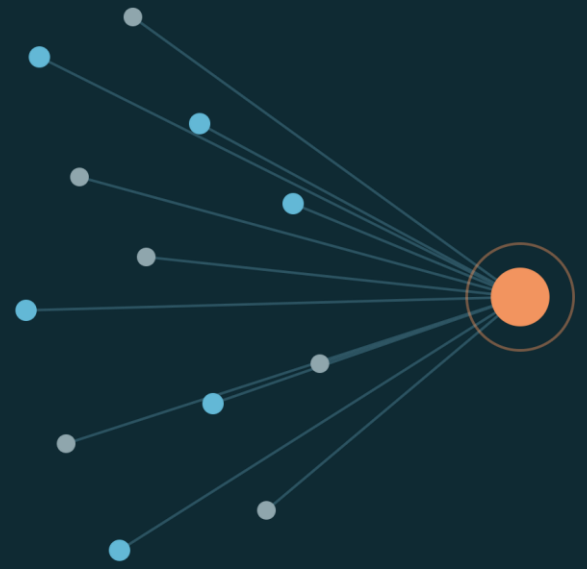
MIT4LS 2026 · B2B BROKERAGE EVENT

Know what your innovation is really worth



Readiness, patents, partners, markets, risks and business cases, assessed with C-Tech Navigator. AI-supported, always with a human in the loop.

C-Tech Navigator®

NSBproject Srl · www.nsbproject.com

THE CHALLENGE

Good innovations stall on questions nobody has fully answered

Patent holders, research teams and companies with near-market products face the same questions before every licensing deal, partnership or investment.

The answers exist, but they are scattered across patents, publications, funding data, company news and market reports.

- Is it really ready for the market?
- Where else could this patent create value?
- Who should we partner with, and who are we up against?
- How large is the opportunity, in euros?
- What could go wrong?
- Where should we start?

OUR METHOD

AI finds and structures the signals. Our experts interpret them. You decide.

INPUT

Fragmented signals

Technology, IP, market, funding, partners, customers

AI · C-TECH NAVIGATOR

Collect and structure

Gathers, links and organises the signals at scale

HUMAN · NSBPROJECT EXPERTS

Validate and interpret

Check sources, add sector context, draw conclusions

OUTCOME

Your decision

Invest, license, partner, launch or stop

Nothing reaches you without a human review. AI widens the search; experts own the conclusions.

HOW A PROJECT RUNS

Four steps, with a person accountable at every checkpoint

1

Human, with you

Frame the question

We agree on the decision you face and the questions that matter most.

2

AI-supported

Scan the signals

C-Tech Navigator gathers and links technology, IP, market, funding, partner and customer data.

3

Human expert

Validate and interpret

Analysts check sources, remove noise and test findings against sector experience.

4

Human, with you

Discuss and decide

We present decision-ready findings in a working session and agree next steps.

You can redirect or deepen the analysis at every checkpoint.

WHAT THE METHOD ANSWERS

Six questions, one evidence base

01

Readiness

How mature is the innovation, really?

02

Patent potential

Where else can the IP create value?

03

Partners & competitors

Who to work with, and who to watch?

04

Economic potential

How big is the market, and what is it worth?

05

Risk

What could block or derail the plan?

06

Business cases

Where should we start for the best return?

01 · READINESS

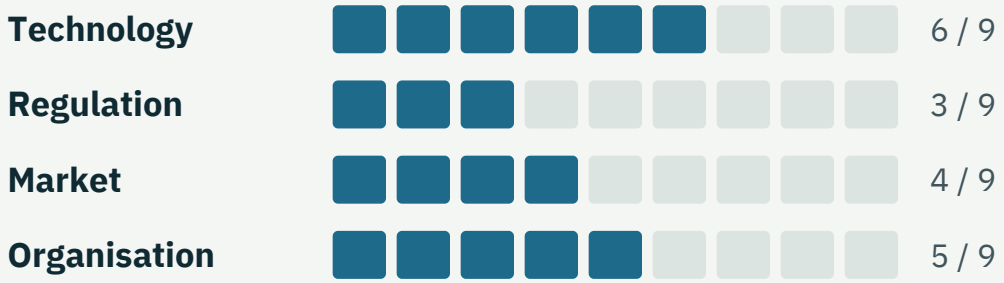
Readiness measured on evidence, not on self-assessment

“Is the innovation as close to market as we think?” think?”

WHAT WE LOOK AT

- Technology: publications, patents, prototypes and validation stage
- Regulation: the steps still needed for comparable products
- Market: customer signals, comparable solutions, adoption
- Organisation: team, partners and funding secured so far

Illustrative readiness profile · levels 1–9



WHAT YOU GET

A readiness profile on four dimensions, the evidence behind each level and the gaps to close before launch.

A patent can be worth more than its first application

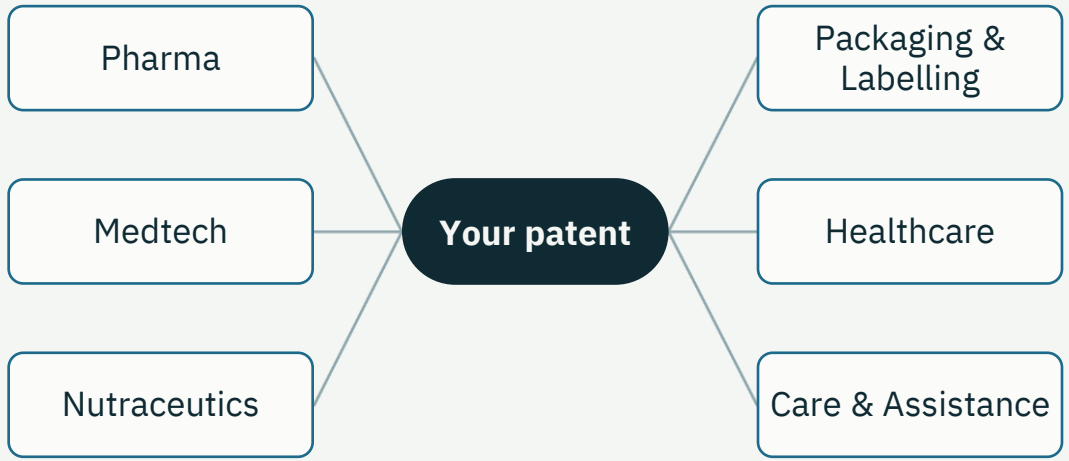
“Where else could this patent create value?”

value?”

WHAT WE LOOK AT

- What the claims cover, and how strong the position is
- Adjacent applications and sectors using similar technology
- White spaces: real needs with few competing patents
- Who files in the same area: possible licensees, buyers, co-owners

Illustrative map of application fields



WHAT YOU GET

Application fields ranked by fit and room to move, with the players active in each.

The right counterparts, identified before the meeting

“Who should we work with, and who are we up we up against?”

WHAT WE LOOK AT

- Companies and research groups working on the same technology
- Complementary players: manufacturers, distributors, care providers
- Investors and public funders backing the field
- Customer organisations already showing demand

Different technology, same market **Commercial partners**	Same technology, same market **Competitors**
Different technology, other markets **Adjacent players to watch**	Same technology, other markets **Licensees and co-developers**

WHAT YOU GET

A shortlist of prospects and competitors, each with the reason it matters, ready for your B2B meetings.

04 · ECONOMIC POTENTIAL

Market size and value, in figures you can defend

“How large is the opportunity, and what is it it worth to us?”

WHAT WE LOOK AT

- Total, addressable and obtainable market
- Growth trends and the forces behind them
- Prices and values of comparable products and deals
- Investment and public funding flowing into the field

TAM · total market for the technology

SAM · segments you can realistically reach

SOM · the share you can win in the first years

WHAT YOU GET

Market and value estimates with sources and assumptions stated, usable in business plans, pitches and grant applications.

Risks spotted early cost less to manage

Risk area	Signals we track	What it helps you decide
Technology	Competing approaches, failed validations, slow progress in the field	Where to invest in further development
IP and freedom to operate	Overlapping patents, narrow or weak claims	File, license or design around, with a patent attorney’s review
Regulation	Requirements and timelines for comparable products	Realistic time and cost to market
Market and competition	Crowded segments, price pressure, new entrants	Where to position, and where not to go
Funding	Investment trends and funding gaps in the field	When to raise, and from whom

The best first market, chosen on explicit criteria

“Where should we start to create value fastest?” fastest?”

WHAT WE LOOK AT

- Candidate applications and customer segments from the five analyses
- Each case scored on the same criteria, with the reasoning written down
- Revenue model options: licensing, co-development, direct sales

Illustrative	Case A	Case B	Case C
Market size	High	Medium	Medium
Readiness fit	Low	High	Medium
Competitive room	Low	High	Medium
Partner access	Medium	High	Low
Time to revenue	Long	Short	Medium
Priority	3rd	1st	2nd

WHAT YOU GET

Two or three prioritised business cases, each with target customers, revenue model and next steps.

WHAT YOU RECEIVE

Decision-ready outputs, discussed with you

Assessment report

Findings for each question, with sources and assumptions stated.

Maps and shortlists

Application fields, ecosystem map, prospect and competitor lists.

Expert working session

We walk you through the results and agree priorities together.

Follow-up support

Partner outreach, business plans and funding applications.

Every figure comes with its source. Every conclusion is reviewed by an NSBproject analyst.

WHO IT IS FOR

Built for anyone taking life-science innovation to market

Patent holders and tech transfer offices

Before licensing or selling IP

Research groups

Before a spin-off or an industry partnership

Start-ups and SMEs

Before a launch, a funding round or a new market

Companies scouting innovation

Before choosing partners, suppliers or acquisitions

ACROSS THE MIT4LS 2026 AREAS

Pharma · Medtech · Nutraceutics · Packaging & Labelling · Logistics · Research · Healthcare · Care & Assistance · Consulting Services

LET'S TALK AT MIT4LS 2026

Bring one innovation. Leave with a clearer path to market.

Book a B2B meeting with NSBproject on the event platform. We will look at your case together and see which of the six questions matter most.

EVENT PLATFORM

b2match.com/e/meet-in-italy-for-life

COMPANY

NSBproject Srl · www.nsbproject.com

CONTACT

Andrea Jester, a.jester@nsbproject.com