



## Executive summary

This report has been compiled as part of the initial work of the DESSIN work area 42, the route to market. It follows an inside-out approach by looking at the SME key product characteristics and innovation capacities (inside) in view of market dynamics and market demand (outside). The inside-out approach is complemented by an outside-in report or business environment report that focuses on the bigger picture and market conditions specific to the DESSIN context.

The report provides a step-by-step approach and general guidance to support the market entry of water innovations linked to ESS. It focuses on the development of a market entry strategy and uses as a starting point an analysis of the core competencies and innovation capacities of a SME. The approach will be tested with different SMEs in the course of the next project phase (2015) so as to offer a practical guide that is applicable to all technology-driven SMES that provide ESS-relevant products or services in the water sector.

The primary target group of this report are technology-driven SMEs that provide ESS-relevant products or services in the water sector. The report is not written in a scientific manner but rather seeks to provide practical information and guidance to the SMEs related to DESSIN and beyond.

The report follows a step-by-step approach and is divided into three main parts:

