



SLU HOLDING

Employing Knowledge



# Green Prospects

- A way to commercialize your idea without having to do it yourself

**Do you have great ideas but no time for running a business?  
Let SLU Holding do the running!**

Within the Green Prospect program, we take care of the complete innovation process from idea to launch. We analyze the commercial potential of your idea by evaluating the market opportunities correlated to the potential of your idea. Promising ideas are financed and linked with a project manager who is responsible for the continued business development.

Book a meeting with us - contact details on the next page!

## With Green Prospects you get:

- Project management from our experienced innovation managers
- The best out of your idea with our well-proven innovation process, see next page for details
- Innovation Project Financing
- Profit sharing with no economical risk for you



## About SLU Holding

While you are an expert in your scientific area, the team at SLU Holding are experts in business strategy.

The combination of the two creates a unique opportunity to make a difference, to impact society, improve the environment and the welfare of the public.

Over the years SLU Holding has accumulated valuable experience in making original ideas develop into sustainable international companies.

We want to be your commercialization partner!

**Working with SLU Holding is easy**

[www.sluholding.se](http://www.sluholding.se)

# How the process works

With your scientific knowledge and our completing competence we can make a difference together. The innovation process is knowledge intensive and our business advisors have extensive experience in both research and industry. SLU Holding knows how to proceed and are using proven tools and structures.

**1**

## The First Meeting

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Our service starts when you present your idea to one of our Business & Innovation advisers. Hopefully, this is the beginning of a productive collaboration. Next, the idea will be discussed within SLU Holding to decide the best way to progress it.

**2**

## Project Planning

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In the initial phase of the project an action plan is formed. As every idea is unique, flexibility is crucial. At this point, if you decide to appoint SLU Holding as your partner, an agreement is signed.

**3**

## Positioning the Idea in the Market

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A positioning of the idea from the market perspective is done to produce an initial overview and understanding of the project's potential.

**4**

## Market Potential

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At this point SLU Holding examines the intellectual property rights, competitive situations, collaboration partners and potential customers and their needs. In addition the size of the market potential is investigated. This will give guidance to how the idea may need modification from a scientific standpoint.

**5**

## Innovation Development

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It is now possible to close the gap between idea and actual implementation. The business model and market strategy are developed at this stage. Proof of concept, prototyping - the idea is tested for its potential in real-world applications.

At this stage a decision will be made as to whether the innovation should be licensed, sold or developed into a company, and larger funds are needed for investment and further development, Due Diligence is performed.

**6**

## Due Diligence

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Before presenting the innovation to potential investing partners, a solid business case is developed. The Due Diligence is a systematic analysis of existing and required resources together with assets, costs, benefits and risks, which will serve as a platform for making an informed decision prior to an investment.

**7**

## Launch of Innovation!

## Contact us!

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SLU Holding always operates under terms of strict confidentiality.