

**“The TRM – Technology  
Rating Methodology, the  
right tool for the new  
potential Entrepreneurs”.**

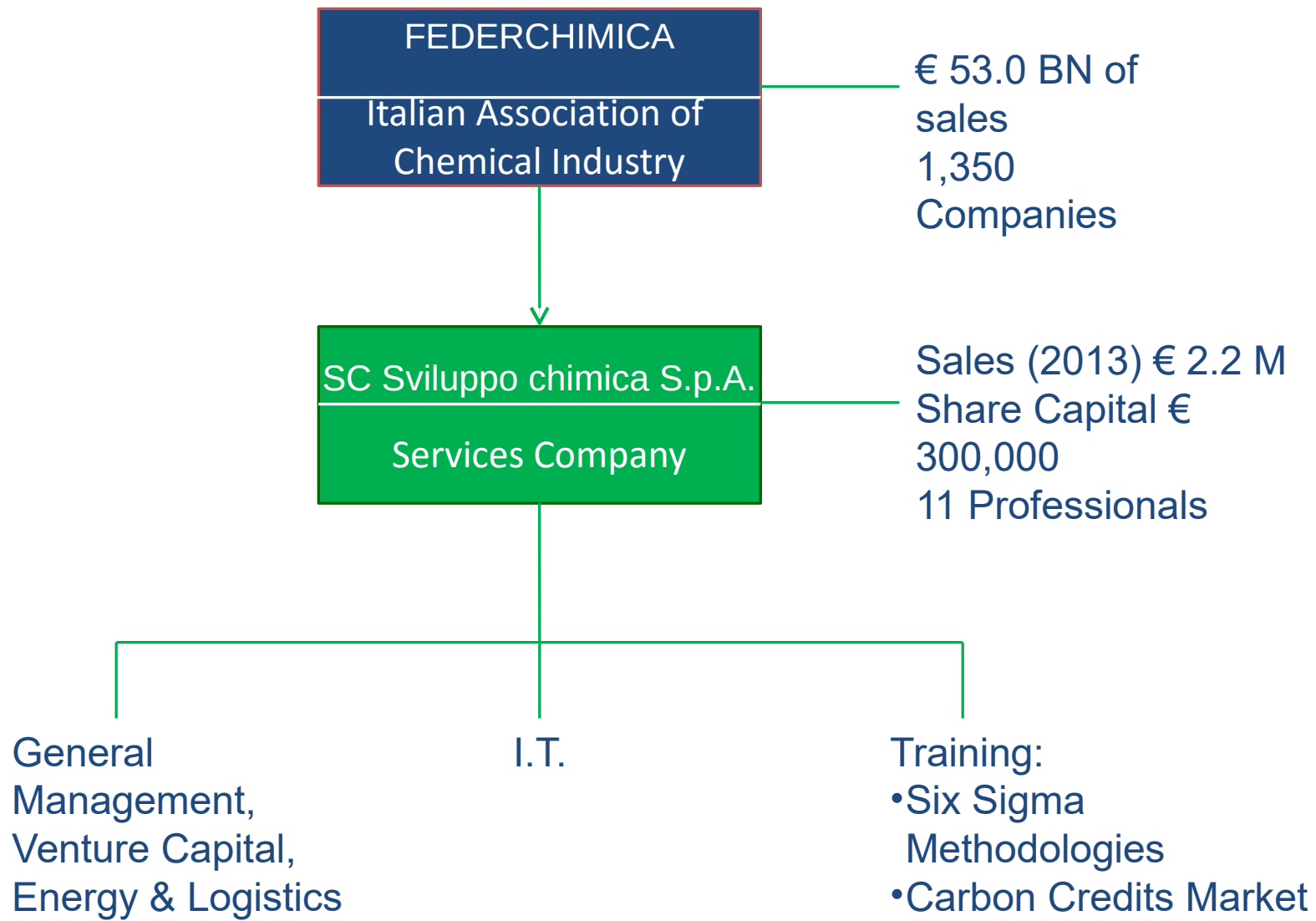
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**TII Annual Conference  
28<sup>th</sup> of April 2016, Barcelona**

## **Structure of the Presentation.**

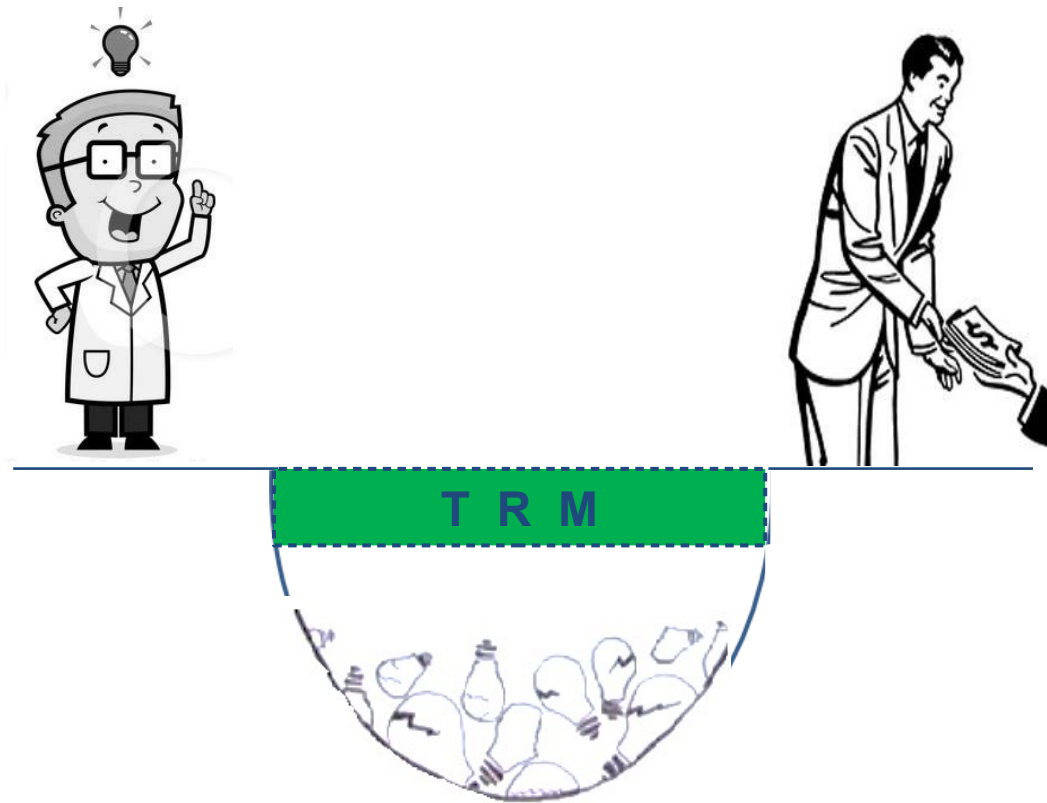
⇒ Why a new tool to approach the Venture Capital Industry.

# Who We are.

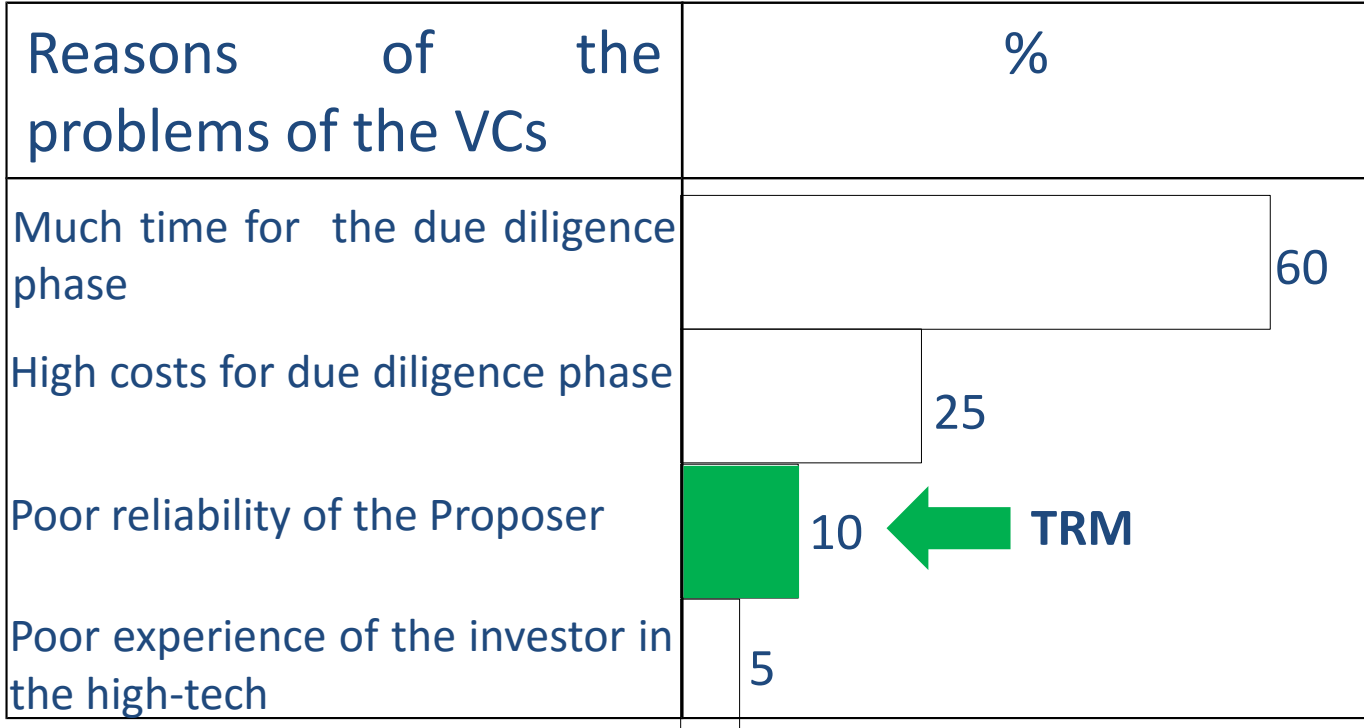


Source: SC Sviluppo Chimica.

# How to overcome the “death valley”.



# The reasons of the gap between the Venture Capitalists and the Proposers.



Source: European Commission.

## **Structure of the Presentation.**

- ✓ Why a new tool to approach the Venture Capital Industry.
- ⇒ How does the TRM work and why the Proposer of a Deal could be helped from a better self evaluative approach.

# How the TRM was born.

NANOFORCE Project 2012-2014:	Why the TRM was generated:
<ul style="list-style-type: none"><li>• A € 2.2 M financed by the EC.</li><li>• 76 Nanodeals identified selected and examined.</li><li>• Only 3 of them funded by the VCs.</li></ul>	<ul style="list-style-type: none"><li>• Many in initiatives, contacts, workshops and lack of business generation!</li><li>• Need of a deals collector!</li><li>• <b>Need of auto evaluative tool!</b></li></ul>

## How does it work?

By asking 50 questions in a Warming-Up + 1<sup>st</sup> and 2<sup>nd</sup> Round, the TRM can discover the status of an overall insight when you are strong and weak points in it.



- **Warming-up Phase: 12** general questions to be answered by you.



- **1<sup>st</sup> Round: 18** questions which preliminary focus on 5 Critical Factors: 1. IPR, 2. Technology, 3. Markets, 4. Management, 5. Finance.

At the end of “Round 1” you will have a “Provisional Score” to decide if better to continue the analysis or don’t waste anymore your precious time.



- **2<sup>nd</sup> Round: 20** questions further focusing on the 5 Critical Factors: 1. IPR, 2. Technology, 3. Markets, 4. Management, 5. Finance.



Let's do a quick demo...

**Please provide a name for your Proposal (just only a Nick Name that allow you to be systematic in your in and out) maybe to be presented to Potential Investors**

*Max 10 characters*

**Submit**



### Great! You are now entering the Warming-up Phase!

This Phase is designed to check if your Proposal (*although is a form very preliminary as "Idea"*) deserves to be better defined or abandoned to verify the readiness and fitness of your Idea ( *We mean, a future product or process or service*) to be realized by you.

**3...2...1 GO!!!**



Warming-up Phase Question: 1 of 12 , Total Progress: 1%

**“Is your Idea *new* (We mean, that according to your knowledge you didn't see or read similar idea stated by anyone) that and *inventive* (We mean, to have the ability to create or design new things or to think originally)?”**

- Yes
- No
- Unknown

**Submit**

## A quick sample... The Warming-Up Phase.



### Warming-up Phase is ended!

“Based on your 12 answers the conclusion is that your Idea has a good chance of success. We advise you to answer the 18 Questions in the following Round. You will gain a more detailed insight into the status of your Idea. ”...



... and you can go through the 1<sup>st</sup> Round, to better understand how your Idea can attract the Investors.

**Start 1<sup>st</sup> round!**



**Great! You are now entering the 1<sup>st</sup> Round.**

**You will answer to 18 questions focused on 5 Critical Factors: 1. IPR (from 1<sup>st</sup> to 3<sup>rd</sup>), 2. Technology (from 4<sup>th</sup> to 6<sup>th</sup>), 3. Markets (from 7<sup>th</sup> to 11<sup>th</sup>), 4. Management (from 12<sup>th</sup> to 15<sup>th</sup>), 5. Finance (from 16<sup>th</sup> to 18<sup>th</sup>)... this is the 1<sup>st</sup> question!!!**

**3...2...1 GO!!!**



1<sup>st</sup> Round Question: 1 of 18, Total Progress: 25%

**“Do you have experience with Patents?”**

- I own 2 or more Patents
- I own a Patent
- I am in the application process for my first Patent
- I do not own any Patents

**Submit**

**Many Congratulations!!! You have completed the 1<sup>st</sup> Round obtaining an average score of:**

**9.5/10.0!**



**Your Idea has a good chance to be financed by Potential Investors!!! Moreover, remember TRM gives to you a system to self-evaluate which of the 5 Critical Factors you could improve (please check them in the “Spider graph” here below)!**

**Proceed directly to the 2<sup>nd</sup> Round to understand deeper the 5 Critical Factors!**

**Start 2<sup>nd</sup> Round!**



**Great! You are now entering the 2<sup>nd</sup> Round Phase.**

**You will answer to 20 Deepened Questions focused in the same 5 Critical Factors: 1. IPR (from 1<sup>st</sup> to 4<sup>th</sup>), 2. Technology (from 5<sup>th</sup> to 8<sup>th</sup>), 3. Markets (from 9<sup>th</sup> to 13<sup>th</sup>), 4. Management (from 14<sup>th</sup> to 17<sup>th</sup>), 5. Finance (from 18<sup>th</sup> to 20<sup>th</sup>).**

**3...2...1 GO!!!**





**2<sup>nd</sup> Round Question: 1 of 20, Total Progress: 62%**

**“Which form of protection are you choosing initially to protect your Idea?”**

- With a patent
- Only “Production Secrecy” because the “Production Process” is too complicated to be copied
- With Model Rights
- With “Brand Rights”
- With a Registration by a Lawyer or equivalent organization
- It is not yet known how it is possible to protect my Idea

**Submit**

**Many Congratulations!!! You have completed the 2<sup>nd</sup> Round obtaining a final score of:**

**9.0/10.0!**



**Go directly to a Potential Investor. Just for your record take into consideration ...for the Negotiations (*We mean, how much money that will insert in your Idea, how, when*) You will start with the Potential Investors... the following “Spider Graph”.**

**End of the process!**

## **Structure of the Presentation.**

- ✓ Why a new tool to approach the Venture Capital Industry.
- ✓ How does the TRM work and why the Proposer of a Deal could be helped from a better rational approach.
- ⇒ 3 cases in which the TRM have been well used, during our testing process.

## 2 Success cases of the application of the TRM.

### Velit biopharmaceuticals GmbH



VELIT biopharmaceuticals GmbH  
A Biotechnology and Nano-Pharmaceutical Company

Wolzeille 1-3, A-1010 WIEN, AUSTRIA

info@velitnb.com  
www.velitnb.com

VAT: AT U 69625578



- A young researcher incorporated his own Company in the Nanoparticles business;
- Lack of managerial capabilities;
- No one VC interested;
- Eventually he found an Entrepreneur ;
- This Company has been merged and he obtained a stake in the merging holding.

### First expansion of Recmir S.r.l.

RecmiR

RARE EARTHS & CRITICAL MINERALS RECOVERY S.R.L.



- Good technician (CEO) spent 8 months of contacts with 5 VCs;
- Tested the TRM;
- Hired a new CEO (Senior Manager);
- Obtained € 100,000.

# 1 Failure case: “Eggplant”.

## Eggplant S.r.l.



- A group of young researchers launched their start-up in the nanoparticles business;
- They tested TRM;
- Lack of managerial competences and market strategy;
- They spent 3 years participating to National and European awards;
- No one funded their business idea.

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- ✓ How does the TRM work and why the Proposer of a Deal could be helped from a better rational approach.
- ✓ 3 cases in which the TRM have been well used.

 Next Steps

# 1 What We realized with “NANOFORCE Project”.

**TRM:**

- Poor Algorithm adoption.
- An auto evaluative test without emotional approach.



**If “8.0”:**

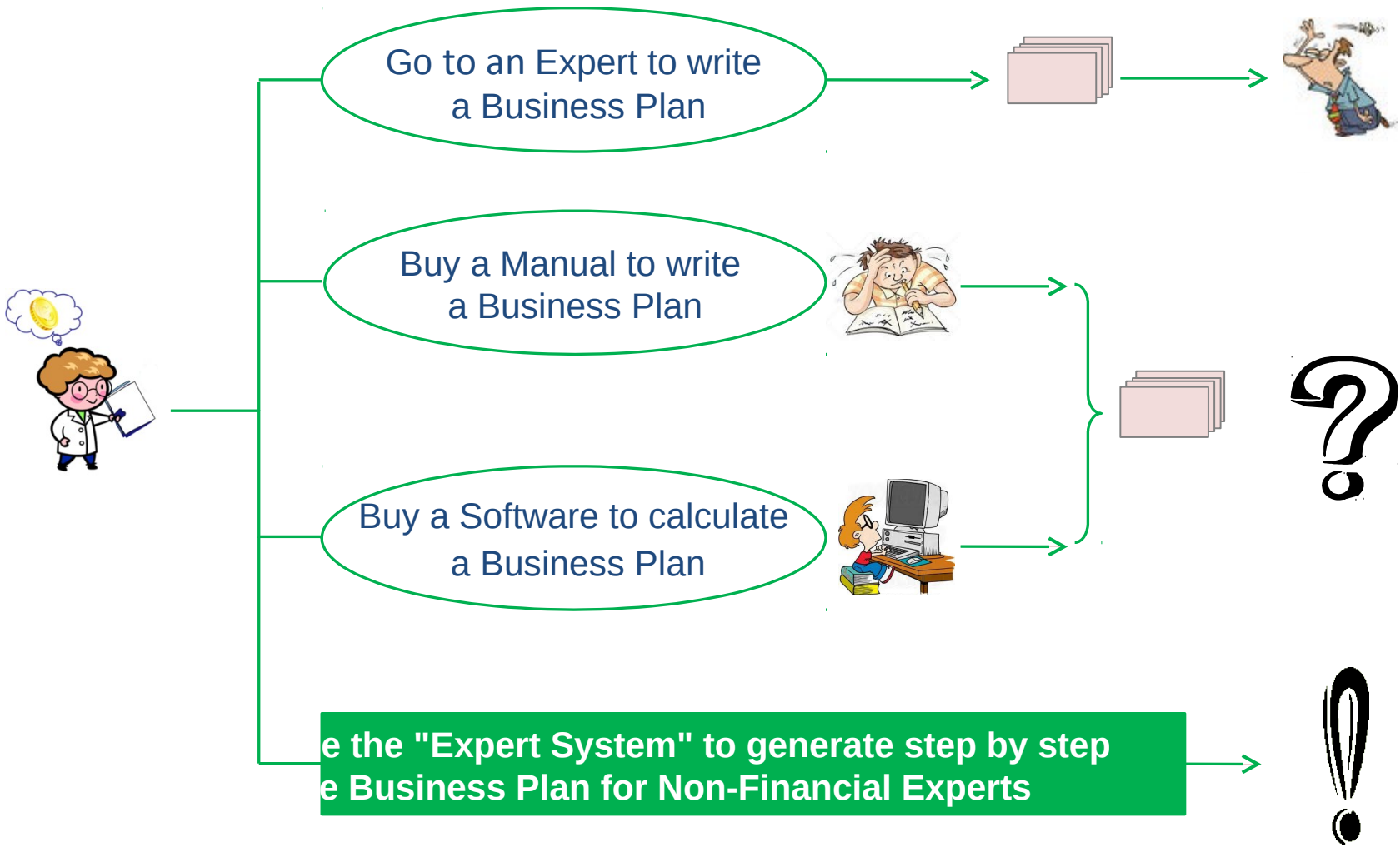
- Go to a Venture Capitalist.
- It does not give the complete notions to write a Business Plan.



€ 25,000!

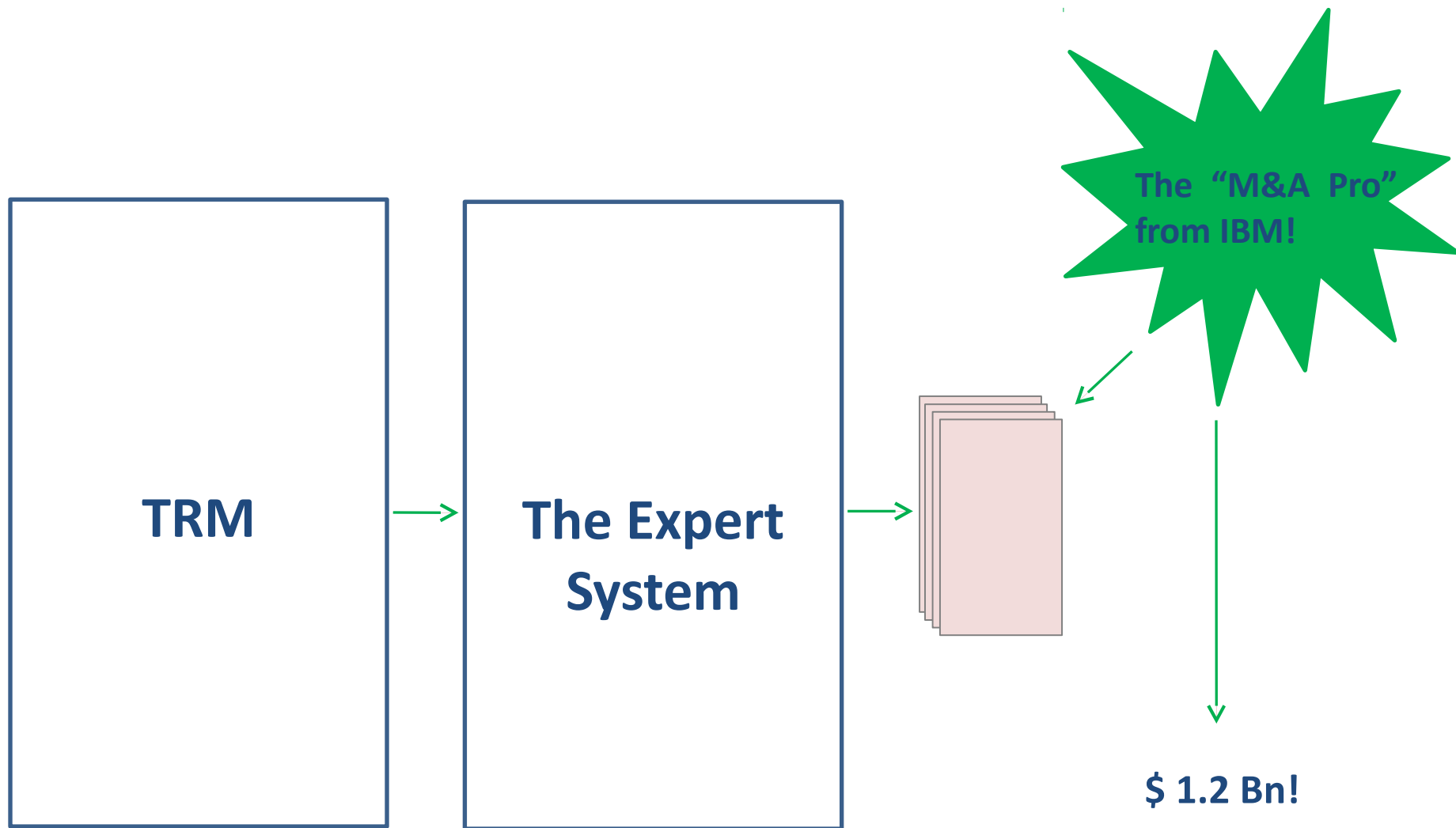


# The ways to propose a business to a VCs.





# The Proposal of Nanoforce 2.0. (and IBM can make the “Due Diligence” through an Algorithm?).



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- ✓ How does the TRM work and why the Proposer of a Deal could be helped from a better rational approach.
- ✓ 3 cases in which the TRM have been well used.
- ✓ Next Steps.
- ⇒ Conclusions and Proposals.

### 3 Key Items.

- Expert System (using an algorithm incorporating the emotional intelligence) as a key to realize a right Business Plan.
- Showing of Best Practices inside the T.I.I.'s Community!
- Other business area to be investigated: “How select right start-ups, to be hosted in Incubators, sure they pay the rentals”.