

Lab2Market@Tecnico 2016 - Thermal mortar for rendering with subcritical silica based aerogel and natural lightweight co-aggregates (2016)



Partners: IST/CERIS

CERIS Principal Investigator: **I. Flores-Colen**

CERIS Research Team: J. de Brito; J. D. Silvestre; A. Soares; V. Durão

Other research team members: L. Ilharco; M. Júlio; J. G. Martinho

Funding: IST

Total budget: -

CERIS: -

Period: **2016**

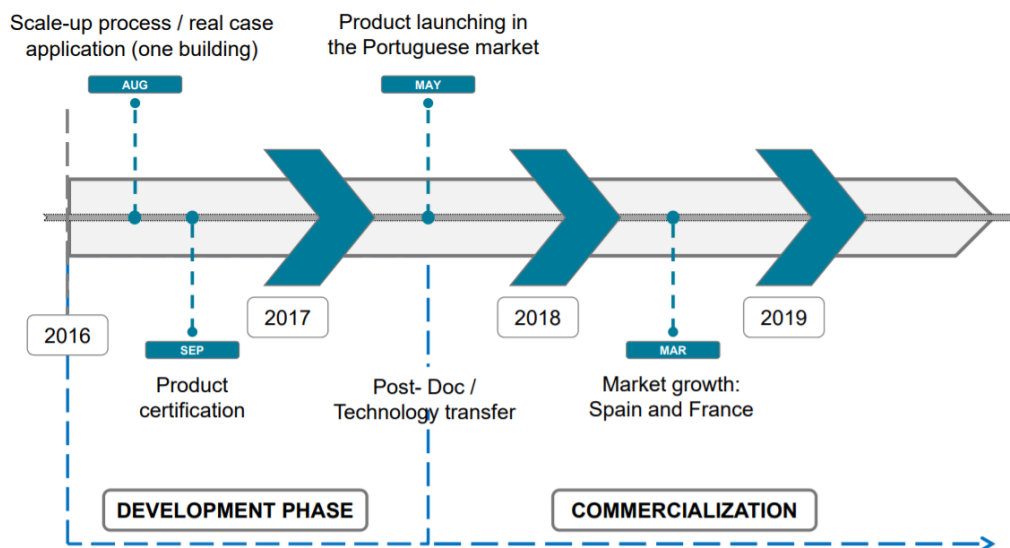
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Summary description: in this project CERIS team has 250 hours of mentoring for adaptation of new products to the market, with the support of i-deals (a technology broker company) to help in commercialization and contact with market opportunities.

CERIS participation: between April and June the team carried out: value equation, competitor analysis, value proposition, market segmentation and size, insights from the market and preparation of a teaser for potential investors / partners.

Output: several working meetings; one survey; one final presentation to potential investors.

Illustrations:



Strategy and pipeline within the project.

Indicators: lessons learned were presented at a final session and one research report.