



**SUPPORTING FET PROJECTS TO REACH
OUT INVESTORS AND MAKE A LARGER
IMPACT ON SOCIETY**

INCOBRA webinar

24/04/2018

300+ research
exploitation
strategies under
FP7 & H2020

200 Early stage companies

52 Startups in portfolio



6,000 researchers
involved

€124,000,000 equity investments

Premium Research Centres
Imperial College London, Fraunhofer
Institute, Tecnalia, Trinity College Dublin,
etc.

8 Funds under management

H2020 STRUCTURE

Excellent Science

- **EUROPEAN RESEARCH COUNCIL**
 - Frontier research by the best individual teams
- **FUTURE AND EMERGING TECHNOLOGIES**
 - Collaborative research to open new fields of innovation
- **MARIE SKŁODOWSKA CURIE ACTIONS**
 - Opportunities for training and career development
- **RESEARCH INFRASTRUCTURES (including e-infrastructure)**
 - Ensuring access to world-class facilities

Industrial Leadership

- **LEADERSHIP IN ENABLING AND INDUSTRIAL TECHNOLOGIES**
 - ICT, nanotechnologies, materials, biotechnology, manufacturing, space
- **ACCESS TO RISK FINANCE**
 - Leveraging private finance and venture capital for research and innovation
- **INNOVATION IN SMES**
 - Fostering all forms of innovation in all types of SMEs

Societal Challenges

- **HEALTH, DEMOGRAPHIC CHANGE AND WELLBEING**
- **FOOD SECURITY, SUSTAINABLE AGRICULTURE, MARINE AND MARITIME RESEARCH & THE BIO-ECONOMY**
- **SECURE, CLEAN AND EFFICIENT ENERGY**
- **SMART, GREEN AND INTEGRATED TRANSPORT**
- **CLIMATE ACTION, RESOURCE EFFICIENCY AND RAW MATERIALS**
- **INCLUSIVE, INNOVATIVE AND REFLECTIVE SOCIETIES**
- **SECURE SOCIETY**

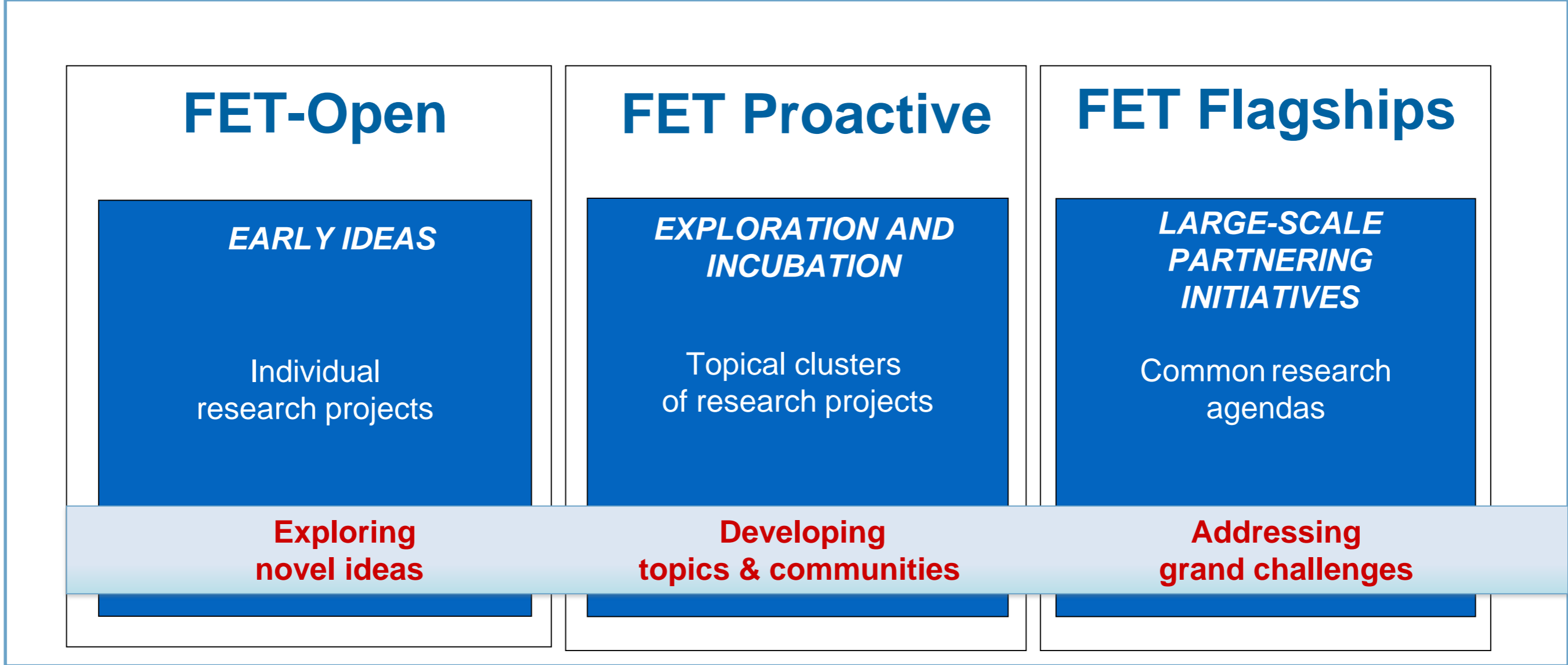
FUTURE AND EMERGING TECHNOLOGIES



FET: Novel ideas for radically new technologies and visionary thinking... but with a very concrete mission

€ 2.6 billion to
initiate radically new lines of
technologies

FET STRUCTURE



IMPACT



The “**effect**” of the collision is the “**impact**”

The target is the “**challenge**” (societal, economic, etc.) and its “groups” (customers/users)

The bullet is the “**exploitable result**”

TRANSLATED IN «EUROPEAN PROJECTS»

EFFECTS and **CHANGES (collision)**

that the **RESULTS** of the project (**bullet**)

cause at societal, economic, environmental, political, scientific,
etc. level (type of **target**)

in the mid-long term

IMPACT



Impact

- How R&D is turned into **growth!**

Exploitation

- How to achieve **impact!**

EXPLOITATION

IS NOT



IT IS how to
achieve impact and
**long term
sustainability**

CAREFUL!



«AMAZING» PROJECT RESULTS

≠

«AMAZING» IMPACT

WHAT TO CONSIDER FOR “AMAZING IMPACT”

To turn the research result (**the innovative solution**), into **value** it is necessary to consider:

> **customers**

> market (current and potential competitors, dimensions, etc.)

> «framework» (regulation, standards, etc.)

> Value chains (partners, suppliers, users, etc.)

> **Operations!**

...in other words, the **IMPACT** (**changes** induced) that the project has on these elements.



WHAT IS

fEt2rIn



?

FET2RIN HELPS FET PROJECTS TO REACHOUT INVESTORS
AND MAKE A LARGER IMPACT ON SOCIETY

WWW.FET2RIN.COM

LESSONS LEARNT

Researchers had **difficulties in presenting**, in a short, effective and convincing manner, the results of their research. Feedback from beneficiaries confirmed its importance and appreciation (one of the most useful modules).

Main troubles in presenting project results:

- difficulties in selecting information to be delivered (“nice to know” v/s “need to know”);
- focus on technology rather than on applications (“how” instead of “what”) and excessive use of technical jargons;
- fail to describe unique selling points, advantages compared to competitors;
- troubles in structuring the pitch, grabbing attention of participants and concluding with a “call to action”;
- difficulties in keeping time.

FET2RIN: A FIVE STEP PROCESS

1 CHECK ASSUMPTIONS



Identify core assumptions for potential users and problem hypothesis.

2 CUSTOMER DISCOVERY



Help FET researchers build and validate their value proposition, target user profile and exploitable results.

3 IDEA VALIDATION AND 'GET OUT OF THE LAB'



Fully understand user needs through observation and interaction.

4 ASSESS MVP FEASIBILITY



Create a Minimum Viable Product (MVP) to avoid developing solutions that users do not want or do not need.

5 CONNECT WITH INVESTORS AND CROWDFUNDING PLATFORMS



Understanding how to pitch to investors and crowdfunding platforms is critical to bringing disruptive ideas to market and transforming FET R&D into usable results.

FET2RIN MODULES



INTRODUCING THE LEAN APPROACH

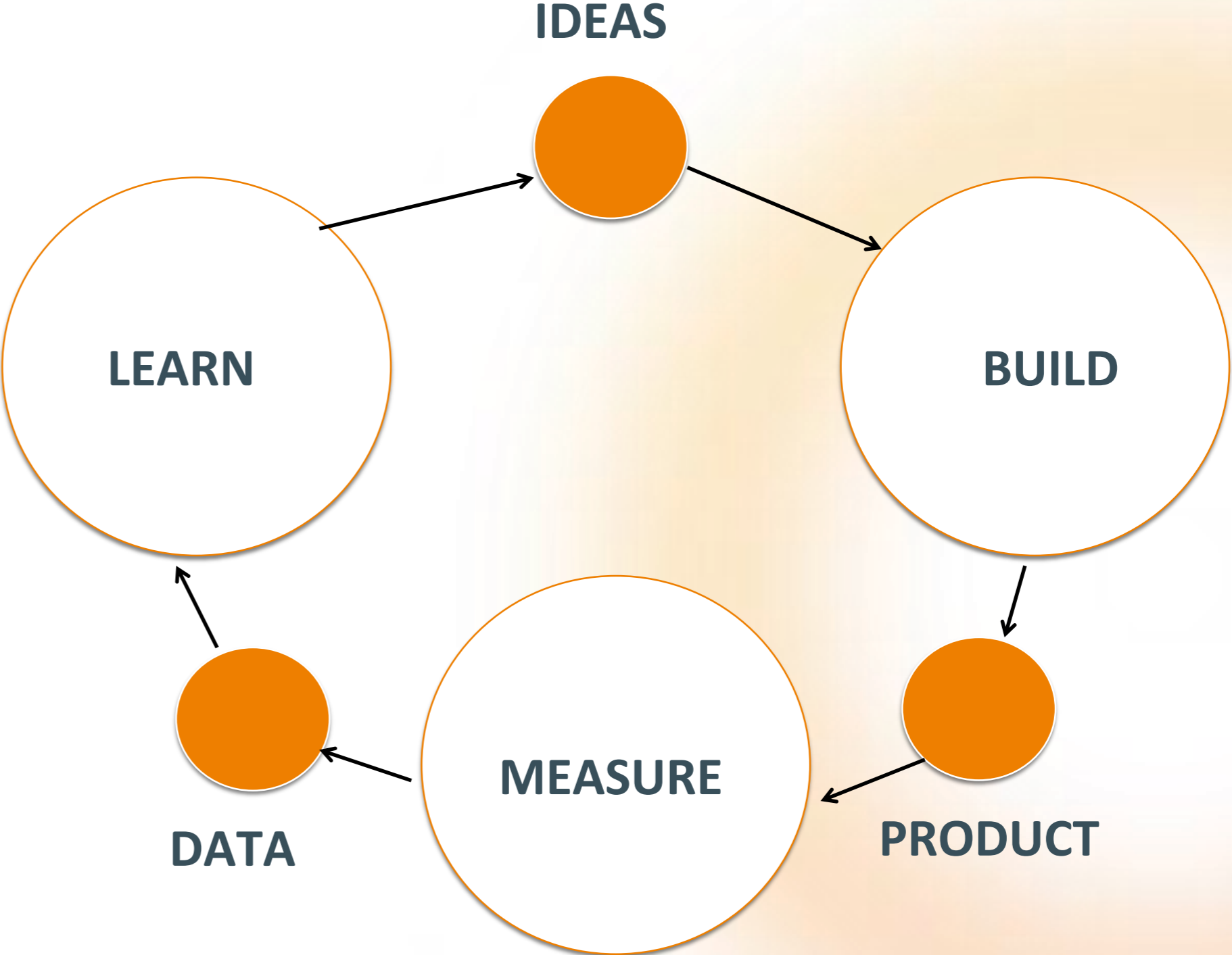
- 1. Lean Principles
- 2. Entrepreneurs Are Everywhere
- 3. Entrepreneurship Is Management
- 4. Validated Learning
- 5. Innovation Accounting
- 6. Build-Measure-Learn

Work Smarter not harder

Eliminate Uncertainty

Validated Learning

Develop a MVP



PITCH R&D RESULTS TO INVESTORS

THE ANATOMY OF AN ENTREPRENEUR

10 essential traits of entrepreneurs

- 1. CALCULATED RISK-TAKER**
- 2. INSTANTiated & PROUD**
- 3. CONFIDENT & OUTGOING**
- 4. RISK-TAKING & COURAGEOUS**
- 5. STRONG WORK ETHIC**
- 6. CREATIVE & INNOVATIVE**
- 7. PERSISTENT & PERSEVERANT**
- 8. PASSIONATE & DETERMINED**
- 9. NETWORKING & COMMUNICATIVE**
- 10. GROWTH MINDSET**

global financing

THE FUNDAMENTALS OF PITCHING TO INVESTORS

- 1. Know your business, market and competition inside and out. Be prepared to explain the problem your business solves and its benefit to customers.**
- 2. Listen to the questions investors ask, and answer them directly. Don't rely solely on a prepared presentation.**
- 3. Dress equal to your audience — not more or less. If you're meeting investment bankers, then you don't want to show up in a hoodie.**
- 4. Pound the pavement and canvas your networks for investors. "Odds are that somebody might know somebody ... who might actually introduce you to an investor," says angel investor David S. Rose.**
- 5. The handshake is critical and should be "in the midpoint" — not sweaty or too dry, not limp but not too firm. It should last two to three seconds.**

Designed by Brian Wilcox for Entrepreneur.com

10 TIPS TO TRANSITION FROM EMPLOYEE TO ENTREPRENEUR

- 1. GET A BUSINESS PLAN**
- 2. GET A BUSINESS PLAN**
- 3. GET A BUSINESS PLAN**
- 4. GET A BUSINESS PLAN**
- 5. DEVELOP YOUR BRAND**
- 6. DEVELOP YOUR BRAND**
- 7. DEVELOP YOUR BRAND**
- 8. DEVELOP YOUR BRAND**
- 9. DEVELOP YOUR BRAND**
- 10. SUBMIT YOUR RESIGNATION**

PITCH R&D RESULTS TO CROWDFUNDING COMMUNITY



WHY GOING LEAN IS IMPORTANT FOR FET PROJECTS?

“If I had asked people what they wanted, they
would have said faster horses”

Henry Ford

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