

The ProRETT project has developed and tested an innovative and structured methodology for quicker and broader commercial exploitation of existing scientific RTD results in the fields of renewable energy and energy efficiency in the form of licensing and spin-off creation in Europe.

Results:

- 63 technologies proposed for commercialisation by technology developers were evaluated.
- 31 technologies were considered a priori as business opportunities and were further assessed.
- 26 technologies seemed to have substantive business potential and received individual support.
- 22 technologies proved to be "truly commercially promising". ProRETT helped the teams behind the technologies develop business plans and concepts and prepared them for contacts with investors.
- 10 spin-offs were created; 2 licensing deals are still in process.

Impact:

- ProRETT raised about 5 times its own EC contribution in private investments in R&D results.
- Through ProRETT, the percentage of successful deals was 10 x higher than on average: 16% of the technologies proposed for commercialisation could be developed into start-ups – this compares to an average funding rate of 1,5% of technology proposals received by venture capital funds.

Elements of the success:

- ProRETT recognised the full complexity of innovation processes and addressed them accordingly.
- ProRETT pooled the entire range of innovation expertise within the consortium.
- ProRETT acted at European level.
- Seasoned innovation experts with their knowledge base and networks worked together.
- EC funding was a sine quo non condition for the success given the technology developers' reluctance to pay for professional commercialisation support.

From research to market with the help of individualised innovation support services:

- Assessment of the commercial potential of the R&D result
- Risk analysis (market, financial, entrepreneurial risk)
- Advice on IPR management and exploitation
- Definition of an exploitation plan
- Coaching in business plan development
- Brokering contacts with interested investors
- Help with licensing deals
- Entrepreneurial training for scientists interested in start-up creation
- Assistance in start-up creation
- Continuous management support to young entrepreneurs

Exit strategy:

Innovation professionals from the ProRETT team have created a joint organisation: Greenovate! Europe has its own legal entity and will continue the ProRETT-type innovation support services at EU level, with a sole focus on environmental technologies.

Technology developers, investors, policy makers – don't hesitate to get in touch to discuss your ideas with us!

