



BRIGAIID Market Analysis Framework (MAF+)

Publication

[Web Application](#)

Citation

Ecologic Institute 2017: "The BRIGAIID Market Analysis Framework (MAF+)". Web. November 2017. Online: <http://maf.brigaid.eu>.

Ecologic Institute has recently launched an online collaboration facility that helps climate innovators bring new solutions to market: the BRIGAIID Market Analysis Framework (MAF+). By helping to identify actual market needs for solutions against droughts, floods and extreme weather events, MAF+ improves innovators' capacities to recognize business opportunities in the field of disaster risk reduction and climate change adaptation. This work is carried out within the BRIGAIID project, funded under the Horizon 2020 programme of the EU.

Music in video by [Bensound](#)

The MAF+ features 12 market analysis and business development exercises designed to be completed by non-business specialists. Succinct text explains each exercise's purpose, provides step-by-step instructions, and features relevant examples. The output from each exercise can feed straight into a business plan, marketing materials (hand-outs, pitch decks, etc.), and strategic planning discussions. Furthermore, by getting developers acquainted with marketing and business concepts through practice, the MAF+ is building the capacity and increasing the competitiveness of European innovators.

The online framework has also been designed to drive collaboration: technical developers, project managers, marketers, strategy officers, and other partners can sign in and work together on the MAF+ exercises. An integrated review function enables innovators to ask questions and receive personalised consultancy from BRIGAIID experts directly on the portal. While the MAF+ is a free, stand-alone resource available to all, innovators who become affiliated to the BRIGAIID project receive this personalised guidance and support in completing the exercises.

The BRIGAIID Market Analysis Framework is now live at maf.brigaid.eu. Its development has been documented in a recent report that can be downloaded below. During the life of the BRIGAIID project, the MAF+ will serve as a platform for business development experts within Ecologic Institute and the BRIGAIID consortium to provide consulting support to affiliated innovations (see the [BRIGAIID Climate Innovation Window](#) for a list of the latter). During this time, feedback retrieved from each application of the MAF+ will be used to improve the platform and assess its impact on bringing innovative climate adaptation solutions to market.

Life beyond BRIGAD

In order to ensure that the MAF+ transcends the life of the BRIGAD project and continues to have an impact, the development team is constantly exploring options to ensure its sustainability. If you are interested in joining this effort, or have ideas on how to achieve this, please reach out to us.

Language

English

Credits

Concept: Gerardo Anzaldúa & Hugh McDonald

Technical implementation: Christian Paul Bruhn

Design: Beáta Welk Vargová

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European Commission, [Directorate-General Research & Innovation](#) (DG Research & Innovation), International

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Online collaboration, portal

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