

# BIOBESTicide

BIO-Based pESTicides  
production for sustainable agriculture



**EXPLOITATION STRATEGIES,  
STAKEHOLDERS MAPPING AND  
MARKET ANALYSIS**

As leader of the Exploitation and Dissemination activities, **CiaoTech** is guiding and supporting the BIOBESTicide consortium partners towards the identification of the preliminary list of key innovations which are expected to be produced within the project lifecycle as well as the definition of effective exploitation roadmaps.

To this end, CiaoTech has effectively promoted interaction and cooperation among the partners by organising and chairing the **First BIOBESTicide Exploitation Workshop**, which has been crucial to define the key exploitable results from the project and to discuss on possible exploitation strategies.

In addition, CiaoTech has carried out a preliminary Stakeholder and Market Analysis activities with the purpose of setting-up the most efficient exploitation routes for the innovations identified. The analysis allowed to pinpoint the major trends and opportunities within the biopesticides market and mapping the most relevant stakeholders along the BIOBESTicide value chain, thus providing partners with a comprehensive overview of relevant players operating in the biopesticide field to ensure smooth exploitation and commercialisation of the final product.

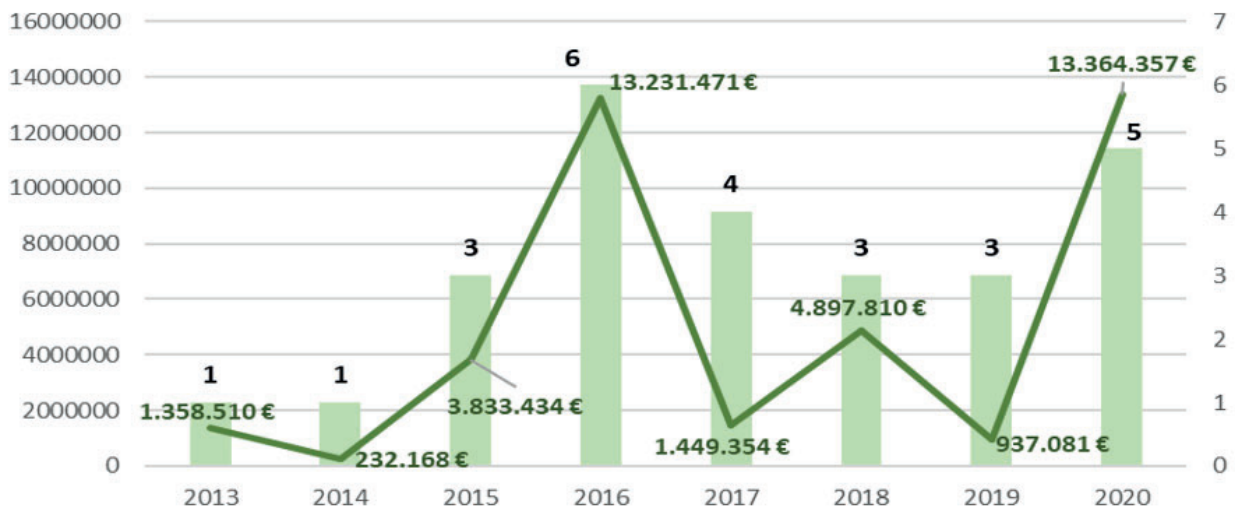
To this end, CiaoTech has applied a unique and consolidated intelligence approach which combines findings on the most active actors and major technology trends obtained through desk research with analysis of the most relevant projects and patents led through the Business Intelligence and Tech Mining platform and search tool **Wheesbee**.

The preliminary analysis made by CiaoTech has provided crucial insights regarding the innovation eco-system around the BIOBESTicide project.

The image is a central collage for the BIOBESTicide 1° Exploitation Workshop. At the top, there are four small photos of participants. Below these is a grid of logos for various partners: GREENCELL, lamberti, tecnalia, INRAE, ZURION, Cielona, IFV, and Nordzucker. In the center, the BIOBESTicide logo is prominently displayed, followed by the text '1° Exploitation Workshop' and the date '09th of July, 2021'. Below the date is the BBI.eu logo and a small text box stating: 'BIOBESTicide has received funding from the European Union's Horizon 2020 Research and Innovation Programme under Grant Agreement 101018716'. At the bottom, there are four more photos of participants. The entire collage is framed by green vertical bars on the left and right sides.

*The First BIOBESTicide Exploitation Workshop*

### Number of Projects and Funding Received (€) per Starting Year

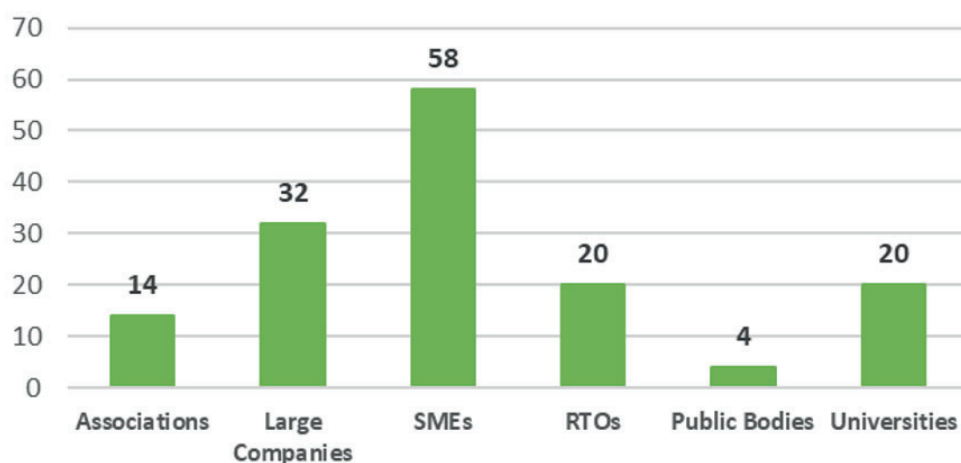


Number of projects funded from 2013 onwards related to novel biological pesticides solutions development and total funding received.

This includes the **identification of 26 national and European Research & Innovation projects** funded from 2013 onwards related to the production of biopesticides or to the cure of Grapevine Trunk Diseases (GTDs) as well as the identification of more than **900 patents in Europe** (from 2013 to date) related to the production of biopesticides for vine applications.

The unique methodology applied by CiaoTech has allowed to identify a total of **148 organisations that operate and innovate along the biopesticide value chain.**

### Type of Organisations



Type of organisations identified as stakeholders along the BIOBESTicide value chain.

Upon consortium partners' confirmation, potential stakeholders' expertise has been classified and the organisations identified have been distributed along the BIOBESTicide value chain, which includes biomass suppliers, biopesticide producers, validators and end users. The analysis has also provided relevant information on the type of organisations operating along this value chain, that include mostly Small and Medium Enterprises (SMEs) and large industries, but also Research and Technology Organisations (RTOs), universities and other organisations.

CiaoTech will latterly contact the organisations identified with the purpose of obtaining crucial information on the BIOBESTicide disruptive impact on the market as well as to maximise the exploitation opportunities for the key innovations emerged from the project.

CiaoTech is nowadays finalising the preliminary results obtained with the scope to maximise the project impact by establishing future strategic collaborations which will guarantee a selective advantage to BIOBESTicide over competition upon market launch. The release of a comprehensive report on the "Stakeholder mapping and Market analysis" is planned by April 2022, providing an in-depth overview on market potential clients, competitors, opportunities, and barriers for the project along with indications to reach impactful exploitation of the results produced within the project lifecycle.

**Contact us** to know more about the results of the stakeholder and market analysis and follow BIOBESTicide on [LinkedIn](#) and [Twitter](#) to be always updated on the latest news!



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## CONTACT US

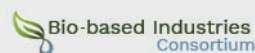
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