

RESEARCH TO BUSINESS FUNDING

**For research organizations to prepare the
commercialization of their research idea**

WHAT HAS CHANGED?

- The New business from research (TUTLI) -funding is now Research to Business -service.
- The target for the renewing is to make research commercialization more effective and create more international business from research.
- Project funding can be divided into two phases.
- The funded projects will be set 3-5 concrete targets (concerning e.g. team, development of the idea, markets, finance and IPR) for commercialization preparations.
- The project steering group has to monitor that the project is implemented in accordance with the approved plan and objectives and that at least 40% of the project costs are used for the commercialization preparations.
- Projects are offered new services and events which support the preparation of commercialization.
- Projects can prepare the idea for European Innovation Council (EIC) Pathfinder funding, which will start in 2021.

RESEARCH TO BUSINESS FUNDING

For whom?

- Funding is intended for public research groups and researchers in public research organizations, who want to build new business based on their research and make it real by commercializing their idea.
- The team members will also have a chance to develop their own commercialization skills.

For what purpose?

- With the funding public research organization can prepare the commercialization of a research idea and carry out applied research which support the preparation of commercialization.
- The funding can be used e.g. for technology or novelty searches, determination of customer value and functionality and proof of relevance.

HOW DOES RESEARCH TO BUSINESS FUNDING WORK?

- The funding is 70% of eligible project costs
- The project duration is normally 12-24 months
- A report must be submitted 3 times annually (January, May and September) via online services.
- The project must have several commercialization options.
- The actual product and business development will occur either within a new company being established or as a new business activity in an existing company.
- The commercifying company can not be known in the beginning or during the project.
- At least 40% of the project costs must be used for the preparation of commercialization.

HOW DO I APPLY RESEARCH TO BUSINESS FUNDING?

First prepare to answer the following questions:

NEED

- For what problem is your idea a solution?
- What is the market potential for your solution?
- How does your solution scale in business?

SOLUTION

- How does this project help to develop the solution and solve the problem?

BENEFITS

- What new information is developed in the project?
- What are the primary commercialization routes for the idea?

COMPETITION

- How does your solution differ from competing solutions?

COMPETENCIES

- What competence do you have in your team and steering group?
- How does the project benefit from competences?
- What other competencies do you need for the project?

INTELLECTUAL PROPERTY RIGHTS

- On what IPR does the project base on?
- Who owns the IPR for the solution?
- Does your solution infringe someone's rights?
- Are the results going to be protected with IPR?

PROJECT OBJECTIVES

- What concrete milestones and final objectives can be set for the commercialization preparations in your project?

HOW DO I APPLY RESEARCH TO BUSINESS FUNDING?

- Contact your innovation services team / commercialization unit in your research organization. They will help you to evaluate if Research to Business funding is suitable for your project. They will also assist you with the applying process.
- The applying process includes a project pitch to Business Finland advisor before submitting application.
- Submit your funding application via Business Finland's online services.
- Prepare to discuss about your application with Business Finland advisor after submitting the application.
- Research to Business funding calls are published twice a year, in spring and fall in 2020.

EVALUATION OF RESEARCH TO BUSINESS FUNDING APPLICATIONS

- The size of the targeted business
- The impact of the project on the development of significant international business and on the society
- Project team, skills level and international cooperation
- Especially the experience and knowledge of the persons responsible for commercialization preparation
- The novelty value and challenging nature of the technology or competence to be developed in the research project
- The project plan: commercialization path and it's realism
- Steering group composition and competence

FREQUENTLY ASKED QUESTIONS

How long can the Research to Business project last?

- Research to Business projects typically vary in duration to 12–24 months, depending on the project's industry and idea readiness.

What can I do with Research to Business project funding?

- You can prepare the commercialization of research based idea and carry out applied research which support the commercialization.

Can I include basic research in the Research to Business project?

- The objective of Research to Business projects is to prepare the commercialization of research ideas after basic research, so basic research is not allowed in this project. Instead, applied research can be carried out according to the approved project plan to support the preparation of commercialization.

FREQUENTLY ASKED QUESTIONS

Can I contact potential customers in the project?

- Yes. When you are preparing your research idea for commercialization, it is important to find out, what problems or needs your potential customers have. You can do it e.g. by interviewing the potential customers or by running proof of concept tests in the customer interface.

Can I make product development in the project?

- No. You can do proof of concept tests to verify the functionality of your research idea. However, ready-to-sell products cannot be made.

What should I do, if my research organization does not have any innovation/commercialization unit?

- Contact the person in your organization, who is in charge of research and /or Business Finland.

FREQUENTLY ASKED QUESTIONS

Can we set up a start-up before the Research to Business project ends?

- If the project aims to start business in a start-up, the project's objectives have been achieved and the funding will be discontinued.

What role does steering group have in the project?

- The Research to Business project steering group is an advisory body. The steering group monitors that the project is implemented in accordance with the approved plan and objectives and that at least 40% of the project costs are used for the commercialization preparations.

What is the reason for dividing the project funding in phases?

- When Research to Business projects contain significant risks and uncertainties, we try to manage them with milestones. If the project does not progress according to the objectives, the funding will be discontinued.

MORE INFORMATION

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