# EIT Food Launch Plan Template

**INSTRUCTIONS:**

The following template serves as a guide for you to provide EIT Food evaluators with a required component of the proposal application: a Launch Plan.

The Launch Plan and any supporting documents you wish to share **must be uploaded as a single PDF document with your application.** Please consider a page limit of 10 pages or 20 slides.

1. **A Launch Plan**

Please provide a launch plan that demonstrates your ability to build commercial value from new intellectual property (IP) or bring innovations to the market and at scale.

Feel free to share your existing business plan materials with us, use your own layout, include figures, and modify the proposed structure to fit your story. The information will be evaluated based on its content, completeness, level of detail and credibility.

The chapters and sections below can be used as guidance to ensure you include the most critical components of the commercialisation strategy.

If there are more exploiting parties in the consortium, it is advised to prepare the commercialisation/launch strategy per exploiting party.

# Launch Plan Guide

**SUMMARY**

*Please provide a concise overview of your Launch Plan, highlighting key points such as the IP or innovation’s value proposition, target markets and customers, financials, key partners and activities. You may use the* [*Business Model Canvas*](https://eitfoodivzw.sharepoint.com/sites/MissionProgrammes-RequestforContributors-MissionsTEAM/Freigegebene%20Dokumente/Missions%20TEAM%20-%20General%20Comms/Funding%20Framework%202023-25/eitfood.eu/files/Business-Model-Canvas-template-1.pptx) *as a structure (either in descriptions or as a figure).*

**COMMERCIAL PRODUCT/SERVICE AND BUSINESS MODEL**

*Please summarize product/service offering(s) and the intended business model(s) that will generate the projected revenues of the Key Exploitable Result(s). Include your value proposition, pricing and demonstrate/argument customers “willingness to pay”.*

**MARKET AND CUSTOMERS**

* *Market Size and Growth: Outline the current size of the target market and its projected growth over the next few years. It is advised to use the TAM, SAM, SOM methodology (see Annex B).*
* *Target customer: Define your target customer segments and their characteristics. You may also explain which customer groups you are not targeting.*
* *Market entry and channels: Explain how you will reach and convince your first and subsequent customers and how you will ensure repeating business.*

**ROADMAP FOR THE COMMERCIALISATION/LAUNCH**

* *Road-to-market: Provide a detailed timeline and action plan towards launching the innovation to the market. Please use milestones to indicate the expected progress. Milestones can cover all aspects of the business including technical (development), regulatory, commercial, operational, manufacturing etc. (see Annex A). You may also refer to Technology or Market Readiness levels when describing the roadmap for commercialisation.*
* *Scaling-up: Provide a scale-up plan for the first 3-5 years of commercialisation. Again, you can use milestones to plan the expected progress towards success.*

**FINANCIAL PROJECTIONS**

* *Revenue Projections: Estimate your expected sales and revenue over the next few years. Please include your assumptions and references to improve the credibility of the projections.*
* *Cash Flow Projection: Illustrate your expected cash inflows and outflows, demonstrating your ability to manage financial resources. If you are not profitable from the start, please explain how you will bridge a potential funding gap.*

**INTELLECTUAL PROPERTY STRATEGY**

* *Protection: Detail your intellectual property protection strategy, including patents, trademarks, copyrights, or trade secrets.*
* *Freedom-to-operate: Please explain your freedom to operate and whether there is any blocking IP.*
* *IP within the consortium: Please explain ownership and utilization of IP across the consortium.*

# ANNEX A - USING MILESTONES

When describing the **roadmap for the commercialization/launch** it is advised to use key milestones that represent a feasible commercial growth path (scale up pace) for each exploitable result in the foreseeable future. Please provide in which quarters and calendar year certain milestones of each Key Exploitable Result (KER) are planned. Examples of milestones are:

* Key Exploitable Result is fully developed and ready for market entry (e.g., Technology Readiness Level 9)
* Supplier or offtake agreements are signed
* First commercial scale production plant established
* First sale
* A certain threshold in sales volumes is reached
* A certain number of customers
* Financial break-even point is reached (i.e., costs for development and market introduction of Key Exploitable Results are paid back by sales of the KER)
* Market introduction in certain (new) countries
* First sale to a new type of customers

# ANNEX B - GUIDANCE FOR MARKET SIZE INDICATIONS

**Example**

Problem:

Water shortage and food supply in danger. Young trees that are cultured (seedlings) in developing countries need to grow to a point at which they can provide fruits, nuts etc.

Key Exploitable Result:

Casing around tree to catch water vamp for irrigation.



**Total Addressable Market (TAM):**

Total worldwide coastal irrigation market for all types of young trees (food and non-food) with imminent water stress (EUR 3.1 bln)

**Serviceable Available Market (SAM):**

Total coastal fruit, nut and olive tree irrigation market with imminent water stress (EUR 1.4 bln)

**Serviceable Obtainable Market (SOM):**

Portuguese and South-African fruit, nut and olive trees (EUR 70 mln)