



BRIDGING THE GAP FOR INNOVATIONS  
IN DISASTER RESILIENCE

# PROMOTING USER-CENTRIC AND GLOBALLY COMPETITIVE INNOVATION

Gerardo Anzaldúa – Ecologic Institute  
BRIGRID WP6 Lead

Second BRIGRID National Meeting – Tirana, Albania – 05 June 2018





# BRIGAID

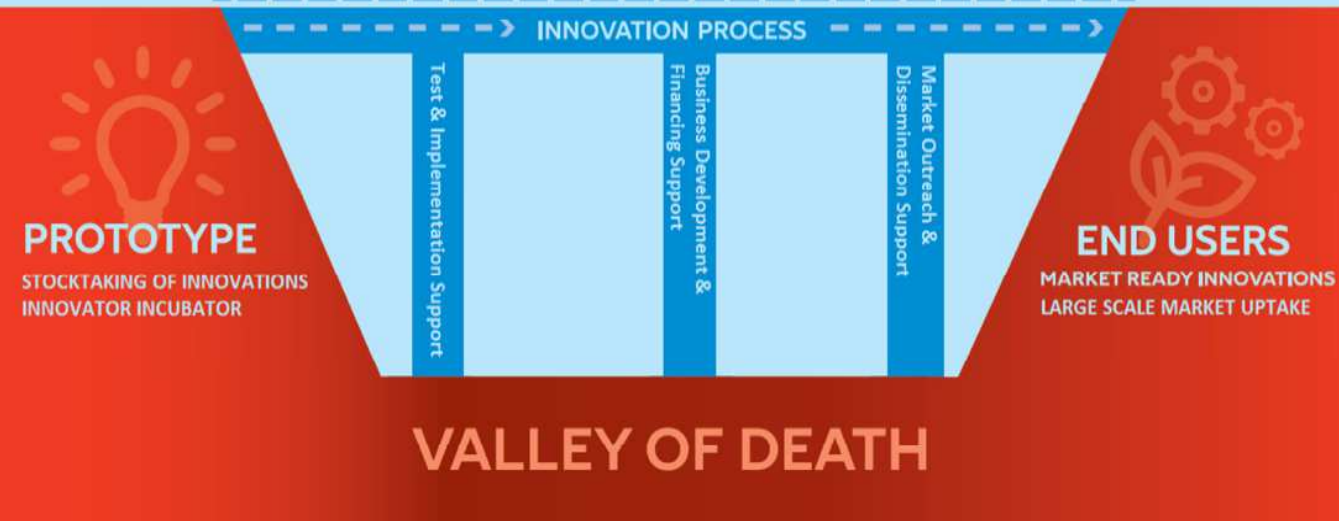
BRIDGING THE GAP FOR INNOVATIONS  
IN DISASTER RESILIENCE



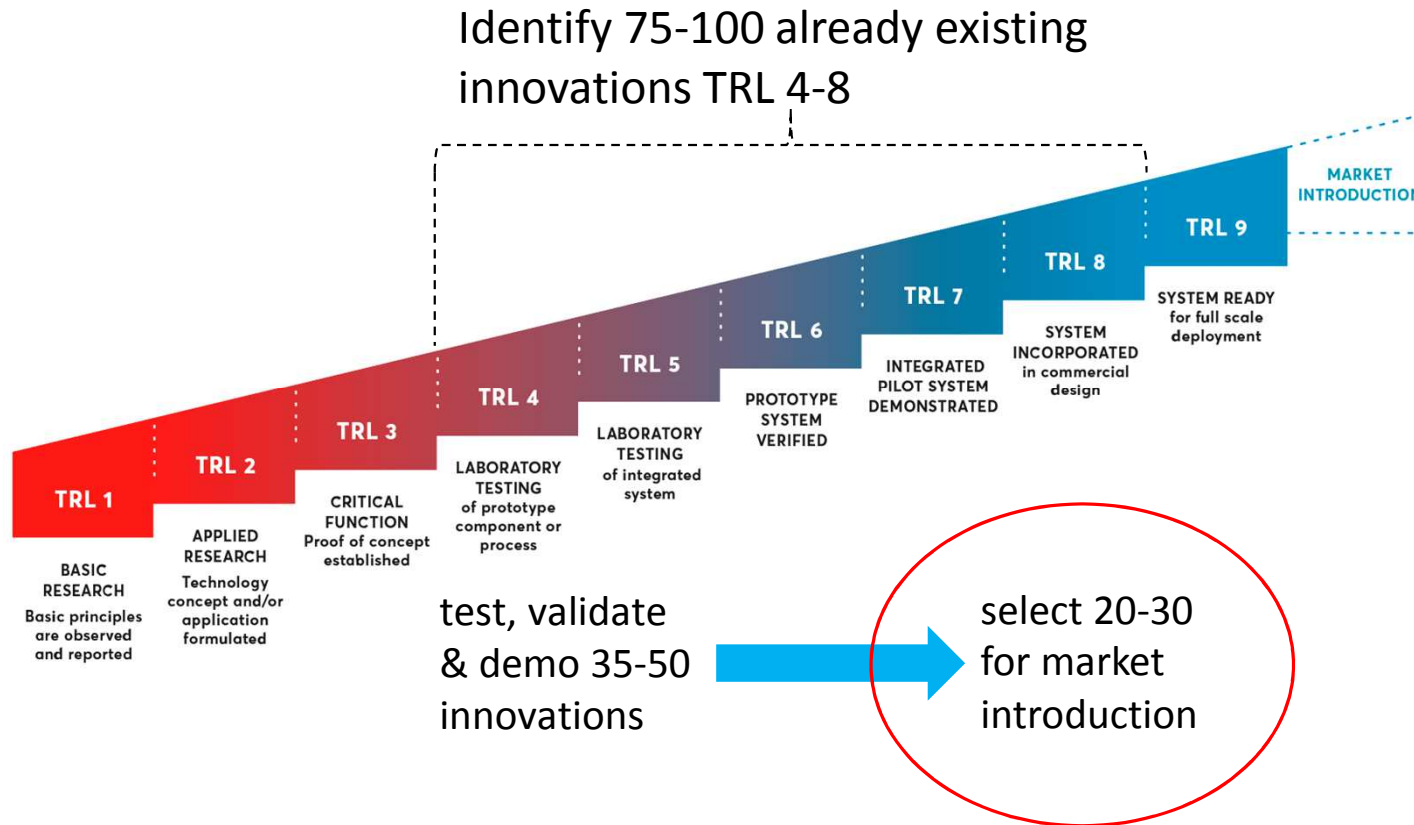
## FROM PROTOTYPE TO MARKET READY INNOVATION ADAPTING TO: FLOODS, DROUGHTS & EXTREME WEATHER

### BRIGAID

Bridging the Gap for Innovations  
in Disaster Resilience



# OVERARCHING GOALS OF OUR PROJECT



+ exploitation of the methodologies developed under BRIGAID

# AGENDA

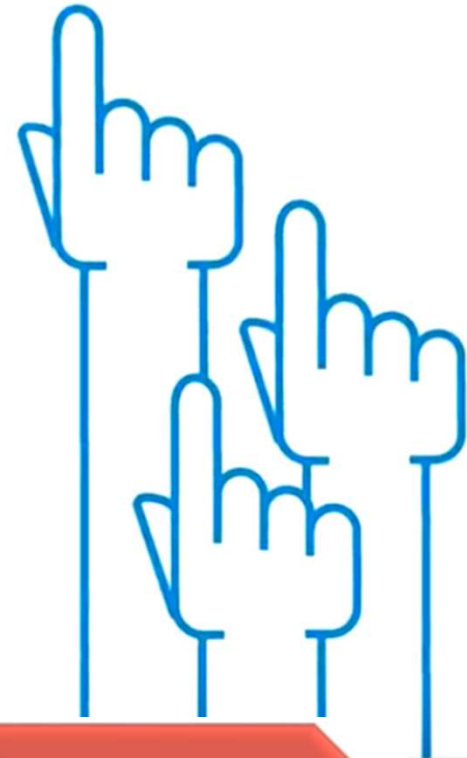
- The BRIGAD Business Development Approach
- The Market Analysis Framework (MAF+)

# The BRIGAD Business Development Approach

BRIGAD helps innovators turn their technologies into marketable products and services by:



- Building their capacity to **identify business opportunities**
- Helping them to **recognize and evaluate the competition**
- Preparing them to **communicate strategically** with potential clients and investors
- Supporting them to **conceive a suitable and sustainable business model**
- Assisting them to **elaborate a business plan**



**Result: European innovations that are user-centric and globally competitive**

Evaluation of  
market readiness

Business Plan Workshop

Market Assessment

Business Plan  
Improvement

Exploiting the results

BRIGAID Intake Questionnaire WP6

1. Along with innovation testing and development support, BRIGAID also offers one-on-one and online business development and market analysis support. How interested are you in carrying out a market analysis for your innovation and developing a business plan?
- a. Not interested
  - b. Somewhat interested
  - c. Interested but not a current priority
  - d. **Very interested**
  - e. Top priority

2. Business development and market analysis support requires a high commitment not only from the partners at BRIGAID, but also from you as an innovator. The process will take three months on average and requires an average commitment of 0.2 FTE during that period, depending on the current state of your business plan and corresponding documents. Are you willing to invest this amount of time and effort?
- a. No
  - b. Willing, but unable at this moment
  - c. **Yes**

3. Who is or are your (potential) customer(s)?  
(please select all that apply)
- a. **Government**
  - b. **Commercial companies (business to business)**
  - c. **Consumers (business to consumer)**
  - d. Institutes (such as universities or research institutes)

Please elaborate:

*We see the following market segments, both in the Netherlands and worldwide.*

*Floods are not only the responsibilities of (local) authorities but also of the companies and industry itself. Similarly, for example, homeowners who experience water nuisance outside the dykes themselves will have to provide their own preventive barriers.*

4. What is the scope of your (potential) customers?
- a. One actor (such as one governmental agency)
  - b. A few (less than 20) actors
  - c. One specific region with multiple actors
  - d. One country with multiple actors
  - e. **International with multiple actors**

5. Do you want to commercialise your innovation?

- a. No
- b. Yes, to break-even (profit is not the goal)
- c. Yes, internally in an existing company
- d. Yes, internally in an institute
- e. **Yes, as a spin-off or start-up**
- f. Yes, by selling the idea/Intellectual Property

- How will you cover the development costs?  
(please select all that apply)
- a. Internally
  - b. An institute covers the costs
  - c. An investor covers the costs
  - d. One or multiple grants have been used
  - e. **(Additional) funding is required to continue development**

- How will you cover the costs of commercialisation?  
(please select all that apply)
- a. N/A
  - b. Internally
  - c. An institute will cover the costs
  - d. An investor will cover the costs
  - e. By use of one or multiple grants
  - f. **(Additional) funding is required for commercialisation**

8. What is the potential for further development after commercialisation?  
(please select all that apply)
- a. N/A
  - b. No further development potential (when the product is finished, it's done)
  - c. Potential for incremental upgrades
  - d. Potential for other regions
  - e. Potential for other sectors/markets
  - f. **Potential for other types of customers**

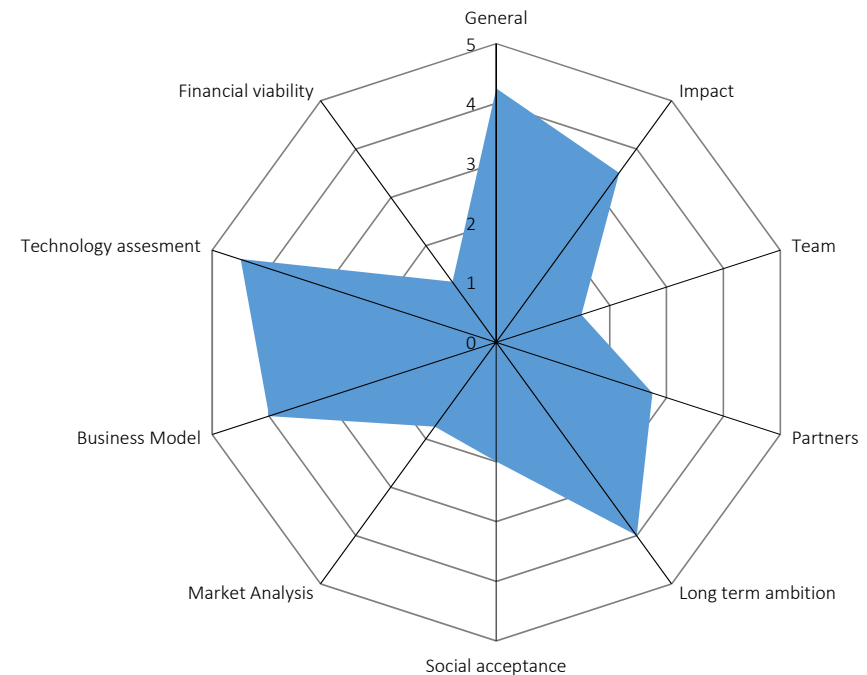
# INTAKE QUESTIONNAIRE

Innovators must complete an initial questionnaire of 8 multiple choice questions to give a first indication of the market potential of their innovation and assess if the approach can indeed provide them with additional value.



# QUICK SCAN

Innovators must take part in a short telephone interview with the BRIGAD business consultants. The aim is to assess the current state of the existing business plan, which will be built on in the next steps.





## BUSINESS WORKSHOP

Innovators participate in a face-to-face session with the BRIGAD business consultants. The latter will carry out an in-depth analysis of the existing business plan, provide detailed feedback on how existing elements can be improved and identify missing aspects to develop.





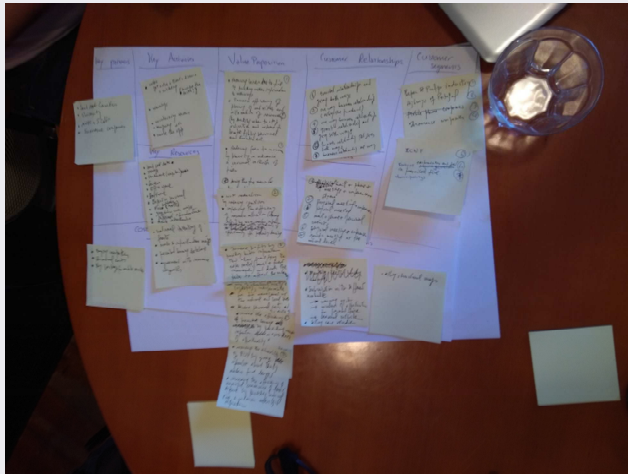
# MAF+ ASSESSMENT

The innovators complete a market assessment using the MAF+ online collaboration portal. Here, BRIGAD consultants will guide innovators through a series of exercises that will help them outline the market for their technologies and prepare for market entry.



## BRIGAD Business Development Approach





## FOLLOW-UP

Drawing on the work completed in the prior steps and the guidance provided by the specialists, innovators will be ready to write a complete business plan. BRIGAD will evaluate this business plan with 3 possible outcomes:

- the BP is investor-ready
- the BP should be improved based on the provided feedback
- the innovation is judged to have insufficient market potential (no-go advice)

# WRAP-UP

A final half-day session taking place back-to-back with one of the general BRIGAD project meetings. This session has the aim of summarising the lessons and outputs, introducing the innovator to the world of funding and laying the foundations for marketing communication activities.



# AGENDA

- The BRIGAD Business Development Approach
- The Market Analysis Framework (MAF+)

# THE MARKET ANALYSIS FRAMEWORK (MAF+)

[maf.brigaid.eu](http://maf.brigaid.eu)

- An online facility for collaboration between innovators and business development experts from BRIGAIID
- Supports innovators to evolve their idea into a business through demand-driven product development
- Designed for non-specialists in market analysis and business development



The screenshot displays the 'Exercise 3 | Target Group Selection (Attractiveness Scorecard)' interface. It includes an introduction and instructions section, a segment overview table, and a detailed scorecard for 'Civil defence and emergency response organisations'.

Segment	Score	Target Customer Group
CIVIL DEFENCE AND EMERGENCY RESPONSE ORGANISATIONS	16	Target Customer Group
TOURISM SECTOR	11	Target Customer Group
RECREATIONAL GROUPS	10	Target Customer Group

**Civil defence and emergency response organisations** (Score: 16)

Scorecard details:

- [C1] The customer group has a pressing need and is willing to act upon it. (Score: 1)
- [C2] Our offering can satisfy that need. (Score: 4)
- [C3] We can easily communicate/access the customer group. (Score: 4)
- [C4] There are no known competitors addressing this need. (Score: 4)
- [C5] The customer group is substantial and potentially profitable. (Score: 3)

Buttons: SAVE CHANGES, GO TO NEXT EXERCISE

BRIGAIID logo and contact information are visible at the bottom.

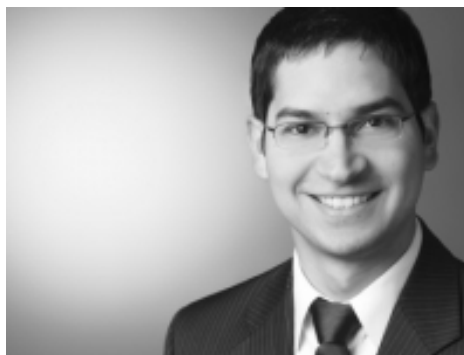
[maf.brigaid.eu](http://maf.brigaid.eu)

# THE MAF+ IN THE ALBANIAN CONTEXT

- Is there a vision of driving economic growth through innovation?
- Do local innovators need support on business development issues?
- Are educational institutions and their students willing to implement and improve such tools?
- How can we collaborate?



# THANK YOU!



[gerardo.anzaldua@ecologic.eu](mailto:gerardo.anzaldua@ecologic.eu)



[www.brigaid.eu](http://www.brigaid.eu)



This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 700699. The opinions expressed in this document reflect only the author's view and in no way reflect the European Commission's opinions. The European Commission is not responsible for any use that may be made of the information it contains.