

#innovacion  
#ayudascdti  
#asesoramiento  
#internacionalizacion



# Commercial exploitation

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## From R&D results to the market

@eCasado

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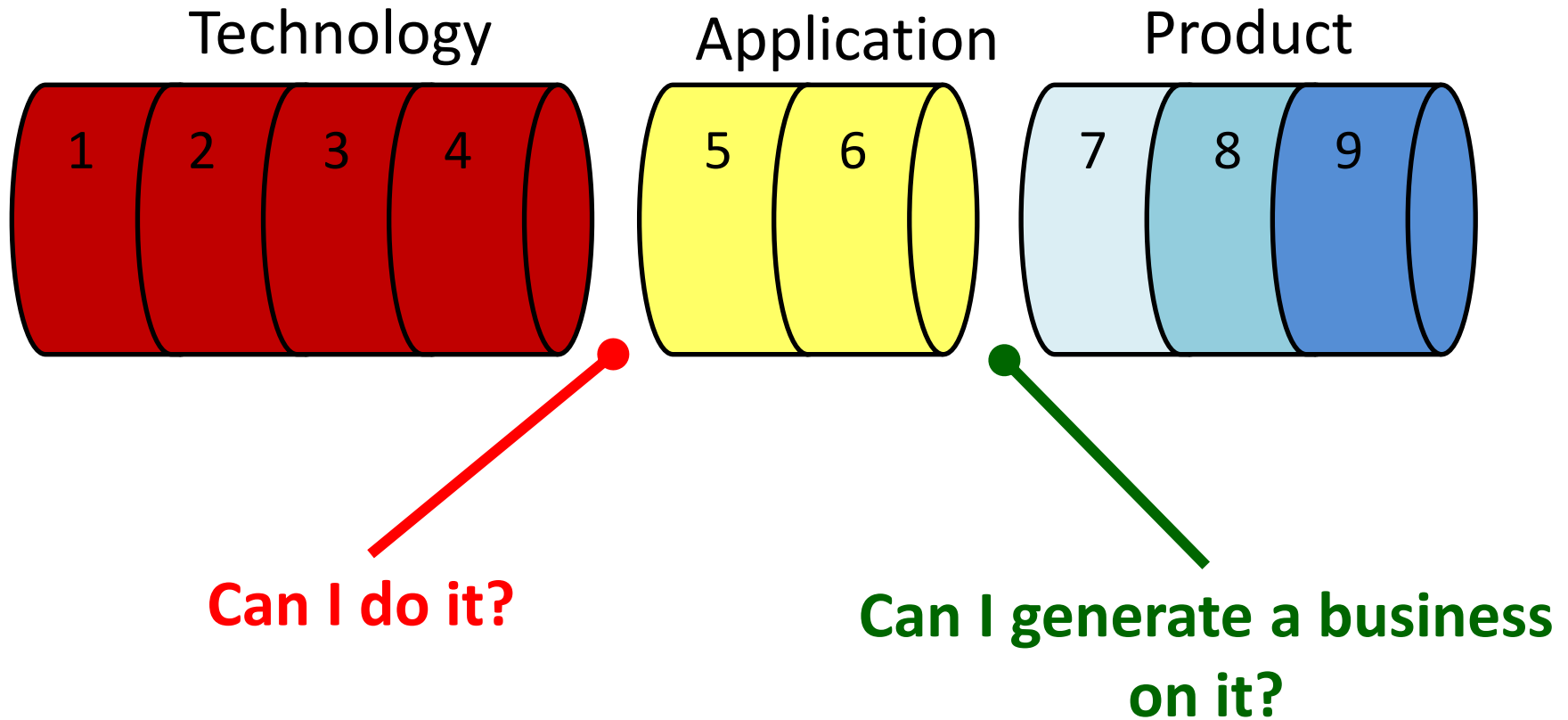
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Portal español del Programa Marco de Investigación e Innovación de la Unión Europea

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11/03/2020

# In H2020 TRL scale how far is the market



# IPR for exploitation

Who is the **owner** of the result?

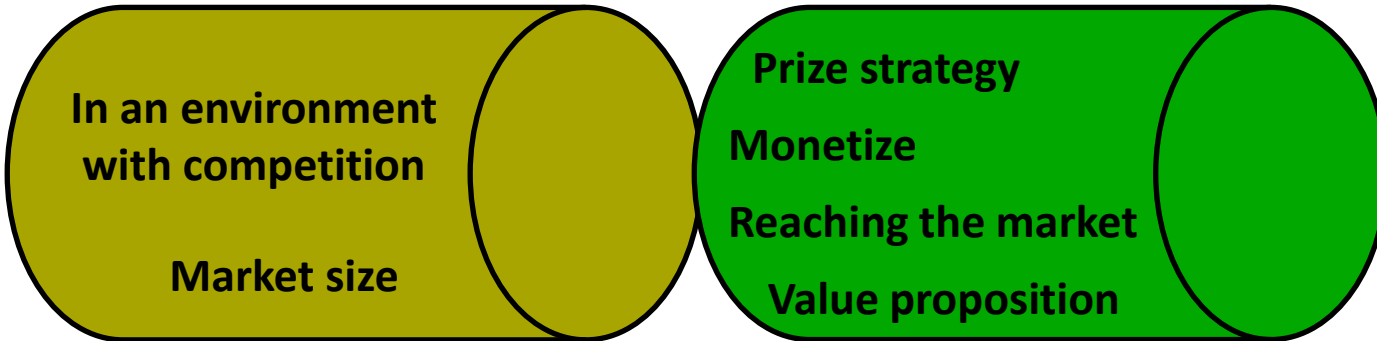
Who has the **right to use** of each result?

Do I have **FTO- freedom to operate**?

How do you protect your innovation?



# Modelling the business....



Business Opportunity

+

Business Model

= Business plan



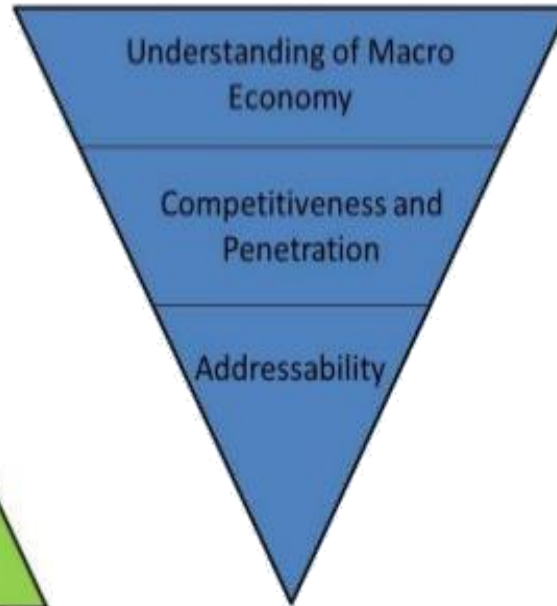
# How big is the opportunity?

Bottoms-Up Approach



Your capacity

Top-Down Approach



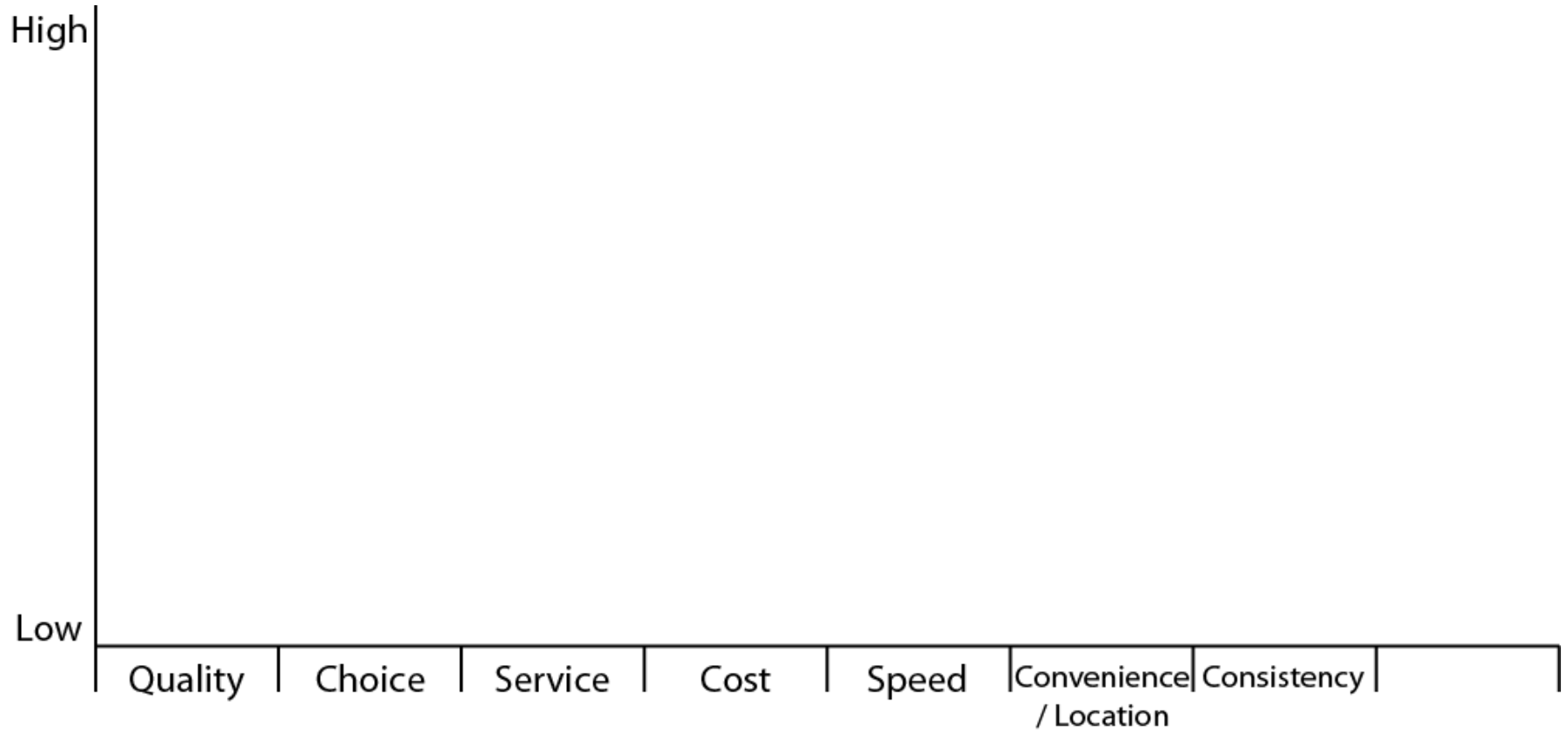
vs your potential

**TAM:** • Total Available Market  
> Focus on: Total market / size  
> Example: Total LED Market

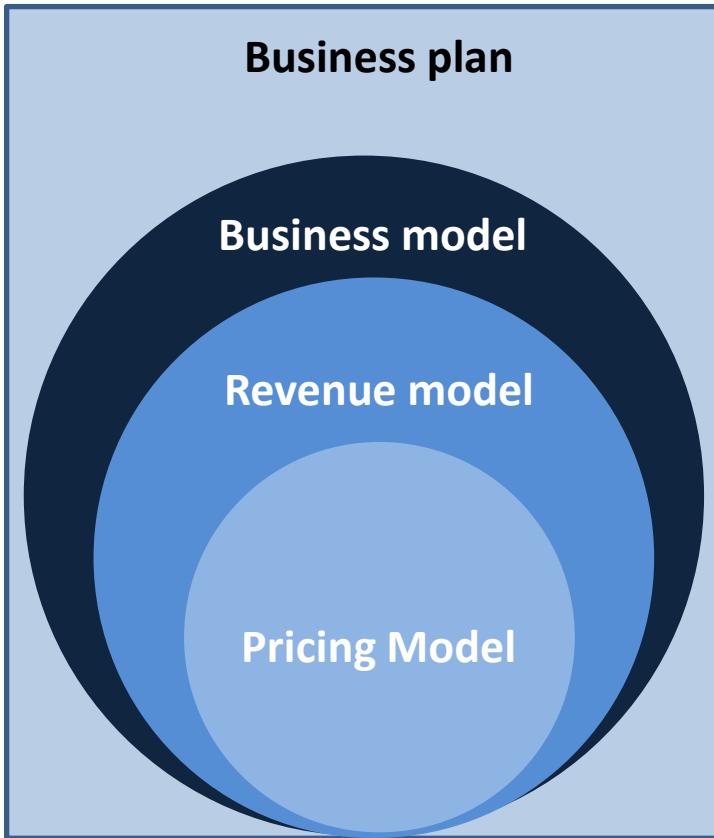
**SAM:** • Serviceable Available Market  
> Focus on: Your own technology/ services  
> Example: The total Living colours LED market (Segment of total LED market)

**SOM:** • Serviceable Obtainable Market  
> Focus on: Which realistic market share can be obtained by myself, considering competition, countries, trends, expected demand/forecast, my sales/distribution channels and other market influences?  
> Example: My realistic goal to sell Living Color Products into the LED market

# Why the client will buy you?



# When there is a business opportunity....



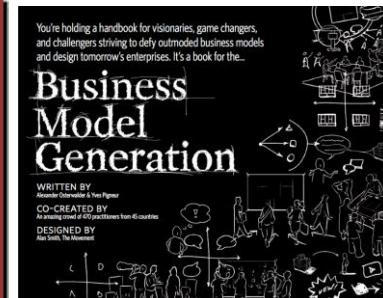
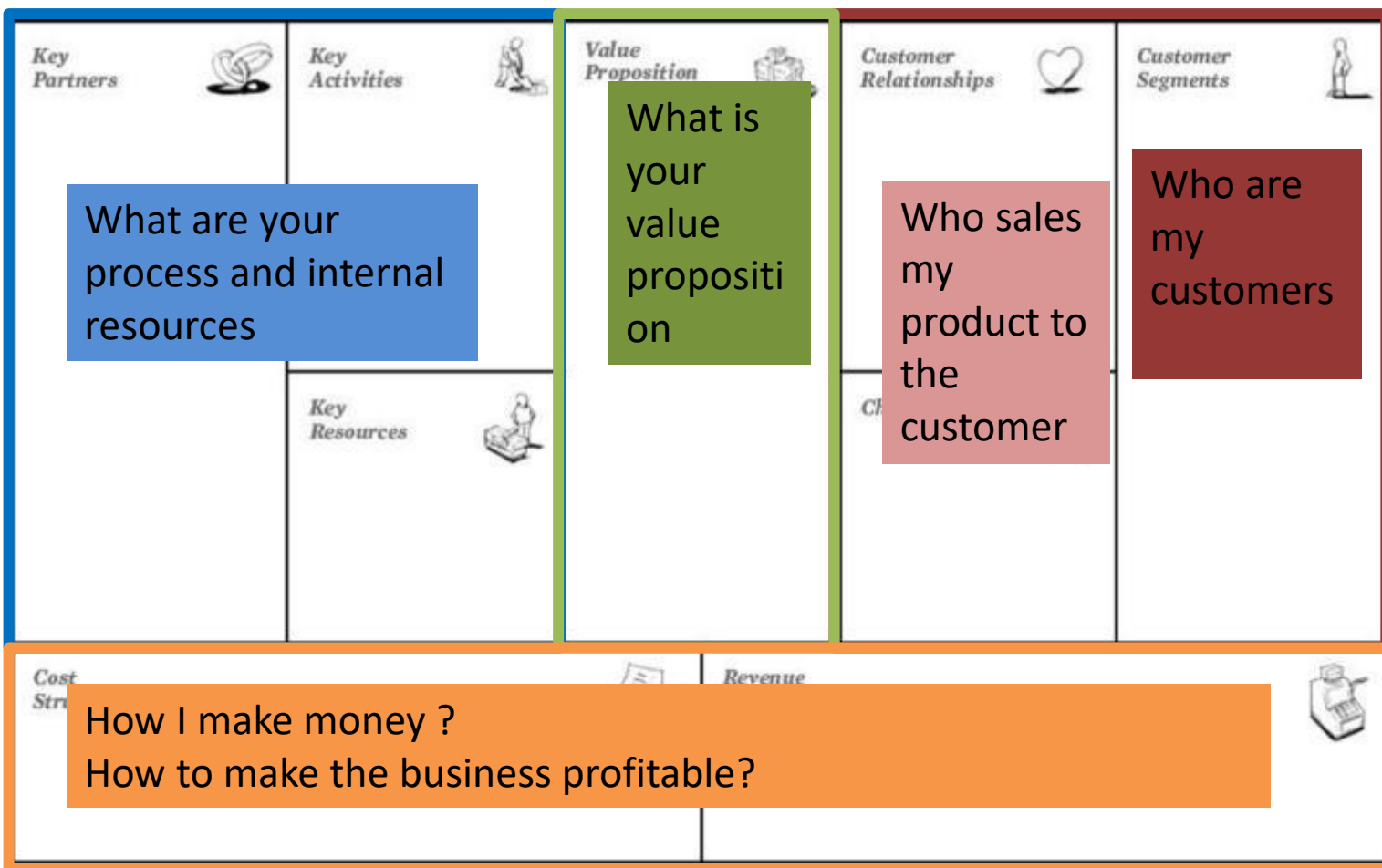
**(BP) Business plan:** will show how the business has to evolve

**(BM) Business Model:** Will show how to create value

**(RM) Revenue model:** will show what are the revenue streams and where the money comes from. Could be one or more

**(PM) Pricing model:** will define the prices of your products and services

# Business model canvas





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**Business opportunity**

Who sales?  
What is your market size?  
Who are competitors?

**Business Model**

Who are Customers  
What is your value proposition  
What are your Operations

**Sustainability**

What is your Pricing  
What are the Financial projections  
How do you scale up of the business

# How far is the market?

## Technology Readiness Level



## Market Readiness Level





+ info sobre programas y ayudas  
para la  
internacionalización de la I+D+I española

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