

The hard way to the market: how to support start-ups and spin-offs in the bio-based sector?

Mobilisation and Mutual Learning Workshop

Rome, 30 September 2020

Location: Online and on-site during the IFIB 2020 conference

Organisation	BIOVOICES project
Main challenge	<ul style="list-style-type: none"> • Market development – Unique Selling Point (A2) • Market development – Up-scaling (A3)
Collaboration	Cluster SPRING, BioBridges project
Expected outcomes	<ul style="list-style-type: none"> • Identify best practices as well as factors hampering the scale-up of bio-based products and processes • Recommendations to improve the supporting environment for companies developing bio-based products • Stimulate and facilitate collaboration between stakeholders for the development of shared action plans
Objectives	<p>Start-ups and spin-offs of the bio-based sector face several hurdles to survive the “Valley of Death”. The workshop aims at identifying:</p> <ul style="list-style-type: none"> • existing needs and challenges, • possible solutions <p>to reach the market safely.</p> <p>This issue is particularly relevant in the bio-based sector since risks could be higher (e.g. technological development), different (e.g. public acceptance) and less known compared to other ones. Investors and large and experienced companies could be reluctant in investing on the new innovative technologies, processes, products and applications, obstructing the market uptake of promising start-ups and spin-offs, able to support social and environmental objectives fixed by European policies (e.g. the updated European Bioeconomy Strategy, European Green Deal).</p> <p>Start-ups and spin-offs could require also the collaboration of other stakeholders to fully exploit the proposed innovations (e.g. the creation of integrated value chain, the collaboration of and with primary producers, changes in the actual legislation, etc).</p> <p>The speakers involved, representing different stakeholders (investors, primary producers, clusters, innovation management, etc.), will provide their point of views, criticalities, best practices and possible solutions in a virtual roundtable.</p>

The moderator will stimulate the debate also through the contribution of the participants, actively involved in the discussion through the use of an online tool (Mentimeter).

The expected outcome of the event is the co-creation of ideas to improve the services (supporting environment) for the benefit of start-ups and spin-offs of the bio-based sector. The ideas will be collected and analysed to enrich the BIOVOICES Policy Briefs, a set of recommendations, that will be presented to the European Commission, the European Parliament and other stakeholders of the quadruple hélix by the end of the project.

AGENDA:

Introduction 10.00 -10.15	Introductory presentations and objectives of the day
	The first phase will present the general framework, the objectives of the day and the expected outcomes. <ul style="list-style-type: none"> Chiara Pocaterra, BIOVOICES project coordinator
10:15-10:45	Setting the scene
	Speakers will contribute to the debate presenting their point of views on the workshop topic, providing relevant inputs to the participants that will interact through Mentimeter. <p><i>Moderators:</i> Chiara Pocaterra and Matteo Sabini, BIOVOICES</p> <p><i>Speakers:</i></p> <ul style="list-style-type: none"> Mario Fiorentino, MISE (tbd) Stefano Babbini, Mogu Valentina Materia, Wageningen University Anita Beblek, Agrather GmbH Massimo Privitera, European Start-up Network Michael Nettersheim, European Circular Bioeconomy Fund Conny Weber, European Crowdfunding Network Yannis Fallas, CluBE – Cluster of Bioeconomy and Environment of Western Macedonia (tbd) Maria Giovanna Vetere, Nature Works, Cluster Spring Mladen Radisic, MpowerBio Project
10:45 – 11.45	Interactive round table
	Mobilization and Mutual Learning (MML) <p>In this session, speakers and audience (using Mentimeter) will be invited to reply to the following questions:</p> <ul style="list-style-type: none"> How to increase the success rate of excellent start-ups and spin-offs in

	<p>overcoming the “valley of death” and reaching the market?</p> <ul style="list-style-type: none">• How to accelerate the market entrance of new technologies, processes, products and applications in the bio-based sectors?• What are the possible partnerships at regional and national level to enhance the innovation ecosystem? What are the existing best practices?• What are the action needed to ease the market uptake of innovation provided by start-ups and spin-offs of the sector and who should implement them?
11:45-12.00	<i>Next steps and conclusions</i> Chiara Pocaterra and Matteo Sabini, BIOVOICES

More information and the registration form are available in the Biovoices Platform:
<https://bit.ly/3iAfl7q>