



## SERVICE OFFER

### EXPLOITATION & BUSINESS PLAN

This document presents a description of the Exploitation and Business Plan of Sustainable Innovations, detailing comprehensive solutions to enhance project result's exploitation, market uptake and business planning.

[www.sustainableinnovations.eu](http://www.sustainableinnovations.eu)

## ABOUT US

Sustainable Innovations is a Spanish consultancy firm that provides innovative services to a wide range of sectors across Europe: bio-based industry, renewable energy, and advanced materials, among others. The core competencies offered by Sustainable Innovations are structured in two main pillars which bridge the gap between ideas to market. On the one hand, the R&D management area offers expertise in fundraising, grant writing, project integration and advisory services. On the other hand, we are involved in EU project execution where we offer expertise in two distinct areas: exploitation & business plans, as well as communication & dissemination. Additionally, we offer training and support in project administration as well as financial management. Our main value is the highly qualified and multi-cultural-disciplined talented team of engineers, environmentalists, communication experts, and business strategists that work with us.

## OUR COMPANY

Sustainable Innovations, established in the last decade, began its mission to catalyze the adoption of early-stage innovations from research centers, start-ups, and universities. Since 2018, we've actively contributed to European projects, focusing on sectors vital for sustainable progress like circular economy, bio-based industries, manufacturing, and energy storage.



### Mission

We build a better tomorrow by establishing feasible paths for sustainable innovations to come.



### Vision

We contribute to the Sustainable Development Goals of the United Nations through our Innovation management services, including R&D support and EU project execution, as well as supporting organizations in their innovative processes. Thus, we aim to be the most active and contributive European Sustainability Consultancy company.



### Values

Innovation, Sustainability,  
Commitment, Teamwork.

## EXPLOITATION AND BUSINESS PLAN SERVICES

Sustainable Innovations has vast experience as a leader in European projects managing the activities related to the management of the exploitation & IP strategies, as well as with data management, market uptake and business modelling and planning. For more than 8 years, our team has produced a variety of reports, going from Exploitation & Business Strategy Plans to Data Management Plans, Market Assessments, among others. All these documents serve as manuals that are built upon as the project advances, in order for all partners to be aware of the procurement of research results during the project and also offering a forecast for the following years after the project is completed. The innovations are managed during the project by following a methodology developed in-house, which depending on the technology readiness level and nature of each result, can provide a blueprint that is polished throughout the project.

Of course, our expertise extends beyond the development of the reports, as in order to do this we have gathered plenty of expertise in successfully drafting, defining and polishing customized exploitation routes and forms, finding relevant funding opportunities, managing intellectual property rights and data within the consortium, all of this in order to achieve the highest exploitation potential for the results generated during the project, taking into consideration the funding parties' conditions for this, and also each of the partner's individual and joint research and/or business interests.

In Sustainable Innovations we combine many success factors in order to drive our projects beyond (i) the knowledge acquired through several years with desk research and innovation mapping, (ii) modern tools that allow us to stay updated in terms of state-of-the-art, (iii) databases that allow us to be on top of the most relevant funding opportunities, and last, but not least (iv) a very dedicated team that is always ready to look outside of the box in order to fit the best solutions for our partners.



Image 1: Some of Sustainable Innovations' EU projects logos

Some specific examples of our work in European-funded projects can be found on some of the project's websites, such as [ALIGNED](#) (Exploitation and IP plan report), [PERFORM](#), [PLAST2bCLEANED](#), [DEFACTO](#), [RECYCALYSE](#), [UPLIFT](#) (white papers, exploitation roadmaps and related materials), and [ALFA](#) (design of market uptake support services). Sustainable Innovations has vast experience in these topics, but the information we can show here is limited due to the confidential nature of the reports that touch on the exploitation, IP and business development areas.


## 1. EXPLOITATION & BUSINESS PLAN TASKS

The following table outlines indicative tasks for a standard European project (Horizon Europe programme used as standard). Please note that the services provided are indicative and may vary depending on project specifications, scope, and additional requirements. For a tailored quote or further information, please don't hesitate to contact us.

TASK	DESCRIPTION
<b>Exploitation &amp; Innovation Management</b>	<p>Use of methodology developed in-house to manage the project's results consisting of the main points below:</p> <ol style="list-style-type: none"> <li>1. Define, describe and update the Key Exploitable Results (KER) of the project, including the definition of potential exploitation forms and routes, the specification of involved partners and their role in the result's development, joint and individual plans for exploitation, exploitation risks, among others.</li> <li>2. Management of complementary tools to boost exploitation (innovation radar, Horizon Results Booster, IP management, among others).</li> <li>3. Drafting and delivery of the Exploitation Plan reports</li> </ol> <p>It is important to state that this service goes beyond the points listed, as to deliver quality results it is necessary to be in constant communication with the owners of the results, so there is a need to obtain constant feedback from the consortium. All emails and meetings/workshops necessary to achieve the quality desired are included in the service itself.</p> <p>This service can be provided for both research and commercial results, customisations can be made depending on each case.</p>

<p><b>IP and data management</b></p>	<p>Use of internal expertise in order to draft the best strategies to protect the assets generated in the project, including relevant datasets. This includes:</p> <p>Regarding IP management</p> <ol style="list-style-type: none"> <li>1. IP background identification.</li> <li>2. Advice and assistance for the identification and definition of IP foreground protection strategies for the main project results and assets.</li> <li>3. IP ownership definition (Results ownership list - ROL)</li> <li>4. Identification of potential IP risks, and development of mitigation strategies (when necessary) within the consortium.</li> <li>5. Identification of needs for joint ownership agreements.</li> <li>6. Internal and initial patent landscape search for innovations with potential for patenting (to identify potential IP infringements with already existing patents).</li> <li>7. Drafting of IP strategy manual report</li> </ol> <p>Regarding Data Management:</p> <ol style="list-style-type: none"> <li>1. Advice for data generation, collection and preservation methodology following the FAIR principles and security protocols, as well as advice for GDPR compliance.</li> <li>2. Implementation of data repository tool for data management.</li> <li>3. Open-science management.</li> <li>4. Drafting of Data Management manual report</li> </ol> <p>It is important to state that this service goes beyond the points listed, as to deliver quality results it is necessary to be in constant communication with the owners of the results, so there is a need to obtain constant feedback from the consortium. All emails and meetings/workshops necessary to achieve the quality desired are included in the service itself. This service can be provided for both research and commercial results, customisations can be made depending on each case.</p>
<p><b>Market Assessment &amp; Business Planning</b></p>	<p>This service brings together market research for a specific market (to be defined depending on the topic of the project) with a business planning and modelling perspective. Includes:</p> <ol style="list-style-type: none"> <li>1. Market and industry overview.</li> <li>2. Market segmentation, value and size, market trends.</li> <li>3. Identification of customer segments and target markets.</li> <li>4. Competitive landscape analysis.</li> <li>5. Porter's 5 forces analysis.</li> <li>6. SWOT scheme.</li> <li>7. PESTLE analysis.</li> <li>8. Business model canvas.</li> <li>9. Market attractiveness conclusions.</li> <li>10. Drafting of market assessment report (1).</li> </ol> <p>This service is relevant for results that plan to be exploited in a commercial setting at some point.</p>

*Table 1: Services table*

A long-exposure photograph of a winding road at night, showing light trails from cars in yellow and red. The road is illuminated by streetlights and has a white guardrail.

The service table serves as a transparent and comprehensive overview of the tasks associated with our post-grant business development services. By providing clear descriptions for each task, we aim to facilitate informed decision-making and ensure alignment with your operative needs. Our commitment to transparency and flexibility underscores our dedication to delivering exceptional value and tailored solutions that meet your project's unique needs.

Additionally, if there are any tasks not included in the service table, we welcome the opportunity to discuss them further during a separate consultation call. Our team is committed to accommodating your specific requirements and tailoring our services to address any additional needs that may arise. We value open communication and provide flexible solutions that align with your project objectives. Please feel free to reach out to us to explore how we can best support your business development goals.

## 2. IMPLEMENTATION PLAN AND ROADMAP

The following roadmap outlines the strategic framework and actionable steps to effectively implement our solutions. Within this implementation plan, we outline a detailed roadmap, guiding you through the sequential phases essential for the project's success:



*Figure 1: Implementation Plan and roadmap.*

The roadmap outlines a structured approach for implementing strategies, starting with analysing European funding programmes to understand project requirements. Defining activity scopes aligns expectations and quality standards, followed by agreeing on report timelines. Customised methodologies guide report production, validated for satisfactory final versions delivered on schedule. This strategic framework ensures successful business development initiatives and meaningful, sustained impact on project results.



# Sustainable INNOVATIONS<sup>®</sup>

Let's meet up!

Have a great business idea, patent, break-through  
and don't know how to bring it to the market in a  
sustainable and competitive way?

**Well, we are here for you.**

[www.sustainableinnovations.eu](http://www.sustainableinnovations.eu)



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