From innovation to market uptake

Expertise offered	Market validation · industrial customer evidence Business cases · exploitation · routes to market
Organisation and location	Ceresana e.K. | Konstanz, Germany Independent B2B market research SME
Addressed Horizon topics	**HORIZON-CL4-2027-01-MAT-PROD-06** Circular innovative advanced materials: facilitating the transition from design to markets **HORIZON-CL4-2027-01-MAT-PROD-22** Innovative advanced materials and new production processes – reducing dependencies on Critical and Strategic Raw Materials

Ceresana | Evidence for industrial decisions

SINCE 2002
German research SME

300+
Market studies

10,000+
Clients worldwide

INDUSTRIAL MARKET EXPERTISE

Advanced & bio-based materials · Chemicals · Plastics · Recycling
Construction · Packaging · Circular economy · Industrial B2B markets

FUNDING PROPOSAL EXPERIENCE (2026)

Contributed to 6 CBE JU · 7 Horizon Europe · 2 RAMP proposals

Market intelligence, business cases and exploitation input.

Independent evidence. Industrial insights. Credible routes to market.

Our market-validation work package

Ceresana
Market Research Since 2002

Both Horizon topics require a credible business case and exploitation strategy.

01 MARKET OPPORTUNITY

EU/global market size; target users; competing materials and substitution potential.

02 CUSTOMER VALIDATION

Industrial customer interviews; application needs, acceptance and adoption barriers.

03 BUSINESS CASE

Value-chain economics; competitors; commercial viability and routes to market.

04 EXPLOITATION & UPTAKE

KER market fit; commercialisation roadmap; target customers and value-chain partners.

Outputs: market study · customer evidence · business case · uptake roadmap

Consortium partners sought

Need market evidence for your 2027 materials proposal?

MAT-PROD-06

Circular advanced materials: energy & construction applications.

MAT-PROD-22

Reduce dependence on critical raw materials with innovative substitutes.

OUR IDEAL CONSORTIUM CONTACTS

- Consortium coordinators & RTOs
- Material developers & recyclers
- Industrial demonstrators & OEMs
- End users & value-chain partners

Let's scope a funded market-validation and exploitation work package.

Contact details

Contact person	Oliver Kutsch
Organisation	Ceresana e.K. | PIC 863587800
Address	Konstanz, Germany
Phone	+49 7531 94297 0
E-mail	o.kutsch@ceresana.com
B2Match profile	www.b2match.com/e/horizon-europe-industry-2027/participants/3719066
LinkedIn	linkedin.com/in/oliver-kutsch-21510987/



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Have a project idea? Contact me!