

Business plan requirement for proposals

Proposal template technical annex: 2.2. Measures to maximise impact a) Dissemination and exploitation of results:

"• Provide a draft 'plan for the dissemination and exploitation of the project's results' (unless the work programme topic explicitly states that such a plan is not required).

For innovation actions describe a credible path to deliver the innovations to the market. The plan, which should be proportionate to the scale of the project, should contain measures to be implemented both during and after the project. Dissemination and exploitation measures should address the full range of potential users and uses including research, commercial, investment, social, environmental, policy making, setting standards, skills and educational training. The approach to innovation should be as comprehensive as possible, and must be tailored to the specific technical, market and organisational issues to be addressed.

• Explain how the proposed measures will help to achieve the expected impact of the project. Include a business plan where relevant."

NMP+B Work Programme in some topics (SPIRE, Pilot Lines):

"For this topic, proposals should include an outline of the initial exploitation and business plans."

Call fiches, Eligibility and admissibility conditions:

"Proposals for Research & Innovation and for Innovation Actions should include an outline of the initial exploitation and business plans, which will be developed further in the proposed project."

No pre-defined structure – appropriate to the scale and status of project

- **the planned key exploitable results and their expected key applications:** development status, facts and figures that facilitate the assessment of the potential impact, differences from existing competing products/services, main IPR issues to be clarified in the consortium agreement;
- **The exploitation team:** partners involved in the exploitation activities providing information on their previous experience and business interests, complementing external resources if not in the consortium;
- **the market:** the potential geographical and economic size of the market, market trends, main competitors and competitive advantage;
- **the business model:** marketing strategy, main clients;
- **the financial projections:** sales forecasts, investment needed for covering the costs, additional funding through for example ESIF, national programmes, private funding sources etc., complementary or parallel projects;
- **the commercialization roadmap:** the steps planned before the product is ready for the market (i.e. proof of concept, prototyping, demonstrations of technological performance and cost effectiveness field trials, pilots, validation and standardisation issues, regulatory requirements)

Principles

- The business plan has to fit within the page limit of the Annex II (70 pages altogether). It is not a separate document.
- The business plan elements can also be located in different sections of the proposal (implementation, exploitation etc.).
- There is no pre-defined time frame up to where it should reach. The time frame depends how far out into the future you need to plan for your activities. For example the business plan could look into the future time needed to provide credible information on returns connected to the proposed exploitation approach for the foreseen exploitable results
- The business plan can be refined, detailed and further developed during the project duration.

Synergies with ESIF

In the scope of some NMP+B topics:

- *"For this topic, proposals should include an outline of the initial exploitation and business plans. Wherever possible, proposers could actively seek synergies, including possibilities for cumulative funding, with relevant national / regional research and innovation programmes and/or European Structural and Investment Funds in connection with smart specialisation strategies. Exploitation plans, outline financial arrangements and any follow-up should be developed during the project."*

And in in the call conditions:

- *"For topics xxx, these initial plans [i.e. the initial exploitation and business plans] may address private funds, or assess synergies and possible cumulative funding with relevant national / regional research and innovation programmes and/or European Structural and Investment Funds related to smart specialisation strategies. For this purpose the tools provided by the Smart Specialization Platform, Eye@RIS3 may be useful. The results of these activities as well as the envisaged further activities in this respect should be described in the final report of the project."*

FAQ

- Additional funding from ESIF is not an evaluation criterion. But it demonstrates business planning and thinking above and beyond the project, which will be favourably seen in the evaluation of the “impact” criterion.
- The additional funding is not limited to ESIF. Other possibilities include private industry funding, bank funding, national funding programmes etc.
- The H2020 project evaluation will look at the project as an independent entity at its own merits.
- Synergies should be explained in the exploitation and business plan sections of the project proposal
- The exploitation plans can be further developed during the project duration, but at the time of submission the proposer should already have a clear indication of the possibilities, going beyond mere checking online that a specific programme etc. exists.
- The Eye@RIS3 is only an indicative tool to start looking for which region might have an appropriate priority in their Smart Specialisation Strategy. It does not cover all regions.
- For most projects it would be more realistic to think in terms of subsequent projects, for example taking up exploitation activities of a H2020 project with ESIF funding.