

## 1. Personalised Support

Inception and overarching support services via a single point of contact / mentor, which are prerequisites for all of Booster's other services.



### Entry-Level Consultation

Helps applicants select the most suitable dissemination and exploitation (D&E) services by providing an introduction to the D&E ecosystem, reviewing the applicant's strategy and intellectual assets, and creating a tailored roadmap. A dedicated mentor will be appointed, offering personalised support to maximise impact.



### Follow-Up Support

Supports beneficiaries in reviewing and adjusting their Booster roadmap by monitoring progress, updating plans as needed, and assessing if further support is required. The Booster mentor will also gather feedback on service quality and provide advice on next steps for result uptake.

## 2. D&E Building Blocks

Services to enhance dissemination strategies and develop market-oriented exploitation plans, ensuring research results reach the right audience and achieve impactful market uptake.



### Dissemination Support

Helps beneficiaries enhance their dissemination plans and execute the dissemination of results. It includes coaching on assessing and improving strategies, identifying key intellectual assets, target audiences, and optimal channels for maximising impact.



### Go-To-Market Support

Assists beneficiaries in advancing their key exploitable results towards market readiness. It supports the development of a business plan and identifies opportunities for further exploitation or reuse of research results. Through coaching, beneficiaries will assess result maturity, conduct market analysis, perform risk assessments, and identify key stakeholders and business partners. Additional guidance includes innovation management, financial planning, and creating a go-to-market approach.

## 3. D&E Add-Ons

Optional, enhanced support that builds upon the core building block services to further optimise research dissemination and exploitation, available as needed based on the Booster roadmap established in the entry-level consultation.



### Networking

Helps beneficiaries expand their contact database and capitalise on project results by connecting with key stakeholders and initiatives. It includes developing a networking strategy, mapping opportunities to engage relevant stakeholders, matchmaking with entrepreneurs, and offering guidance on building networks at various levels.



### Intellectual Assets Management

Aids beneficiaries in developing an intellectual assets management strategy to ensure readiness for dissemination and exploitation, focusing on identifying intellectual assets, offering advice on ownership, IP rights, valuation, and licensing, with additional support on IP management if needed.



### Portfolio Analysis

Supports beneficiaries in creating and analysing a portfolio of project results for joint dissemination and exploitation to enhance overall impact. It includes assessing existing portfolios, developing new ones with shared dissemination value, fostering project clustering, and identifying channels for synergy and collaboration.



### Coaching for Public Speaking

Enhances beneficiaries' public speaking skills to effectively present research results to key stakeholders and at events, offering support with material preparation, audience targeting, and improving speaking techniques.



### Audio-Visual Support

Assists beneficiaries in the production of a video to enhance the dissemination of research results on Horizon Results Platform.