

# NanoNextNL Valorisation Programme



**nanonextnl**  
innovating with micro and nanotechnology



NanoNextNL  
Valorisation Programme

# 1. Setting

The NanoNextNL programme Midterm Review was carried out in 2013 by the International Advisory Council. One of the recommendations made by the IAC concerned improving NanoNextNL's Business Focus. In response to that recommendation, the Executive Board has announced the following stages:

- 1 To involve experienced entrepreneurs in the field of micro and nanotechnology who can be brought in as Business Coaches to reinforce the quality and management of individual business cases.
- 2 To set up a Business Council to advise the Executive Board on the funding of business cases ensuing from NanoNextNL and on wider opportunities to support business development.
- 3 To describe and complete NanoNextNL business cases on the basis of the Lean Business Model Canvas.
- 4 To underpin, improve and assess those business cases that are thought to be promising by means of the Golden Egg Check method. On grounds of the above, to identify needs for further intrinsic research, market research and/or contacts with market parties and external investors.

This Valorisation Programme is the outcome of the above stages and sets out the starting points, the separate stages and the schedule, on the basis of which you – as a partner of NanoNextNL – should be able to make a well considered decision to participate.

# 2. Starting points

The NanoNextNL Valorisation Programme provides you with the opportunity to examine and improve the quality of your business case that originated from the current NanoNextNL research programme. It also allows you to obtain supplementary financial support and practical assistance with regard to working out your business case in more detail. The quality of your business case will be assessed by using the business tools explained below. Whether additional relevant research is required, or whether a further mapping out of the application market and establishing contact with market parties or external investors for support is needed, will be assessed in interaction with an internal Valorisation Committee and an external Business Council appointed by the Executive Board. Aspects of risk management and societal acceptance (RATA<sup>1</sup>) linked to innovations in the field of micro and nanotechnology will also be looked at in this process. Underpinning and improving your business case can start, for instance, with a prior art check in order to (better) determine the quality of the IP status or patentability of a discovery. In a subsequent stage, for example, the engagement of experts and service providers with specific knowledge of the technology or the field of application could be financed, or you could obtain access to specific market information. In this stage, subject to the Valorisation Committee's approval, the cost of external support can be funded for the full 100% up to a maximum of € 25,000 per business case. NanoNextNL has a € 1.5M budget available for the costs to be funded in this stage.

If your business case offers sufficient perspective you may submit it as well as clarify it once only in a brief oral presentation to the Business Council. The Business Council will then advise the Executive Board on the budget to be made available for your case and recommend how it should be spent. The Executive Board then considers the advice on which to base its decision on whether to grant the funding. A maximum contribution of € 125,000 per business case is available for the activities to be carried out in this stage. You must be able to match this financial support in kind or in cash in accordance with the terms and conditions of the standard NanoNextNL research programme.<sup>2</sup> NanoNextNL has a budget of € 2.5M available for the costs to be funded in this stage.

The NanoNextNL Valorisation Programme is therefore not a traditional call for proposals for supplementary scientific/technical research only. Customisation is possible in order to offer the support that is appropriate for the stage and perspective of your particular business case. As will be apparent from the foregoing, the funding of supplementary R&D is only one of the possibilities in this respect.

<sup>1</sup> Risk Analysis & Technology Assessment

<sup>2</sup> The total budget may consist of a maximum of 47.5% out of grants which therefore need to be matched with 52.5% of the applicant(s) own cash or in kind.

### 3. Stages and schedule

Your application to participate in the Valorisation Programme goes through a number of fixed stages that focus on establishing and improving the quality and perspective of your business. During these stages the Valorisation Committee, the Business Council, and ultimately the Executive Board will determine whether – and if so in what form – further support will be offered. The total Valorisation Programme and allocation of the financial support for your business case must be concluded within the term of NanoNextNL (i.e. up to and including 31 December 2016). The individual stages and relevant periods are shown in Figure 1.

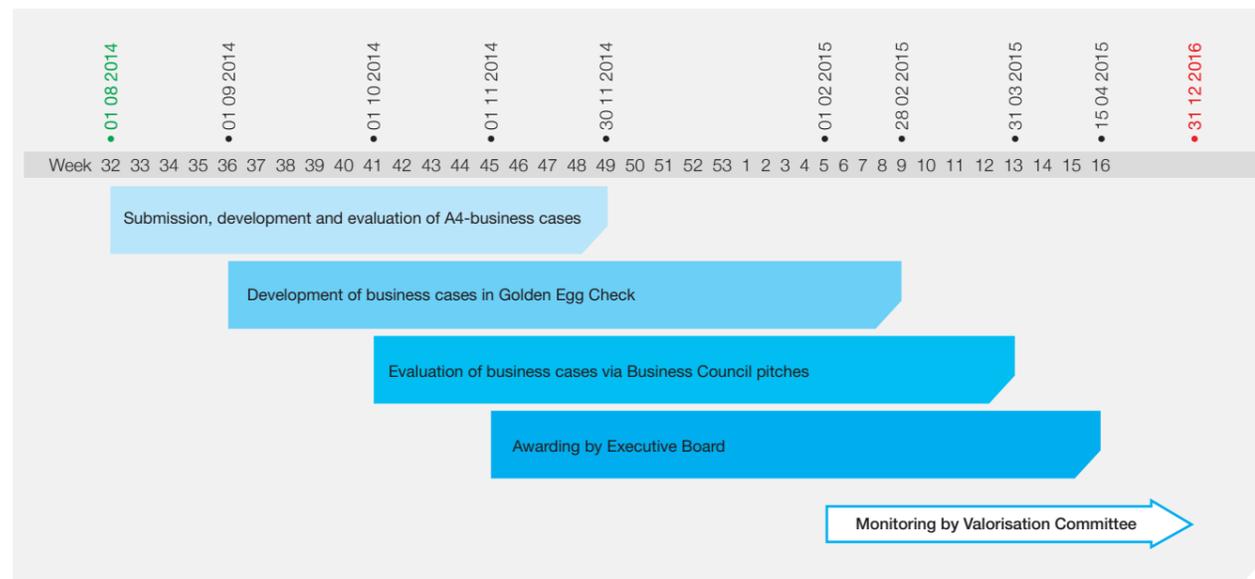


Figure 1: The individual stages and relevant periods of the NanoNextNL Valorisation Programme

This shows that the intention is to ensure that the available valorisation budget is fully granted by 15 April 2015 at the latest, to those business cases the Business Council has evaluated positively. In the unlikely event that it becomes evident that this cannot be achieved due to the lack of business cases, then after 15 April 2015 the Executive Board will consider issuing a second similar call for applications for the remaining budget.

The individual stages of the NanoNextNL Valorisation Programme are explained as follows.

#### 3.1 Stage 1: Registration, elaboration and assessment A4 business cases.

**Period: 1 August – 30 November 2014**

In this stage and period you will make known your intention to elaborate your business case by sending an email to [info@nanonextnl.nl](mailto:info@nanonextnl.nl). This email must include a brief description of the subject, the persons involved, the most appropriate NanoNextNL project, and an indication of the amount and allocation of the support in mind. The Programme Office will then contact you to exchange further information and offer support.

In this stage you will draw up a description of your business case on the basis of the so-called Lean Business Model Canvas: you set out the essence of your business case on a single page. The model to be used is shown in Figure 2. NanoNextNL has had positive experience with the ‘business canvas’ and the Programme Office is able to assist you with filling it in<sup>3</sup>.

<sup>3</sup> See <http://www.youtube.com/watch?v=7o8uYdUaFR4> for additional information regarding the background and utilisation of the Lean Business Model Canvas

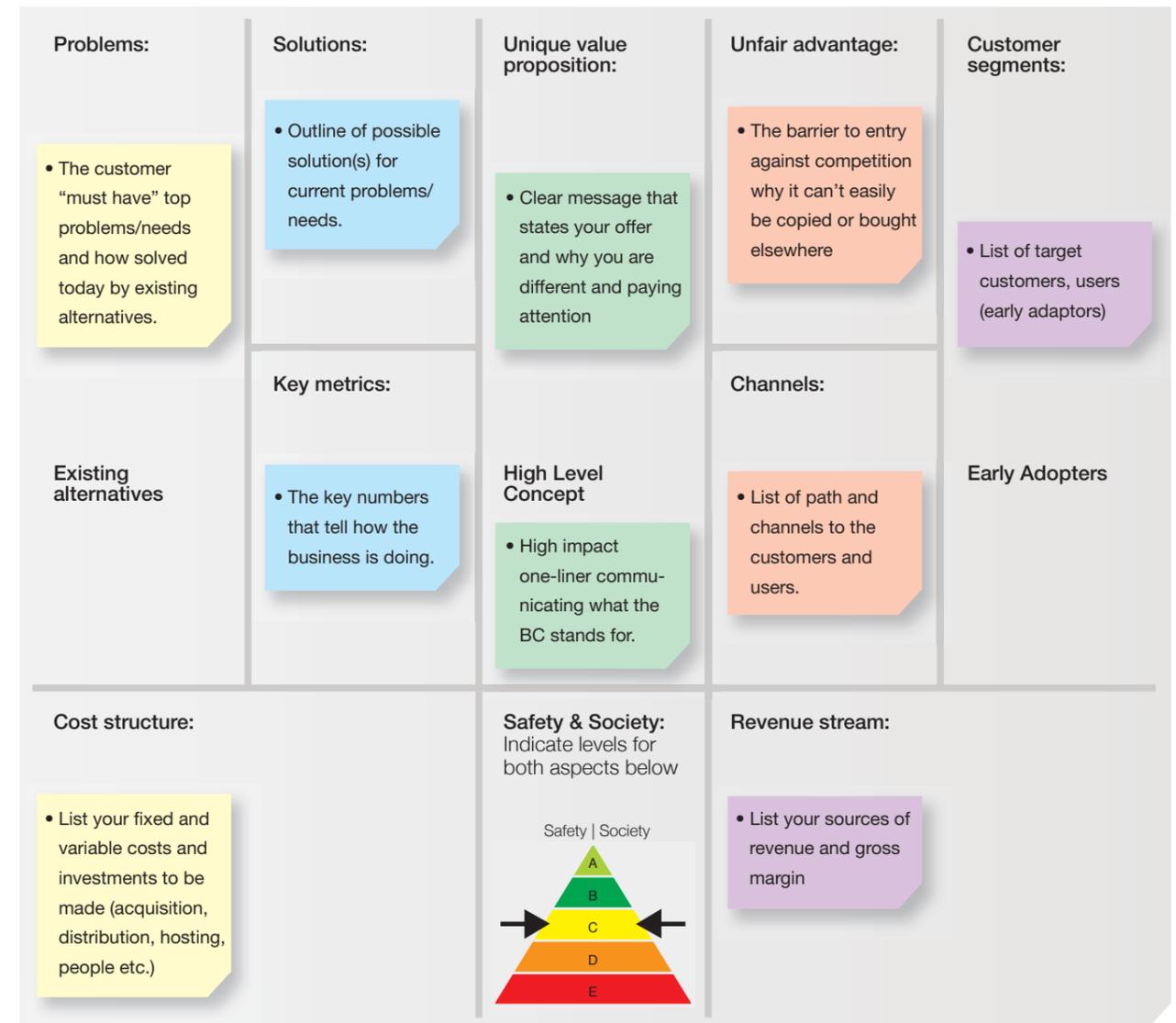


Figure 2: Lean Business Model Canvas structure

In this stage attention is focused specifically on the quality of the IP status, potential risks and societal acceptance in the event of commercial exploitation of your business case. In order to better underpin your business case, the Valorisation Committee can finance the engagement of external experts and service providers up to a maximum of € 5,000. The Programme Officer assigned to your business case may at all times submit a request in this respect to the Valorisation Committee.

If you feel that your canvas is sufficiently complete you inform the Valorisation Committee, including a single page elucidation. During this stage the Valorisation Committee then decides every two weeks whether the business cases are of sufficient quality and have adequate perspective for further elaboration in the next stage. While the Valorisation Committee will base its decision particularly on the quality and completeness of your business and RATA information, when making the assessment they will also look at other aspects (e.g. your track record, funding already received, the partnership you have set up, the demonstration effect of your case for the relevant nanotechnology field of action).

If the decision is positive, the Programme Office will make an arrangement with you to work out your business case in greater detail and test it in the subsequent stage. In the event that the Valorisation Committee's decision is negative, but feels that your business case could be improved upon you may resubmit it after making the necessary adjustments.

### 3.2 Stage 3: Elaboration of business cases in the Golden Egg Check

Period: 1 September 2014 – 28 February 2015

In this stage and period you will be offered assistance with the Golden Egg Check<sup>4</sup> to further underpin and assess the perspectives of your business cases. The involvement of external experts and service providers will – after the Valorisation Committee's approval – be funded up to a maximum of € 20,000 per business case.

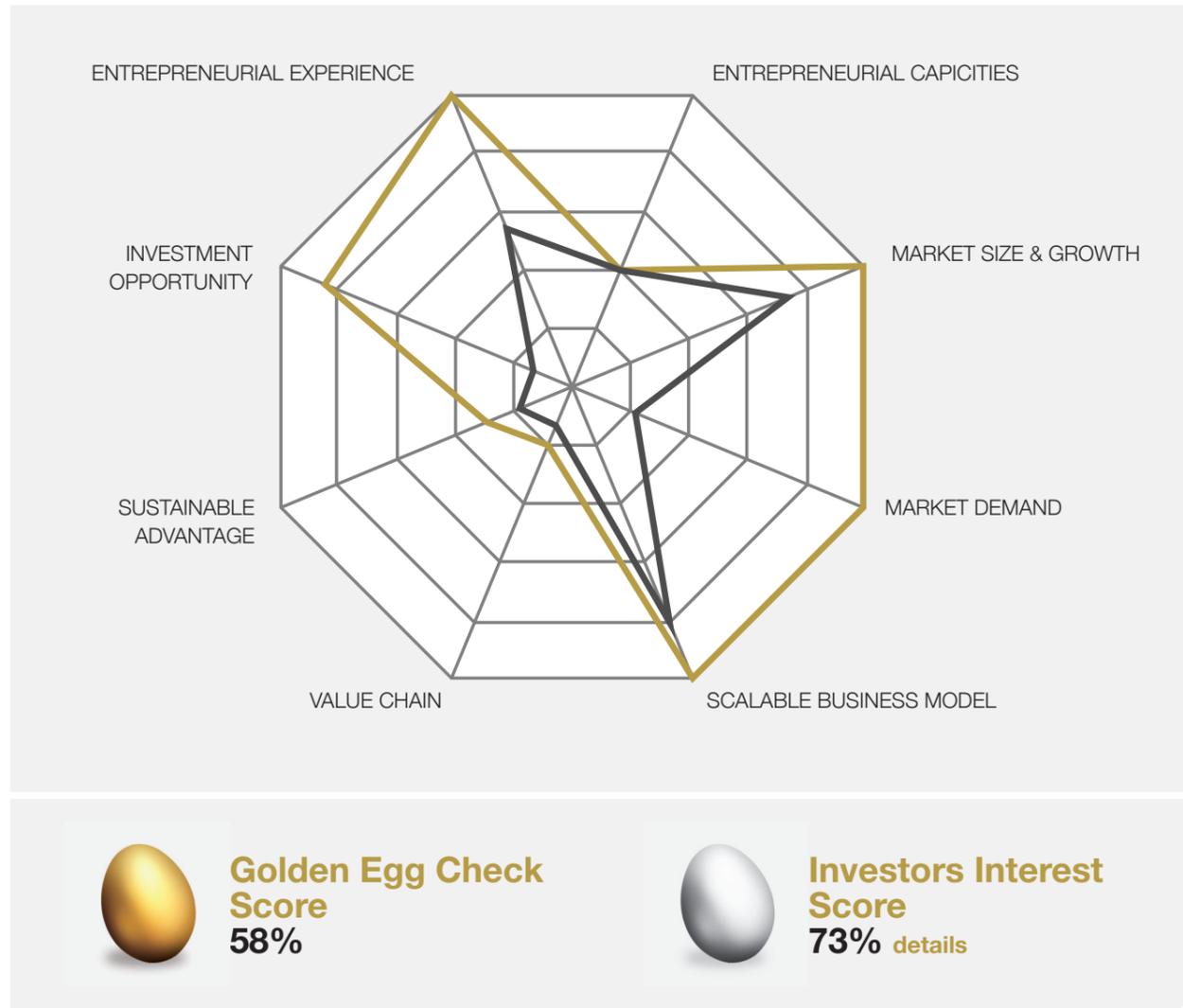


Figure 3: Presentation of the score given by 2 assessors on the basis of Golden Egg Check criteria, total score and Investor Interest.

The Golden Egg Check is an online business toolset based on the Lean Business Model Canvas available on the Internet – but flagged as private with regard to your business case. In this setting, your business case can be built up further, tested and rated by yourself and possibly any team members, experts and coaches you wish to involve. This allows you to underpin what in the Business Canvas are described at an outline level only. The entrepreneurial qualities of yourself and your team members to manage the case will also be looked at.

By answering a fixed set of questions, the total quality of your business case will be determined and illustrated as shown in Figure 3. A comparison with a database of current interest profiles of both nationally and internationally operating investors will result in an Investor Interest score. An indication will also be given of the societal aspects and economic value of your business case on the basis of the information you have provided.

<sup>4</sup> See <http://goldeneggcheck.com> for additional information regarding the background and utilisation of the GEC

On grounds of the outcomes, in this period you will decide whether, and if so when the application will be submitted once only to the external Business Council for assessment. The Programme Office will then save the information in a business plan PDF file and forward it to the Business Council. Supplementary to this you will provide a clarification including a concise project plan. The project plan will describe the intended milestones and deliverables, as well as the contribution required by NanoNextNL and the matching contribution you must provide.

### 3.3 Stage 3: Assessment by means of Business Council pitches

Period: 1 October 2014 – 31 March 2015

In this stage and period you will give a short presentation (15 min.) to the Business Council followed by a once only clarification during a discussion with the council members. These members of the Business Council will have been able to obtain information about your business plan in advance and may have asked questions that must be dealt with during your presentation and subsequent discussion. To this end the Business Council will convene once a month during this period. Based on the results of the foregoing, the Business Council will assess your business case in a separate GEC on the individual aspects shown in Figure 3, and advise the Executive Board regarding both the size of the contribution and how the funding is to be spent, up to a maximum of € 125,000 NanoNextNL contribution per business case.

### 3.4 Stage 4: Allocation by the Executive Board:

Period: 1 November 2014 – 15 April 2015

In this stage and period, subject to a positive advice being given by the Business Council, the Executive Board will decide on the allocation of funds for business cases at the six regular monthly board meetings. A total budget of € 2.5M is available for six equal sub-budgets. The business cases will be prioritised per session on grounds of the Business Council's assessment and the ensuing overall Golden Egg Check score and the Investor Interest score.

The recipient(s) must be able to match this financial support of a maximum € 125,000 per business case in kind or in cash, in accordance with the terms and conditions of the standard NanoNextNL research programme.

In the event that the sub-budget is exhausted, business cases of adequate quality that have not been granted support will compete for acceptance in the next session. If there are an insufficient number of qualitatively good business cases available to be granted funding within a session budget, then the remaining monies will be added to the budget for the next session.

The availability of financial support for your business case will basically be in conformity with the budget plan. The terms and conditions, procedures, rights and obligations of the standard NanoNextNL programme apply.

### 3.5 Stage 5: Valorisation Committee monitoring:

Period: 1 February 2015 – 31 December 2016

In this stage and period the Valorisation Committee will monitor the progress of how the business cases develop by comparing the anticipated and realised milestones and deliverables every three months. The Valorisation Committee can advise the Executive Board to suspend or terminate support in the event that realisation lags disproportionately behind the expectations.

## 4. Who is eligible for participation?

NanoNextNL's Valorisation Programme is intended to improve and accelerate the utilisation of results ensuing from projects and collaborations in the standard NanoNextNL programme. It is therefore open to all partners involved in NanoNextNL who have signed at least one Programme Consortium Agreement. Cooperation with and the financing of external partners and service providers is possible.

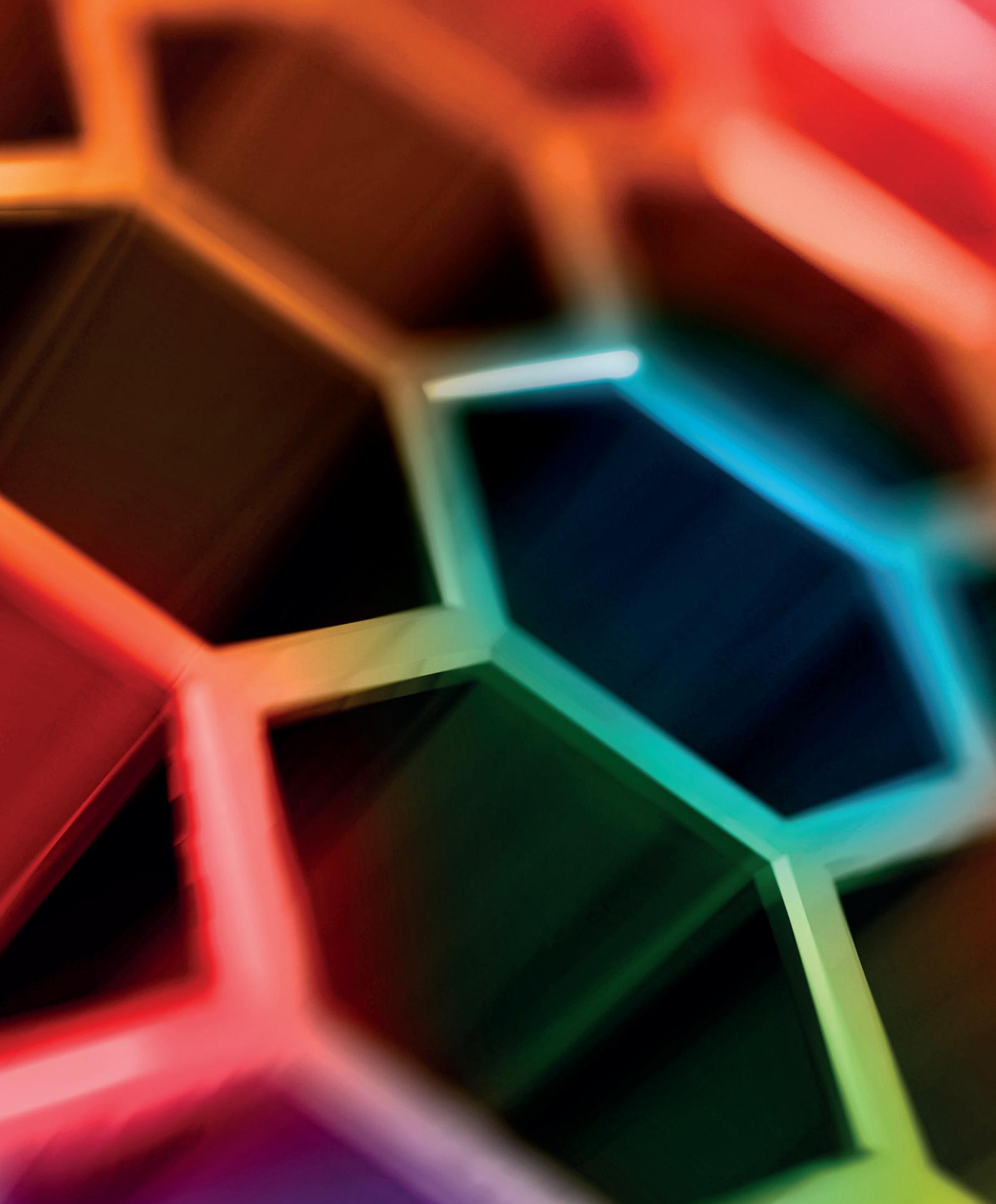
Collaborating partners must assign one partner as the case owner and coordinating authority and prior to the presentation to the Business Council be able to submit at least one draft collaboration agreement that sets out the main lines of the arrangements as to which contributions will be made by the collaborating partners and how the results of the project will be handled. For the allocation of financial support, the definitive collaboration agreement must be on hand.

## 5. Additional information and registration

For general information about participating in the NanoNextNL Valorisation Programme please contact Programme Officer Dr. Titia Plantinga (030 6001 280, [t.plantinga@stw.nl](mailto:t.plantinga@stw.nl)) or business director Drs. Ing. Dick Koster (06 51 347 500, [dick.koster@nanonextnl.nl](mailto:dick.koster@nanonextnl.nl)) who are responsible for the total coordination.

For information about the possibilities of assistance with specific applications please contact the Programme Officer of the theme most appropriate for the business case concerned via [info@nanonextnl.nl](mailto:info@nanonextnl.nl) or by telephone on 030 6001 322 / 030 6001 359.

Register your intention to participate in the Valorisation Programme by sending an email to [info@nanonextnl.nl](mailto:info@nanonextnl.nl) accompanied with a brief description of the subject, the number of the NanoNextNL project it is most related to, the persons involved and an indication of the amount of financial support sought after and how it will be spent. The NanoNextNL Programme Office will then contact you to exchange further information and if necessary offer initial assistance with completing the Lean Business Model Canvas for assessment by the Valorisation Committee.



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