

*Training and Interactive session*

**Boosting the Results Exploitation across European Projects: Impact and the Horizon Results Booster**

*6 April 2022 (12.00-13.00 CET)*

**Scope**

Results exploitation is one of the most crucial building blocks for digital transformation projects in Europe. Even if the pilots and projects are developed from a technical perspective, without a concrete business model and exploitation plan they cannot reach the market and might fail. In recent years, a couple of supporting initiatives and mechanisms have been established by the European Commission to support the Research projects to boost their results exploitation. The Horizon Results Booster is a service provided free of charge to all Horizon 2020 beneficiary projects, to help with exploitation of European Commission research projects

In OPEN DEI, one of the main aspects of business support is to help the ecosystem projects for the exploitation of their results and pilots. The current event is organized in collaboration with Horizon Results Booster to provide required information and practical instructions to the projects to facilitate their application and use of the service. At the end of the event, there will be an interactive Q&A session to address the questions and doubts of the projects.

**Agenda**

Title	Time	Speaker
<b>Welcome and Introduction to the session</b>	12.00 - 12.10	Giorgio Micheletti, Golboo Pourabdollahian, IDC
<b>The importance of achieving an Impact and how to achieve it</b>	12.10 - 12.20	Lorenzo Barabani, META Group
<b>Presentation of the different services of the HRB</b> Service 1: Portfolio Dissemination & Exploitation Strategy Service 2: Business Plan Development Service 3: Go-to-Market <b>The application process and service delivery management</b>	12.20 - 12.45	Alessia Melasecche, META Group, HRB Manager
<b>Q&amp;A</b>	12.45 - 12.55	All
<b>Wrap-up and Closing remarks</b>	12.55 - 13.00	Giorgio Micheletti, Golboo Pourabdollahian, IDC