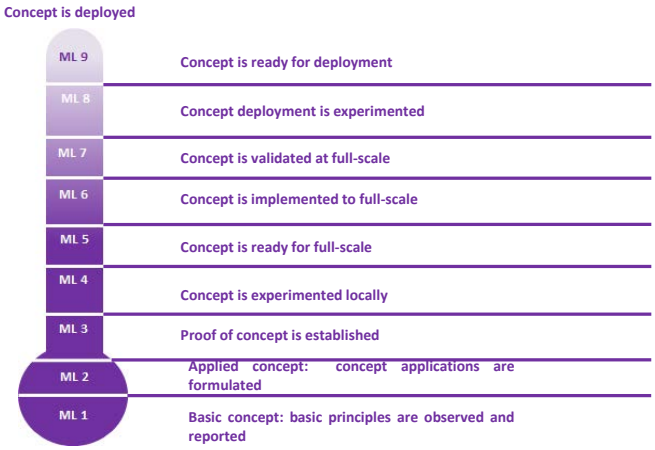
[1] The exact coaching program will be designed and proposed by the INNEON consultant to each successful applicant.

5. Description of your innovation (300 words)

- Briefly describe the technology/service/methodology/societal/organisational background and the main technology/service/methodology/societal/organisational innovative results achieved at the date of writing this document, which should be the basis for future commercialisation. Highlight their distinctive characteristics; role; main functionalities; and main impacts (economic, social, others).

6. Maturity of your innovation (300 words)

- Indicate the relative maturity level of your innovation based on the Generic Maturity Levels (GML) scale[2]



- Key project deliverables, including demonstrators, prototypes, commercial results, etc which justify your appraisal of the current GML scale

[2] See Annex I for a detailed definition of a each maturity level

- Further steps/phases needed to be taken before to-day's results/applications/products are fully ready for the market (as a product to be sold, or process/methodology to be industrially applied). What are realistic time horizons for each step/phase?

- What are the main development risks that you have identified so far? How do you plan to mitigate them?

7. Envisaged applications and main advantages of the new solution (300 words)

- Envisaged key applications of the existing R&D/commercial results already achieved

- Comparison with the state-of-the-art research and known commercial initiatives, including costs, ease-of-use, environmental / social impact, and other features

- Expected performances when in use, including improvement potential over time

- Outcomes of field trials or pilot studies with companies or end-users (if any)

- Identification of possible ways in which the current innovation could develop into commercial applications.

8. Eco-innovative potential of your innovation (200 words)

Eco-innovation is defined as "any innovation (technology, service) that reduces (directly or indirectly) the use of natural resources and decreases the release of harmful substances across the whole life cycle"[3].

- Have you considered the eco-innovative potential of your innovation? Can you describe it briefly?

9. Intellectual Property Rights (IPR) and knowledge protection (200 words)

- Description of the key knowledge items

- Have you conducted a "freedom to operate analysis"?

[3] http://www.eco-innovation.eu/

- What is the status and strategy of knowledge protection? If by patent, has a patent already been filed or is there potential for patent application?

- Specification of the ownership and licensing issues and possibilities.

- Can the regulatory framework(s), where you plan to commercialize your innovation, be a risk or an opportunity for your innovation?

10. Market (500 words)

- Who are the potential users /user groups in your value chain? Who are the potential customers in the final market? In which geographical areas do you see these potential users/customers?

- Is your innovation following or anticipating major social changes? If yes, which ones?

- What are the potential users/customers' needs and how these needs are met through the proposed solution?

- What is the value perceived by your potential users/customers (e.g. new functionality, improved functionality, reduced costs of an existing solution, improved reliability of an existing solution, …)?

- Why is your targeted market attractive (high growth potential, new demand, other)? Market conditions, total reachable market size and growth rates

- Relevant market segments for your innovation.

- Main competitors and competitive solutions. How easily can your solution be substituted, especially by cheaper solutions?

- Are you aware of the market price of similar solutions proposed by your main competitors?

- What are the barriers to enter your business (for example, patents, consumers' loyalty, cost advantages …)?

11. Concept for commercialization (500 words)

- Do you think your innovation can be the basis for a creating *a new company/further development of your existing company*, or do you think it's better to *license the technology* to interested third parties?
    - In case of further development of your existing company: how does this commercialisation project fit in you corporate strategy? Do you have all the internal competences (commercial, management) required to lead the commercialisation project?

- In case of a new start-up company, which *members of the project team should be involved*?

- In case technology licensing is envisaged: have you identified/contacted potential licensees? If yes, what is the feedback received?

- Do you need *co-operations with third parties* for commercialisation?

- How do you take into account sustainability issues in your network of partners[4]?

[4] Sustainability issues include efficient use of resources, GHG emissions, health and safety issues, social conditions, etc. Your network of partners covers upstream (resources, procurement) and downstream (distribution channels, product end of life) partners

- What is the timeline of your commercialisation project, and what are the key milestones?

- What are the risks and opportunities related to a successful commercial exploitation of your innovation? How do you plan to manage them?

12. Financing needs (200 words)

- What was the past funding for the research/product/application development that led to the results to be commercialised?

- What is the *total expected investment to reach the first sales* (including R&D, IPR, and industrialisation, commercial and marketing, costs)?

- Do you need access to *additional financing* for commercialisation? If so, which ones?

Annex I: Generic Maturity Levels Scale

Successful innovation requires the transition to a commercial and market ready proposition; moving a concept to a business opportunity. In this regard, the relative maturity of innovation is commonly benchmarked on the basis of its Technology Readiness Level (TRL).[5] However, a more generic scale for assessment of a proposition that is not necessarily technology based has been recently developed, as indicated in Table 1. This is composed of nine progressive levels representing development and validation steps from the technology principles to the proven and operational system.

Table 1: Overview of GML Scale[6]

	Generic Maturity Levels (GML)
Level 1	**Basic concept: basic principles are observed and reported** The lowest maturity level: concepts are formalised. Examples might include fundamental investigations and paper studies
Level 2	**Applied concept: concept application are formulated** Once basic principles are observed, practical applications can be formulated. Examples include studies.
Level 3	**Proof of concept is established** The concept is validated on paper. Examples include simulation of cost/benefit analysis
Level 4	**Concept is experimented locally** The concept is experimented locally, with limited scope and means. Examples include test of concept in a limited geographical zone, on a restricted scope/domain/, or on a limited number of organizational components
Level 5	**Concept is ready for full-scale** Results from the local experimentation of the concept are empirically validated and they open the way to a full-scale implementation of the concept.
Level 6	**Concept is implemented to full-scale** The concept implementation is enlarged to reach scale 1. Examples include enlargement to full geographical zone, to full scope/domain, or to whole organisation.
Level 7	**Concept is validated at full-scale** The full scale implementation of the concept has been assessed and evaluated positive. Real cost/benefit analysis is performed.
Level 8	**Concept deployment is experimented** The concept is experimented in another area to assess its potential for deployment. Examples include experiments of transfer in other activity sectors or other geographical zones.
Level 9	**Concept is ready for deployment** The potential for deployment of the concept to other areas has been successfully demonstrated. The concept is ready for deployment to other areas.

[5] NASA 2012
[6] C. Coujard, D. Tawil, TECHNOFI, 2014