

NanoNextNL  
Valorisation Programme  
3<sup>rd</sup> call April-October/2016



**nanonextnl**  
innovating with micro and nanotechnology

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Business Case Support

This NanoNextNL Valorisation Programme is intended to improve and accelerate the utilisation of results ensuing from projects and collaborations in the standard NanoNextNL programme. The current document describes the successor of [the first two calls in the Valorisation Programme](#), and is dubbed 'Business Case Support. This call is however different to the previous two in that it only provides business support to help develop a business case and does not provide the possibility of being awarded direct subsidy. The Valorisation Programme will however provide a best effort to facilitate contact with- and match business cases to potential investors.

## 1. Background

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.

## 2. 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 exclusively 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.

## 3. Outline

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.

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 € 15,000 per business case.

## 4. 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 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.

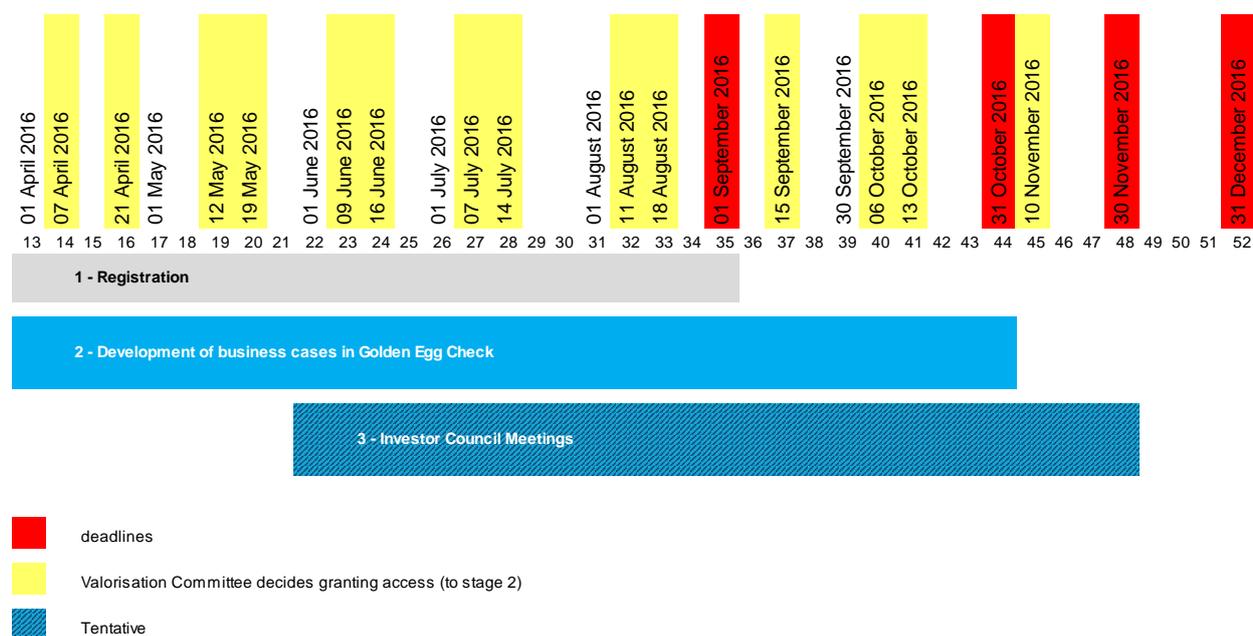


Figure 1: The individual stages and relevant periods of the NanoNextNL Valorisation Programme

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

#### Period: 1 April – 01 September 2016

In this stage 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 (max. 1 A4) 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>1</sup>.

<sup>1</sup> See <https://youtu.be/7o8uYdUaFR4> for additional information regarding the background and utilisation of the Lean Business Model Canvas

Program & BC-Title:

Project(s):

Owner:

<p><b>Problems:</b></p> <p>-</p> <p>• The customer "must have" top problems/needs and how solved today by existing alternatives.</p> <p><b>Existing alternatives</b></p>	<p><b>Solutions:</b></p> <p>-</p> <p>• Outline of possible solution(s) for current problems/needs.</p> <p><b>key metrics:</b></p> <p>-</p> <p>• The key numbers that tell how the business is doing</p>	<p><b>Unique value proposition:</b></p> <p>-</p> <p>• Clear message that states your offer and why you are different and paying attention</p> <p><b>High Level Concept</b></p> <p>• High impact one-liner communicating what the BC stands for.</p>	<p><b>Unfair advantage:</b></p> <p>-</p> <p>• The barrier to entry against competition why it can't easily be copied or bought elsewhere</p> <p><b>Channels:</b></p> <p>-</p> <p>• List of path and channels to the customers and users.</p>	<p><b>Customer segments:</b></p> <p>-</p> <p>• List of target customers, users (early adaptors)</p> <p><b>Early Adopters</b></p>
<p><b>Cost structure:</b></p> <p>-</p> <p>• List your fixed and variable costs and investments to be made (acquisition, distribution, hosting, people etc.)</p>		<p><b>Safety &amp; Society:</b> Indicate levels for both aspects below</p> <p>Safety   Society</p> 	<p><b>Revenue stream:</b></p> <p>-</p> <p>• List your sources of revenue and gross margin</p>	

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 € 2,500. 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 can then send it to the NanoNextNL Programme Office, 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 Stage 2 (Golden Egg Check environment). 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.

## 4.2 Stage 2: Elaboration of business cases in the Golden Egg Check

### Period: 1 May – 31 October 2016

In this stage you will be offered assistance with the Golden Egg Check<sup>2</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 € 15,000 per business case, less if funds were utilised in the first stage.

The Golden Egg Check is an online business toolset based on the Lean Business Model Canvas and 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 is described at an outline level only. The entrepreneurial qualities of yourself and your team members to manage the case will also be looked at.

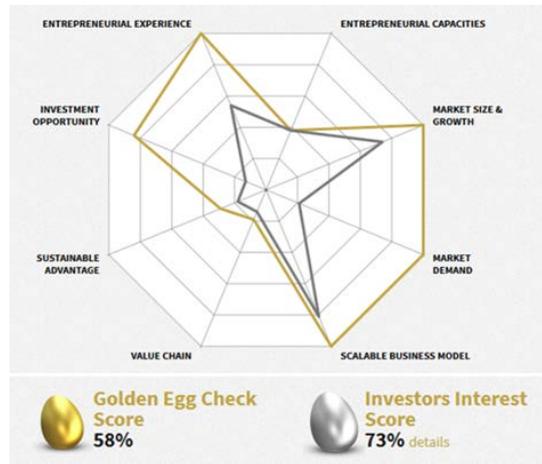


Figure 3: Presentation of the score given by 2 assessors on the basis of Golden Egg Check criteria, total score and Investor Interest.

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. You can also invite others to ‘score’ your business case. This should provide you with a general impression of the completeness and quality of your business case.

## 4.3 Stage 3 [elective]: Assessment by means of Investor Council

### Period: 01 June-01 December 2016

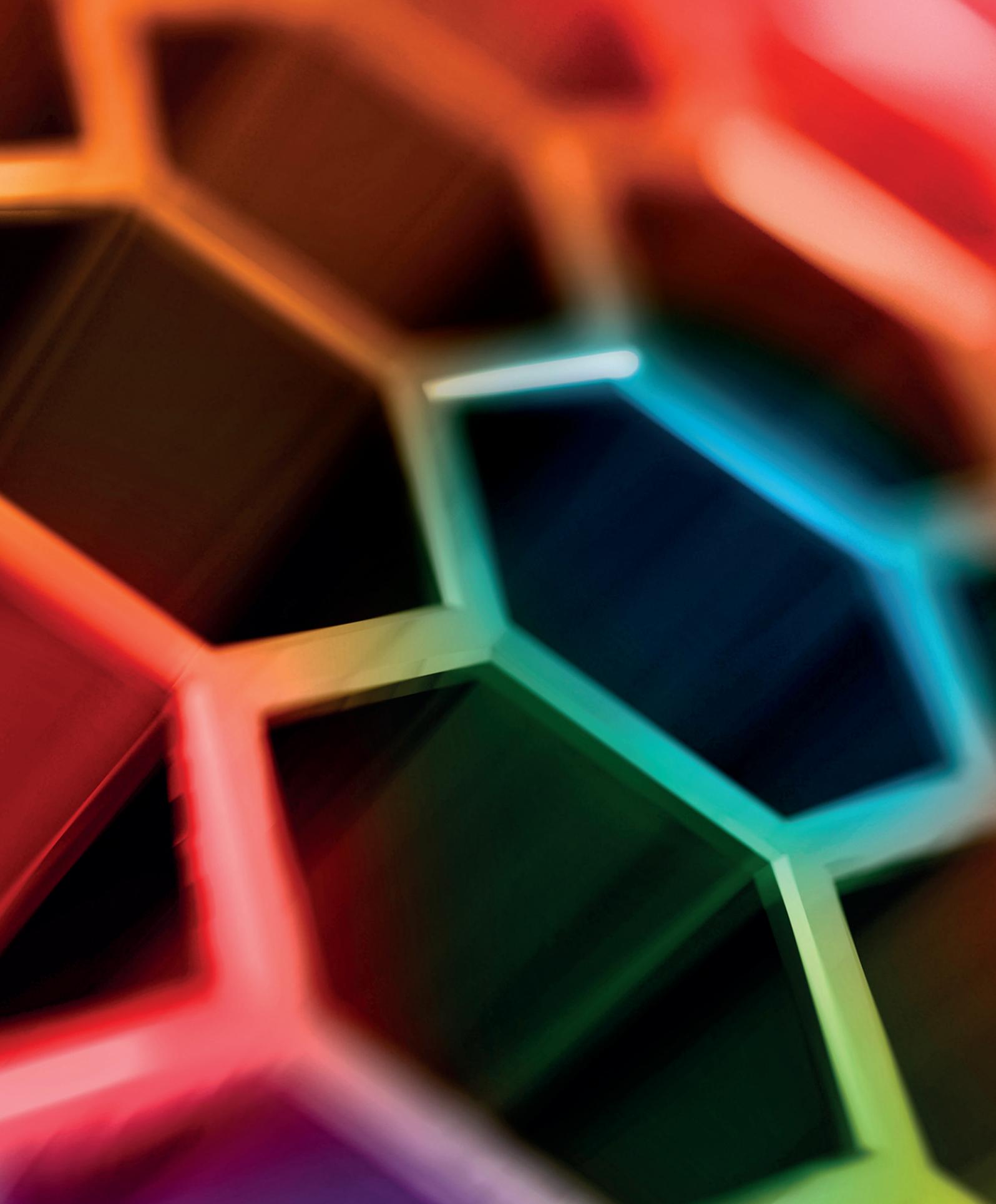
In this stage NanoNextNL can facilitate a meeting with potential investors, possibly organised as an Investor Council. This stage is elective, based on your intentions, investor readiness and investors we can match your case to. Depending on the number of applicants interested in pursuing this stage, NanoNextNL will organise a pitch day on which you will be allowed the opportunity to present your case to potential investor(s). The exact format of such a day will be determined at a later date.

<sup>2</sup> See <http://goldeneggcheck.com> for additional information regarding the background and utilisation of the GEC

## 5. Additional information and registration

For general information about participating in the NanoNextNL Valorisation Programme please contact Business Development Manager, Drs. Raoul Oostenbrink (06 126 919 78, [r.oostenbrink@stw.nl](mailto:r.oostenbrink@stw.nl)) or Business Director, Drs. Ing. Dick Koster (06 51 347 500, [d.koster@stw.nl](mailto:d.koster@stw.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 315 More information about the [NanoNextNL Valorisation Programme](#).

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 (1 A4) description of the subject, the number of the NanoNextNL project it is most related to. 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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