



EuroGEOSS Showcases: Applications Powered by Europe

D5.17 Second Annual Report on Sustainability Booster



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ABSTRACT

The overall aim of WP5 is the long-term sustainability of e-shape Pilots, their penetration in the public and private markets and the support of their upscaling. This will be achieved by providing a wide range of support measures that will be accessed under the so-called Sustainability Booster. The Sustainability Booster provides a dedicated online environment through which knowledge and tools can be accessed and requests for on-demand services can be made by e-shape Pilots. These on-demand services cover areas such as business planning, innovation processes and strategies, Intellectual Property considerations, as well as investment and funding opportunities. Qualified experts are available under the Sustainability Booster to provide these services. The components of the Sustainability Booster include:

- The [Insights](#) section (also known as Market Trends Observatory), which monitors market trends, policy priorities, and technological developments in order to produce insights that can help e-shape Pilots, and the wider EO community as well, to capture associated opportunities.
- The [IP & innovation Office](#) which constitutes an online resource managed by a team of IP, innovation, and EO experts. Through this online presence, e-shape Pilots can get access to IP and innovation support provided in the form of online information resources as well as on-demand support from suitable experts.
- The [Investment & Funding Landscape Navigator](#), which forms part of a broader set of Investment Readiness Support activities. These follow and map additional sources of financial support for innovation and funding opportunities for the e-shape Pilots and can support the Pilots in identifying, selecting, and targeting investment and funding.

In addition to these components, sustainability support activities are continuing through one-on-one meetings with pilots. Moreover, outreach and communication activities have been ongoing at key events to raise awareness of the Sustainability Booster and provide further information/guidance on sustainability support.

This report provides an overview of the components, their associated activity to date, links to other deliverables with further information, and planning of activities throughout the remainder of the e-shape project and beyond.

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1 INTRODUCTION

The overall aim of WP5 is to enable the long-term sustainability of the e-shape Pilots, their penetration in public and private markets and to support their upscaling. Through the so-called Sustainability Booster – a set of complementary support activities – knowledge, tools, and guidance are provided to the Pilots to achieve this goal. Moreover, the resources made available through the Sustainability Booster constitute a significant contribution to the EuroGEO community.

This report builds upon **D5.12 – First Annual Report on Sustainability Booster** which was delivered in M24 and describes the developments pertaining to the Sustainability Booster since then, including notable results from the operational stage as well as upcoming developments within each of the Sustainability Booster's core components.

Chapter 3 concludes with a summary of next steps of concrete actions for each component of the Sustainability Booster as well as further actions to secure the long-term sustainability of the Sustainability Booster itself.

2 COMPONENTS

The Sustainability Booster incorporates a number of activities and resources across work package WP5 (with further links to other work packages, in particular WP4) in support of e-shape Pilots' long-term sustainability. These aim to guide and support the Pilots along the innovation process through access to knowledge, tools, markets, capital, and technology.

At its core, the [Sustainability Booster](#) as a virtual office consists of the following components, which will be the focus of this report:

- The [Insights](#) section (also known as the **Market Trends Observatory**) which provides up-to-date market (and technology) intelligence as input to Pilots' "roadmaps",
- The [IP & Innovation Office](#) providing information and expert support towards business planning and consideration of IP aspects,
- The **Investment Readiness Support** package with its tool to identify opportunities for investment and funding (the [Investment & Funding Landscape Navigator](#)) and guidance towards choosing and approaching suitable instruments of investment or funding.

An update to the Sustainability Booster website was implemented in May 2021, improving user interfaces and content based on feedback from users and UX experts. Screenshots in the following sections present some of the views in the new environment.

Further components and activities related to the Sustainability Booster have been described in separate deliverables, such as: EOmall (D5.10), eoWIKI 2.0 (D4.8), Capacity Building (D4.5) including the EO Maturity Indicators (D4.6), as well as the Sustainability Support Package (D5.5) with the resulting Sustainability/Business Plans for each Pilot (D5.11 and the upcoming D5.25). These will not be further addressed in this report.

2.1 Metrics

The following metrics summarise users and views of the primary Sustainability Booster components over the past year:

- Sustainability Booster users since May 2021: 888
- Insights section views since May 2021: 576
- IIPPO section views since May 2021: 232
- Investment Readiness section views since May 2021: 227

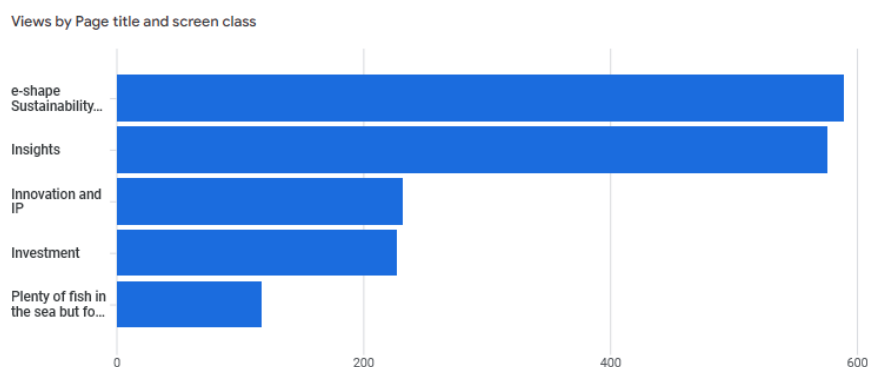


Figure 1: Views by Sustainability Booster component

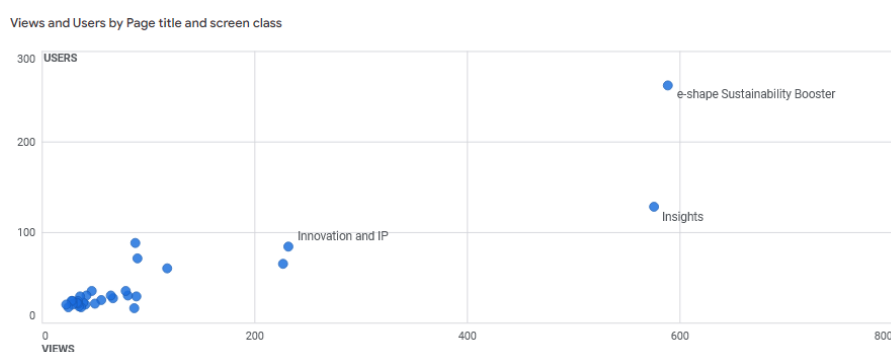


Figure 2: Views and Users by Sustainability Booster component

For further detailed usage statistics on the various subsections of the primary Sustainability Booster components please consult the following deliverables:

- D5.6 – Investing and Funding Landscape Navigator
- D5.18 – Third Annual Report on Innovation and IPR Helpdesk
- D5.20 – Final Market Trends Observatory

2.2 Insights (Market Trends Observatory)

The Insights component (also known as the Market Trends Observatory) of the Sustainability Booster has a focus on providing access to knowledge that can guide the meaningful development of the EO-based services developed in e-shape. It operates as a tool that monitors, analyses, and interprets developments and trends in markets (and technologies) that are defining and changing the EO sector and the thematic areas which it supports.

Implemented as part of the Sustainability Booster’s website, it presents its content in an online environment which can be navigated by thematic areas (i.e. e-shape Showcases) and categories (market, technology, policy, investment).

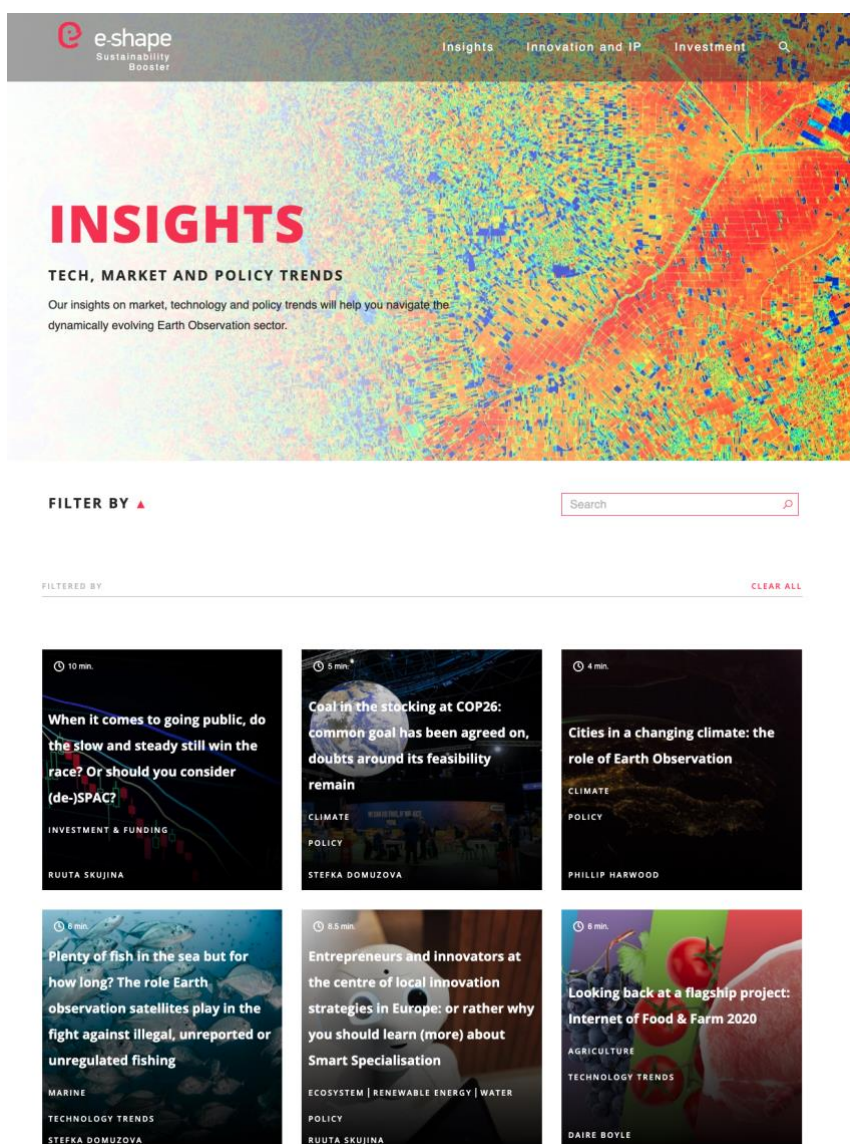


Figure 3: Insights landing page with some recent articles (upgraded implementation)

The screenshots above show the current version of the Insights section of the website with some of the most recent published articles. To avoid duplication across deliverables, much further detail on the implementation of the Market Trends Observatory, the updated editorial process, usage statistics and further improvements can be found in **D5.20 – Final Market Trends Observatory**, also being published in M36.

2.3 IP & Innovation Office

The IP & Innovation Office is a combination of online resources as well as expert support to e-shape Pilots in matters related to management of intellectual property (IP) and innovation. Online resources can be navigated through along e.g. a Pilot's innovation stage (early, development, commercialisation, scaling) or the domain of interest (IP, innovation).

A growing repository of FAQs answers common questions and guides to useful resources. A library of resources including publications, presentations, tutorials, and links provides relevant information for Pilots at all stages and with varying go-to-market strategies. So-called "Stories of IP and Innovation" present use cases in a storytelling fashion, giving examples of typical scenarios and the considerations related to IP and innovation management to be made in that given context. A contact form acts as one possible gateway to on-demand support.

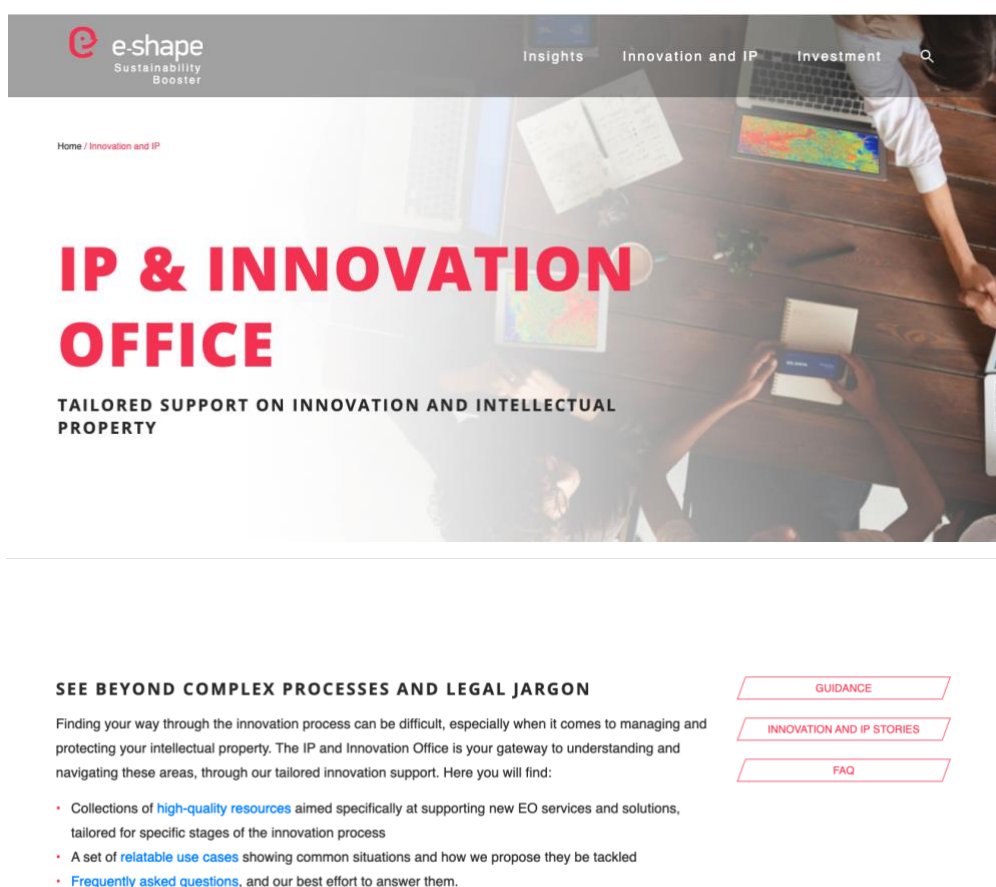


Figure 4: Updated IP & Innovation Office landing page

The activities of the development of the IP & Innovation Office are described in greater detail in deliverables D5.4, D5.13 and, in particular, **D5.18 – Third Annual Report on Innovation and IPR Helpdesk**. An assessment of usage and impact of the services provided through the IP & Innovation Office is included in D5.18, also being delivered in M36.

2.4 Investment Readiness Support

The “Investment Readiness Support” activities offer guidance to e-shape Pilots (and the greater EO community) related to access to finance as one means to secure financial sustainability, also beyond the lifetime of the e-shape project. These activities aim to follow and map additional sources of support for innovation and funding opportunities and to support the Pilots in identifying, selecting, and targeting investment and funding. Initially, the activity was focused on provision of information about investment and funding opportunities. This is reflected by the implemented Investment & Funding Landscape Navigator that contains general knowledge about investment terms and options, as well as a database of investment and funding opportunities relevant for EO companies. To support maturing Pilots in approaching these opportunities, a series of webinars has been prepared. The first webinar on “pitch training” has been published along with a pitch deck template. Investment strategies and plans are discussed with each Pilot in ongoing interactions, providing guidance and identifying further need for on-demand support.

For further and much deeper information on the developments relating to investment readiness support, please consult **D5.15 – Investment Readiness Programme Report**.

2.4.1 Investment & Funding Landscape Navigator

The Investment and Funding Landscape Navigator is an online database of investors and funds with a known history of investments into the EO or broader space domain has been created and can be navigated through a user interface which allows narrowing down options to the context of the respective user.

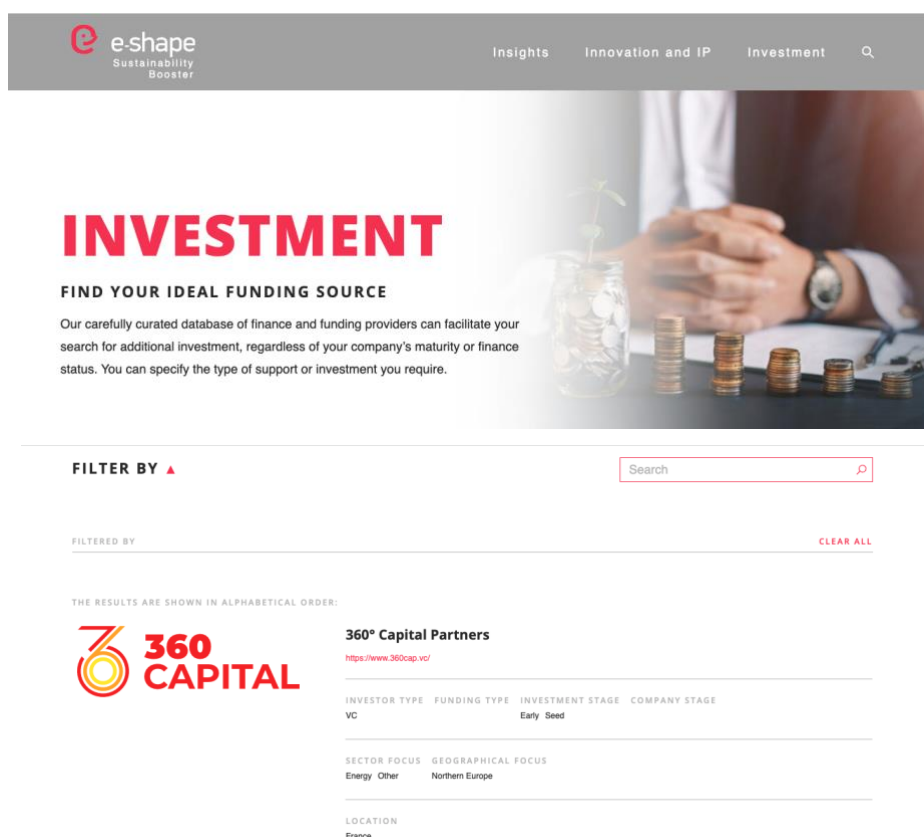


Figure 5: Updated Investing and Funding Landscape Navigator landing page

Implementation, functions, and sources are described in much greater detail in deliverable **D5.6 – Investing and Funding Landscape Navigator**.

3 COMPLEMENTARY SUSTAINABILITY ACTIVITIES

In addition to the components and resources made available through the Sustainability Booster, several complementary sustainability activities have been ongoing and will continue to support the long-term sustainability of the e-shape Pilots, their penetration in public and private markets and to support their upscaling.

3.1.1 Awareness raising of the Sustainability Booster

Since the previous report several activities have been conducted on the topic of sustainability within e-shape and presented the Sustainability Booster, along with its various components and functionalities. This was primarily conducted via several presentations at various events. These include:

- **International Geoscience and Remote Sensing Symposium – IGARSS 2021** – *“Scaling up EO solutions through a comprehensive portfolio of tools – the case of e-shape”* - Presented by Lefteris Mamais
- **EuroGEO Workshop 2021** - *Intellectual property and innovation in the Earth Observation sector – the case of e-shape’s IP and innovation office* – Presented by Lefteris Mamais
- **Smart Farming Conference** – *“EO, sustainability and the digital agriculture market”* – Presented by Daire Boyle
- **GEO Week 2021** - *“Scaling up EO solutions through a comprehensive portfolio of tools – the case of e-shape”* - Presented by Lefteris Mamais
- **e-shape General Assembly:**
 - *“Best practices and pain points in relation to developing a business plan”* - Presented by Daire Boyle
 - *“Investment Readiness”* - Presented by Nico Thom

e-shape IIPO

collecting and curating high-quality resources

- We **scan** the wealth of materials and resources to guide IIPO users to the most fitting ones
- We present **frequently asked questions relevant to the EO sector**
- We **direct** users to **existing resources** (e.g. IPR Helpdesk) where applicable or **offer on-demand support** where necessary



EuroGEO Workshop 2021

e-shape

Figure 6: Presentation of the IP and Innovation office at the EuroGEO workshop



Figure 7: Presentation of the Sustainability Booster at the Future Farming Conference

General Assembly | 02.02.2022

Best practices and pain points in relation to developing a business plan

Economic Sustainability Planning / Business Planning

- **Economic sustainability planning**
 - R&I project participants do not always envisage bringing a product to the market in a commercial sense
 - Non-commercial but "future-proofing" planning activities
 - Helps to ensure economic viability to maintain stand-alone operations post-project
 - Considers criteria such as **value propositions, key data sources, target users, regulatory and IP considerations, funding opportunities and future partnerships**
- **Business planning**
 - Includes all aspects of economic sustainability planning
 - Considers criteria all commercial or "profit-making" criteria, such as **potential business models, target markets, market sizing, market entry strategies, pricing schemes, revenue models, business generation processes and financial projections**



Figure 8: Presentation of sustainability planning at the e-shape General Assembly

3.1.2 Sustainability support services

Throughout the project, the pilots have been asked to take action to work on their economic sustainability and/or business planning to help ensure the longevity and continued success. With this in mind, **D5.11 – First Sustainability or Business Plans per Pilot** was successfully delivered in M24. In this deliverable, each of the pilots (then 27) developed initial economic sustainability or business plans, outlining their (then) current thinking with regards to how they plan to maintain the service developed beyond the lifetime of the project.

Building upon the work done in this deliverable, each pilot (now 37) is expected to further develop their economic sustainability or business plans with a view to delivery of **D5.25 – Final Sustainability or Business Plans per Pilot** due in M40 (August 2022). Within this deliverable, pilots are expected to document their final intentions post project. This work is completed by the pilots themselves, with support and guidance from Evenflow.

In addition to highlighting the use of the Sustainability Booster to each pilot, Evenflow have conducted one-on-one sustainability support meetings with all (then 27) pilots for D5.11. Evenflow are once again having conducting this exercise and having one-on-one sustainability support meetings with all pilots (now 37) in order to support them with any sustainability related issues (including investment readiness) and to prepare them for **D5.25 – Final Sustainability or Business Plans per Pilot**, due in M40. At the time of writing, 36 out of 37 one-on-one sustainability support meetings with Pilots have been held. The process of receiving and reviewing finalised economic sustainability or business plans is ongoing with all reviews projected to be finalised by July 2022.

Moreover, pilots are also being supported through these meetings to address the three Challenges which form part of Sprint 2, namely:

- **Challenge 11 - “Carry on an action to boost the sustainability of pilots”**
- **Challenge 12 - “Increase the number of operational integration into user workflows”**
- **Challenge 13 - “Improvement in sustainable uptake and exploitation of pilot in different markets”**

Finally, despite the resources provided through the Sustainability Booster (i.e. database of investors, webinars, templates etc.) being designed for pilots to be able to use these on their own, they also serve as a basis for further support. A team of innovation experts with the necessary expertise in sustainability-related matters is available to provide support upon demand. Pilots can reach out for support whenever they require it via the Sustainability Booster website or the functional email address - booster@e-shape.eu. Pilots are regularly made aware of this opportunity with a proactive approach responding to their current context and status as explored through regular interactions.

4 OUTLOOK

The components and tools discussed in this report – website, training materials, databases, templates etc. – will be continuously maintained and improved based on interaction and consultation with Pilots as well as monitoring best practices in the respective subject:

- The Insights section (Market Trends Observatory) is regularly updated with new insights. New formats beyond the currently used feature articles are explored, including the use of social media for shorter, more frequent updates, podcasts, or deep dive analyses.
- The IP & Innovation Office will maintain a growing repository of useful information and is ready to discuss IP considerations and implications as well as innovation process related topics with the Pilots and to guide them in their paths.
- The Investment Readiness Support activities maintain information about investment and funding opportunities as well as relations with the investment community and are ready to guide – through direct interaction as well as training materials Pilots on their way to attract suitable vehicles of investment and funding to ensure financial sustainability beyond the lifetime of the e-shape project. Investment trends will be followed and regularly reported through the Market Trends Observatory.

Finally, with **D5.19 - Business Plan of Sustainability Booster** being delivered alongside this report (M36), the long-term sustainability of the activity itself is being explored. This includes a thorough market analysis, definition of target markets and users including their sizes, business models and provision schemes, marketing strategy, IP considerations, as well as a financial analysis and risk assessment.

The table opposite shows the foreseen products and services which will be offered by the Sustainability Booster, some of which will be free and some of which will be paid for. Full details on this are contained in **D5.19 - Business Plan of Sustainability Booster**. The goal is to exploit and operate the Sustainability Booster beyond the lifetime of the e-shape project to the benefit of the greater EO community.

There is a dedicated Evenflow budget in the e-shape project to provide the following on-demand services to pilots throughout duration of the project:

- Business plan support
- Market entry support
- Investment readiness support
- Legal & IP advice

An announcement will be made in May 2022 regarding the planned opening of these services for Pilots to avail of when needed.

| Component | Service / Product / Tool |
|---------------------------|--|
| Market Trends Observatory | Online content |
| | Podcast |
| | Market Reports |
| On-demand market studies | In-depth market analyses |
| Legal and IP | Online content |
| | On-demand Legal and IP advice |
| Business and Innovation | Online content |
| | Business Plan Support |
| | Market Entry Support |
| | Internationalisation Support |
| | Sales Support |
| | Branding and Marketing |
| | Co-design as a Service |
| | Value Chain Analysis as a Service |
| Investment and Funding | CBA as a Service |
| | Investment & Funding Landscape Navigator |
| | Investment Readiness Support |
| | Valuation |
| | Matchmaking and Dealflow support |
| | Due Dilligence |

Figure 9: Product and Service offerings of the Sustainability Booster