



ProBIO - Newsletter 3

October 2016

Editorial



Welcome to the third edition of the ProBIO newsletter!

In its second year of activity, the **ProBIO team is busy coaching KBBE projects** to market uptake and guiding them through further research opportunities.

As our project has reached the maturity stage, our next step is to enlarge the pool of researchers who will benefit from our knowhow. Therefore **ProBIO has produced a set of short videos** on [business plan writing](#), [how attract investors](#) and [how exploit intellectual property](#) in a business perspective – the topics most research project have asked our assistance for. These videos feature a mix of animations and interviews to key members of the ProBIO team; **they are part of the [ProBIO Business Stories](#)**, our online guide to the **essentials on business plan writing**. If you need to tackle business planning, or simply, wish to know more [click here!](#)

Last but not least: save the date for the **ProBIO final conference**, which will take place in *Brussels in June 2017*. Stay tuned and [visit our website](#) for more information!

The ProBIO team

A few things to remember when you develop a business plan



A few tips to someone developing a business plan. An insight from Louise P. Mikkelsen, InvestorNet-Gate2Growth.

Focus on ProBIO Business Stories and videos



This month we speak to Elena Gaboardi at iCons, who looks after the communication of the ProBIO project. In October ProBIO is publishing three short videos and an online guide to Business plan for “non-experts”.

Why has ProBIO produced three short videos?

They are part of the project dissemination strategy, which is about increasing the outreach of ProBIO outside the network of research projects we are already coaching. We believe that our short videos with animation will serve this purpose, as they will be distributed via internet. Ultimately, they will be accessible to anyone who - like the projects we assist – wants to get familiar with the basics of market exploitation.

To whom are the ProBIO videos addressed?

They are mainly addressed to the community of bioeconomy researchers and individuals who look into taking their project results to the market. In ProBIO we have the opportunity to speak with many people who see some market potential in their research outcomes, but do not have any business background. This lack of knowledge can be off-putting for some of them, who eventually may be tempted to give up. We want to stop this from happening: our message is that the development of a business plan is not that complicated and anybody can give it a go.

Why have you focused on business plan writing?

Because it is the area where ProBIO intervention has been most frequently requested. Admittedly, too many participants in KBBE projects are daunted when it comes to business plan writing: all we want is to reassure them and give them hints which hopefully will help them overcome this barrier. We know that a video or an online guide are not enough, but we hope these channels will encourage someone to look into exploitation in a different perspective.

And what about Intellectual Property Rights?

IPRs usually are the main other obstacle to exploitation. Too many projects state that IPR and the “legal element” often get in the way to market exploitation.

The commercial advantage of patenting and IPR



Which commercial advantage does patenting give to a company? Is patenting always the best solution to guarantee the successful exploitation of intellectual property?

Bioeconomy: the ideal mix to pave the way for investments



Venture capitalists of course seek smart inventors and breakthrough products. But candidates with intellectual property and business skills are music to investors' ears

Levelling food price volatility, while supporting the poor



Food crises leave the poor in desperation for a long time. To calm the dreadful effects of weather and climate disasters as well as food price volatility it is better if governments forget about managing prices and instead care for the poor, experts say

Through our video, we give simple but basic tips to shed some light on this subject which too many see as obscure and intimidating.

The ProBIO videos come along with ProBIO Business Stories, a guide to business plan writing. Why have you published such guide?

We wanted to put our videos in context and take them as an opportunity to give non experts an overview of the main contents and things to bear in mind when tackling a business plan. Of course, our online guide is not meant to be exhaustive: it is more a starting point to encourage people to know more.

Are your videos and the ProBIO Business Stories to business plan uniquely addressed to the community of bioeconomy researchers?

Not really, the guidelines and tips we give apply to all circumstances: anybody who wants to transform its ideas into a product to sell should get good hints from them, and hopefully should feel encouraged to "brave the market".

How can we view the videos and the ProBIO Business Stories?

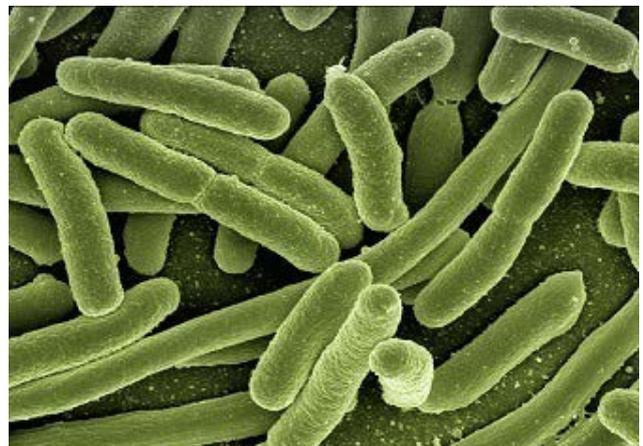
They are accessible from the ProBIO website [at this link](#).

Things to be mindful of when attracting investors



What are the things to be mindful of when dealing with investors? Which key aspects investors need to know from a business plan? An insight from Louise P. Mikkelsen, InvestorNet-Gate2Growth

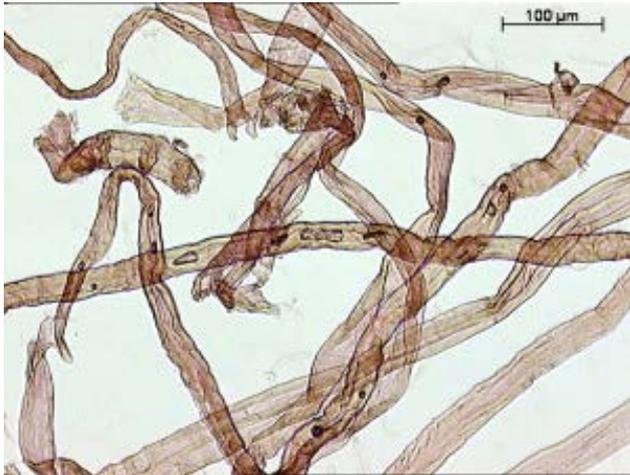
Do microbes control our mood?



Research on gut bacteria may change the way we look at anxiety, depression, and behavioural disorders

Events' selection

Cellulose Workshop



This bi-annual workshop brings for the 7th time researchers and industry representatives together to present and discuss research results and trends in the field of Cellulose, Regenerated Cellulose and Cellulose Derivatives.

The [BioLinX brokerage event](#) is held in conjunction with the 7th workshop on cellulose. The brokerage event will offer insights from past and ongoing EU projects on the production, processing and application development for cellulose-based chemicals and materials.



15 - 16 November 2016 - Örnköldsvik, Sweden

BiobasedWorld



BiobasedWorld will bring together experts from all fields to exchange ideas and overcome topical borders. It's not specialized or restricted to a certain market sector, so be part of it and broaden your horizon.



15 - 16 February 2017 - Cologne, Germany

12th EuroBiotechnology Congress

12th Euro Biotechnology Congress

November 7-9, 2016 Alicante, Spain

Conferenceseries LLC organises the 12th Euro Biotechnology Congress and invites all the participants who are interested in sharing their knowledge and research in the arena of Biotechnology and its applications with the theme "*Novel Trends and Advances in Biotechnology for the Benefit of Mankind*"



7 - 9 November 2016 - Alicante, Spain

11th European Bioplastics Conference



Every year the European Bioplastics Conference features a well-researched conference programme, an impressive speaker line-up, a highly popular product exhibition, and lots of social networking events, attracting more than 350 senior bioplastics decision makers from across the bioplastics value chain, policy bodies, NGOs, and brand owners.



29 - 30 November 2016 - Berlin, Germany, Steigenberger Hotel Berlin Platinum

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