



**A model for developing
innovative science-based technologies**

Materias s.r.l.

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MATERIAS MODEL

Materias' approach is designed in order to follow the whole "value chain" of the development of new ideas from its germinal status up to its transformation in market-ready solution.

In particular, Materias supports, in a very early stage of technologies, inventors and investors in choosing which project has the potential to be successfully transferred to the market. Moreover, one of the best innovation strategies of Materias is the opportunity to introduce new technologies into products by cross-fertilizing researches and scientific results. This approach is based on specific competencies (scientific and entrepreneurial) of Materias' team and of the International Industrial and Scientific Advisory Board.

This approach is also a direct consequence of the ambition of Materias to constitute a bridge that connects research and industry. In order to achieve the realization of such an ambition, Materias decided to identify its three-fold activity (Scouting, InComing, Acceleration):



Scouting: Materias performs the identification, screening and evaluation of innovative ideas generated by the academic sector and the research world. The scope of such phase is therefore to collect in a **database**, which represents a strategic asset for Materias, the most interesting and promising ideas available on the Italian and European scenarios in the Advanced Materials sector. In particular, Materias will focus its attention on **deep-tech innovations**, i.e. those technologies based on tangible engineering innovation or hard scientific advances and discoveries that can create revolutionary solutions that redefine markets and industry processes. Such innovations generally need highest investments to reach the market, in order to assess and validate the idea.



InCoMing: Incubation, Coworking and Merging: the second step of Materias value generation model foresees the idea development through technical-scientific assessments, technology validations, patent analysis, knowledge integration and cross-fertilization. The scope is to **generate value adding knowledge and readiness** to the ideas before they reach the market. In order to further develop the technology on which the idea is based, Materias will involve experts from Universities and Research Centers which belong to its innovation ecosystem. Moreover, representing such step a crucial crossroad between a future pain-point-solving solution (i.e. a market-oriented solution) and a solution which would tackle problems because do not serve a market need, during such step Materias will question industrial and institutional investors' in order to identify the most promising ideas, so-called **market creating innovations**. More in depth, this step foresees two main streams:

- **Technology validation:** through its technical team and ecosystem, Materias will carry out research activities aimed at further developing the ideas, in order to optimize their technology thus making them more attractive on the relevant market. Furthermore, Materias will perform technical-scientific assessments and technology validation. At the same time, through its deep knowledge of the relevant market, Materias will perform knowledge integration and cross-fertilization activities, in order to further develop the technology on which each idea is based.

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- **Technology protection:** in order to add more value to the technology developed, thus making it more attractive for corporate investors, several activities in order to protect the Intellectual Property will be carried out. In particular, with reference to each idea, Materias will evaluate the possibility to proceed with a patent application and activities like filing of patent applications, prior art studies, extension of a patent abroad, etc. will be carried out. Moreover, during such stream, Materias will evaluate and discuss with the inventor various contractual forms of possible co-ownership or exploitation rights, in order to build and nurture a portfolio of intangibles (IP-intellectual properties), which will represent another strategic asset for Materias business.



Acceleration: the third step of Materias value generation model foresees the creation of a market-ready solution through the development of a customized business model or the launch of a dedicated startup able to tackle the market needs. This step is carried out in collaboration with financial or corporate investors:

- **Commercial development:** through the expertise of Materias's professional partners, a customized business plan will be studied and deployed for each of the assessed technologies, with the aim to identify the best commercialization strategy to be adopted (i.e. market analysis, go-to-market strategy, financial projections, etc.)
- **Seed Investment:** a market-ready solution is transformed in a company, namely in a Special Purpose Vehicle (SPV).
- **Business partnership:** Materias identifies a partner (Corporate, VC...) in order to share investments and profits.

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