

3 Key H2020 Strategies for a Winning Proposal and a successful Innovation Project

by Xenia Theodotou Schneider, Owner of XPRO Consulting



1. Impact Management and Business Plan

Focus on Viable Impact

1. Conduct Preliminary Market Analysis and Draft Market Plan
2. Identify Minimum Viable Product (MVP)
3. Validate MVP at small scale and demonstrate Your Unique Value Proposition
4. Recognise Your “Unfair Advantage”
5. Develop Product Business Model and Strategy
6. Perform Risk Management (Market, Product, Customer)



2. ICT and Knowledge Management

Focus on Meaningful Tools and Knowledge

1. Implement Knowledge Management (capture from generation to dissemination)
2. Conduct Knowledge Translation and Exchange
3. ICT User Requirement Gathering and Process Analysis and Improvement
4. Build Best Practice Guides and Roadmaps
5. Construct eLearning development



3. Communication and Dissemination Execution

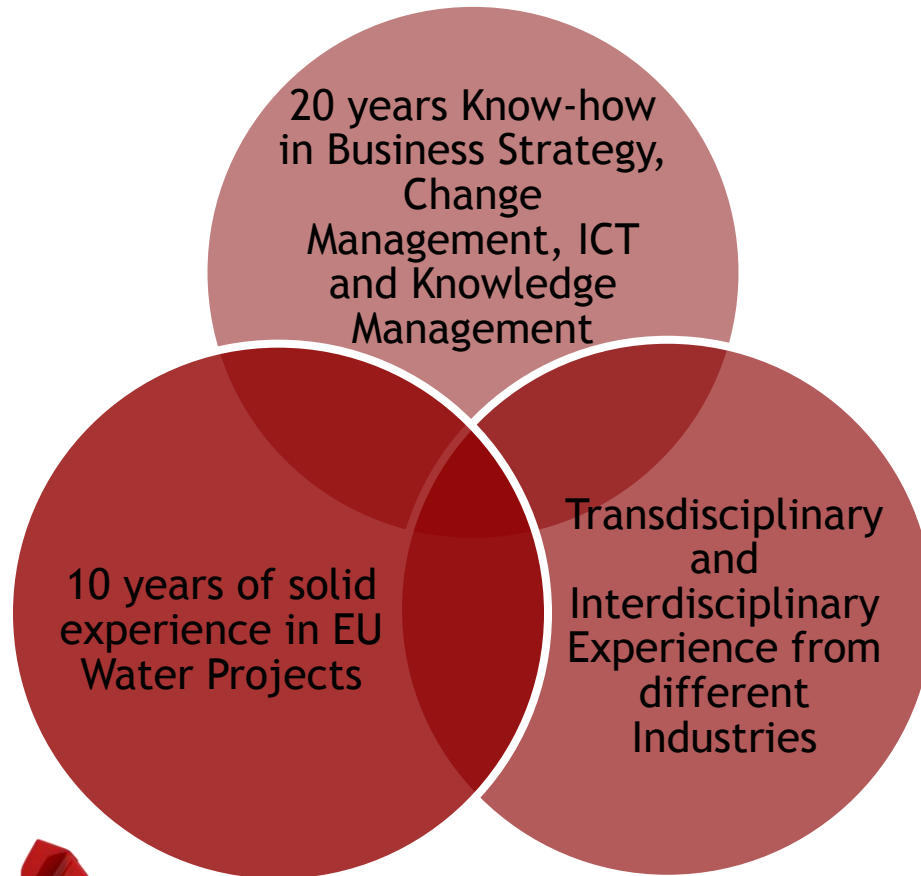
Focus on Transdisciplinary Audiences

1. Formulate and Execute Communication and Dissemination Strategy
2. Design Customised Communication Tools for Policy, Industry, SMEs, Public
3. Produce Events, Forums and Training
4. Conduct Communication for Pilot Sites (Pre-meeting, during meeting, after meeting)

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Why partner with XPRO Consulting?



We are particularly interested to collaborate with You for these calls:

- Water 1b
- Water 4b
- Water 5b
- Water 5c
- Water 5c

- Waste 6
- Waste 7

