Crossing the "VALLEY OF DEATH" in the phosphorus context

Introduction

General research idea context
- Lab to market transition
- Crossing the valley of death: different business models of companies
- Various stakeholder participation during the technology transfer

Phosphorus recycling context
- Available recycling technologies
- Commercial exploitation is mostly not done
- Assessing the barriers and possibilities to overcome the valley of death

Objectives and Methodology
1. To analyse available support models in the present literature
2. To select and propose a suitable working model
3. To assess the market demand and supply

Main reference models used
- Entrepreneurship Model: Screening of scientific ideas + Potential strategies and business models + Rapid market transitions
- Cyclic Innovation Model: Market transitions are important + Interaction between four different cycles

Science to Business (S2B Model)

Technology transfer process cant be linear, but a cyclic process

"Valley of death" is found mainly in the opportunity preparation step

Future Work
1. Identify the various stakeholders involvement with respect to the P recycling processes
2. Recognize the primary barriers to commercialization of P recycling technologies
3. Try to see how the entire process of P recycling unfolds with respect to the primary barriers

References