



ProBIO - Newsletter 1

October 2015

Editorial



Europe is well known for its excellent science, but unfortunately not always for its skill in bringing research results to the market and turn knowledge into competitiveness, growth, jobs. **ProBio** is a project financed by the Horizon 2020 programme in order to tackle this problem and **help research projects focused on the bioeconomy to either bring their results to the market or look for additional opportunities** if those results are not yet ready for this step.

A network of highly qualified partners is carrying out an extensive analysis to identify where the hidden jewels of the European bio-based research are in order to help them travel the extra mile needed to flourish and bring concrete results.

Coaching for market uptake, tailored support for further R&I, networking and knowledge exchange opportunities, are all services available – free of charge – to companies and research institutions owning results from European financed R&D projects related to the bioeconomy.

We do hope you won't miss this opportunity and join the tens of projects that are already working with our expert team to make final sense of the research efforts so far: transform research results into concrete opportunities for companies and people!

Daniele Colombo, Innovhub

ProBIO coordinator

Bioeconomy projects meet the market at ProBIO's



The first ProBIO event “**Making more of Bioeconomy R&D Results**”, has taken place on 6-7 October 2015. Participants' response has been overwhelmingly positive and the two days event has given researchers the opportunity to **present their projects and share their experience in an informal environment**.

ProBIO is about accelerating market uptake of the most promising research projects or helping them to improve their technological readiness level. Hence,

Focus on exploitation



Two minutes interview with InvestorNet - Gate2Growth from the ProBIO team on: **business planning.**

What is your coaching about?

We offer business coaching with focus on investor readiness.

We coach on how to prepare your business planning to reach a level where is ready to attract investments. This includes discussing:

- Business model
- Understand what problem you are solving and for which customer segments
- Value proposition
- Technology readiness level
- Capital requirements
- Time to market
- Company Valuation etc.

We help technically oriented companies understand the mind set of investors and what is required to make their company attractive for investors.

Are special business and technical skills required from individual who participate to your coaching?

This depends entirely on the case, but in general yes, coaching is not “training/education” but to provide ideas/new ways of potential solutions to a qualified counterpart.

What type of involvement is required from those who benefit from your services?

This varies very much from case to case but we request the customers to tackle different issues following our advice. The rule of thumb: 1 hours coaching = 8 hours expected work from client.

How mature must a research results be to benefit from your support?

TRL 6 and above and with a clear go to market perspective which could benefit from further support for the commercialization process.

Examples of coaching results could be identifying market, first customers, strategic fit of new business opportunity and funding strategies, including the H2020 SME instrument opportunities.

Does your service entail assisting projects in identifying their potential clients?

emphasis has been put on **looking at the research results in an exploitation perspective.**

Over 30 representatives of research projects decided to play the game and participate to the elevator pitch session, which was followed by thematic round tables. Some of these projects have found this approach engaging and stimulating as it has helped them collecting informal feedback both from the ProBIO market development experts and from their peers. Ultimately, the event has been designed to facilitate networking, create exchange opportunities and help projects to establish connections, which - in future - will hopefully be beneficial to their research and market activity.

In this sense, the event has been a real success and brought tangible results. **Yaw Koram** from the [MultiBioPro](#) project has been glad for the outcome of his "Knowledge exchange table", as it has given him the opportunity to collect input for suggestions and useful contact names for the project exploitation phase. For Dr. Koram, it is not too early to start looking into the project outcomes in a commercial perspective. Although having researchers, universities and industrial partners in the same consortium can be sometimes challenging, in his opinion *"the way to get around potential conflicts is to share knowledge and experience from all parts from the start"*.

Of the same view is **Manuel Román** based on the [LIGNOFOOD](#) project experience: in a research project *"there must be a general consensus about the exploitation of the results and all must see the project as a real opportunity for exploitation: it is fundamental that all the project partners are determined to exploit the outcome and the knowledge gained"*. According to Mr. Román, the next challenge for such an event would be to help projects meet investors who could be interested in the projects results.

Silvia Cretoiu, from the [Metaexplore](#) project also presented at the elevator pitch session. She found this session helpful: *"It is good to meet other project like mine and getting to speak to them directly"* although *"Initiatives like this could be also beneficial to younger researchers who are involved at all levels in the day to day research activity and know the projects inside out"*.

Definitely a good tip for the ProBIO project, which thanks to its hands-on approach demonstrated at the last event, can act as a facilitator of projects' market's exploitation.

Partially, depending on stage of development, but we will normally start with discussion of where does the product/service/solution fit in an existing market and help identifying potential relevant "type of customers".

Do you help projects quantify the revenue, which could be generated by a new product idea?

Yes, but we provide only advise as how to quantify potential revenues, we can also provide models for calculation.

Is the search for new business partners involved?

Usually not depending on the case.

Do you help projects define their sales strategy, so to define a price range for a product/service idea?

We question the pricing choice in relation to the cost structure and competitor pricing but specific pricing strategy is not something we do. Pricing strategy is not our field of expertise.

Are regulatory and legal aspects addressed?

Yes but on an overall level. We are not lawyers and IP specialists, so we only look at it on a strategic level.

How long does the coaching normally last?

In our experience, the coaching-process takes three months, starting with individual "face to face" meetings and follow up with Skype meetings every two weeks to drive the process.

We estimate approximately 6 one-on-one coaching sessions pr. business project. The participating KBBE projects thus need to be prepared to use considerable time (1-2 working days pr. one-to-one session) between each session.

Once your coaching activity is completed, is there some sort of follow up?

It is all dependent on the customer needs.

Despite our planned structured approach to coaching sessions, we always adapt it to the actual client needs – meaning: we focus ONLY on what is relevant in the individual situation!

ProBIO services: how we can help you exploit your bioeconomy projects' results



- Coaching for market uptake
- Tailored support for further R&I
- Networking and knowledge exchange

Know more about the services on [ProBIO website!](#)

Events' selection

EFIB: The European Forum for Industrial Biotechnology & The Bioeconomy 2015



The Commission has adopted an ambitious but achievable roadmap towards a bioeconomy. In parallel, frameworks and programmes such as **Horizon 2020** and the **CAP** have been developed which could help translate the EU's great potential in this area into real, tangible benefits for Europeans. The full support of the EU and national decision makers is now needed to integrate and implement these policies in order to make the bioeconomy an EU success story.



27 - 29 October 2015 - Brussels, Belgium

10th EUBP Conference 2015



The 10th European Bioplastics Conference is the leading networking and business event to discuss the latest trends and developments in your industry.

We are delighted to announce the launch of the 10th European Bioplastics Conference. These are just some of the things you can expect from this year's European Bioplastics Conference:

- The most comprehensive and insightful industry update
- Excellent networking opportunities
- The industry's largest bioplastics-focused exhibition



5 - 6 November 2015 - Berlin, Germany

Ecomondo



The technology platform for the Green and Circular Economy in the Euro-Mediterranean area:

- The ideal place to meet Green and Circular Economy operators, strike new business deals, generate value and acquire new customers.
- The largest showcase in the Euro-Mediterranean area for advanced and sustainable technology for processing and recycling all kinds of waste; treating and reclaiming water, waste water and polluted marine sites.
- The place where businesses can meet competitors in complementary markets and leading players in public research in Europe and the Mediterranean area.
- The right place to find out exactly how to access national and European funds.



3 - 6 November 2015 - Rimini, Italy

Bioeconomy investment summit



Unlocking EU leadership in 21st Century Bioeconomy.

The objective of the two-day Summit is to identify possible ways to mobilize private and public investment for the Bioeconomy, by notably ensuring supportive framework conditions including policy and regulatory environments.

The event will be hosted by the EU Commissioner for Research, Innovation and Science, Carlos Moedas and bring together high-level representatives from the European institutions, industry, primary producers, civil society, the scientific community, representatives from regional public investment banks, private equity firms investing in the bioeconomy, members of the European Parliament and producers in the agricultural, forestry and marine sectors.



9 - 10 November 2015 - Brussels, Belgium

Global Bioeconomy Summit 2015



Food security, sustainable development, economic growth and the conservation of scarce natural resources – the promises of bioeconomy are manifold. This summit builds on the post 2015 development goals to start a multilateral agenda setting process for a sustainable bioeconomy. For this purpose the German Bioeconomy Council invites more than 500 leaders from policy, research, industry and civil society to Berlin.

The German Chancellor, Angela Merkel, has assumed patronage of the Global Bioeconomy Summit.



25 - 26 November 2015 – Berlin, Germany

RETHINK Final Conference



rethink

Farm Modernisation
and Rural Resilience

Rethinking the links between farm modernisation, rural development and resilience in a world of increasing demands and finite resources.

The Conference will focus on the project's key results:

- How can we shape the relationships between rural areas and agriculture, and between rural and urban areas, in a way that increases rural prosperity and strengthens resilience?
- What meaning does agricultural and farm modernization have in the different case studies? What is the role of social learning and of different knowledge bases in the changes observed?



2 December 2015 - Brussels, Belgium

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