



# EXPLOITATION STRATEGY AND INNOVATION CONSULTANTS (ESIC) SERVICES FOR NMP PROJECTS



**EUROPEAN COMMISSION**

Directorate-General for Research and Innovation

Directorate D — Key Enabling Technologies

Unit D.1 — Strategy

Email: [RTD-NMP-ESIC@ec.europa.eu](mailto:RTD-NMP-ESIC@ec.europa.eu)

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**EXPLOITATION STRATEGY  
AND INNOVATION CONSULTANTS  
(ESIC) SERVICES FOR NMP  
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Key Enabling Technologies (NMPB)

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**Exploitation Strategy and Innovation Consultants (ESIC)** is an initiative of the European Commission's DG Research and Innovation to support projects in the Key Enabling Technologies (NMP<sup>1</sup>) in addressing non-technological exploitation issues and to enhance the positive impact of projects in terms of exploitation and innovation through tailored assistance to projects

## WHY?

Non-technological risks (knowledge of the market, skills to handle Intellectual Property Right (IPR) issues, financial issues, regulatory environment, etc.) prevent research results from making it to the market. **ESIC services aim to bridge the gap between research results and exploitation.**



## WHAT?

ESIC covers the following services:

- Project Risk Analysis (PRA)
- Exploitation Strategy Seminars (ESS)
- Business Plan Development (BPD)
- Assistance for Patenting
- Assistance for Standardisation
- Ad hoc services, e.g. attending a project meeting

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1 Nanotechnologies, Advanced Materials and Advanced Manufacturing and Processing.

These services are provided by Innovation experts who work under a strict confidentiality agreement and use only the information provided by the project.

Project consortium can ask more than one service.



## WHEN?

Starting from the negotiation phase/first few months of the project and then at any time during the project's life.

## HOW?

- Project Officer (PO) informs projects about ESIC services.
- Project agrees on type(s) of services to be requested within the partnership and with the PO.
- Coordinator sends an email requesting the service to [RTD-NMP-ESIC@ec.europa.eu](mailto:RTD-NMP-ESIC@ec.europa.eu)

## COSTS?

- Services are free for the projects (except attendance cost for the participants)

# Main types of services

## ► Project Risk Analysis (PRA)

**Objective:** to identify risks and potential obstacles that might prevent the project's results being exploited in the future.

The appointed expert makes the assessment and identifies:

- The results that the partners are willing to exploit;
- The form(s) that the exploitation of these results may take;
- The conditions needed to enable the results to be exploited.

## ► Exploitation Strategy Seminars (ESS)

### Objective:

- To brainstorm on how the project should address exploitation opportunities;
- To identify non-technical factors which could cause risks and potential obstacles that the future results of the project would remain unexploited;
- To enhance the team's awareness of intellectual property rights (IPRs) and standardisation.

This service provides with an eight-hour seminar where the appointed expert acts as a facilitator, makes the participants in the project aware of the identified risk factors and initiates a discussion aiming at developing an exploitation strategy

After the ESS, a report summarising the results of the seminar and a draft PUDF (Plan for Using and Disseminating the Foreground) are prepared for the benefit of the project's partners and the PO.



## Process:

- **INPUTS (collected from consortium by the expert)**
  - ▶ Project details
  - ▶ Typology of exploitable results
  - ▶ Risk priority map
  - ▶ Ground identification
  - ▶ Contribution-benefits matrix



**Preliminary report prepared by the expert + seminar**

- **OUTPUTS (prepared by the expert)**
  - ▶ Final ESS report including an Action Plan and recommendations
  - ▶ PUDF
  - ▶ Documentary search

## ► Business Plan Development (BPD)

**Objective:** to assist partners in developing a business plan for exploiting their results, including solutions for financing needs.

Through the BPD service, ESIC helps projects to develop a complete business plan, from the drafting phase, including solutions for financing needs and coaching on how to successfully present the business idea and negotiate with potential investors.

### Process:

- **Basic service:**
  - Acquisition of project data, information package and eventual business plan
  - Use of AIR© online self-assessment tool by the project coordinator
  - Preparation of a 'supporting plan' for project partners
  - Organisation of and participation in a BPD meeting
  - Preparation of report with recommendations and conclusions
- **Full Service (basic plus the following):**
  - Intermediate submission of AIR© by the project coordinator
  - Intermediate meeting for verifying the development of the business plan
  - Final submission of AIR© by the project coordinator
  - Final meeting and simulation of a speech to investors
  - Preparation of a final report with recommendations and conclusions

## ► Assistance for patenting

**Objective:** to support partners in the writing, filing and legal follow-up of patents.

The patenting process is a critical point for the exploitation of research results. It can be crucial for turning innovative ideas and inventions into competitive products/services.

Because of its importance, patenting requires specific skills and expertise which are not always mastered by researchers and companies.

The appointed expert analyses all the patenting issues that arise.

## ► Assistance for standardisation

**Objective:** to help project partners to tackle standardisation issues. Standardisation can be a complex process if you are not familiar with it.

Standards are a key issue for business. They are crucial for facilitating trade and hence have high visibility among manufacturers.

The appointed expert analyses the results relevant for standardisation, defines a strategy, identifies relevant technical committees and assists the project partner(s) in drafting documents.

## ► Ad hoc services

**Objective:** Support for any other exploitation-related activities (participation in project meetings, feasibility studies, etc.).

**Process** (patenting, standardisation, ad hoc services)

- Examination of the information package by the appointed expert
- Meeting with the project partners
- Further meetings (depending on the scale of the project)
- Synthesis report and an action plan with recommendations and suggestions by the appointed expert

For more information, visit the Industrial technologies Innovation Platform: [http://ec.europa.eu/research/industrial\\_technologies/assessment-and-exploitation\\_en.html](http://ec.europa.eu/research/industrial_technologies/assessment-and-exploitation_en.html) or contact [RTD-NMP-ESIC@ec.europa.eu](mailto:RTD-NMP-ESIC@ec.europa.eu)

# Other networks and supports for Innovation



The NMP National Contact Points (NCPs) network is the main provider of FP advice and individual assistance in all Member States. The NMP TeAm 2 project aims at assisting the NMP NCP Network, which includes tools such as a partner search system and information about events and projects. For more information, visit the website:  
<http://www.nmpteam.com/>



Enterprise Europe Network helps small companies seize business to the opportunities in the EU Single Market and beyond. It can help to find appropriate SME partners for a consortium or support SMEs to be involved in a consortium. For more information, visit the website:  
<http://een.ec.europa.eu>



The European IPR Helpdesk assists potential and current contractors on intellectual property rights (IPR) issues including Community diffusion and protection rules. For more information, visit the website <https://www.iprhelpdesk.eu/>



ESP@CENET is an instrument to conduct Patent information search. Patent information centres (PATLIB), supported by the European Patent Office, can offer practical assistance on different kinds of intellectual property rights (IPRs). For more information, visit the website:  
<http://www.epo.org/searching.html>



CEN-Cenelec has created a research helpdesk to whom applicants can benefit from and contribute to standardization, and published a Guide for FP7 project proposers. For more information, contact [research@cencenelec.eu](mailto:research@cencenelec.eu)

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