

# EIC-Transition Project

# SOILMONITOR

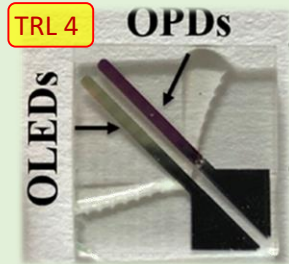
## 24/7 Real-Time Soil Nutrient Measurements



# SOILMONITOR

## Before application:

- ERC PoC Project
- Initial market insights
- Customer interest (market pull)



Optoelectronic nitrate detection



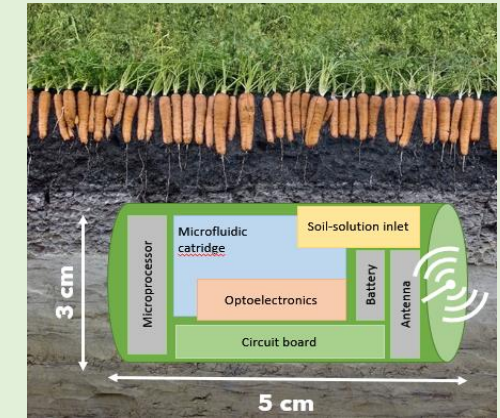
Microfluidic

## During EIC Transition:

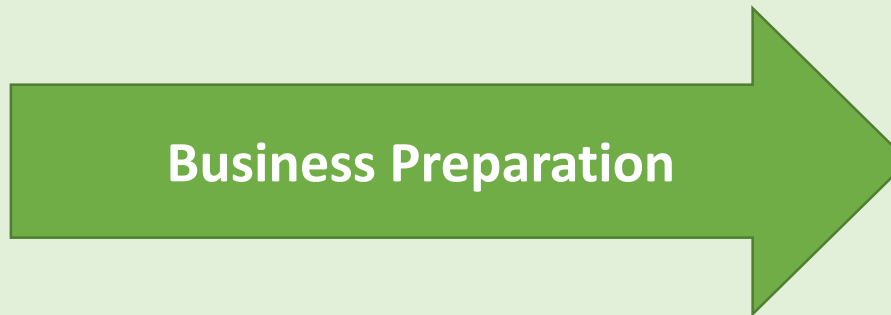
- 50% Technology development, testing, and adaption
- 50% Business preparation (business plan development, IP strategy, spin-off und VC/ funding preparation)




SoilMonitor prototype validated in the field



Preliminary Business Plan  
Preliminary Market Analysis  
Interested Customers (Lols)



Protected IP   
Spin-off prepared  
Post-project financing initiated

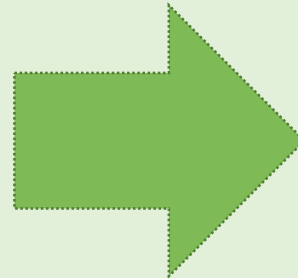
# SOILMONITOR

TRL1	Basic Research: Basic principles observed
TRL2	Technology Formulation: Technology concept formulated
TRL 3	<b>Needs Validation: Experimental proof of concept</b>
TRL 4	<b>Small Scale Prototype: Technology validated in lab</b>
TRL 5	Large Scale Prototype: Technology validated in relevant environment (industrially relevant environment in the case of key enabling technologies)
TRL 6	Prototype System: Technology demonstrated in relevant environment (industrially relevant environment in the case of key enabling technologies)
TRL 7	Demonstration System: System prototype demonstration in operational environment
TRL 8	First Of A Kind Commercial System: System complete and qualified
TRL9	Full Commercial Application: Actual system proven in operational environment (competitive manufacturing in the case of key enabling technologies; or in space)”

# SOILMONITOR

## Before Application:

- ✓ Know relevant market environment & competition
- ✓ Make sure your technology fits TRL 3-4
  - ✓ Team qualified for commercialization
- ✓ Tech and business track must be developed simultaneously
- ✓ Pitch Training and Deck revised (e.g., Nationale Kontaktstelle)



## During EIC Transition:

- ✓ Progress Meetings & Reports (every 6-12 months)
- ✓ EIC Tech to Market Entrepreneurship & Venture Building Programmes, e.g.,
  - Business development
  - Investors roundtable
  - Raising venture capital
  - IPR, legal & licensing
- ✓ Continuous Monitoring & Reporting, e.g.,
  - Communication & dissemination activities
  - Datasets, Results & Publications