



LIFE

Close to Market

Kick-off meeting for LIFE18 projects

Think about
the after-LIFE
at the beginning
of your

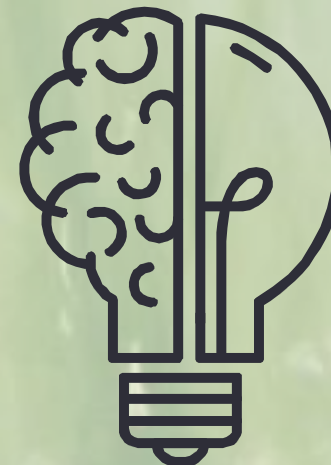


What is the C2M Initiative?

LIFE Programme has financed **green innovation and clean tech solutions** from its start in 1992.



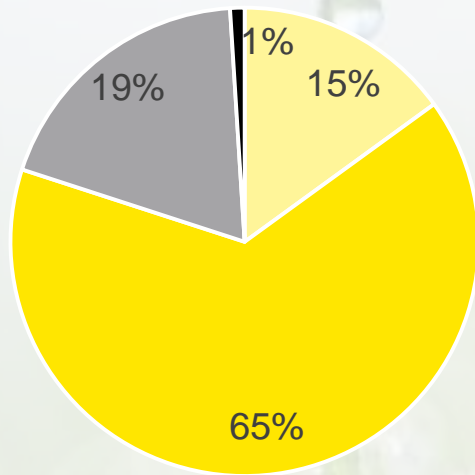
One of today's key priorities for LIFE is to support **close-to-market projects delivering innovative environmental solutions** to ensure that they are **sustainable** and capable of being widely taken up by society in general, and the economy in particular.



C2M (Close-to-market) Initiative

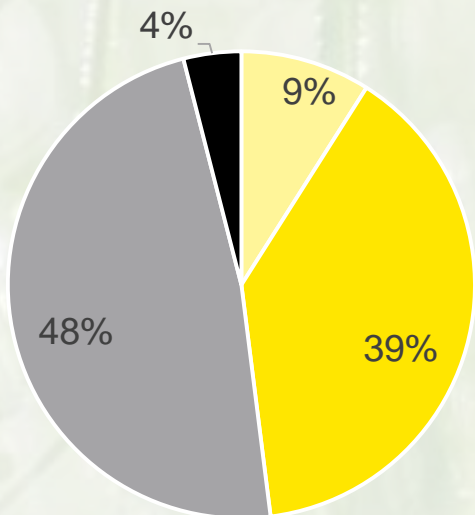
The aim is to assist the LIFE projects with market potential to develop towards **successfully maintaining project results via commercialisation and upscaling** of the proposed innovative solutions.

Technical preparation vs. business readiness



Level of technical readiness of the project's product

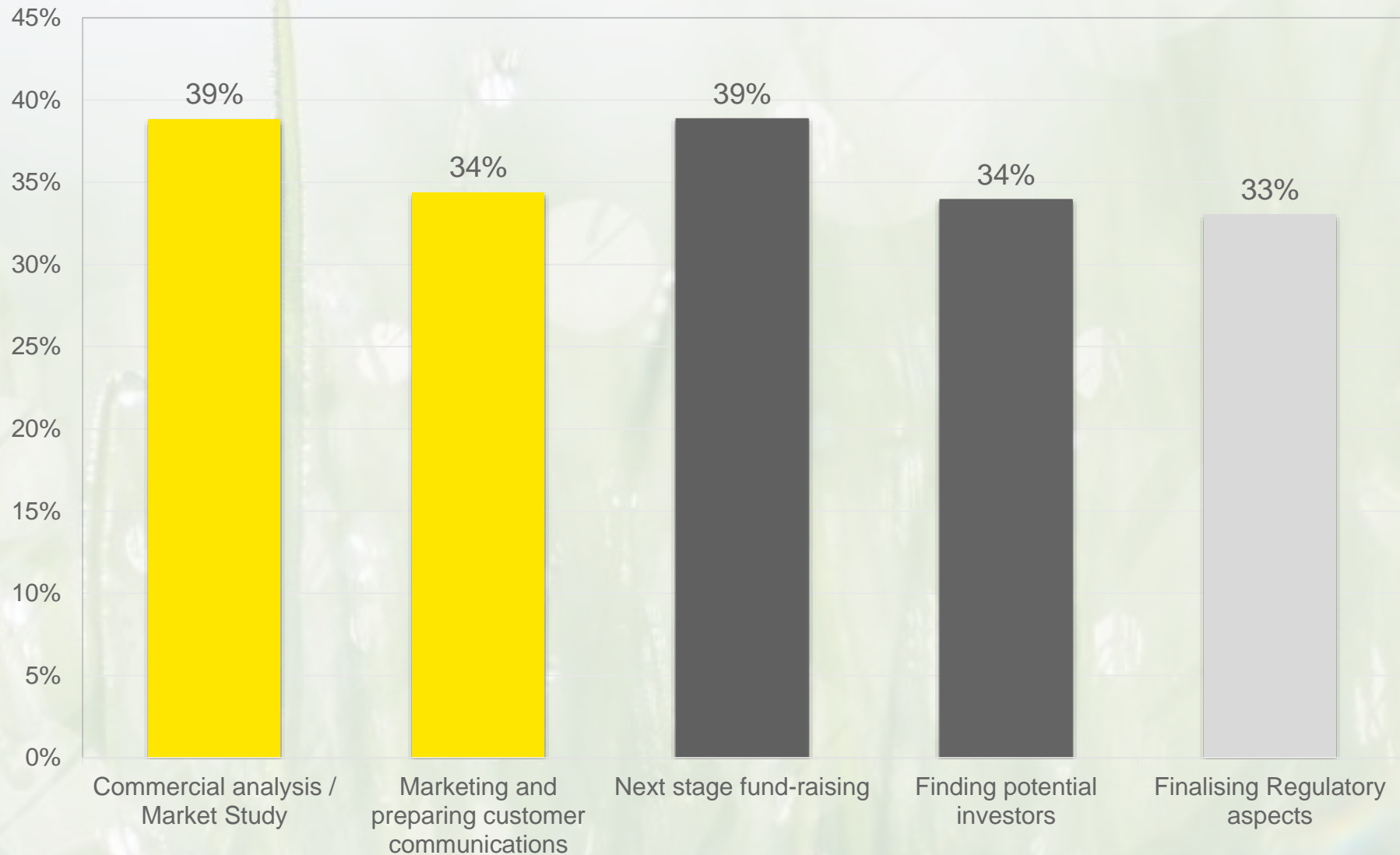
- High: Innovation is complete and being exploited on the market (TRL>9)
- Medium: Already developed but not yet being exploited (TRL 7-9)
- Low: Innovation is still under development (TRL<7)
- Other/Not applicable



Business plan readiness

- Extended business plan is ready for external investor to dig into
- Business plan under planning but not yet completed
- Currently do not have a business plan and have not planned yet to prepare it
- Other/Non applicable

What kind of help are LIFE beneficiaries looking for?



C2M initiative – Be attractive and ready!

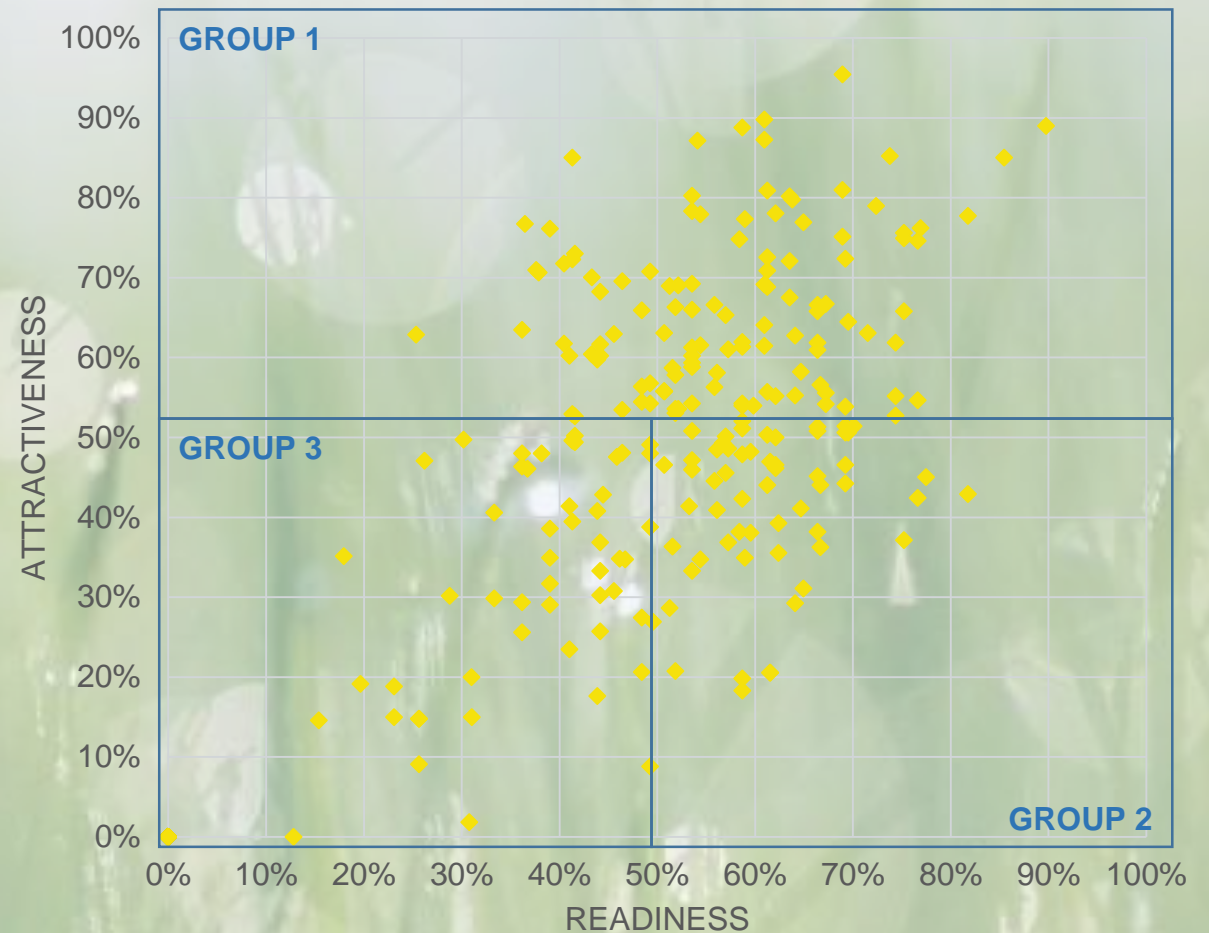
Attractiveness score

- ▶ Project's attractiveness (from a potential investor's point of view)

Readiness score

- ▶ Level of project results (product or service) preparedness to enter the market

Attractiveness & Readiness matrix



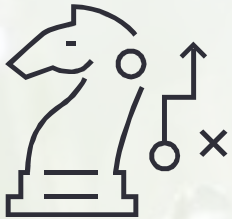
We will kindly ask you to fill in the C2M checklist.

How can the C2M initiative support you?



Reflection of where you and your solution stands now

C2M initiative reviews the C2M stage of your projects and **assesses their close-to-market potential.**



Structured path to where you want to get

C2M initiative helps you to determine **milestones and action points** based on project readiness and helps you progress during your project duration.



Helping you on your journey

C2M initiative as a **first contact point for the C2M topics** – dedicated C2M technical monitors and other high profile business innovation experts (C2M experts in the external monitoring team, Europe Enterprise Network experts).

How can the C2M initiative support you?



Use your project budget during the LIFE financing

Pay for expertise when you need it, e.g. market analysis, business plan preparation.



Find an appropriate method for post-LIFE financing

The C2M initiative will assist you with **financing** and contact with **investors**, through various EC or national public or private schemes, incl. the **SME Instrument** and **EIB group** financing.



Build business partnerships

The C2M initiative brings **networking opportunities** to you.

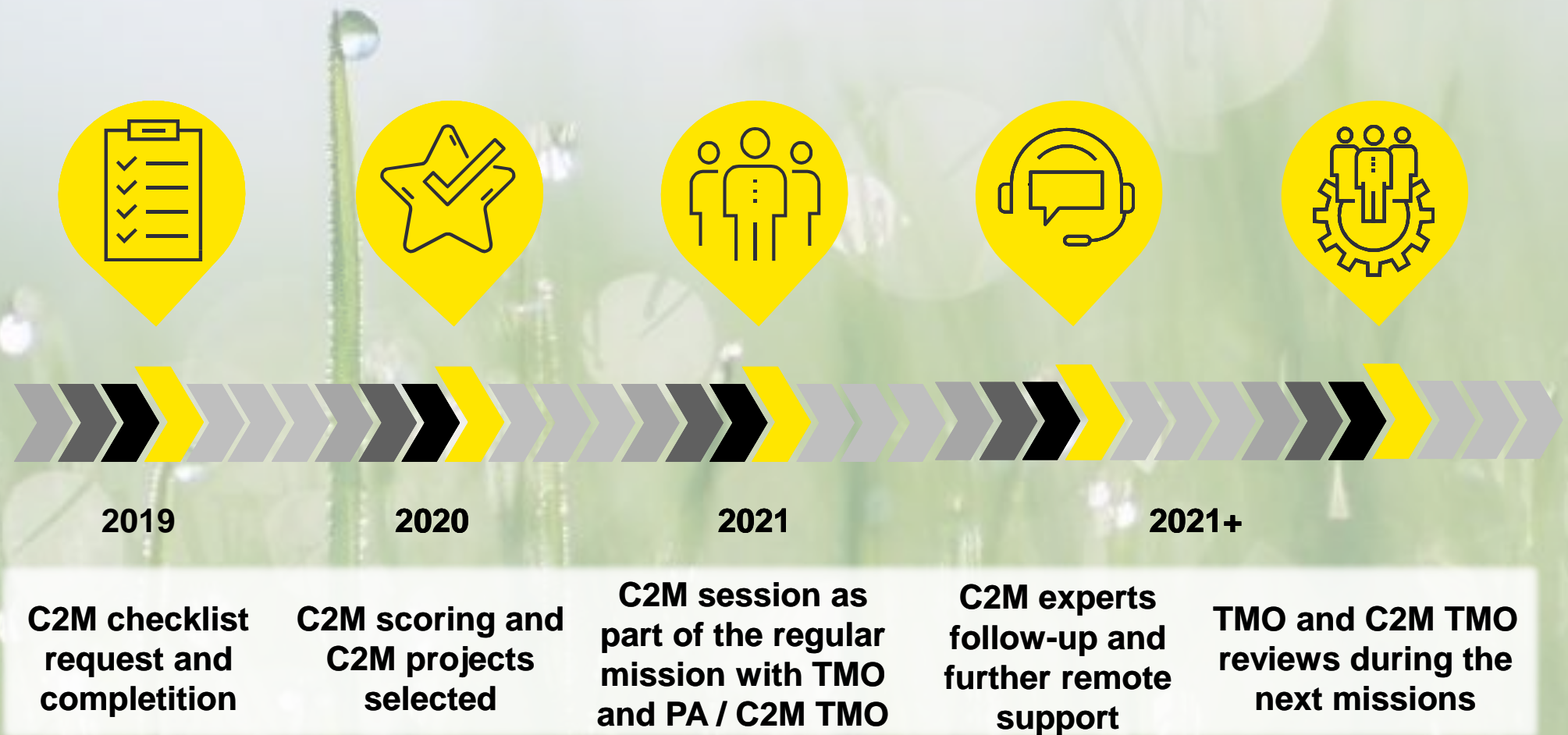
C2M tools to support you:

C2M BP Manual

C2M Pitching
Presentation Template

C2M E-Library

C2M team interactions with projects



DYEMOND SOLAR – cost efficient solar cells

- ▶ **Exeger Sweden AB (CB)**
- ▶ SME company that produces **extremely thin solar cells** that can produce **electricity from all types of light**



exeger

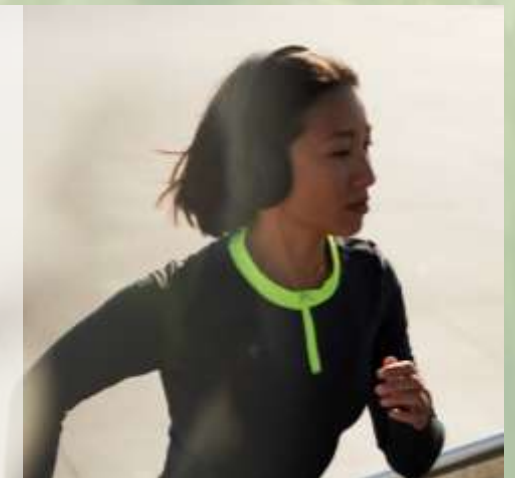


- ▶ **LIFE09 ENV/SE/000355**
- ▶ **2010 – 2015**
- ▶ **€ 1,7 million**

- ▶ Proved the production potential and scalability of **screen printing as a production method**



- ▶ **\$10 million** financing from **SoftBank Group Corp.** (world's largest technology investor)
- ▶ **Pension company AMF** invests **€ 26 million** in 6% ownership
- ▶ **Landmark agreement** with a **global electronics giant**
 - ▶ Next year – deliveries of solar cells, which will be integrated into their products and **sold all over the world**



LIFE+ SUSAFRUIT – commercially viable nets

- ▶ University of Zagreb, Faculty of Agriculture (CB)
- ▶ Apofruit Itali Soc. Coop. Agricola – one of the major Italian fruit producers
- ▶ Xeda International S.A. – a French producer of post-harvest protection solutions



- ▶ LIFE13 ENV/HR/000580
- ▶ 2013 – 2017
- ▶ € 0,9 million

- ▶ Demonstrated the use of the photo-selective pest exclusion nets on fruit orchards
 - ▶ **Creates savings** of €300-500 per ha annually
 - ▶ **Increase of class in fruit yield** by ca. 20%
 - ▶ 70% reduction in insecticides used



- ▶ Used under commercial conditions by fruit producers in **Croatia** and applied to **Italy, Israel, Australia, South Africa and other countries**
- ▶ € 0,5 million financing commercial application from **Croatian Bank for Reconstruction and Development**

Any questions?

C2M core team

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