

#innovacion
#ayudascdti
#asesoramiento
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HORIZONTE
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Horizonte Europa EIC Accelerator Claves para tu propuesta completa - *Market*

8 de junio de 2021
Lucía Íñigo
@LuciaInigo_CDTI



Ideation

Topic
Value Chain
Solution
Use Cases



Development

Achievements
Features
Workpackages
Milestones
Team



Go 2 Market

Know
Prepare
Enter
Scale
Impact



Business Plan



Go 2 Market

Know
Prepare
Enter
Scale
Impact



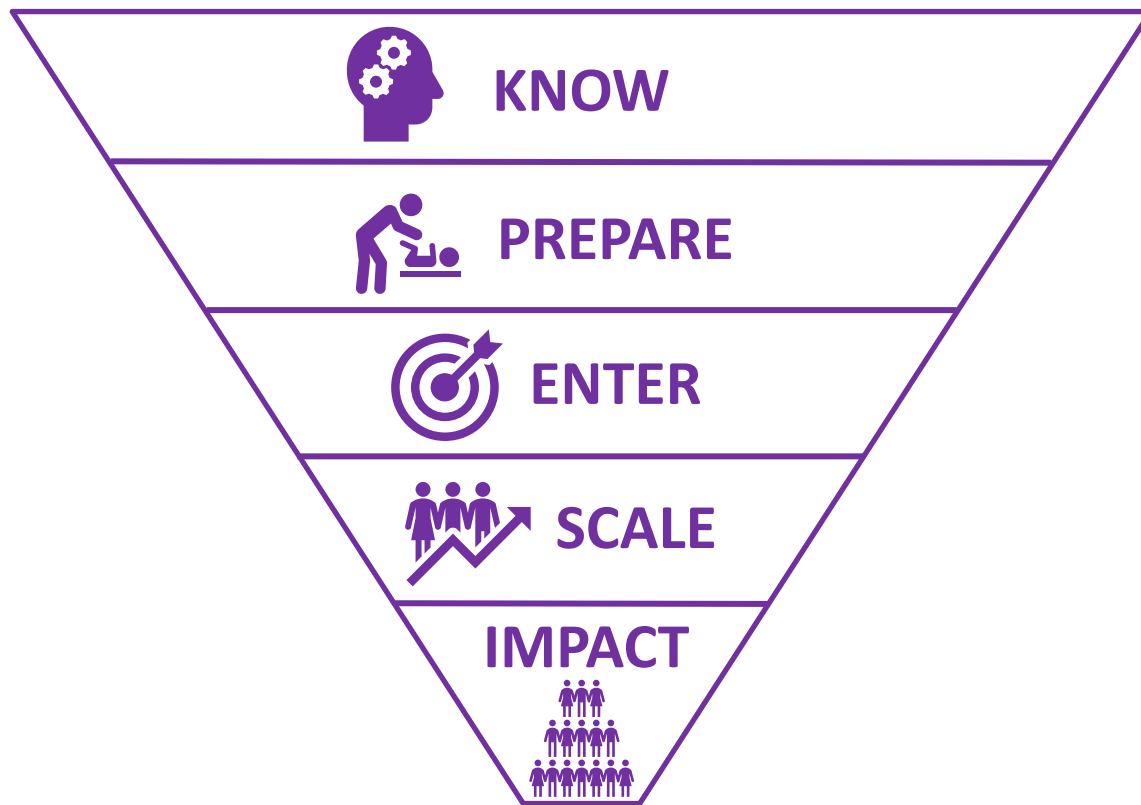
Go 2 Market

Know
Prepare
Enter
Scale
Impact

CONOCE



IMPACTA



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#eicAccelerator

#Market
#Tips_STEP2_AEIC



Conoce



Prepara



Entra

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Conoce



Prepara



Entra



KNOW



PREPARE



ENTER



SCALE

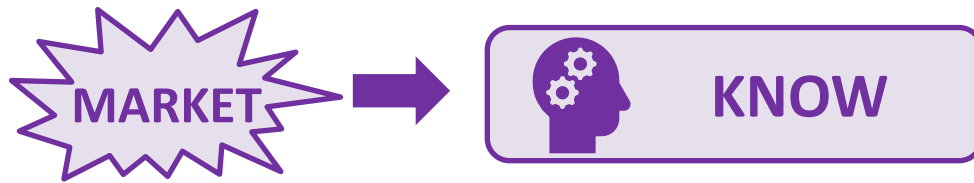


IMPACT

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



BUSINESS STRATEGY



Market scoping

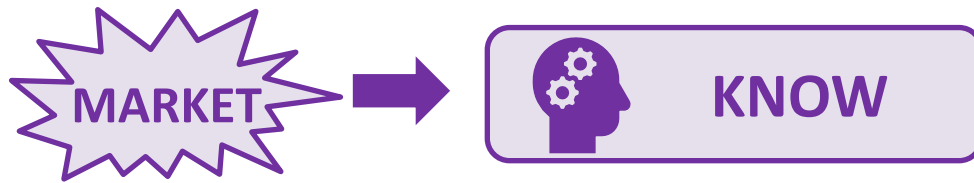
Targeted Market

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.

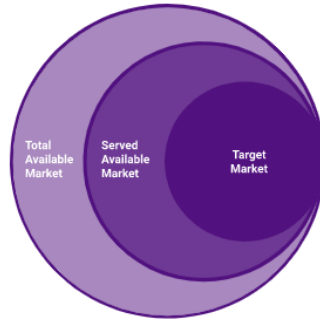
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Market Size

Total Available Market, Served
Available Market, Target Market



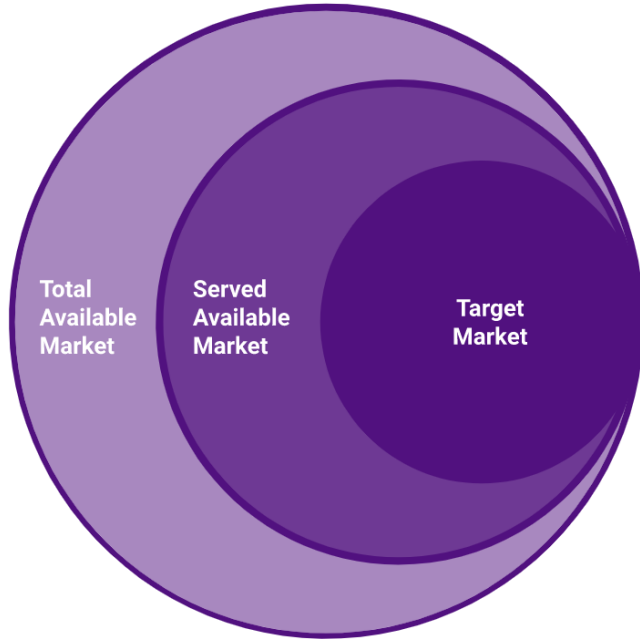
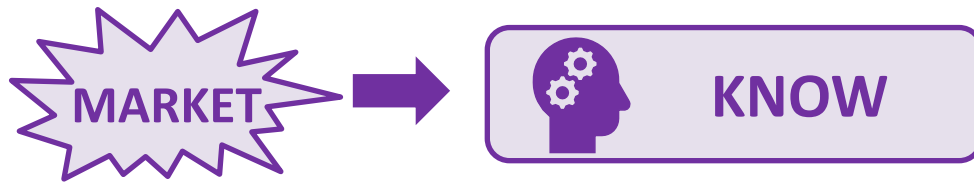
- ☐ TAM = How big is the universe
- ☐ SAM = How many can I reach with my sales channel
- ☐ Targeted Market (For a startup) = Who will be the most likely buyers




What is your market size? *

A large, empty, light gray rectangular box intended for the user to input their market size.

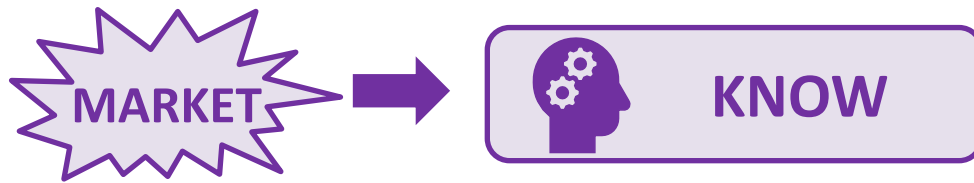
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What is your Total Addressable Market (TAM)? * ?

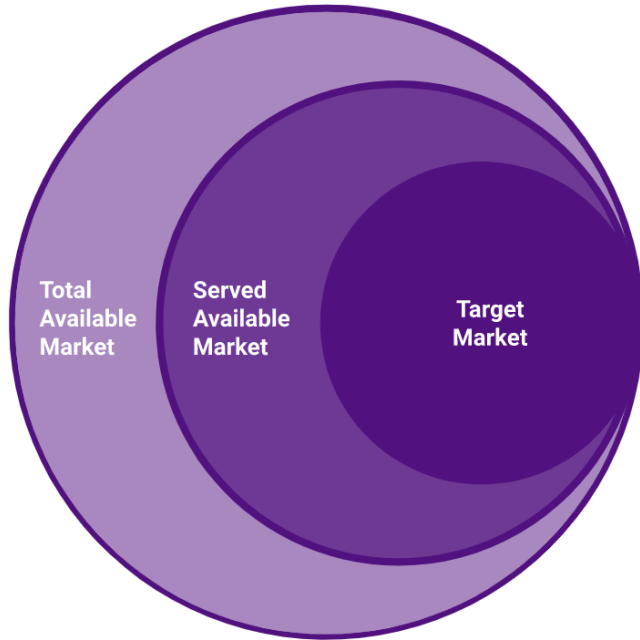





-  **TAM** = How big is the universe
-  **SAM** = How many can I reach with my sales channel
-  **Targeted Market (For a startup)** = Who will be the most likely buyers

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.

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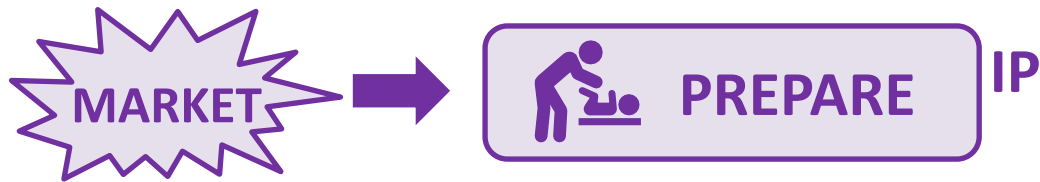



- **Past Achievements**
- **Current Situation (RISKS)**
- **Corporate Strategy** (Mission, Vision, Values, Pay offs)
- **Business Model** (Canvas)
- **Finance**
- **Intellectual Property**



Intellectual Property

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



- 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”

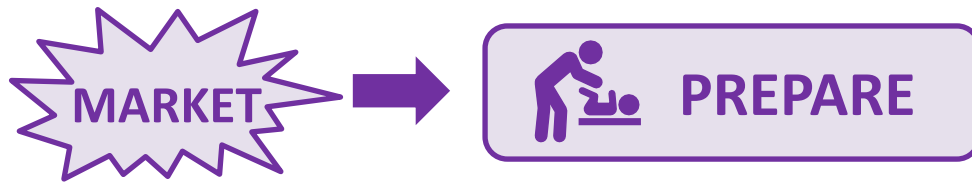




- Background / IP assets
- Foreground / Results
- FTO
- Ownership
- Knowledge Management & Protection Strategy
- **Data Management Plan** →
- IP comercial exploitation plan
- Externa IPR issues



Please upload your Data Management Plan if you have one, or a one pager providing your thoughts on the underlying issues(open access to data, access of public authorities in case of emergencies) and your guiding principles as to how you would tackle these where needed



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

Open science: research data management

The beneficiaries must manage the digital research data generated in the action ('data') responsibly, in line with the FAIR principles and by taking all of the following actions:

- establish a data management plan ('DMP') (and regularly update it)
- as soon as possible and within the deadlines set out in the DMP, deposit the data in a trusted repository; if required in the call conditions, this repository must be federated in the EOSC in compliance with EOSC requirements
- as soon as possible and within the deadlines set out in the DMP, ensure open access — via the repository — to the deposited data, under the latest available version of the Creative Commons Attribution International Public License (CC BY) or Creative Commons Public Domain Dedication (CC 0) or a licence with equivalent rights, following the principle 'as open as possible as closed as necessary', unless providing open access would in particular:
 - be against the beneficiary's legitimate interests, including regarding commercial exploitation, or
 - be contrary to any other constraints, in particular the EU competitive interests or the beneficiary's obligations under this Agreement; if open access is not provided (to some or all data), this must be justified in the DMP
- provide information via the repository about any research output or any other tools and instruments needed to re-use or validate the data.



Data Management Plan

Where the call conditions impose additional exploitation obligations in case of a public emergency and if requested by the granting authority:
the beneficiaries must grant for a limited period of time specified in the request, **non-exclusive licences — under fair and reasonable conditions — to their results** to legal entities that need the results to address the public emergency and commit to rapidly and broadly exploit the resulting products and services at fair and reasonable conditions. **This provision applies up to four years after the end of the action**

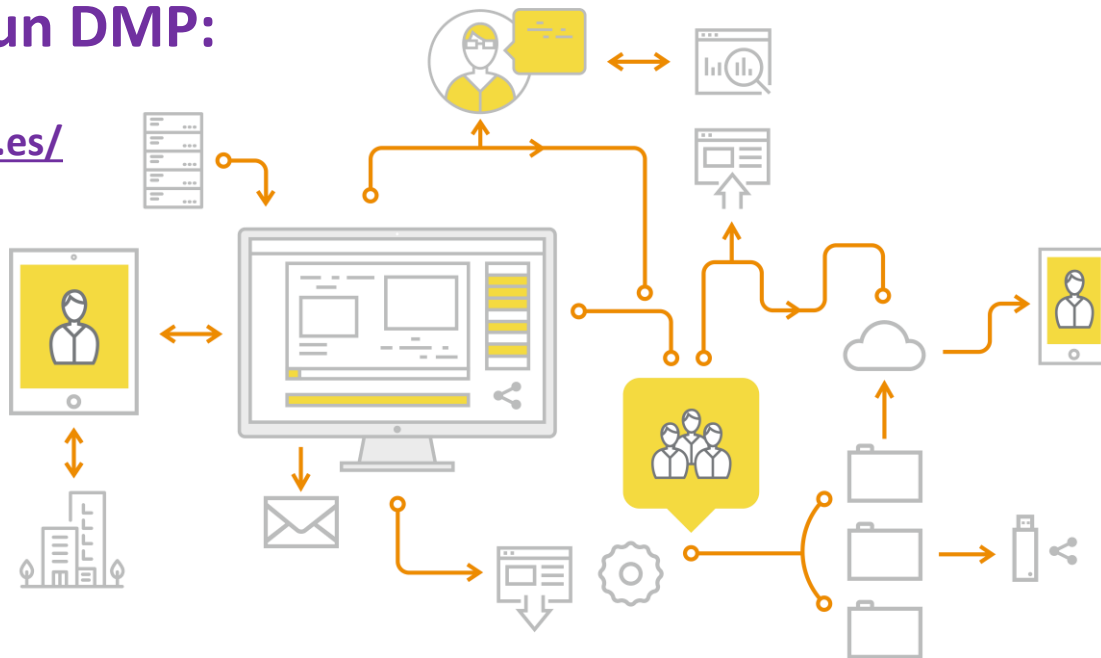




Data Management Plan

Recursos para escribir un DMP:

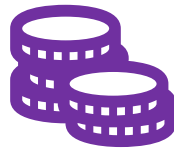
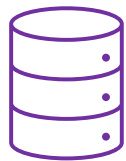
- <https://dmponline.dcc.ac.uk/>
- <http://pgd.consorciomadrono.es/>





Data Management Plan

1. Data Collection
2. Documentation and Metadata
3. Ethics and Legal Compliance
4. Storage and Backup



5. Selection and Preservation
6. Data Sharing
7. Responsibilities and Resources

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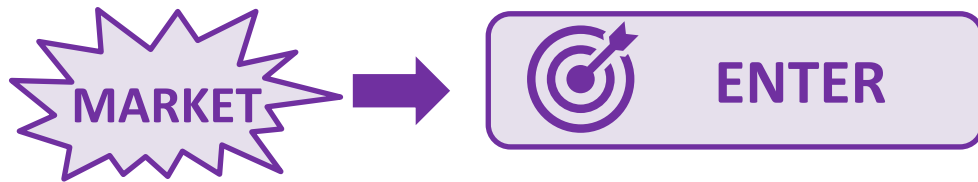


Prepara

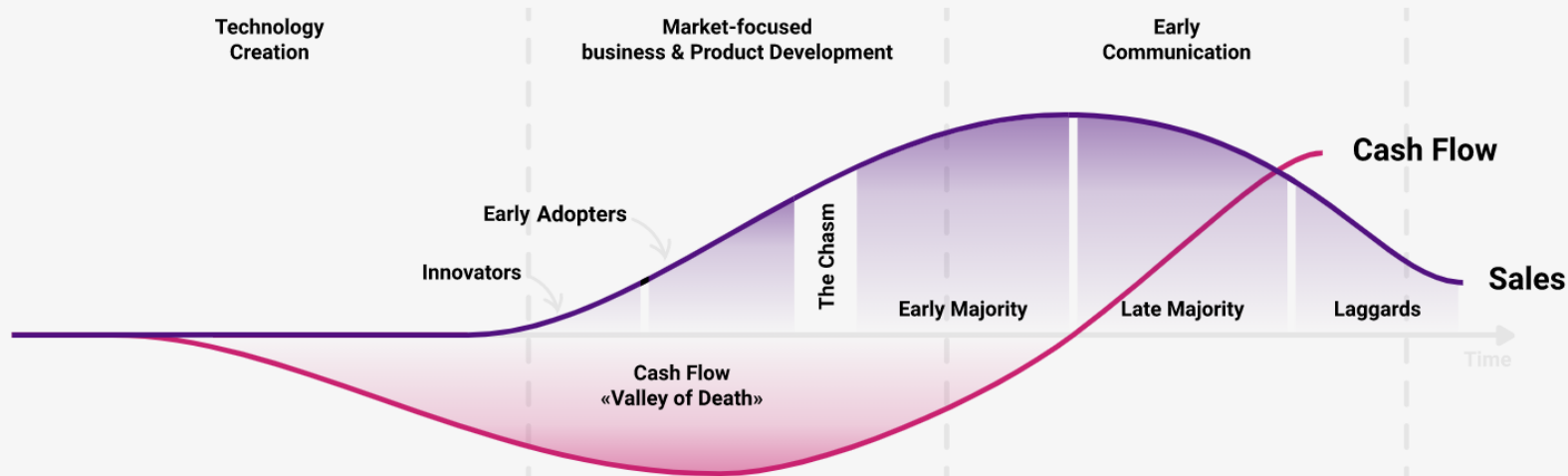


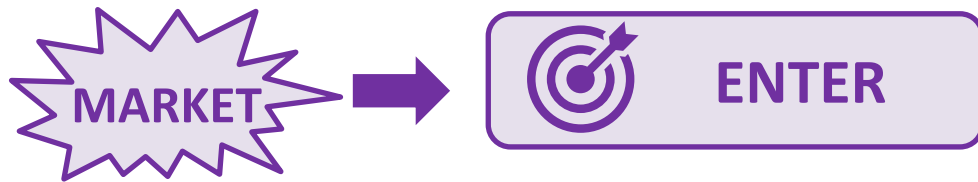
Entra





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 *

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Estimated Sales * ?

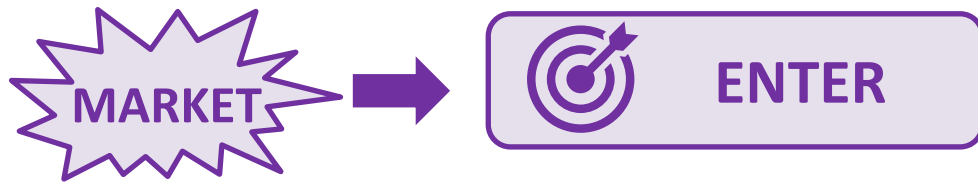
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Estimated Cash-Flow * ?

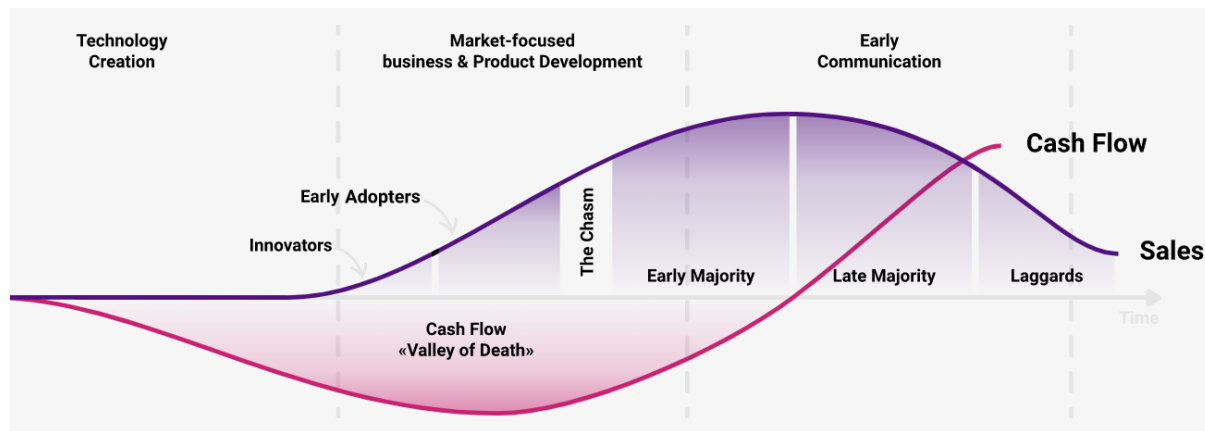
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The time to next step *

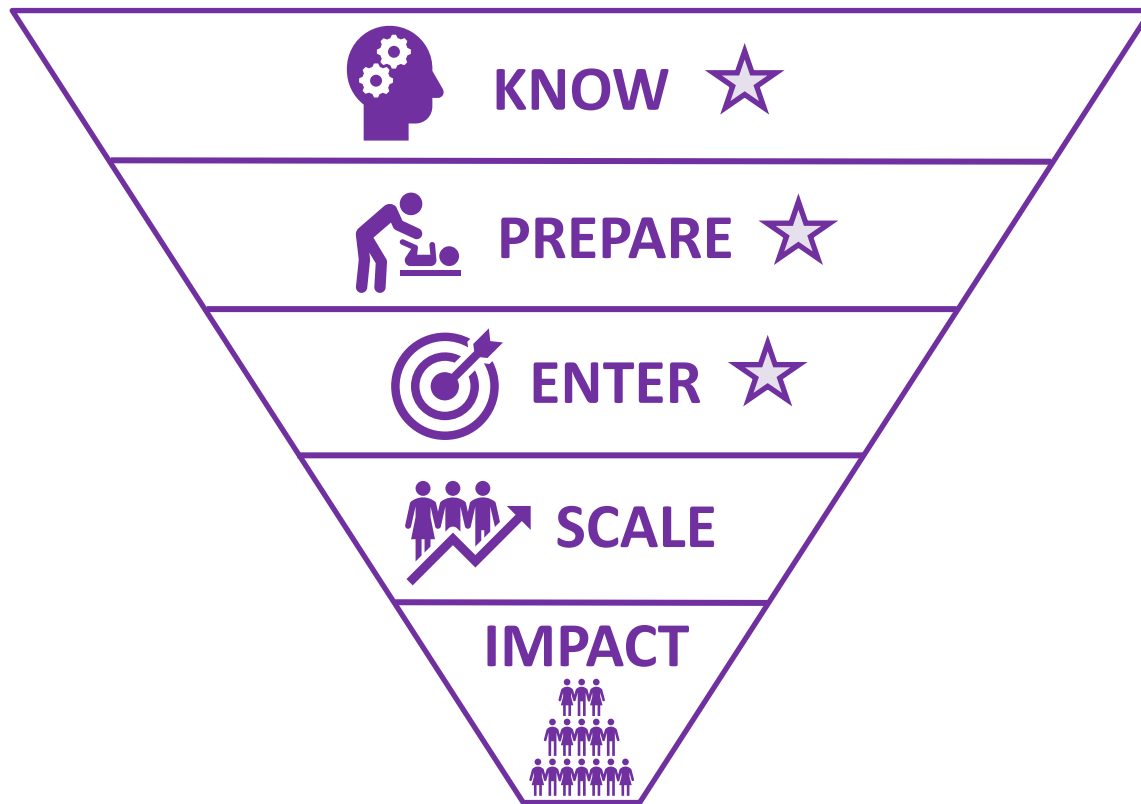
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- First of a kind/breakthrough products
 - Market creating
 - Market disruptive
- Incremental innovation
- Only equity









EIC_AI
@ai_eic

I challenge you @LuciaInigo_CDTI to mention @ai_eic in your EIC applicant training today! And if you do, I will share with you *one* useful tip a about a *recent change* in my platform...

Traducir Tweet



¡Ojo a los cambios!

¡Gracias a vosotros!



EIC_AI
@ai_eic

Meanwhile, @CDTIoficial and other loyal NCPs are trying to find the Keymaker to unlock all the doors hidden behind 1000-character fields.

Traducir Tweet





Audience Q&A Session

 Start presenting to display the audience questions on this slide.



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



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