

CONSORTIUM PROFILE

Ceresana makes bioeconomy projects market-oriented, credible and fundable

Market Logic · Exploitation · Impact · Market Uptake

For consortia in bioeconomy, circular economy and sustainable materials that want to connect technical excellence with a credible route to market, exploitation and impact.

OUR CONTRIBUTION

We strengthen market need, target groups, stakeholder relevance, business case, exploitation route, scale-up logic and external visibility.

SUITABLE FUNDING CONTEXTS

CBE JU

Horizon Europe

LIFE

FPNR

KMU-innovativ

Eurostars

ZIM

DBU

Regional
programmes

From technical excellence to a robust market,
exploitation and impact story.



STRATEGIC ADDED VALUE

Evidence market need, exploitation and impact

Ceresana provides the economic and market-oriented contributions that translate technical project ideas into a credible path to market uptake, impact and scale-up.



01

Market Need & Potential

Assess target markets, applications, customer segments and demand drivers.

02

Value Chain & Stakeholder

Identify key players, roles, bottlenecks, pilot customers and exploitation partners.

03

Business Case & Go-to-Market

Structure revenue logic, market path, positioning, pricing and commercialization.

04

Exploitation Strategy

Map Key Exploitable Results (KERs), target groups and exploitation routes.

05

Market Uptake & Scale-up

Show market acceptance, replication, transferability and scale-up scenarios.

06

Impact & Dissemination

Deliver market-based impact logic, stakeholder messaging and outreach content.

— VALUE FOR PROPOSAL AND CONSORTIUM

Ceresana connects technology, market and impact for stronger proposals

The contribution strengthens not only individual deliverables, but the whole argument: why the project matters, who uses the results, and how impact, exploitation and scale-up are created after the project ends.



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FOR EVALUATORS

Clearer impact and exploitation logic

Market need, target groups and exploitation routes are presented transparently. This improves readability, plausibility and impact.

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FOR COORDINATORS

Stronger Part B and work package texts

Ceresana delivers structured text modules, market logic, deliverables and role descriptions for the outline, Part B and work packages.

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FOR PARTNERS

Stronger market relevance for technical results

Technical results are linked to target markets, stakeholders, business cases and exploitation paths.

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RESULT

A stronger path to impact, market uptake and scale-up

Ceresana builds the economic bridge between research, industrial application, investment logic and scale-up.

— EXPERTISE & CONTACT

Ceresana: market & exploitation partner for bioeconomy consortia

Ceresana is strongest where technological innovation needs market understanding, economic plausibility and convincing external communication.



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TOPIC FIT

Where Ceresana fits best

Bio-based chemicals and materials, bioplastics, packaging, adhesives, coatings, circular economy and sustainable materials.

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MARKET EXPERIENCE

Why Ceresana stands out

Active since 2002, 300+ market studies, more than 10,000 clients worldwide and strong expertise in chemicals, materials, packaging and industry.

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READY TO USE

What can be delivered quickly

Short profile, work package outline, role and budget logic, deliverables and text modules for outlines or Part B.

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WORKING MODE

Fast, precise and proposal-focused

Clearly defined contributions, robust content and close alignment with funding logic, evaluator perspective and consortium needs.

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AREAS OF USE

Where value is created

Impact, exploitation, market uptake, business case, stakeholder mapping, dissemination and outreach.

CONTACT

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Discuss collaboration