FUTURE4PRIMA

From Solutions to Impact in the Mediterranean – Presentation of results of PRIMA2Business Services (WP4-T4.2)

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Keep it in mind



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Transformative potential

Experience demonstrated that an R&D activity can have a **transformative potential** if:

- It is **developed** in the view of **challenges/needs** to be solved
- It is **translated** into **“actionable”** results, key exploitable results - **KERs**
- It is **disseminated**, and finally
- **Put in use** (direct or indirect)

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PRIMA2Business: A Progressive Capacity Building Journey

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What We Set Out to Achieve

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Supporting PRIMA projects in:

- 1. **Identifying exploitable results** and their potential applications.
- 2. Understanding potential **adopters**, their needs and the **problems** to be addressed.
- 3. Defining compelling **value propositions** tailored to specific target groups.
- 4. Developing **exploitation pathways**, including potential business models and routes to adoption.
- 5. **Disseminating** the Key Exploitable Results (KERs) anf their value to potential partners, adopters and investors.

Helping research teams move from describing their results to planning their **use**.

PRIMA2Business: From Learning to Practice

18 projects supported

1st edition · **12** projects

2nd edition · **6** projects



3

Workshops per edition

Training and practical exercises



2

Coaching rounds per edition

Tailored one-to-one support



18

Project pitches

Expert feedback and advice

Structured training, individual coaching and practical exercises supported the development of exploitation strategies.

What We Have Learnt from PRIMA2Business

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01 **Different starting points**

Projects enter the exploitation process with different levels of maturity, experience and market orientation.

02 **Understanding adopters is essential**

Identifying who could use a result, and why, helps establish a sound basis for its future uptake.

03 **Building the foundations for exploitation**

Workshops introduce key concepts and shared tools, while tailored coaching helps teams apply them to their results.

04 **Building towards more advanced support**

Stronger exploitation pathways can develop as teams gain experience, clarify their options and engage potential adopters.

If we aim to bring future support closer to real-world uptake, we must build on the foundations already established.

Consolidating the Key Exploitable Result (KER)

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- It responds to the need of a well-defined group of potential **adopters**
- It represents a **better solution** compared to the state of the art
- It has been selected by partners for **use** and/or **market introduction**

- A product or process…
- A new service format…
- A demonstrator…
- A new policy…
- A new standard…
- A new training course…
- Input for a new project…
- …

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Clarifing USE – It can be direct and/or indirect

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Direct – from one of the partners:

- **Input** for further research (low TRL);
- **Develop** and **sell** a product/process (high TRL);
- **Provide** a service (consultancy – **contract research);**
- Use a result in a **standardisation** activity;
- Stimulate new **policy**.

Indirect – by a third party:

- Transfer of a result;
- Licensing

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Results – Outcome - Impact: Transferring the paradigm



Two Things

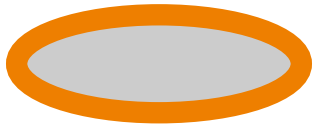
- The **ball** is the result, Key Exploitable Resul, the "**KER**"
- The **pins** are the **target group** on which we want a transformation to take place (economic, social, etc.)

Two Times

- The effect obtained thanks to dissemination and exploitation of the KERs is the "**outcome**".
- The long-term "**benefit**" enabled by the **outcomes** of the adoption of the KER is the "**impact**".

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Mastering the pathway: from the KER to Impact

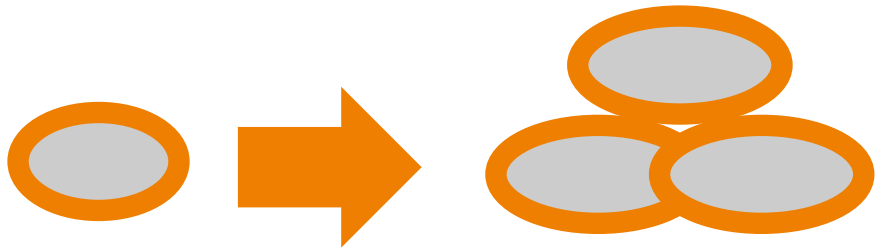


KER

The result of research activity (problem solution) that can be **used/adopted,** either by the developer or by others.

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Mastering the pathway: from the KER to Impact

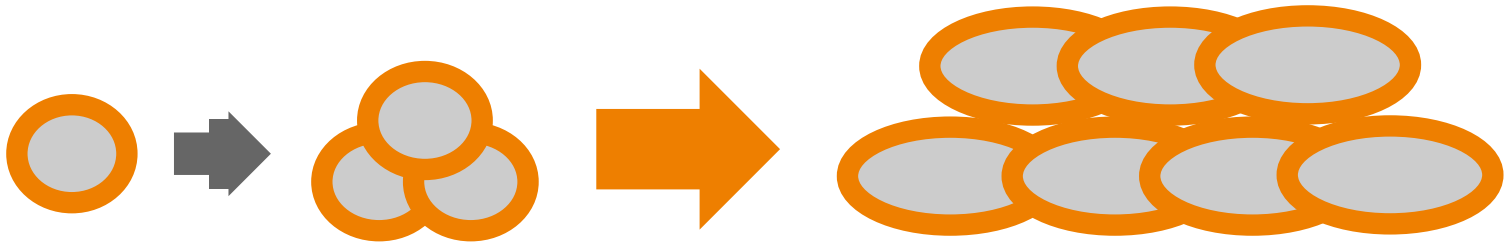


Outcome

Expected short-to-medium-term **effect** from the implementation of **dissemination** and **exploitation** activities (adoption of research result).

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Mastering the pathway: from the KER to Impact



Impact

Long-term tangible **benefit to society** (including the environment), **the economy,** and **science** (enabled by the **outcome**)

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Understaning who is who

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Adopters

The organisations that decide to integrate, deploy or implement the solution

End-users/Customers

Those who procure, operate or directly use the solution

Final beneficiaries

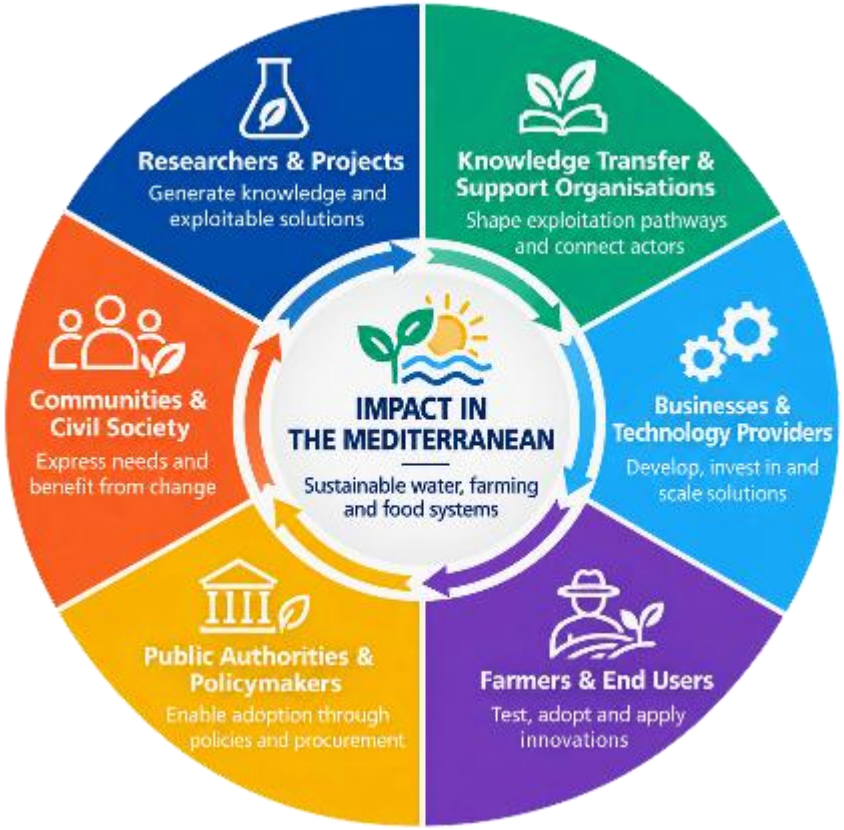
Those who benefit from the deployment and impact of the solution

These roles may be played by the same organisation — or by different actors across the value chain.

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No single actor creates impact alone: A collective value creation process

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SmaCuMed: From Research Results to Exploitation Planning

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Solar-powered smart desalination and irrigation system for water-scarce agricultural areas

Observed progress: A more focused exploitation proposition, connecting an integrated technological solution with farmers' needs, potential revenue streams and a clearer pathway towards market entry and adoption.

Dimension	Initial Exploitation Concept	Developed Exploitation Proposition
Value Proposition	Integrated solution combining solar energy, desalination and smart irrigation	Clearer plug-and-play proposition addressing farmers' water availability, irrigation efficiency and energy needs
Target Customers	Broad potential markets, including agriculture, drinking water, healthcare and wastewater treatment	Greater focus on small and medium-sized farmers, agricultural cooperatives and publicly supported agricultural initiatives
Competitive Positioning	General advantages of integrating renewable energy, desalination and irrigation technologies	Clearer differentiation from conventional irrigation and desalination systems through an integrated, energy-autonomous solution
Business Model	Potential revenues from equipment sales or leasing, consultancy and maintenance	More structured commercial model combining hardware sales, maintenance, replacement components, upgrades and local partnerships
Exploitation Roadmap	General commercialisation options without detailed implementation milestones	More developed market-entry planning, supported by market analysis, a business plan and exploration of a potential spin-off
Uptake Readiness	Potential applications and early adopters identified, with adoption conditions still to be validated	Reported field pilot in Morocco and further deployment opportunities, with economic viability and adopter commitments requiring confirmation

INTEL-IRRIS: From Research Results to an Exploitation Proposition

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Open-source, low-cost intelligent irrigation starter kit for small and medium-sized farms

Observed progress: A clearer exploitation proposition, connecting an affordable irrigation technology with potential industrial adopters, technology transfer opportunities and commercial licensing pathways.

Dimension	Initial Exploitation Concept	Developed Exploitation Proposition
Value Proposition	Affordable, autonomous irrigation monitoring system designed for smallholder farmers	Clearer proposition combining low-cost monitoring, offline operation, interoperability and adaptability to local farming conditions
Target Customers	Small and medium-sized farmers, agricultural cooperatives and public agricultural organisations	Greater attention to industrial partners, technology providers and organisations interested in adapting or deploying the solution
Competitive Positioning	Low-cost alternative to conventional irrigation monitoring technologies	Clearer differentiation through autonomous operation without internet connectivity, open-source components and avoidance of vendor lock-in
Business Model	Potential revenues from equipment sales, consultancy, training and maintenance	More defined exploitation options through technology transfer, technical support and licensing of software components for commercial use
Exploitation Roadmap	Potential deployment through agricultural organisations, cooperatives and demonstration activities	More focused approach to engaging potential commercial partners and supporting the adaptation of the technology to new applications
Uptake Potential	Technology developed primarily for irrigation monitoring in smallholder farming	Opportunities for replication in agricultural settings and adaptation to other environmental monitoring applications

One Methodology, Different Exploitation Pathways

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COMMON METHODOLOGY & TOOLS

Value Proposition Canvas · Lean Canvas · Pitching · Tailored Coaching

SmaCuMed

Integrated System Commercialisation

Farmer-oriented value proposition, hardware and service revenues, local partnerships and planning for market entry.

INTEL-IRRIS

Technology Transfer & Licensing

Open-source irrigation kit, technology transfer to commercial partners, software licensing and deployment support.

COMMON TOOLS. TAILORED SUPPORT. PROJECT-SPECIFIC RESULTS.

Exploitation pathways adapted to each solution's maturity, target adopters and intended use.

Recommendations for PRIMA2

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FOUNDATION: EARLY PLANNING & CONTINUOUS HANDS-ON SUPPORT

From proposal stage: map needs and expected KERs, identify potential adopters, develop each Uptake Action Plan, and provide PRIMA2Business training and mentoring throughout the project.

01 MID-PROJECT EXPLOITATION CHECKPOINT

Review KER readiness, adopter commitment, remaining uptake barriers and corrective actions while the project is still active.

02 DEDICATED VALORISATION CALLS

Select promising KERs for targeted uptake services and last-mile validation resources, subject to programme, legal and funding rules.

TAILORED UPTAKE SUPPORT OPTIONS

Adopter engagement & matchmaking

Connect demand with KERs through their value propositions, including cross-border users.

Valorisation Sandbox / Lab

Time-limited co-development to test local fit, operating conditions and implementation.

Validation grants & last-mile support

Address defined gaps through user validation, adaptation or regulatory preparation.

Implementation & uptake evidence

Track adopter commitments, follow-up decisions, agreements and first-use cases.

Goal: documented progress towards use, with evidence of adopter engagement and a clear decision on next steps.



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Thank you!

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