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Technical Assistance for Turkey in Horizon 2020 Phase-II
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Interpreting Full Proposal Content – GO2MARKET

Sanem YALÇINTAŞ, 13.09.2022



REPUBLIC OF TURKEY
MINISTRY OF INDUSTRY
AND TECHNOLOGY

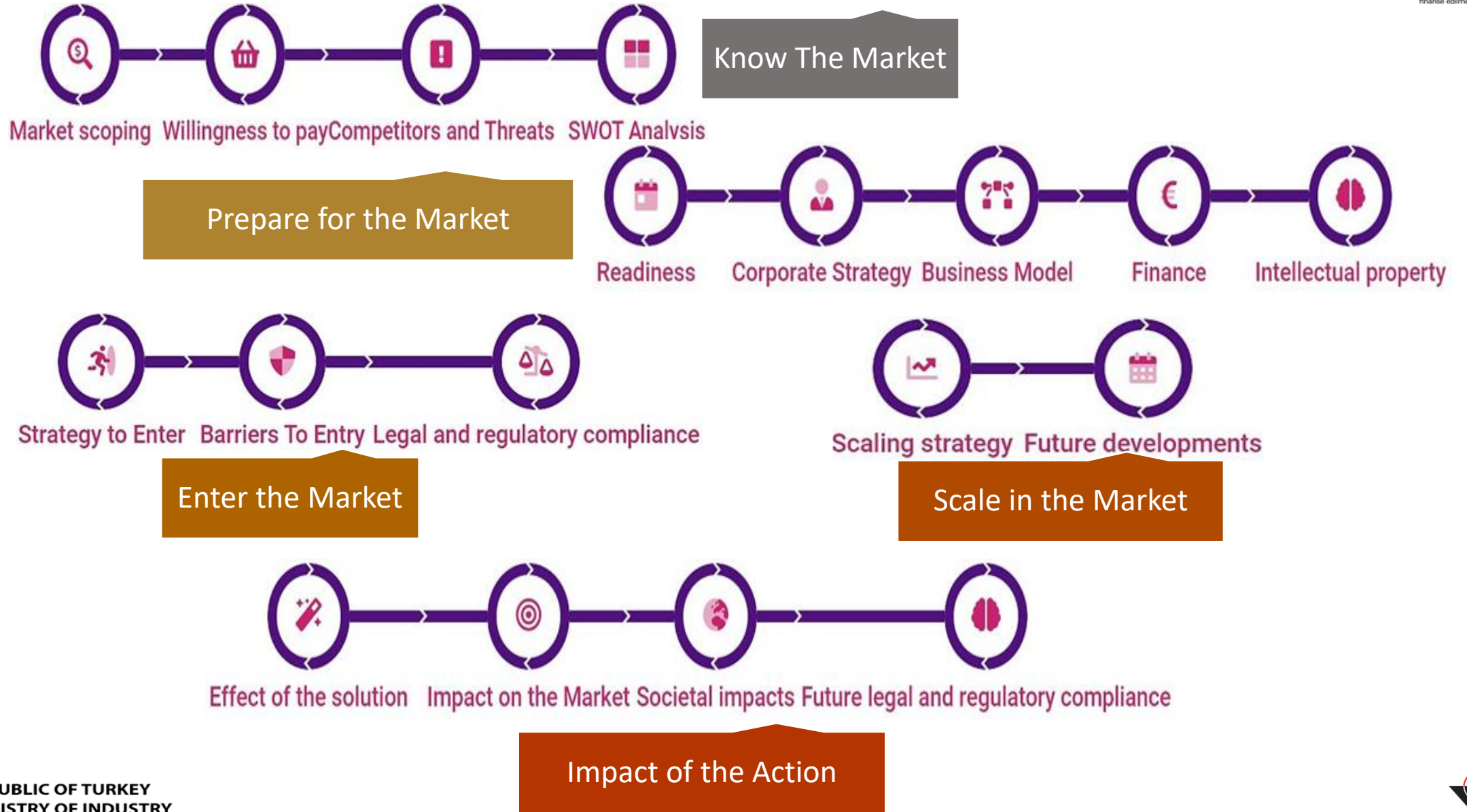


COMPETITIVE
SECTORS
PROGRAMME



TÜBİTAK

GO2MARKET covers the following:

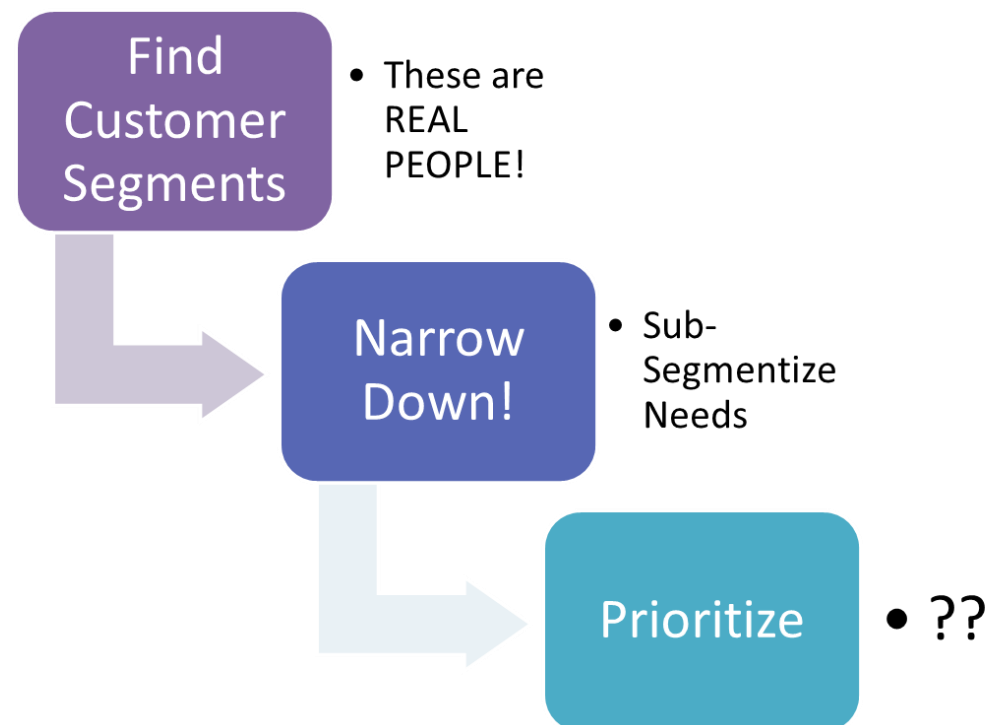


KNOW THE MARKET



Market scoping Willingness to pay Competitors and Threats SWOT Analysis

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

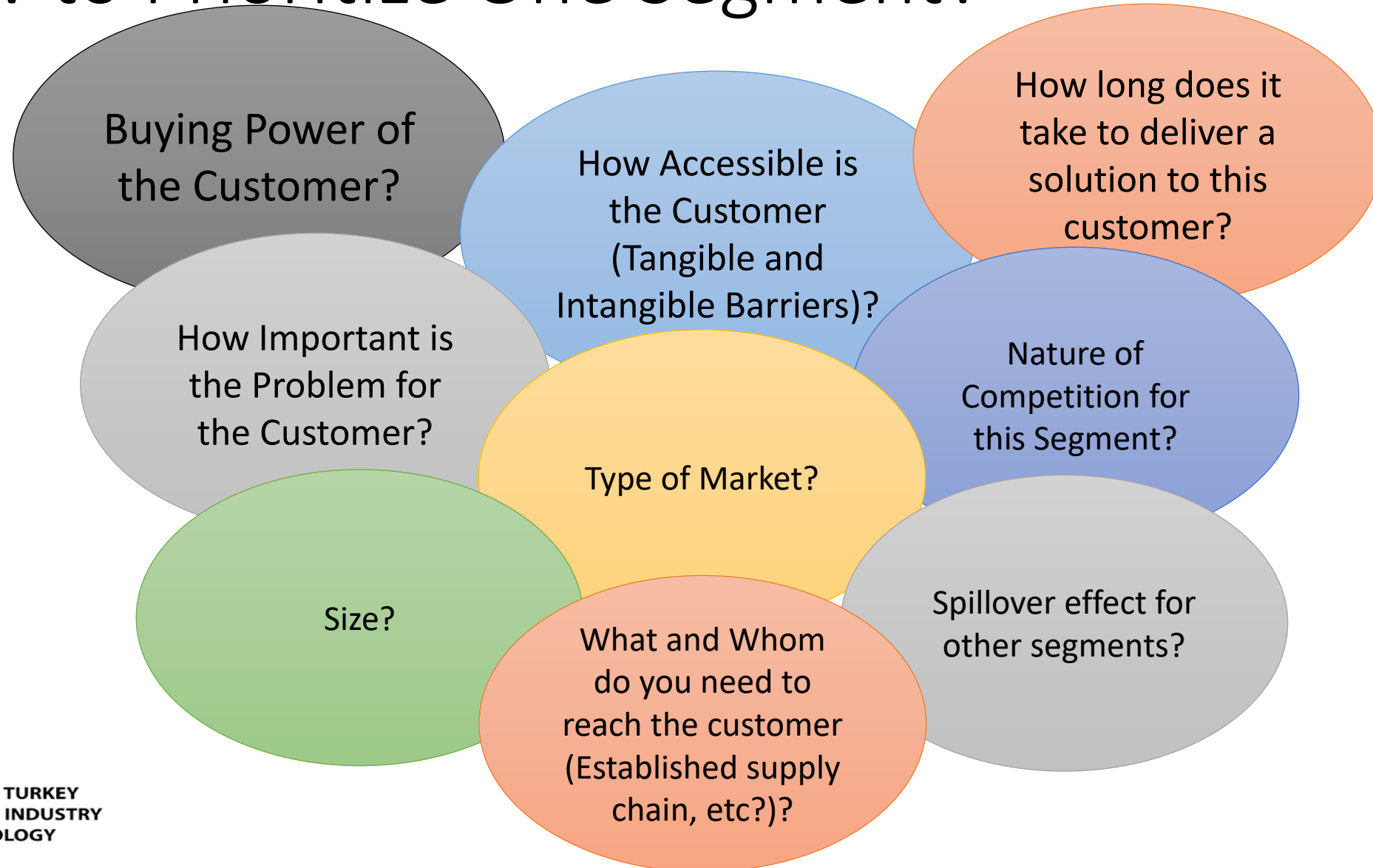


Segmentation - How?

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?

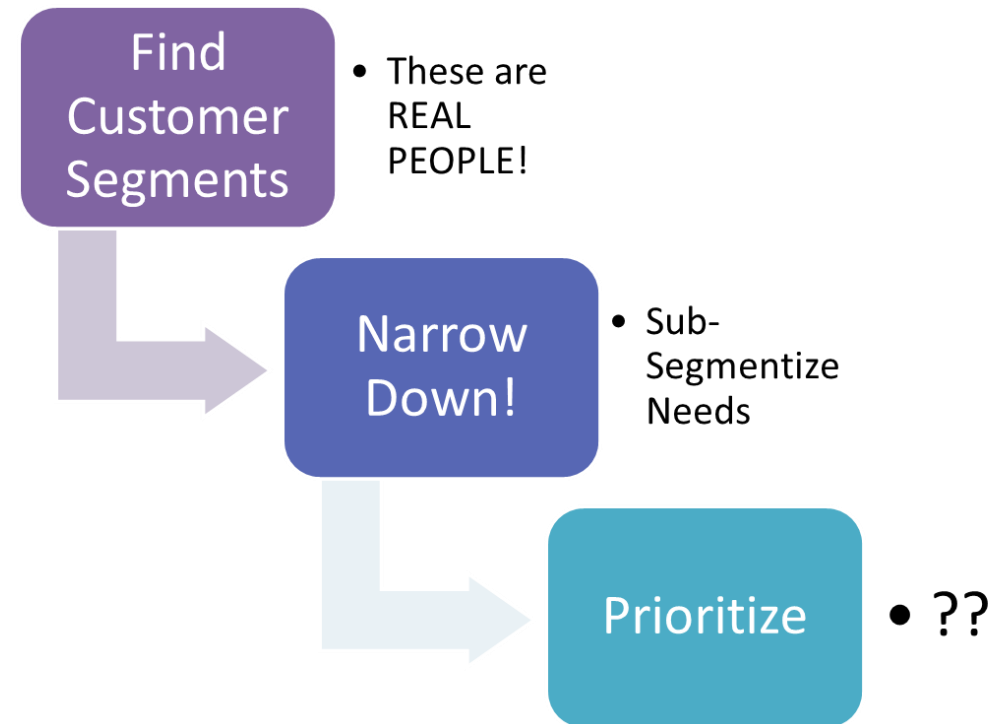
How your solution distinguishes itself from existing alternatives and how is it perceived in the mind of the customers?

DIFFERENTIATION!

KNOW THE MARKET



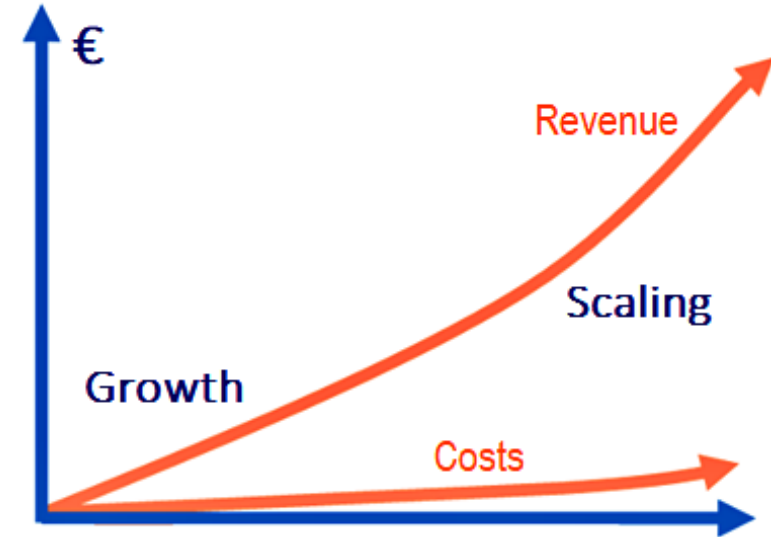
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PREPARE FOR THE MARKET



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

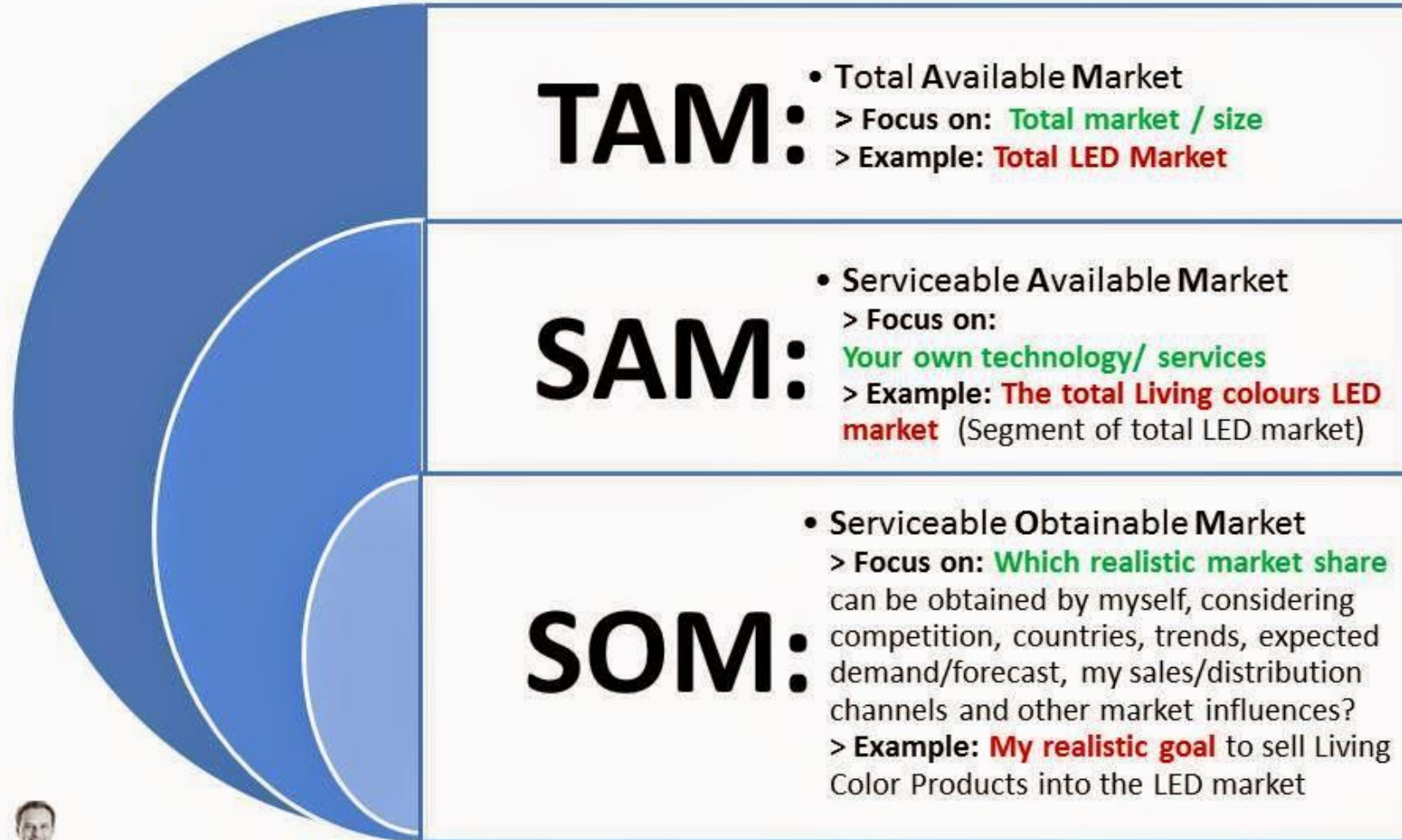


Scaling strategy Future developments

SCALE IN THE MARKET



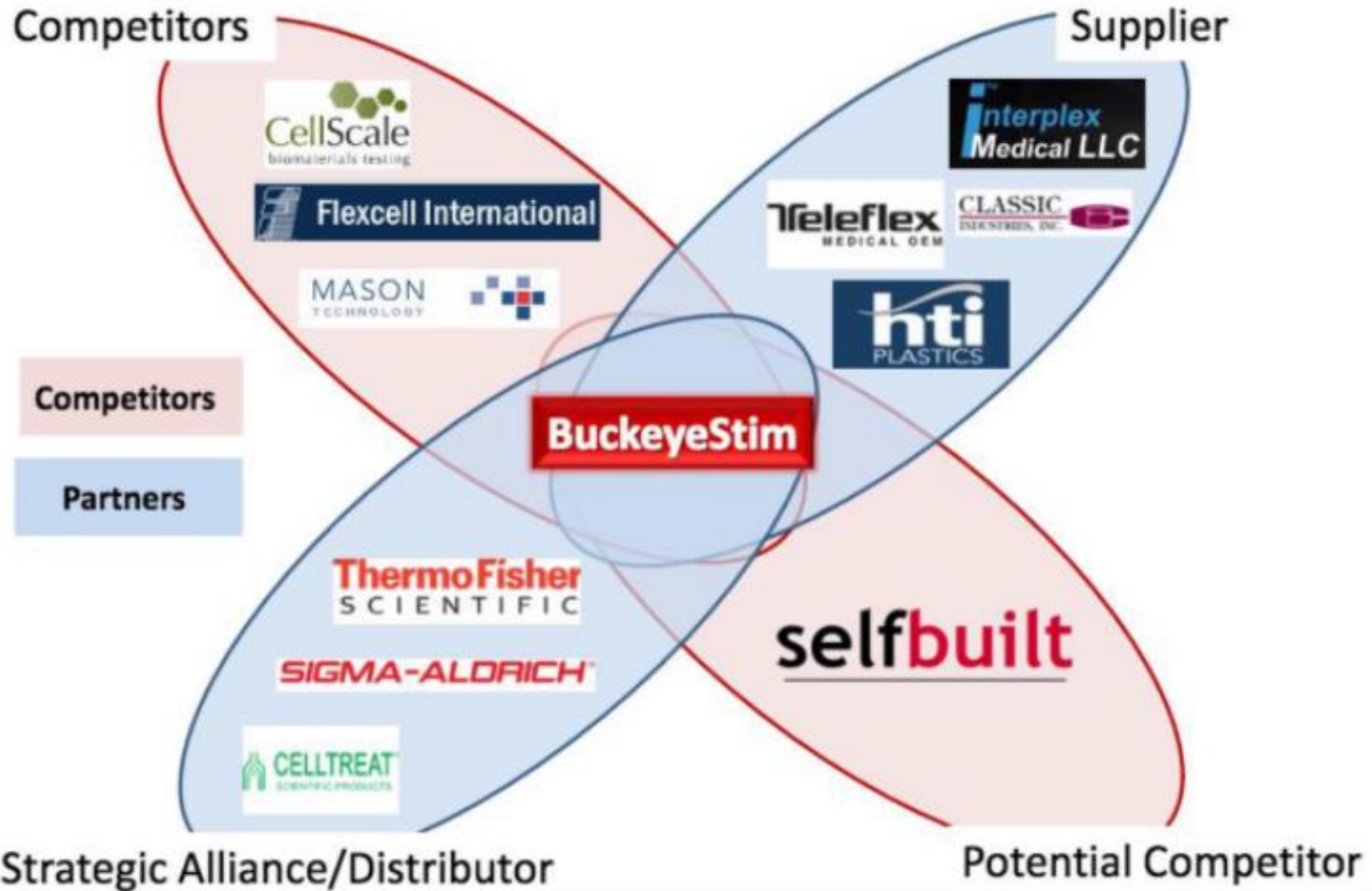
TAM SAM SOM Market Evaluations - Easily Explained



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

Competitive Landscape





IMPACT



→ Recruitment potential →



AS A COMPANY

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

STRATEGIES TO MULTIPLY IMPACT...

Go2Market - Now it is your turn!

As a table group, consider the ‘SUPERPATCH’ Pitch Deck and give your views on:

- Positive/negative points on Go2Market (Impact)
- What could be done better?
- What is missing on Go2Market?

...and finally

- How you would respond - or have responded - to these points when preparing your bid?

- Your pack contains the Pitch Deck and notes pages.

Any Questions?