

#innovacion
#ayudascdti
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Claves de tu propuesta completa al Acelerador del EIC Plataforma IA: Go 2 Market



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Step 2 – Go 2 Market





Go 2 Market

Know
Prepare
Enter
Scale
Impact



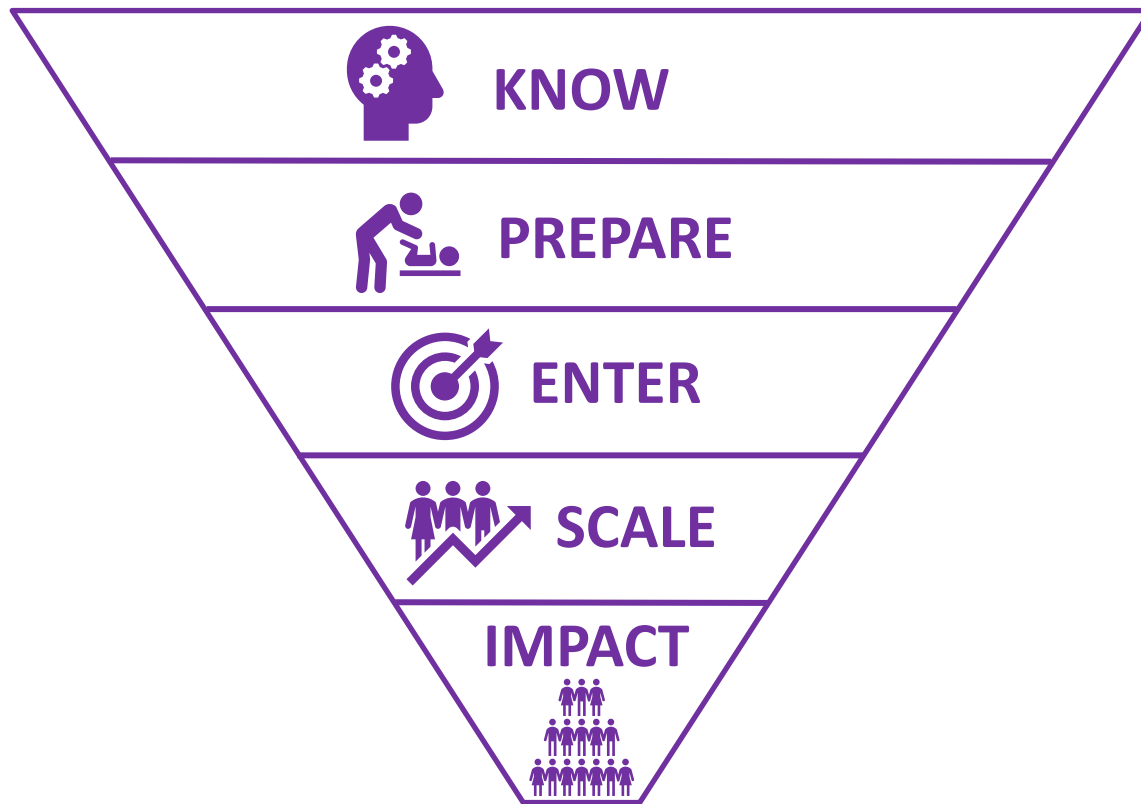
Go 2 Market

Know
Prepare
Enter
Scale
Impact



CONOCE

IMPACTA



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#eicAccelerator

#Go2Market
#TallerStep2EICA



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Prepara



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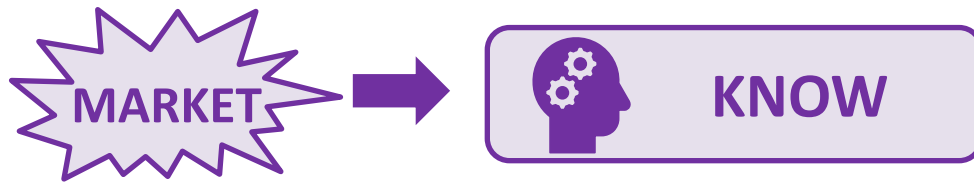
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- Market Scoping (TAM/SAM/SOM)
- Willingness to pay (PAINS/GAINS)
- Competitors & Threats
- SWOT



BUSINESS STRATEGY



Market scoping

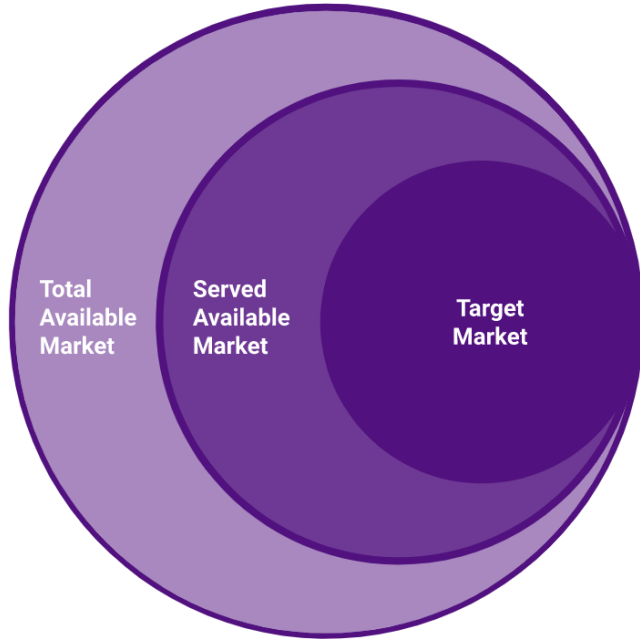
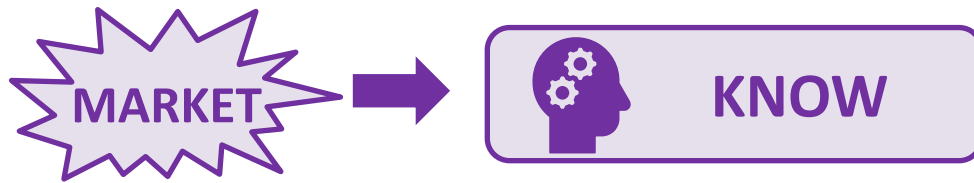
Targeted Market




Can you describe your targeted market *

This is what you declared in the [value chain](#). Editing this field here will also edit it in value chain.

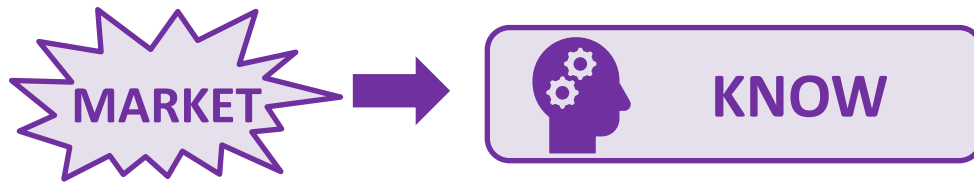
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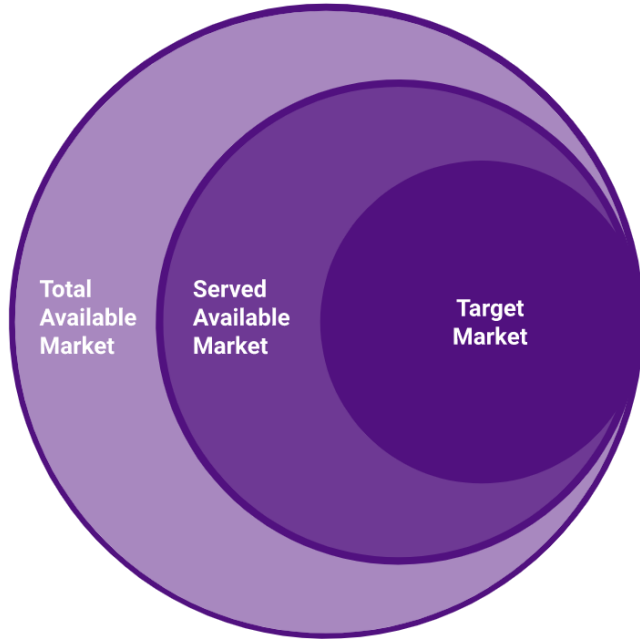





-  **TAM** = How big is the universe
-  **SAM** = How many can I reach with my sales channel
-  **Targeted Market (For a startup)** = Who will be the most likely buyers

Total addressable market (TAM), or total available market, is the total market demand for a product or service calculated in annual revenue or unit sales if 100% of the available market is achieved.



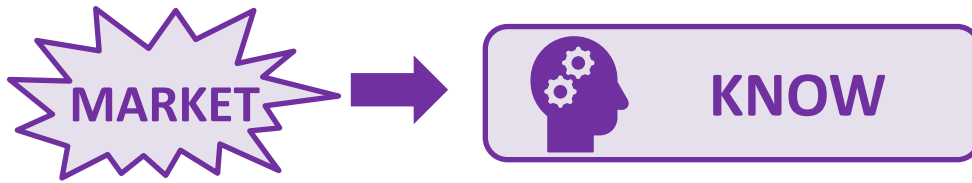
The number of clients/year that you may be able to have within this market



-  **TAM** = How big is the universe
-  **SAM** = How many can I reach with my sales channel
-  **Targeted Market (For a startup)** = Who will be the most likely buyers

Serviceable available market (SAM) is the portion of TAM targeted and served by a company's products or services.

Serviceable obtainable market (SOM), or share of market, is the percentage of SAM which is realistically reached.

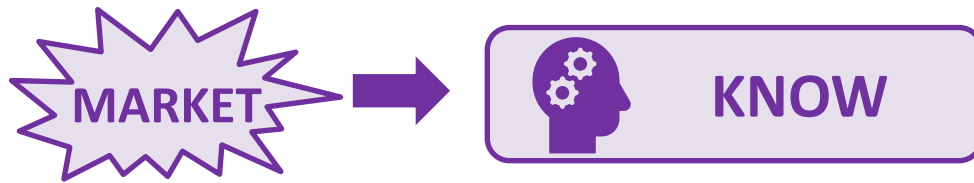


Market growth rate

What is the CAGR (Compounded Annual Growth Rate) of your targeted market? * ?

The CAGR formula
is: Compound annual growth
rate = $\left(\frac{\text{Ending balance}}{\text{Beginning balance}} \right)^{\frac{1}{\text{Number of years}}} - 1$

Compound annual growth rate (CAGR) is essentially a number that describes the rate at which an investment would have grown if it had grown the same rate every year and the profits were reinvested at the end of each year. In reality, this sort of performance is unlikely. CAGR measures how long it takes to grow from its beginning value to its final value.



What is the Market annual growth rate? * ?

The Market growth rate formula is:

$$\text{Market growth rate} = \frac{((\text{Current market size} - \text{Original market size}) / (\text{Original market size})) * 100}{\text{Targeted End Years}}$$

Market Growth Rate is a measure of the extent at which the market a company operates in is growing. When the sales growth is greater or equal to the market growth rate then the business is said to be performing well. The company is said to be healthy and called to be in growth phase. On the other hand when business is not doing well the sales growth will be lesser than the market growth rate in such a case the manager needs to analyse to possible reasons.

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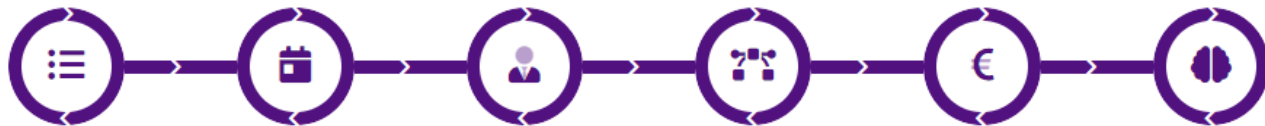
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KNOW



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SCALE



IMPACT

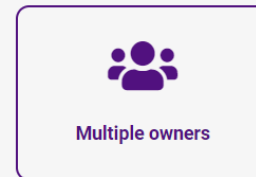
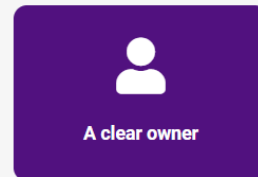
- Past Achievements
- Current Situation (RISKS)
- Corporate Strategy (Mission, Vision, Values, Pay offs)
- Business Model (Canvas)
- Finance
- Intellectual Property



Intellectual Property

- Background / IP assets
- Foreground / Results
- FTO
- Ownership
- Knowledge Management & Protection Strategy
- Data Management Plan
- IP commercial exploitation plan
- Externa IPR issues

Is there a clear owner of the innovation in the project or multiple owners? * ?




Indicate who is the owner of the innovation * ?

Are you the owner of this foreground? * ☒ Yes

If Yes, are you the sole owner or is it a co-ownership? If so, are there any specific conditions for exercising your co-ownership? *



Intellectual Property

- Background / IP assets
- Foreground / Results
- **FTO** 
- Ownership
- Knowledge Management & Protection Strategy
- Data Management Plan
- IP comercial exploitation plan
- Externa IPR issues

“Please upload your FTO if you have one. If you do not have one, please upload a note of up to 2 pages explaining why and providing as much information as possible on this issue. In cases where the FTO is not relevant (e.g. software), please upload a simple statement”



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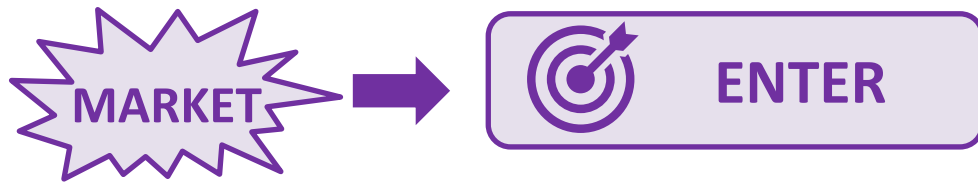
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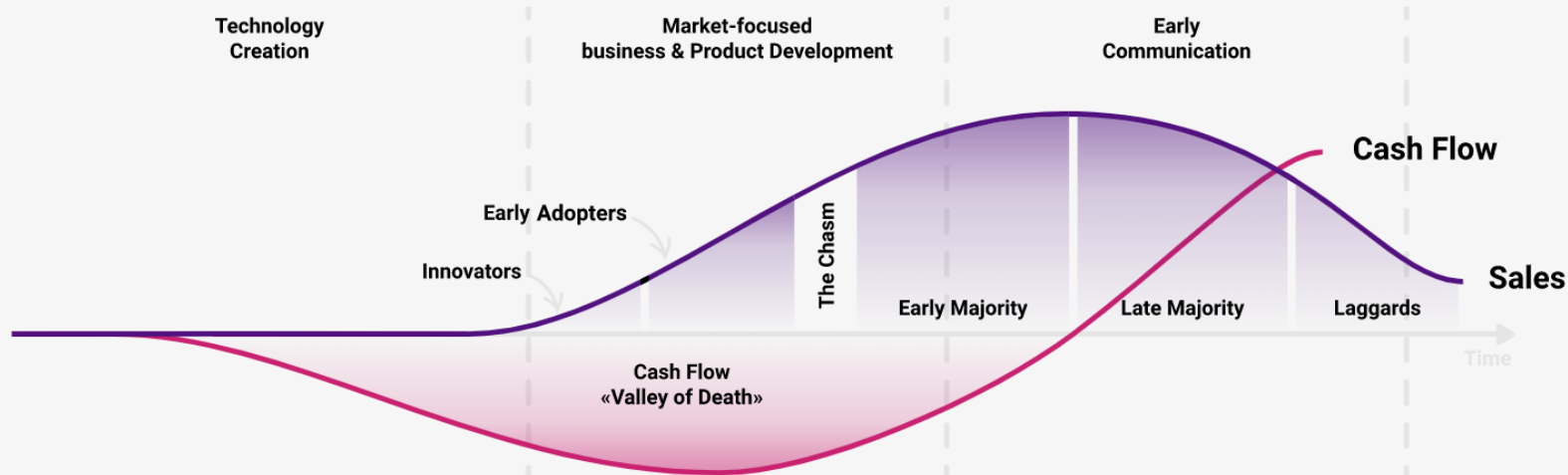
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- Strategy to enter
- Barriers to entry
- Legal & Regulatory Requirements



What is your exploitation strategy to enter the market?





Please fill the relevant steps of the market penetration you are targeting ?

Innovators

Early adopters

The Chasm

Early majority

Late majority

Laggards

The penetration strategy *

0/1000

Estimated Sales * ?

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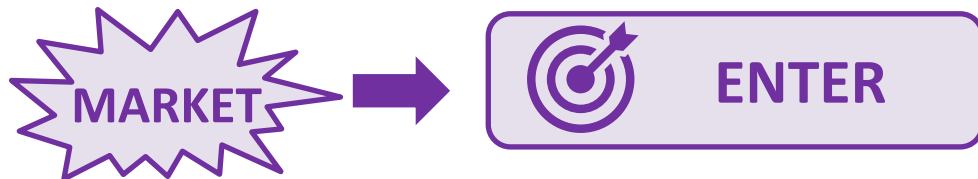
Estimated Cash-Flow * ?

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The time to next step *

0/1000

If you are creating a new market, please explain your strategy for introducing your disruptive innovation into that market. If you are introducing a radical innovation into an existing market, please explain at what stage your solution will enter the market.



Please fill the relevant steps of the market penetration you are targeting ?

Innovators

Early adopters

The Chasm

Early majority

Late majority

Laggards

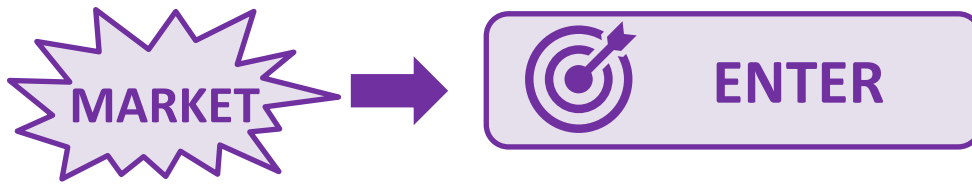
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- All your market penetration stages must have a penetration strategy.
- All your market penetration stages must have estimated sales.
- All your market penetration stages must have an estimated cash-flow.
- All your market penetration stages must have a time to next step.

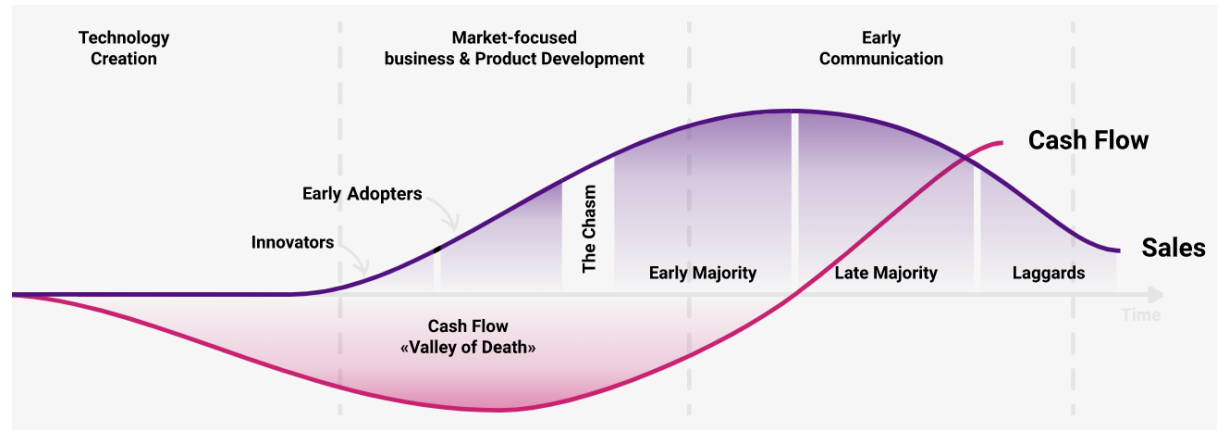
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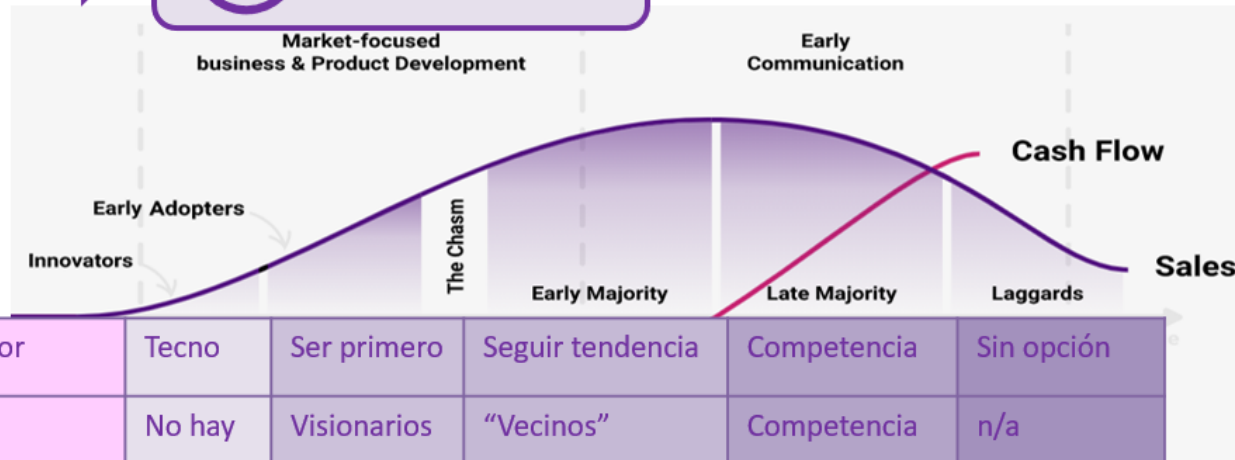
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If you are creating a new market, please explain your strategy for introducing your disruptive innovation into that market. If you are



- First of a kind/breakthrough products
 - Market creating
 - Market disruptive





Compran por	Tecno	Ser primero	Seguir tendencia	Competencia	Sin opción
Referencia	No hay	Visionarios	"Vecinos"	Competencia	n/a
Precio	Bajo	Alto	Media mercado	Medio-bajo	Medio-bajo
Liderazgo	No	Potencial	Fuerte	Líder	Líder
Mensaje	¡Nuevo!	Innovación	Solución	Solución	Sin opción
Servicios	Formac	Alto nivel	Algunos	Pocos	Pocos

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- Scaling Strategy (B2C/B2B/B2B2C)
- Future Developments



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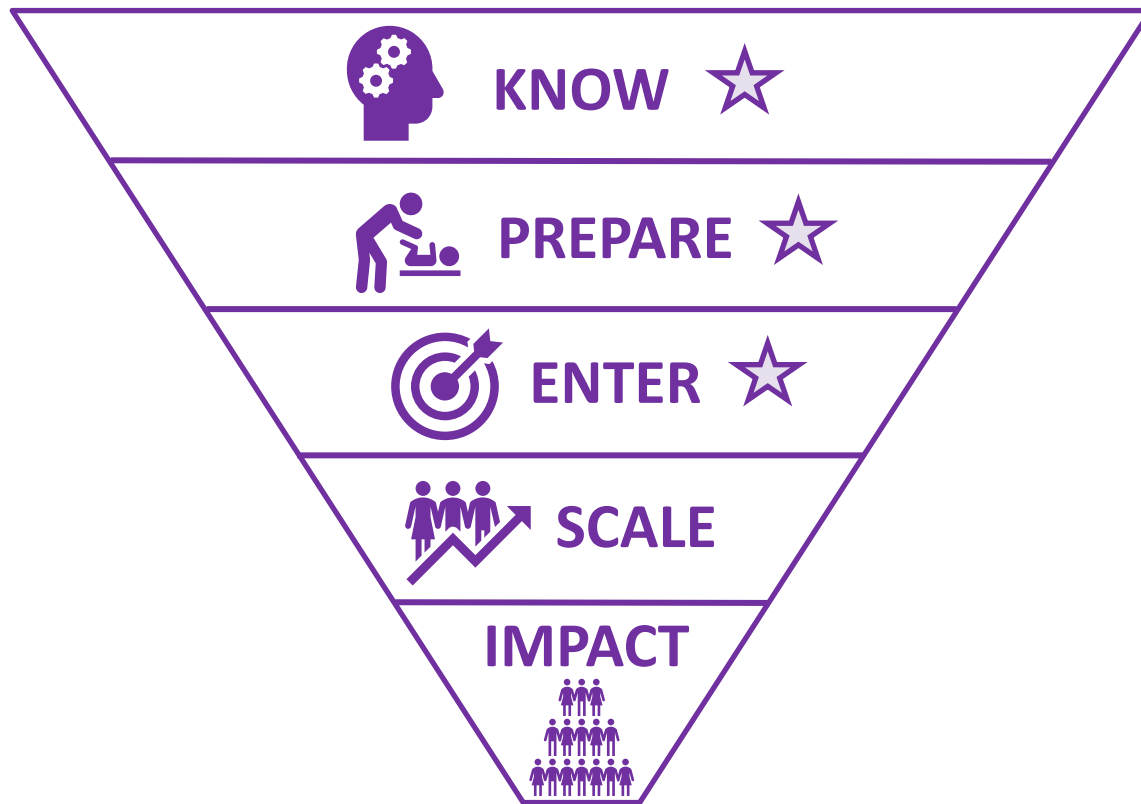


IMPACT

Will competition decrease?
Will Europe's technological
and/or industrial sovereignty
be strengthened? Will the
supply chain be relocated in
whole or in part to Europe?
etc.



- Impact on market dynamics
- Societal Impacts (EU priorities, SDG)
- Future Legal & Regulatory requirements



slido



Audience Q&A Session

① Start presenting to display the audience questions on this slide.

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



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