



VITALISE

Virtual health and Wellbeing Living Lab Infrastructure

# Commercialization Deck

If you build it, will they come?

Presentation deck for Tech-Teams who would like to pitch their commercialization angle and preparatory steps



This project has received funding from European Union's Horizon 2020 Research and Innovation Programme under Grant Agreement No 101007990.

# Research Project Title:

Brief Description on the **core-technology** the allied researchers or partners are working on

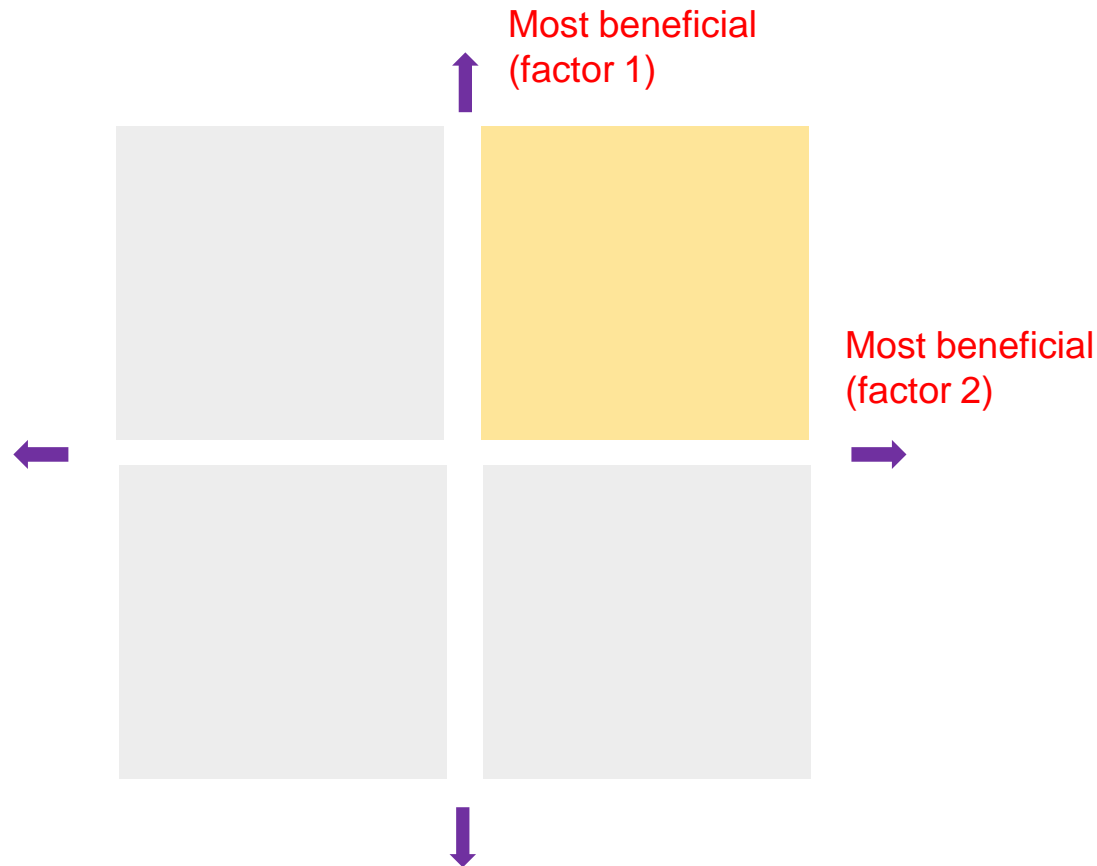
Main **reason** that explains why this is innovative

# Research Project Title:

**Key technological characteristics** that support the innovative character of the project (very brief, headline-type description, )

- Technological Characteristic 1
- Technological Characteristic 2
- Technological Characteristic 3

# Perceptual Map on Existing Technologies or Solutions Serving Market Needs




# Value Proposition (as simple, and less technical as possible)

Briefly provide a value proposition with an adoption of the AD Libs method

Our (product/service)\_\_\_\_\_ X  
helps (customer segment)\_\_\_\_\_Y  
who want to (reduce/avoid) \_\_\_\_\_ (customer pain)  
by increasing, enabling \_\_\_\_\_ (customer gain)  
and\_\_\_\_\_ (unlike competition)

# Innovation Level

The technology or Solution (Product):

Is mostly expected to lead to (choose and write about one, delete the other)

a) Disruptive Innovation because...

b) “Blue Ocean” innovation because...

# Self Assessment on Commercial Ability

Our **self-assessment** of the Commercialization potential of XXXXX that we did gave us a score currently estimated at 38/72 (max)

INDICATOR	SCORE	% VALUE
MAX VALUE INDICATOR	9	100%
CRL	3	33%
TRL	6	67%
BRL	3	33%
IPRL	7	78%
TmRL	4	44%
FRL	3	33%
SRL	7	78%
LERL	5	56%
<b>TOTAL</b>	<b>38</b>	<b>53%</b>
MAX TOTAL VALUE	72	100%

# How we are going to improve Commercialization Potential Element #1

Use **8 slides** to **explain the weaknesses**, of your project, team, as well as the conditions of your internal and external environment as mentioned in the assessment tool, and **how you are planning** to leverage advantages to move forward as to improve the status in each one of the evaluated elements as **to take your project closer to commercialization.**



# How we are going to improve Commercialization Potential Element #2

Use **8 slides** to **explain the weaknesses**, of your project, team, as well as the conditions of your internal and external environment and **how you are planning** to leverage advantages to move forward as to improve the status in each one of the evaluated elements as **to take your project closer to commercialization**.

# How we are going to improve Commercialization Potential Element #3

Use **8 slides** to **explain the weaknesses**, of your project, team, as well as the conditions of your internal and external environment and **how you are planning** to leverage advantages to move forward as to improve the status in each one of the evaluated elements as **to take your project closer to commercialization**.

# How we are going to improve Commercialization Potential Element #4

Use **8 slides** to **explain the weaknesses**, of your project, team, as well as the conditions of your internal and external environment and **how you are planning** to leverage advantages to move forward as to improve the status in each one of the evaluated elements as **to take your project closer to commercialization.**

# How we are going to improve Commercialization Potential Element #5

Use **8 slides** to **explain the weaknesses**, of your project, team, as well as the conditions of your internal and external environment and **how you are planning** to leverage advantages to move forward as to improve the status in each one of the evaluated elements as **to take your project closer to commercialization**.

# How we are going to improve Commercialization Potential Element #6

Use **8 slides** to **explain the weaknesses**, of your project, team, as well as the conditions of your internal and external environment and **how you are planning** to leverage advantages to move forward as to improve the status in each one of the evaluated elements as **to take your project closer to commercialization.**

# How we are going to improve Commercialization Potential Element #7

Use **8 slides** to **explain the weaknesses**, of your project, team, as well as the conditions of your internal and external environment and **how you are planning** to leverage advantages to move forward as to improve the status in each one of the evaluated elements as **to take your project closer to commercialization**.

# How we are going to improve Commercialization Potential Element #8

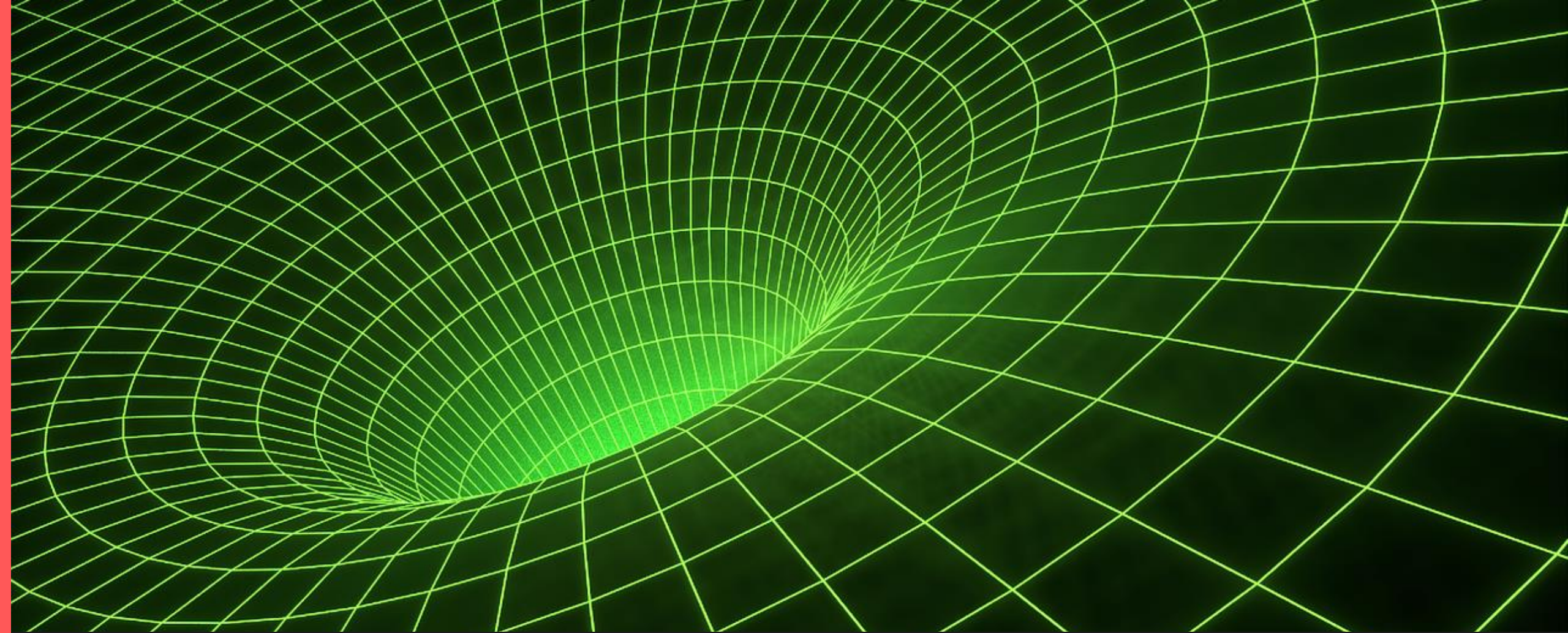
Use **8 slides** to **explain the weaknesses**, of your project, team, as well as the conditions of your internal and external environment and **how you are planning** to leverage advantages to move forward as to improve the status in each one of the evaluated elements as **to take your project closer to commercialization**.

# What would make a difference in the next 12 months



Pitch your “shopping list”





Curiosity and Foresight can create Innovation

# Contact us

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