

NSBproject srl • EXPLOITATION PARTNER

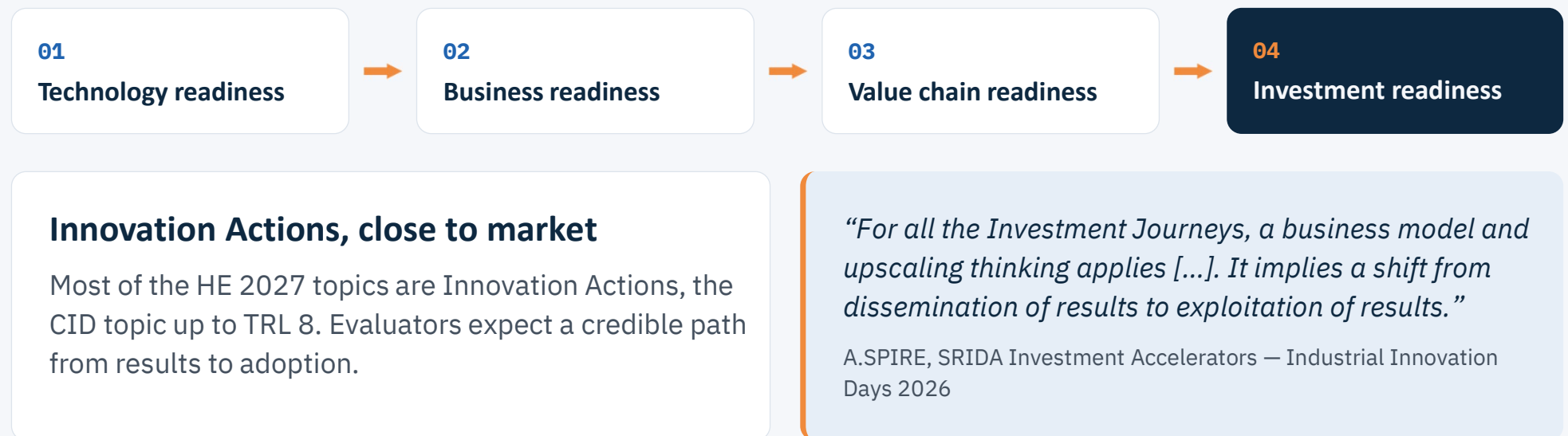
From project results to investable innovations

How **C-Tech Navigator® Module 3** manages exploitation, tests business cases and gives a forward-looking view of each innovation a project delivers.



CONTEXT

Why exploitation now sits at the core of a R&D proposal



Where exploitation plans usually fall short

Typical exploitation plan	With C-Tech Navigator® Module 3
Markets described as segments	Use cases with a named buyer and decision unit
Results judged on “does it work?”	Readiness scored on six dimensions (SRL)
IP checked at the end	Defensibility and freedom to operate screened early
Business case written as narrative	Five-year costs, NPV range, buyer’s alternatives
Several markets chased at once	One use case active at a time, each with a verdict

One AI engine, three entry points

NSBproject's **proprietary AI engine** for competitive and innovation intelligence. It turns fragmented technology, market, funding, IP, partner and customer signals into structured insight — **interpreted by our consultants**.

MODULE 1

Company

Benchmarks one company's R&D investment against its competitors and sets R&D priorities.

MODULE 2

Sector

The same benchmark read at sector level, for clusters, networks and business developers.

MODULE 3 • FOCUS

Tech Challenge

Takes one technology — an idea, a PoC or a prototype — and measures how ready, defensible and marketable it is.

Technology Positioning Assessment

Executive synthesis → Understanding the technology → Validate exploitability → Decide & act

01 Solution maturity

Six readiness dimensions resolved into an SRL score

02 Competitive landscape

Technology families benchmarked on seven dimensions

03 Comparative advantage

Truly better, comparable or not yet measurable?

04 Defensibility

Patent screening and freedom-to-operate constraints

05 Overall positioning

One reading of the structural tensions, for the board

06 Strategic priorities

Four workstreams in a binding sequence, with budget

Output: Technology Positioning Report and readiness scoring

Rule: technology first, markets later

Use Case Assessment

Generate use cases → Activate one → Take it apart → Verdict & next case

01 Use case under test

Baseline hypothesis, eligibility criteria, scope limits

03 Problem fit

Is the pain real, frequent and already costing money?

05 Regulatory pathway

Rules and standards in scope, with status and lead time

07 Competition & market size

Players ranked by threat; addressable market stated

02 Buyer & decision unit

Who can say yes or no, in which order, convinced by what

04 Economics of the model

Five-year cost profile, NPV range, buyer's alternatives

06 IP & freedom to operate

Jurisdictions that matter, filings needing closer review

08 Overall assessment

What is established, what is not, what must be true

Output: one Use Case Report per activated case

Rule: one use case active at a time

INSIDE YOUR CONSORTIUM

Exploitation managed from proposal to final review

1 • Proposal

WE DO

Readiness baseline of each key exploitable result; two or three candidate use cases each.

YOU GET

An evidence-based Impact section and exploitation strategy.

2 • Project start

WE DO

Technology positioning of each key result; a shared use case control panel.

YOU GET

Shared priorities and a governed set of exploitation options.

3 • Execution

WE DO

One use case at a time, tested with real buyers; IP screened before results are published.

YOU GET

A Use Case Report with a go / kill verdict for each case.

4 • Final phase

WE DO

Business cases and an investment-readiness review of the surviving use cases.

YOU GET

An investable business plan and next steps to scale-up and funding.

Scope and effort are tailored to each consortium and to each key exploitable result.

What the consortium receives from us

OUR ROLE

Exploitation and business-case partner

WP or task leader for exploitation and business planning, working with the coordinator and the industrial partners.

Exploitation strategy and plan

Initial, updated and final versions, built on evidence

Technology Positioning Reports

One per key exploitable result, with readiness scoring

Use Case Reports and business cases

One per activated use case, each with a recorded verdict

Decision workshops

With partners at each gate: what to pursue, park or stop

WHY US

Why NSBproject



Proprietary AI engine

C-Tech Navigator®, built on our consulting processes, turns scattered signals into decision-ready insight.



Hands-on EU exploitation

Exploitation manager of several European R&D projects: business plan written, two use cases under test with the coordinator.



Credible by design

Every assessment declares data provenance and limits, and separates what is proven from what is claimed.