

CONSORTIUM PROFILE

Ceresana makes bioeconomy projects market-ready, credible, and fundable

Market Logic · Exploitation · Impact · Dissemination

For consortia in the bioeconomy, circular economy, and sustainable materials sectors that want to connect technological excellence with a convincing path to market and impact.

OUR CONTRIBUTION

We sharpen market need, stakeholder relevance, business case, exploitation path, scale-up, and visibility.

SUITABLE FUNDING CONTEXTS

CBE JU

Horizon Europe

LIFE

FPNR

KMU-innovativ

Eurostars

ZIM

DBU

Regional programmes

From technology to a robust market and impact story.



— STRATEGIC ADDED VALUE

Proven market impact makes projects fundable

Ceresana provides the economic and market-oriented contributions that translate technical project ideas into a credible path to market uptake, impact, and scale-up.



01

Market Need & Potential

Assess target markets, applications, customer segments, and demand drivers.

02

Value Chain & Stakeholder

Identify key players, roles, bottlenecks, pilot customers, and exploitation partners.

03

Business Case & Go-to-Market

Structure revenue logic, market path, positioning, and commercialization.

04

Exploitation Strategy

Classify Key Exploitable Results, target groups, and exploitation routes.

05

Market Uptake & Scale-up

Show market acceptance, replication, transferability, and scale-up scenarios.

06

Impact & Dissemination

Deliver impact story, stakeholder messaging, and outreach content.

— VALUE FOR PROPOSAL AND CONSORTIUM

Ceresana provides the data to back up compelling proposals

The contribution strengthens not only individual deliverables, but the whole argument: why the project matters, who uses the results, and how impact is created after the project ends.



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FOR EVALUATORS

Clearer funding logic

Market need, target groups, and exploitation are presented transparently. This improves readability, plausibility, and impact.

—
FOR COORDINATORS

Stronger proposal texts

Ceresana delivers structured text modules, market logic, deliverables, and role descriptions for the outline, Part B, and work packages.

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FOR PARTNERS

Stronger market connection

Technical results are linked to target markets, stakeholders, business cases, and exploitation paths.

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RESULT

A stronger path to impact, market uptake, and scale-up

Ceresana builds the economic bridge between research, application, investment logic, and industrial implementation.

— EXPERTISE & CONTACT

Ceresana: market & exploitation partner for bioeconomy consortia

Ceresana is strongest where technological innovation needs market understanding, economic plausibility, and convincing external communication.



— TOPIC FIT

Where Ceresana fits best

Bio-based chemicals, bioplastics, packaging, adhesives, coatings, circular economy, and sustainable materials.

— MARKET EXPERIENCE

Why Ceresana stands out

Active since 2002, more than 20 years of B2B market research, strong expertise in chemicals, materials, packaging, and industry.

— READY TO USE

What can be delivered quickly

Short profile, Work Package outline, role and budget logic, deliverables, and text modules for outlines or Part B.

— WORKING MODE

Fast and proposal-focused

Clearly defined contributions, robust content, and close alignment with funding logic, evaluator perspective, and consortium needs.

— AREAS OF USE

Where value is created

Impact, exploitation, market uptake, business case, stakeholder mapping, dissemination, and outreach.

— CONTACT

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