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Technical Assistance for Turkey in Horizon 2020 Phase-II  
EuropeAid/139098/IH/SER/TR

# Interpreting Full Proposal Content – GO2MARKET

Sanem YALÇINTAŞ, 17.05.2022



REPUBLIC OF TURKEY  
MINISTRY OF INDUSTRY  
AND TECHNOLOGY

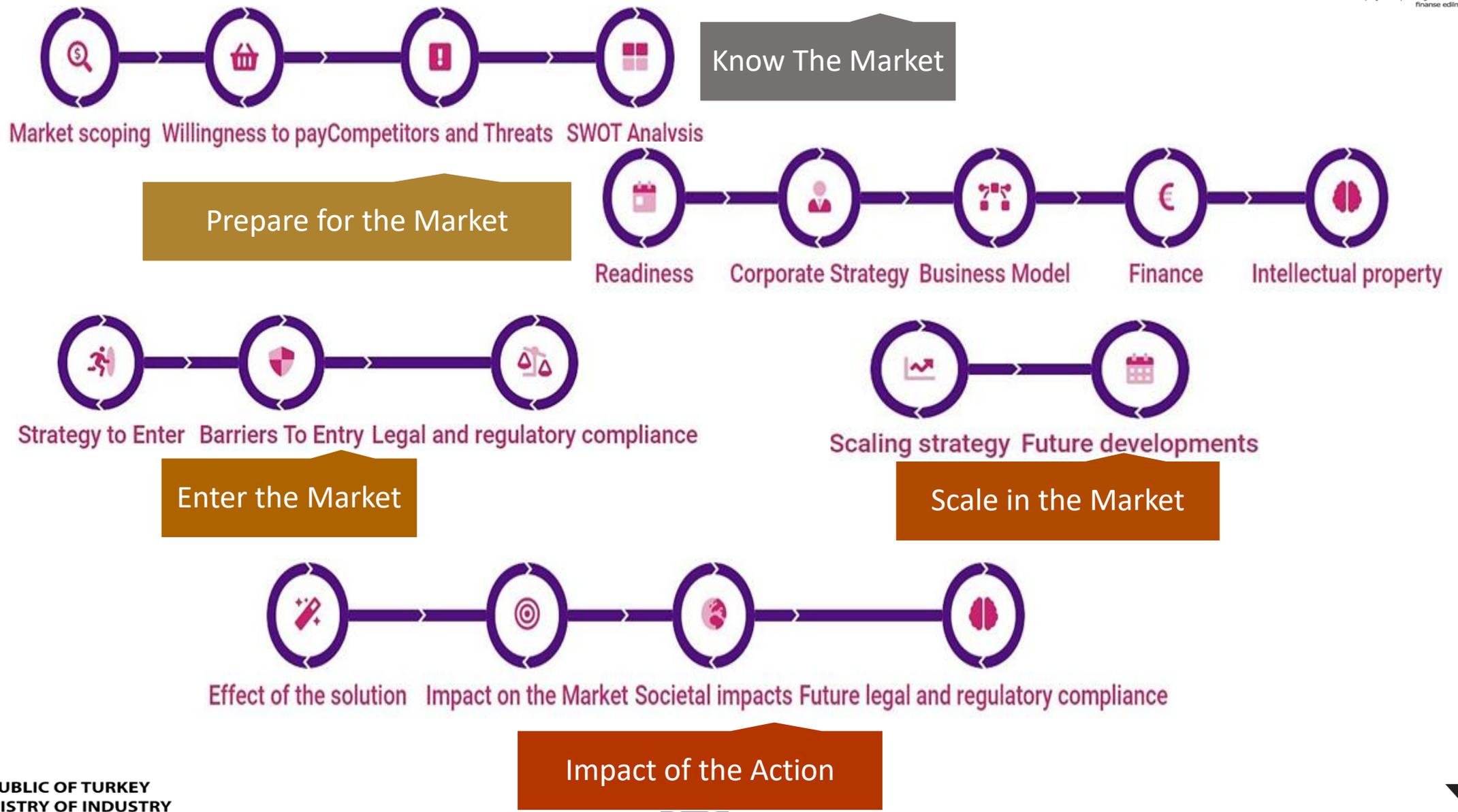


COMPETITIVE  
SECTORS  
PROGRAMME



TÜBİTAK

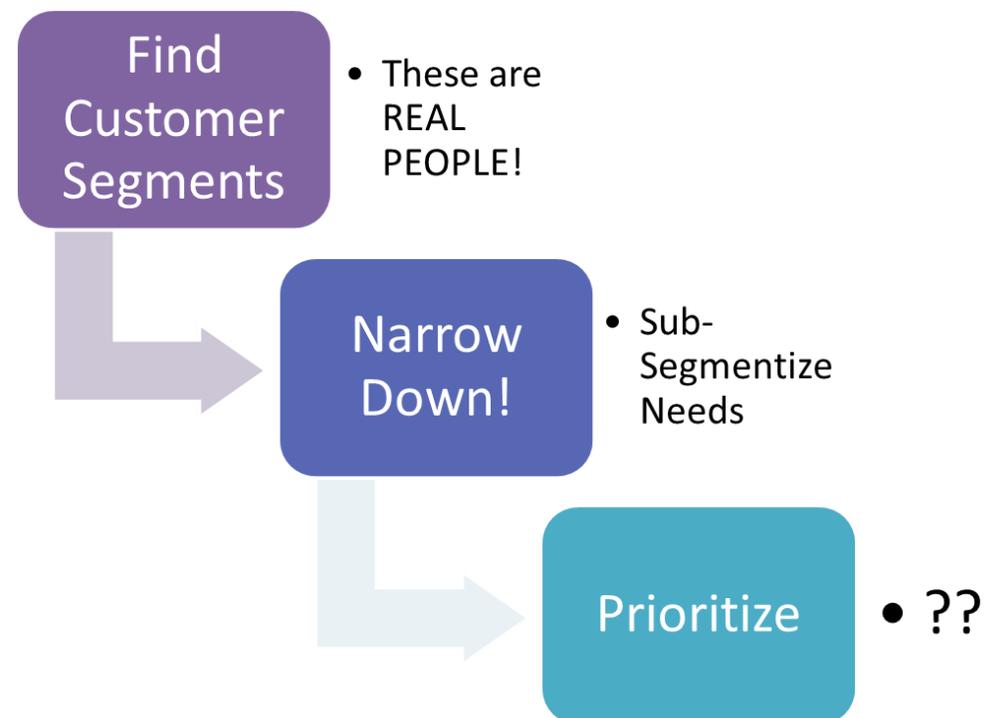
# GO2MARKET covers the following:



# KNOW THE MARKET



- A growing market!! Prove it!
  - Type of the market?
  - How and for whom do you create value?
- Segmentation, Targeting, Positioning

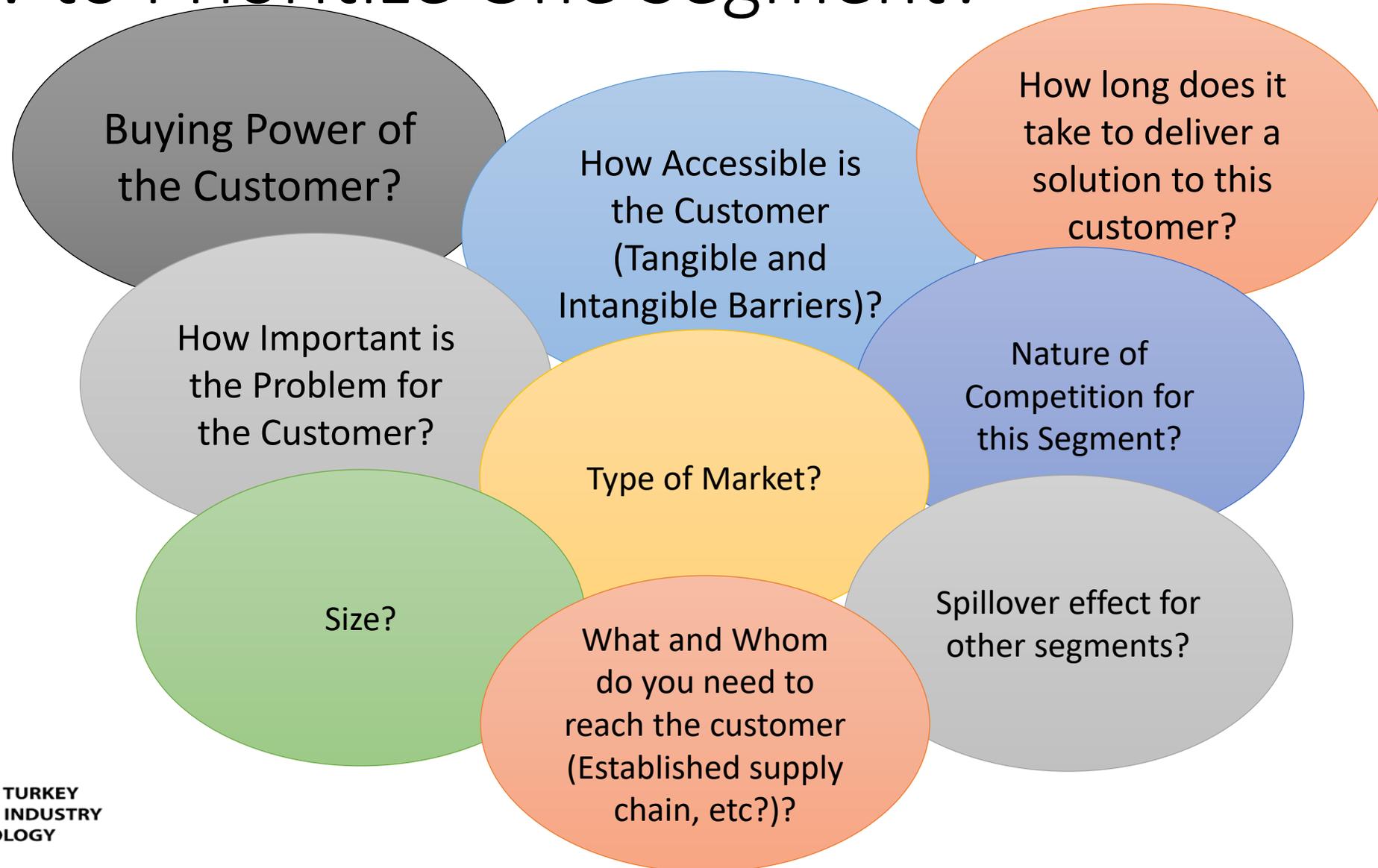


# Segmentation - How?

You can bundle customers according to various different criteria such as:

- Demographic: Age, sex, income, education, etc.
- Geographic: country, region, urban, rural, etc.
- Psychographic: Attitudes, perceptual style, personality traits, social position, etc.
- Product usage: needs, performance requirements, purchase cycle, etc.
- Decision Mechanism: Shopping patterns, price sensitivity, purchasing habits, media user types, etc.

# How to Prioritize One Segment?



# Positioning – How?

How your solution distinguishes itself from existing alternatives and how is it perceived in the mind of the customers?

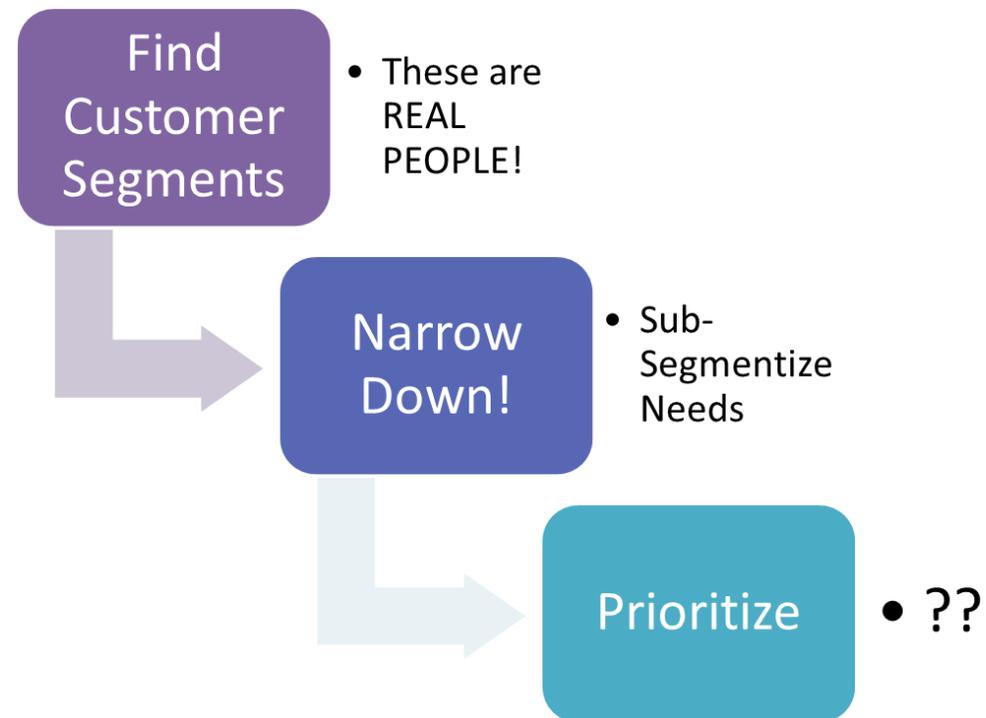
**DIFFERENTIATION!**

# KNOW THE MARKET



Market scoping Willingness to pay Competitors and Threats SWOT Analysis

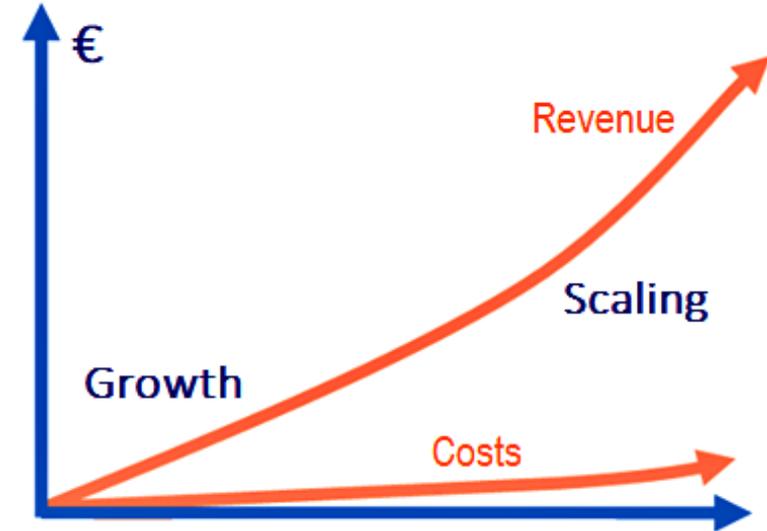
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# PREPARE FOR THE MARKET



Business Model		
Key Activities	Value Proposition	Customer Relationship
Resources		Channels
Costs		Revenues



# STRATEGIC IPR MANAGEMENT

# Financial Information

## P&L

Revenues

### Gross Margin

Selling, General and Administrative expenses

R&D expenses

Other operational expenses

### EBITDA

Interest

Other revenues/expenses (including grants)

### EBT

Taxes

Net Income

## CASHFLOWS

Cashflows from operating activities (net)

Cashflows from investing activities (net)

Cashflows from financing activities (net)

*of which*

Proceeds from grants

Proceeds from issuance of debt

Repayment of debt

Proceeds from issuance of equity

Dividends

Net increase/decrease in cash and cash equivalents

## BALANCE SHEET

### Total assets

*of which*

Cash and cash equivalents

Inventory

Accounts receivable

Property and Equipment

Intangible assets

Other assets

### Outstanding liabilities

*of which*

Accounts payable

Short-term debt

Long-term debt

Other liabilities

### Equity

*of which*

Share capital

Retained Earnings

Other equity

- Downloadable Excel Template available
- Covers next 3 years
- No pre-determined financial ratios or projections to meet

BUT

PROOF ON TRACTION is  
IMPORTANT

# ENTER THE MARKET



Strategy to Enter    Barriers To Entry    Legal and regulatory compliance

## ENTRY

## GROWTH

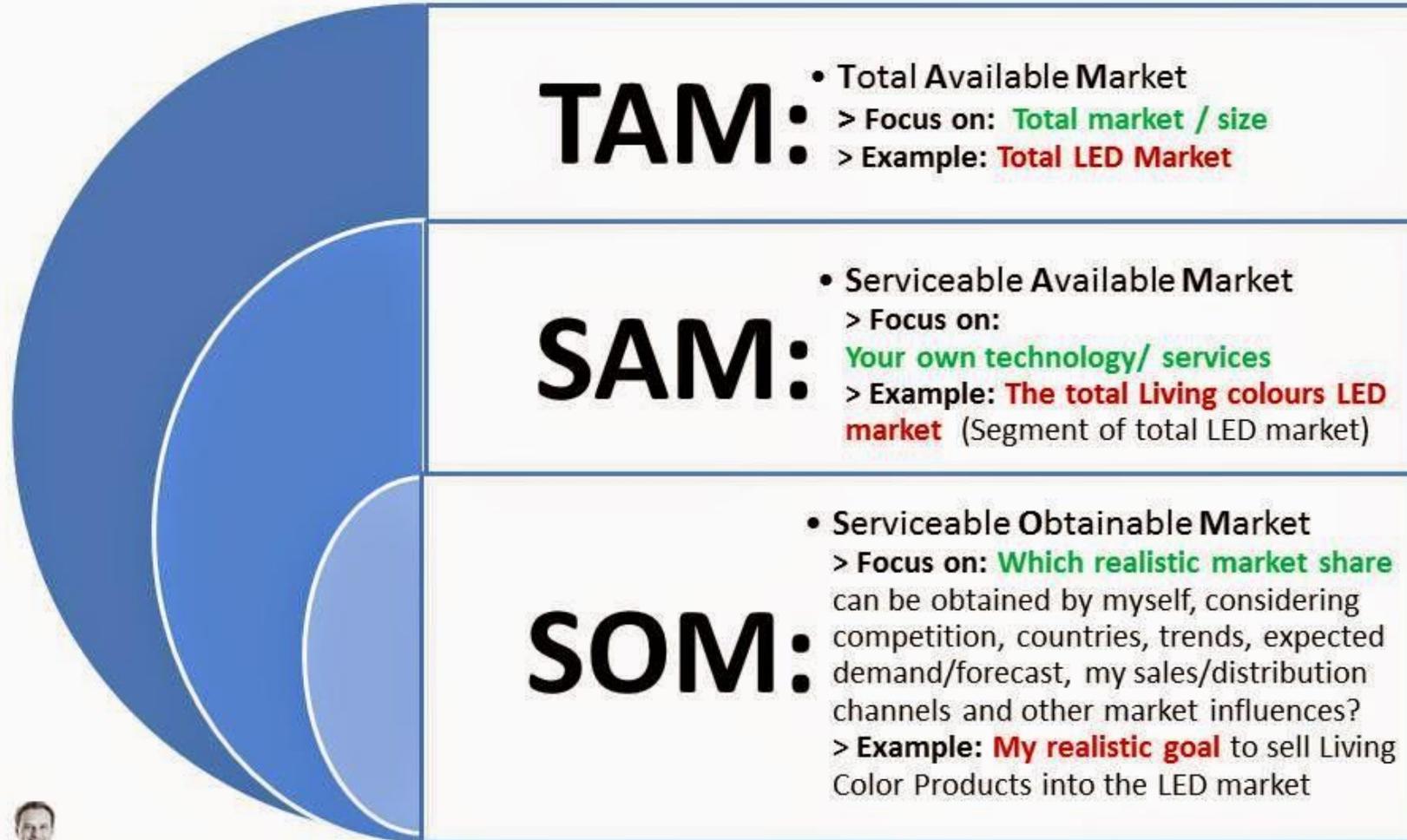


Scaling strategy    Future developments

# SCALE IN THE MARKET



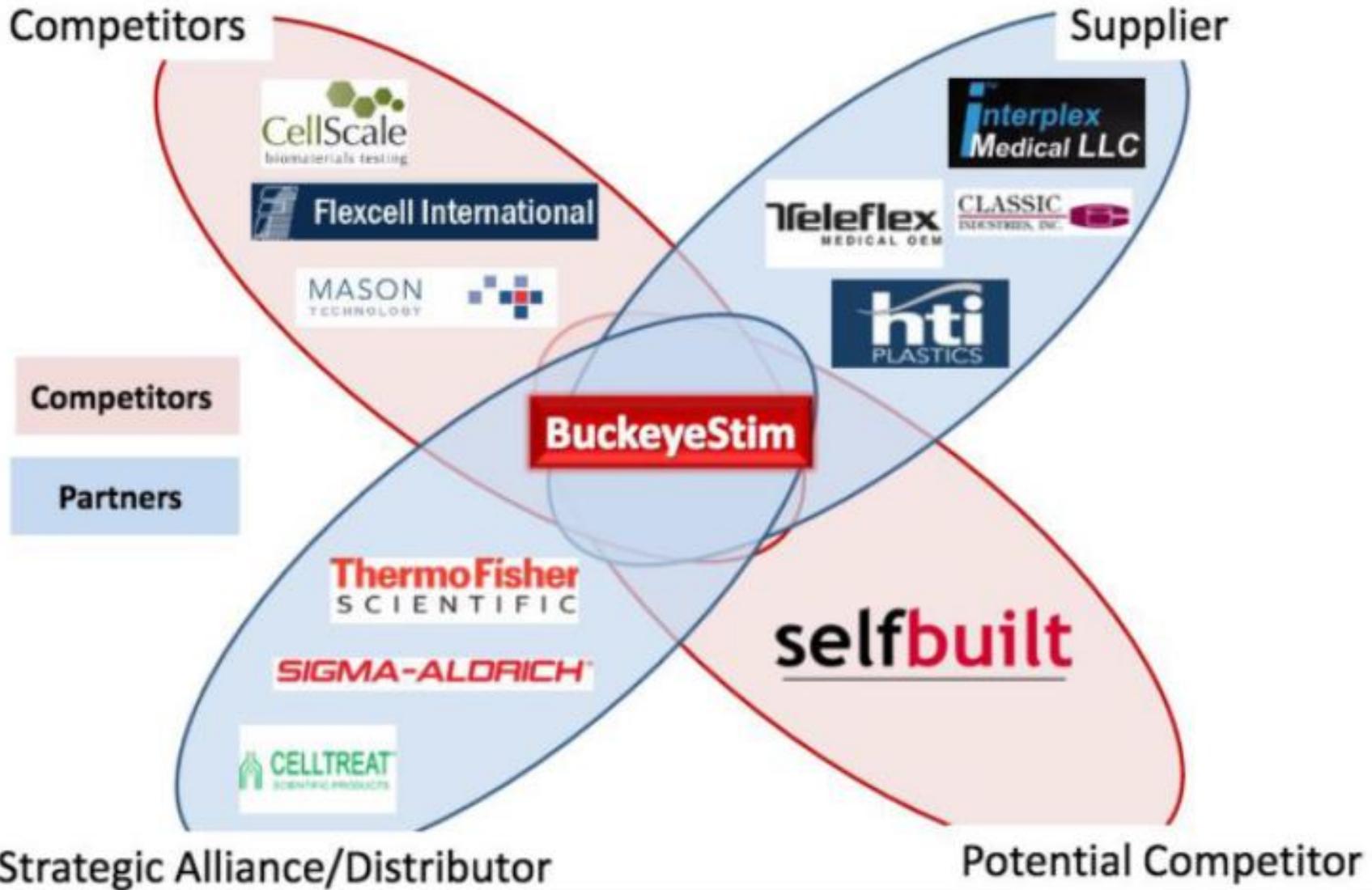
# TAM SAM SOM Market Evaluations - Easily Explained



Explanation by Carsten Schade, Dipl./ B.A., Marketing Manager Europe, Middle East & Africa  
Questions? Just contact me on: [carstenschade@hotmail.com](mailto:carstenschade@hotmail.com)

# Competitive Landscape





# IMPACT



Recruitment  
potential



AS A COMPANY

SOCIAL, ENVIRONMENTAL,  
TECHNOLOGICAL, ECONOMIC, POLICY,  
REGULATORY...

STRATEGIES TO MULTIPLY IMPACT...

# Any Questions?