



BRIGRID

BRIDGING THE GAP FOR INNOVATIONS
IN DISASTER RESILIENCE

PROMOTING USER-CENTRIC AND GLOBALLY COMPETITIVE INNOVATION

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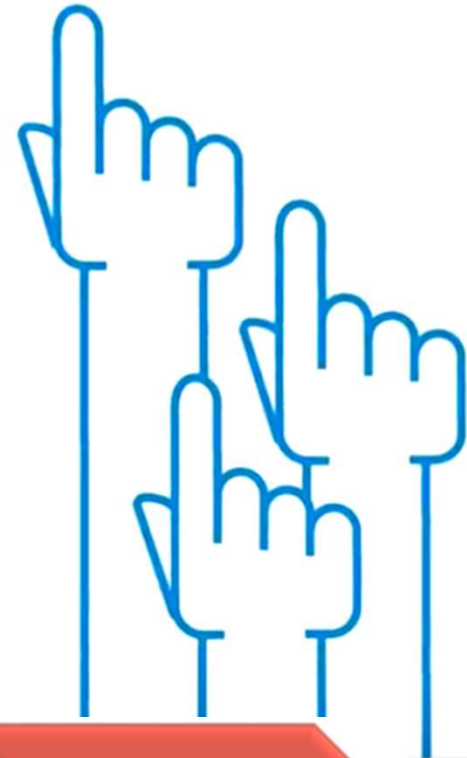


The BRIGAD Business Development Approach

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

THE MARKET ANALYSIS FRAMEWORK (MAF+)

maf.brigaid.eu

- An online system 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



Market Analysis Framework My Innovations Add new Innovation My account

Exercise 3 | Target Group Selection (Attractiveness Scorecard)

This form is gathering data for the innovation | My Water Level

Introduction and instructions

Once the market has been explored, it is important to clearly define what the target group for the innovation will be. A target group is simply a market segment of which the organization will direct its marketing and communication efforts.

The main objective of carefully selecting a target group is twofold: it is to ensure that the market segment being addressed is the most appropriate one, and it is also for the preparation of a more customized marketing and communication strategy.

According to Aaker and McLoughlin¹⁰ there are three main issues to be considered when selecting a target group. First, the capacity of the organization to create a product that is appealing to the individual target group. Second, evaluating whether this segment could be sustained even after competitors react to your market entry. And last, but not least, evaluating whether the return (i.e., benefit) is higher than the investment (i.e., cost) required to provide an appealing, customized product. These issues have been operationalized and included in the MAF+ as criteria in a worksheet that can be used to evaluate and compare the attractiveness of different market segments.

In this exercise innovators are asked to have a closer look at the stakeholder groups that were shortlisted in the previous exercise and evaluate them using the Group Attractiveness Scorecard presented below. Based on their previous experience and knowledge of current clients and their own perception in the market, innovators are asked to rate the potential customer groups according to the predefined criteria in the worksheet. The ratings are then used to calculate a total attractiveness score. Using this score, innovators can make a more informed decision about the group(s) that they want to address their offer to.

GO BACK TO INNOVATION WITHOUT SAVING (ALL CHANGES ON THIS FORM ARE LOST) >

Segment overview & Score

GO BACK TO EXERCISE 2 TO CHANGE YOUR SELECTION >

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

Civil defence and emergency response organisations

16

100% Accuracy

100% Accuracy

[C1] The customer group has a pressing need and is willing to act upon it. **1**

[C2] Our offering can satisfy that need. **4**

[C3] We can easily communicate/access the customer group. **4**

[C4] There are no known competitors addressing this need. **4**

[C5] The customer group is substantial and potentially profitable. **5**

SAVE CHANGES GO TO NEXT EXERCISE >

BRIGAIID
The MARKET ANALYSIS FRAMEWORK developed under the name of BRIGAIID project, it aims to be a reference portal for innovators on climate change adaptation.
BRIGAIID is a 4-year project (2018-2022) under EU Horizon2020 aimed to effectively bridge the gap between innovators and end-users in resilience to floods, droughts and extreme weather.

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MAF+ ASSESSMENT

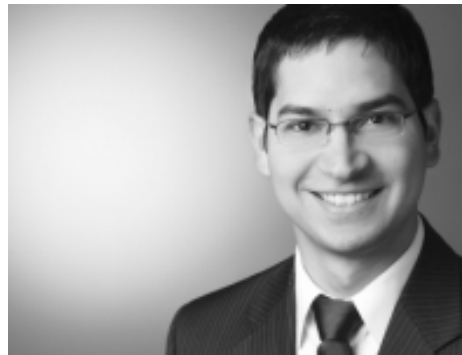
The innovators complete a market assessment using the MAF+ online collaboration portal. Here, BRIGAIID consultants will guide innovators through a series of exercises that will help them outline the market for their technologies and prepare for market entry.



BRIGAIID Business Development Approach



THANK YOU!



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