

PLAN.  
INNOVATE.  
ENGAGE.



ETIP SNET

EUROPEAN  
TECHNOLOGY AND  
INNOVATION  
PLATFORM

SMART  
NETWORKS FOR  
ENERGY  
TRANSITION

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## WG5: Innovation Implementation in the Business Environment

### *Raising awareness*

Regional Workshop Petten 2019  
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Michael C. Laubenheimer – EC DG RTD

# About WG5

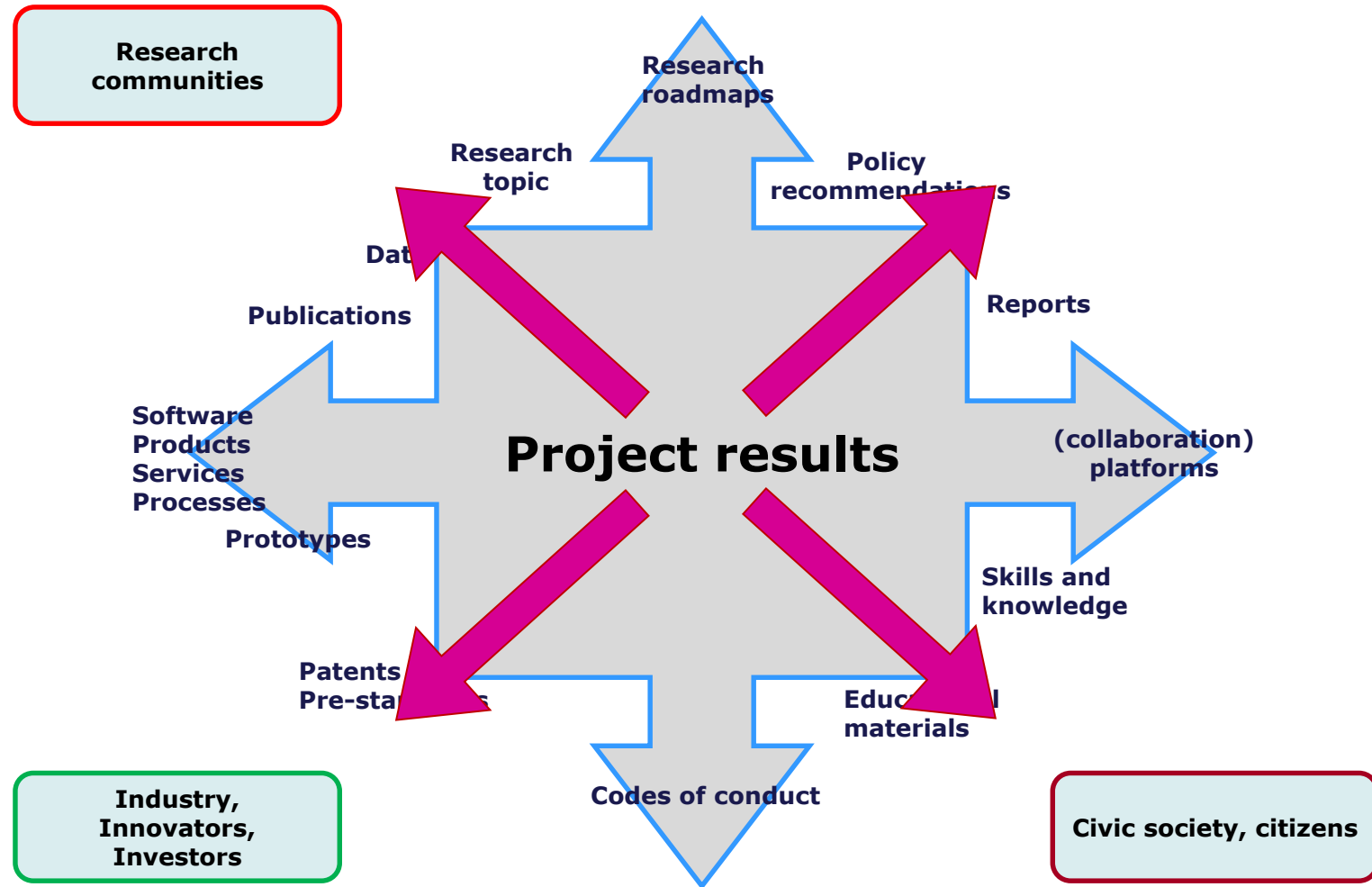


- Build **homogeneity in the analysis** of projects, work done and lessons learned ⇒ Create a common platform
- Build a methodology to **judge system needs** in the energy transition capable of identifying tangible needs for building on progress made and give feedback to the other WGs for populating their R&I needs in the years ahead;
- Review the relevant BRIDGE reports that **identify the economic, social, technical, legal, etc. barriers** which may slow down business model deployment;

# Different Types of Results

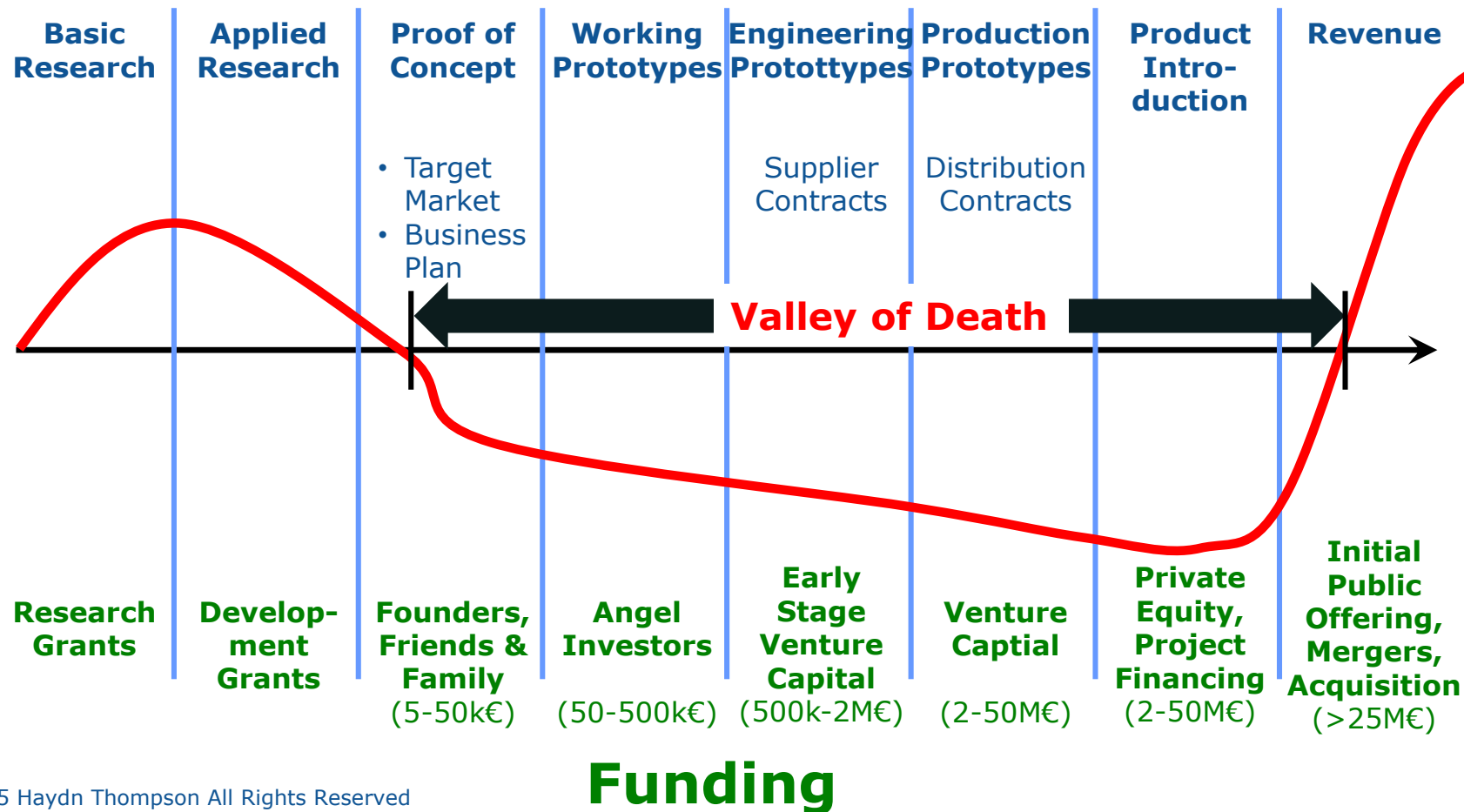


# Different Users of Results



## Appropriate Exploitation Paths

## Development Stages of Commercial Product



# Innovation readiness indicator



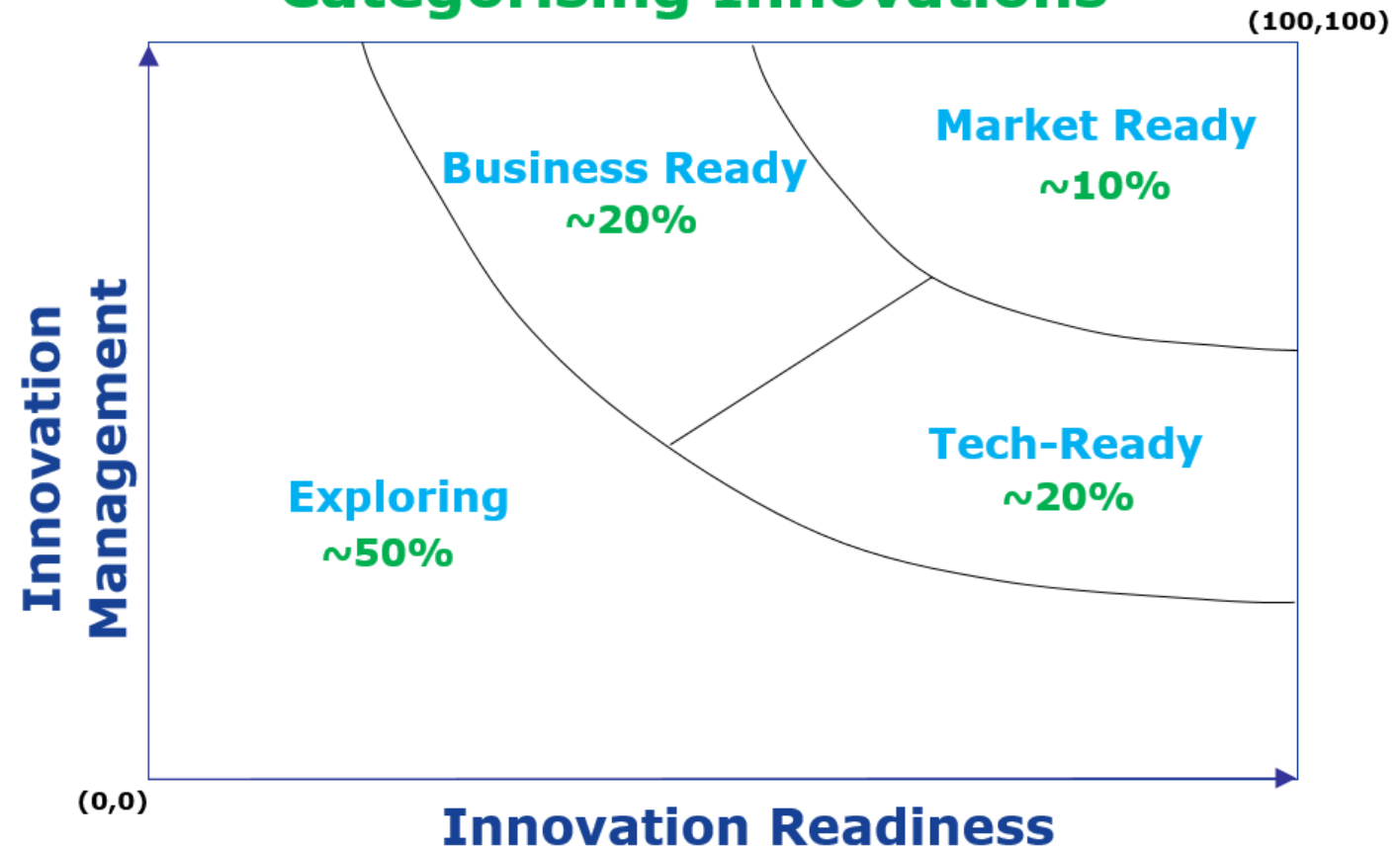
**Market ready:** Innovations outperforming in innovation management and innovation readiness: They are mature and show high commitment of the project consortium.

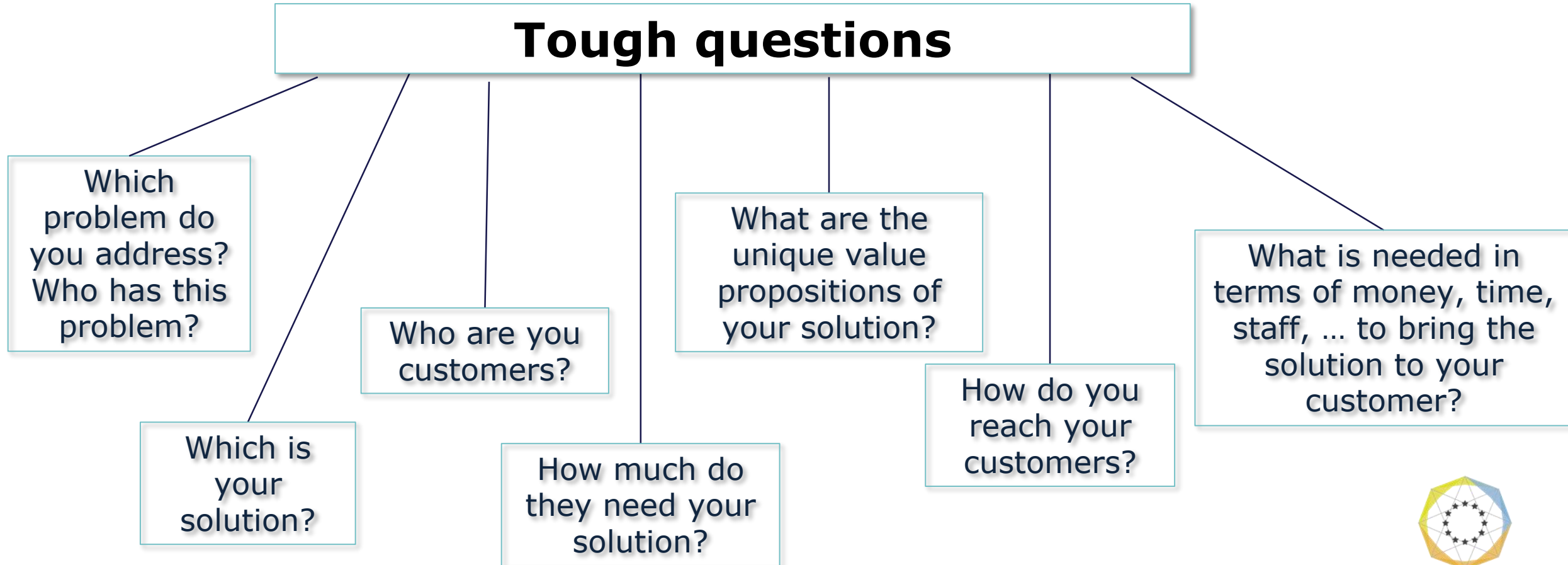
**Tech ready:** Innovations progressing on technology development process (e.g. pilots, prototypes, demonstration).

**Business ready:** Innovations with concrete market-oriented ideas (e.g. market studies, business plans, end-user engagement).

**Exploring:** Innovators already exploring value creation opportunities

## Categorising Innovations





# Innovation: Critical questions

1. What is the research path / main focus of your project?
2. What is the innovation potential, capacity and maturity of projects to successfully achieve targeted objectives and raise impact?
3. During project execution what actions / measures you have taken / addressed as consortia in extending the life of the project beyond funding period for fulfilling project objectives and raising impact?



# Thank you for your attention!



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## Put your research results to good use!

*Exploitation – do it right!*

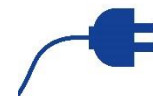
Experts provide **on-demand support services**  
for research projects in the field of energy



The services are  
**free of  
charge**

- ✓ Project Risk Analysis
- ✓ Exploitation Strategy Seminars
- ✓ Business Plan Development
- ✓ Assistance for Patenting
- ✓ Ad Hoc Assistance
- ✓ Brokerage Events

Research projects in the field of "Energy" refer to projects funded under the:  
7th Framework Programme - Thematic Priority number 5 "ENRG" of the "Co-operation" programme, and  
"Innovative Programme for research and innovation Horizon 2020" - Specific Challenge "Secure, clean and efficient energy"



Interested in one of these exploitation support services?  
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