REACH Innovation in NET-Fuels

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https://www.reach-innovation.eu

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REACH Innovation is an SME based in Graz, Austria, that supplies services for EU & International Research & Innovation Collaboration Projects. Main Services: Research & Data Management (OA), Exploitation of Results, IPR Definition & Management, Market & Impact Analysis, Business Plan and Scale-up Roadmap, assisting partners and stakeholders in exploiting deployable products and services, within appropriate stakeholders' networks.



REACH's Roles in the NET-Fuels Project



Research Data Management for Open Science using the FAIR Principle (WP1)

Business Development of KERs & Use-Cases for Potential Scale-up (WP5)

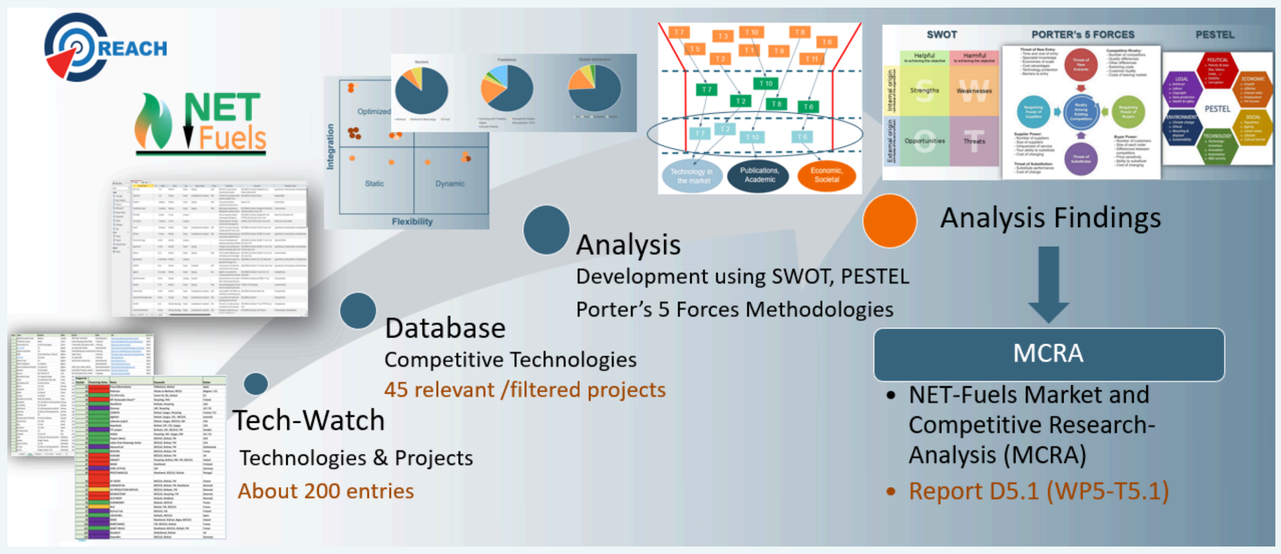
Exploitation Strategic Actions & Roadmap for Industrial Uptake of Project Results (WP6)

REACH leads the activities that prepare the project's technologies for future market uptake. This includes analysing the competitive landscape, defining Key Exploitable Results (KERs), and developing business models and scale-up strategies. Through market and technology assessments, stakeholder engagement, and guidance on intellectual property (IP), REACH helps advance NET-Fuels innovations from research towards industrial demonstration.

In addition, REACH develops and maintains the project's Data Management Plan, ensuring that all research outputs follow FAIR principles and remain accessible, interoperable and reusable.

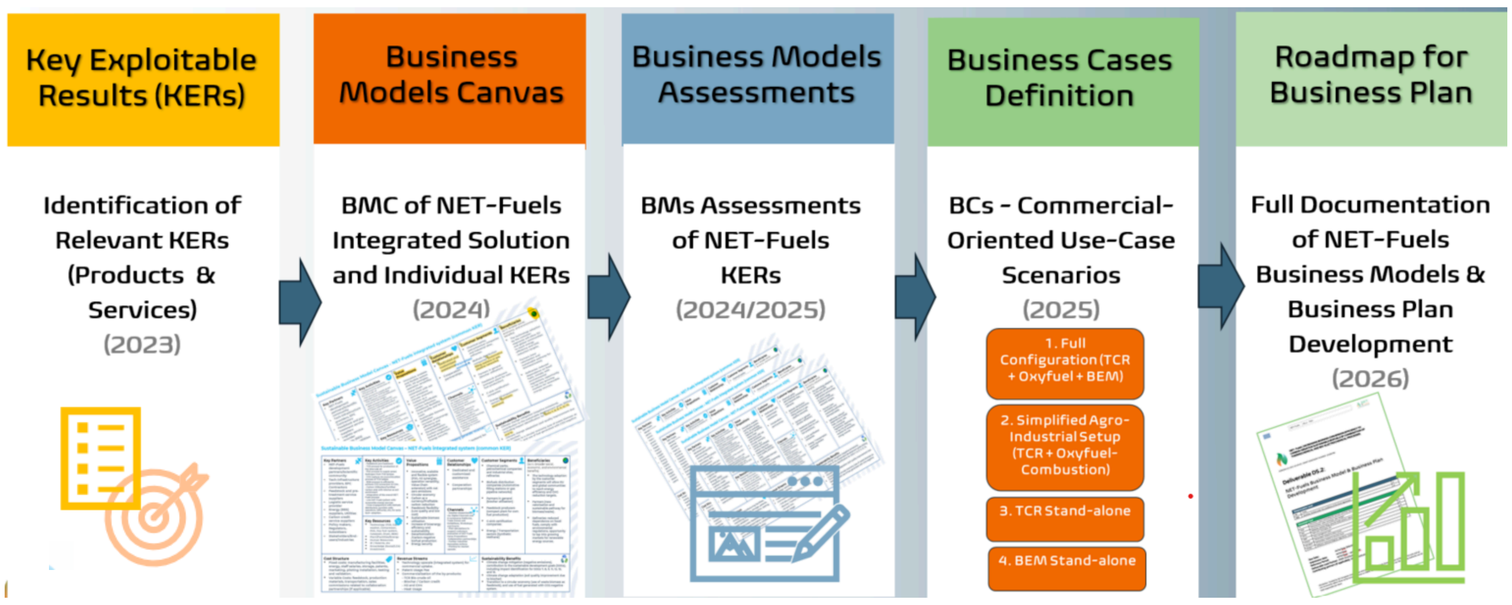
Market & Competitive Research Analysis (MCRA)

For evaluating the commercial potential and preparing for industrial scale-up of the NET-Fuels system, REACH conducted a comprehensive Market and Competitive Research Analysis (MCRA), integrating various analyses, using SWOT, PESTEL, and Porter's Five Forces methodologies. Cross-analysis of those tools helped aligning the strengths of each exploitable result, including market opportunities and risks assessment. Based on the MCRA findings and on the analyses' insights, development of Business Models for the project's key exploitable products (biochar, synthetic methane, hydrogen, biofuel, oxygen-enriched gas, heat, etc.) were initiated, to support the overall Business Plan of the project.



For the MCRA, a baseline SWOT for NET-Fuels, grounded in a PESTEL review of the Political, Economic, Social, Technological, Environmental, and Legal aspects, was established to define internal strengths and weaknesses, as well as external opportunities and threats (e.g.: innovation strengths, green-market opportunities, scalability risks, regulatory and competitive threats). With this benchmark in place, a NET-Fuels reference SWOT template was elaborated and used to assess alternative technologies drawn from a database of 200+ identified and filtered competing projects, ensuring consistent and comparable evaluations across relevant related technologies.

Business Development based on the Key Exploitable Results (KERs) & Potential Use-Cases



The NET-Fuels' KERs business models and overall business plan have been developed through a structured, multi-stage methodology combining research, partner engagement, and joint iterative validation. Sustainable Business Model Canvas were defined for the most relevant KERs. Further, more focus was given to application-oriented business cases following the Market Analysis' results. NET-Fuels' Business Plan development counts with a roadmap for industrial uptake of the project, considering estimated techno-economic data and sensitivity analysis, including costs for feedstock, carbon removal, biochar, electricity, among others.

Exploitation Plan and Strategy for the NET-Fuels Project

The Exploitation Strategy adopted by REACH combines Business Planning, Intellectual Property (IP) Management, Stakeholder Engagement and Technology Market Analysis, with the aim of defining viable Pathways for Scaling up. For IP Management, internal workshops have been organized to map out the Intellectual Property landscape within the project, considering future business models and future expansion strategies. A Community of Stakeholders has been set-up for NET-Fuels and Stakeholders Workshops with Experts in the field, relevant and related projects, as well as Industrial contacts as guests, were essential parts of the market uptake strategy. This way, REACH together with All NET-Fuels Partners, have been able to sketch and refine the Exploitation Pathways, validate Key Exploitable Results, and align the project's outcomes with real-world industrial needs.

In conclusion, REACH Innovation supports NET-Fuels technologies to move from research towards industrial deployment, through market analysis, exploitation planning, stakeholder engagement and business model development.

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Link to website