



ProBIO - Newsletter 4

May 2017

Editorial



Dear colleagues,

Welcome to the fourth edition of the ProBIO newsletter!

As ProBIO is entering its final phase our consultancy team is completing its coaching of KBBE projects to market uptake and guiding them through further research opportunities.

During over two years of activity, ProBIO has been supporting **76 business opportunities within 48 selected bioeconomy projects**, which have been offered the possibility to receive coaching for market entry and guidance for furthering their R&D endeavours. So far about 35 projects have taken up the ProBIO offer, and our guiding activity support will continue until the end of the project.

An overview of the preliminary results of the project is now available in "Helping bioeconomy research projects raise their game", the **ProBIO brochure with a preliminary overview of the lessons learnt from ProBIO**. In this issue you'll also find the interview to the ProBIO coordinator Ilaria Bonetti with her view about the whole ProBIO experience.

The **ProBIO final event "Increasing impact from publicly funded research"** will take place in Brussels at the European Parliament on 28 June 2017. Read the newsletter for more details!

The ProBIO team

ProBIO Final Event - Increasing impact from publicly funded research



Ilaria Bonetti - Helping bioeconomy research projects raise their game



This is an extract from the interview to Ilaria Bonetti at Innovhub, coordinator of the ProBIO project about the preliminary lessons learned from the ProBIO experience. The interview is featured in "[Helping bioeconomy research projects raise their game - an early glimpse into the lessons learnt from ProBIO](#)" the publication released by our project in January 2017.

As the project is coming to an end, what is your overview about the whole ProBIO experience in supporting other research projects?

For our team of consultants, ProBIO has been a fascinating experience, and we trust we have been able to make a difference for the projects which we assist. In most cases, we have intervened at a stage where most projects find themselves trapped in what analysts call the "death valley". This is when projects have achieved significant results but struggle to shift into a market-outcome mindset. Sometimes, all it takes is an outsider to step in and show them...how project development beyond research does exist and is within their reach.

In our sample of case studies, a significant proportion of our projects that need support for further R&D are looking for industrial partners to include in new project teams. Could this be an opportunity to attract "fresh" resources to KBBE, as a way of instilling a market-outcome mind-set within consortia?

With the new H2020 programme, the European Commission has started to consider market-centred innovation as a fundamental asset for research activities too. A typical problem we have found with the KBBE projects analysed has been the lack of thought into the real impact of their research ideas would have on industry. To close this gap, project proposals under evaluation could be rated even better if they involved an industrial partner to address commercialisation from the outset.

Many consortia tend to revert to new research, rather than considering market uptake. Is this because they often lack the necessary business development skills, or is it a matter of mind-set? How has ProBIO tackled this?

This 28 June 2017 ProBIO will be in the European Parliament to discuss **how to increase impact from publicly funded research**, in a Dinner Debate hosted by Lieve Wierinck MEP.

[Join us from 18:30 to 21:30 in the Member's Salon, at the European Parliament.](#) For info and

Biotechnology: navigating a minefield



When it comes to getting biotechnology innovations to market, with commercial protection, it can be tough. Around three quarters of patent applications normally fail to cut it.

The KBBE project consortia involved very different entities - universities, research organisation, companies – all of which had their own understanding of exploitation. Research organisations were primarily concerned with securing funding for new research activities and staff costs (researchers and PhD scholars); companies were more profit- and sales-driven. A mixed approach would benefit both sides but it can be challenging to bring these two worlds harmoniously together. ProBIO could act as a showcase in this respect, helping different types of organisation appreciate the added value of collaboration during a project's lifetime and beyond. Imagine what could be achieved if researchers learnt business skills and businesses could stimulate new research.

In your opinion, how could projects best be helped towards the market?

A good way could be to get projects to start from the end: project teams should carefully consider what they are ultimately trying to achieve in terms of impact, and define a strategy accordingly. Involving an industrial partner is most useful as it would provide concrete insights into markets and end-users. Furthermore, projects could be structured as a “virtual company”, with SMEs, researchers and industry all combining their strengths: research, development, licencing.

Are you interested in reading the full analysis of the ProBIO case studies? [Click here and download the project brochure.](#)

How safe is seafood?



Seafood is the main component of European Christmas menus. But with rising concern about chemical pollution in the marine environment, is seafood safe to eat?

ProBIO presents “ProBIO Business Stories” – the new online tool to make business plan accessible to all



ProBIO Business Stories: a user friendly online guide on the basics of business plan writing, specifically targeted to the community of EU projects participants.

[Visit the ProBIO Business stories!](#)

Events' selection

BIO World Congress on Industrial Biotechnology



BIO World Congress for Industrial Biotechnology - Advanced Biofuels, Renewable Chemicals, Synthetic Biology.



23 - 26 July 2017 | Montréal, Canada

EUBP 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.



28 - 29 November 2017 | Berlin, Germany

EFIB 2017



EFIB is now renowned by a global audience as the annual EU meeting place for business and policy on Industrial Biotech and the biobased economy.



9 - 11 October 2017 | Brussels, Belgium

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