



GOODMAN

AGENT ORIENTED ZERO DEFECT
MULTI-STAGE MANUFACTURING

Deliverable 9.1

First Exploitation Plan

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Revision History

REVISION	DATE	INVOLVED PARTNERS	DESCRIPTION
0.1	09/03/2017	BOC, All	Formulation of methodology and approach, presentation during partner meeting
0.2	26/09/2017	BOC, All	Collection of exploitation items and harmonization of description Review and discussion during partner meeting
0.3	17/10/2017	UNIVPM, LOC	Updated exploitation item description
0.4	15/12/2017	UNIVPM, LOC, NISSA	Provision of business models for layers
0.5	15/01/2018	BOC	Re-structuring of ToC, update of content contribution and inclusion of business models developed
0.6	23/02/2018	BOC	Initial draft of the deliverable
0.7	13/03/2018	BOC	Review version of deliverable and distribution to partners for input collection
0.8	19/03/2018	All	Review and feedback received by all partners
0.9	20/03/2018	BOC	Integration of feedback and revisions

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Executive Summary

The scope of this deliverable is to report on the initial outcomes of T9.1 “Exploitation and Business Model Management” in the context of WP9 “Exploitation, Training and Impact Analysis” that aims to

- develop joint and individual exploitation and business plans,
- create a value network to enter the market with GOOD MAN results,
- identify, monitor and manage exploitation and innovation items,
- setup awareness and training events of result achieved, and
- assess the return on investment (ROI) and the impact of innovation.

As this deliverable is the initial deliverable of the work package, the tasks and related outcomes are positioned briefly in the following to establish an understanding on how results contribute to the above objectives:

- T9.1 is dedicated to cover the **exploitation and business model management activities** in the course of the project focusing on exploitable innovation items, the development of a business plan and market analysis on individual and joint consortium-wide level. The value network is driven by LOC in collaboration with the technical partners of the consortium. The task has been triggered at the beginning of the project to focus during the technical work performed on the exploitation and innovation characteristics. The task has actively influenced technical discussions to guarantee a smooth uptake of results and to establish the methodology of exploitation and innovation management throughout the whole project period.
- T9.2 aims to establish an environment for continuous **innovation management** applying the concept of an “Innovation Shop” of GOOD MAN results. Exploitable results on varying levels of technological readiness and collected, documented as input for WP6, WP7, and WP8.
- The analytical task 9.3 focuses on **uptake and financial investment assessment**. It aims to establish a sectoral assessment of uptake building upon the expertise of the pilot partners and develops continuously a market analysis of involved domains and beyond. The task evaluates business cases developed and establishes a focused roadmap on the way to market for mature innovation items identified in T9.1.

During the reporting period (M1-M18), the activities performed – as defined in the Description of Action (DoA) – targeted the formulation of a) the methodology for exploitation and innovation in GOOD MAN, b) the definition of each partners role in the context and c) perform an initial assessment of the exploitable items and relation to the target market. This work is driven by the joint innovation vision developed by LOC, BOC and NISSA as an initial value proposition of the project.

This result is a guiding instrument for upcoming analysis. Based on the vision, the target market has been identified and competitors are continuously monitored, reviewed and assessed to understand the market dynamics in the area of comprehensive and integrated Zero-Defect-Manufacturing (ZDM) systems. The discussion of the Go0D MAN technical architecture contributes to this work and aligns the key results from the technical/academic partners of the consortium.

As a work instrument/tool, the business model canvas approach by Osterwalder (Osterwalder & Pigneur, 2010) has been selected and applied for the items under investigation. An evaluation of these business models is currently in progress and will be further refined during the upcoming project period.

