



DEVELOPMINDED

Proof-of-Market for Horizon Results Cluster 4 (INDUSTRY)



Project Idea	Proof-of-Market sprint to turn CL4 / LEIT R&I results into a validated commercial pathway (market proof, pilots, regulatory & market readiness, go-to-market plan).
Organization name, town and country	DevelopMinded B.V. - Zutphen (Based in The Netherlands)
Addressed topic(s)	<p><i>HORIZON-CL4-2026-01-MAT-PROD-48 - ‘Proof of market’ to improve valorisation & commercialisation of Horizon R&I results (IA)</i></p> <p><i>Expertise relevant to multiple topics:</i></p> <ul style="list-style-type: none"> • HORIZON-CL4-2026-01-MAT-PROD-01 • HORIZON-CL4-2026-01-MAT-PROD-05 • HORIZON-CL4-2026-01-MAT-PROD-46



DEVELOPMINDED

Commercialisation, Market Uptake & Impact Partner

WHO WE ARE

- Execution-driven partner supporting deep-tech companies & consortia with technology valorisation.
- Together with innovators, we commercialise and scale break-through technologies by bridging science, entrepreneurship and impact.

WHAT WE DO WITHIN CONSORTIA

- Commercialisation & Exploitation strategy (from Proposal to Implementation).
- Market & application landscaping + route-to-market models (licensing, spin-outs, JV's, platforms).
- Joint business development & market access (customers, pilots, strategic partners, investors).
- Ecosystem & stakeholder orchestration (end-users, industry, policy) + governance for exploitation.

OUR TRACK RECORD (over 9 years)

- **1007+** deep-tech ventures supported across EU innovation landscape .
- **€379.9M** total funding raised by client partners (public + private) to date.
- **100+** strategic pilots launched with industry and end-users.
- **€135.9M** Horizon Europe funding secured for clients to date.
- **EIC partner** and one of the highest performing EIC BAS providers.





Project idea (MAT-PROD-48): “Proof of Market” to valorise Horizon results

CALL FIT AND FOCUS

This IA funds small consortia (spin-offs/startups/SMEs) to prove the market potential of results from completed/ongoing CL4 (or H2020 LEIT) projects, turning validated R&I into a clear pathway to commercialisation and stronger SME/startup uptake.

OUR PROPOSED APPROACH (“Proof-of-Market Sprint”)

- **Asset & Market readiness:** confirm rights to use/ commercialise results. Define exploitation route and roles.
- **Market & competitiveness:** Segment/use-case prioritization. Competitor landscape. Willingness-to-pay logic.
- **End-user validation:** Structured outreach. User requirements. Pilots/tests with adopters and customers.
- **Regulatory/standards & roadmap:** Staged compliance plan to de-risk market entry.
- **Commercial route & investment case:** GTM plan, pricing, partner model, traction signals (LOIs/MoUs), follow-on funding plan.

WHY THIS WILL SUCCEED

DevelopMinded is the market-facing execution partner: We validate demand, secure pilot users and convert project outputs into procurement-ready proof and a next-step scale route beyond the grant.





Required Partners/Collaborations

FOR HORIZON-CL4-2026-01-MAT-PROD-48 WE SEEK:

- ❖ Technology lead with IP ownership or access/commitment letter, with results from a finished/ongoing CL4 or H2020 LEIT RIA/IA.
- ❖ Research organisation / University / TTO ready to enable fair access to results/IP for exploitation.
- ❖ Industrial end-users/adopters for needs validation + pilots/tests (ideally LOI's).
- ❖ Testing / certification / standards / regulatory partners.



LOOKING TO JOIN CONSORTIA (HIGH INTEREST CALLS)

We are actively looking to join consortia for these topics and are seeking coordinators who need a partner for market uptake, exploitation and commercialization activities :

- **HORIZON-CL4-2026-01-MAT-PROD-05 (RIA):** Circular innovative advanced materials - design-to-market transition
- **HORIZON-CL4-2026-01-MAT-PROD-46 (CSA):** Technology Infrastructures mapping & service finder (portal + ecosystem)
- **HORIZON-CL4-2026-01-MAT-PROD-01 (IA):** Advanced manufacturing for key products - industrial deployment & uptake

Our contribution : Market validation • End-user/pilot structuring • Exploitation plans
• Business model/GTM • Traction (LOI's/MoU's)

Contact details

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