D7.2.1-1 Exploitation and Marketing Plan (release 1)

ModelWriter

Text & Model-Synchronized Document Engineering Platform

Project number: ITEA 2 13028
Work Package: WP7 - Standardization, Dissemination and Exploitation
Task: T7.2

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Document History

Version	Author(s)	Date	Remarks
Version 0.5	Anne Monceaux	09/03/2015	Initial release

https://github.com/ModelWriter/Project-Management/issues/110

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1. Introduction

The Exploitation Plan shall enable the members of the ModelWriter consortium to envisage the exploitation phase in a realistic and practical way by analyzing all aspects of the potential exploitation and commercialization of the project results.

End Users will provide analysis of ROI of ModelWriter for targeting the good price and the optimal commercial offer. This task will explore ModelWriter financial feasibility with two different alternatives:
1. among existing companies
2. as an independent entity

1.1. Scope of this document

This document defines an initial plan for exploitation and for further planning and analysis activities to be carried out in Task 7.2 during the project.

The exploitation plan will be yearly updated to allow the project and its partners to respond appropriately.

1.2. Relation to other tasks

This document is connected to several other tasks and deliverables.
- ModelWriter FPP includes a Market & Business section with the initial state of art regarding the current trends and market, market opportunities, and a consolidated catalogue of exploitation potentials to be assessed and review periodically as the project progresses.

- Dissemination plan D7.1 will ensure that the knowledge developed within the project continues to exist beyond the life of the project, and is made accessible and usable to other parties in research and industry.

- D7.2.2 Marketing Plan (HISBIM)

- D7.2.3 Roadmap for future exploitation and pre-competition survey (HISBIM)

- D4.7.1 Report: Future ModelWriter-Enabled Use Cases (MANTIS)

- D7.5.1 will be a technical-oriented talk about the principles and benefits of the ModelWriter-ITEA approach and tooling (OBEO)

- D7.5.2 will be a research-oriented talk about the principles and benefits of the ModelWriter-ITEA approach and tooling (UNIT)

2. Exploitation plan

A Business Model helps to structure the reflexion. It currently identifies the following blocks: Key stakeholders, Key exploitable outcome of the project, Key resources needed, Value Proposition, Customer Segments, Customer Relationships, Distribution channels, Costs structure and Revenue structure.

Key Stakeholders

The key stakeholders must be identified:
- Customers (who buys the product or services)
- End Users (who uses the product or services)
- Commercial entities (exploiting the project results)
- Researchers

Key exploitable outcome of the project

A. Software

We will provide a Federated Knowledge Base model and an API for developers (incl. of Open Source community) to allow them to further contribute with more Knowledge Valorisation plug-ins (e.g. for a future Natural Language Question Answering System plug-in, domain-specific checkers or generators, etc.)

Potential users and customers

Steps of analysis of the customer segments may include:
- Identification & validation of customers
- Demographic segmentation
- Territory Segmentation
- Review of barriers to adoption across target groups

Preliminary approach is based on the capture of the consortium partners' individual intentions towards exploiting the project results to support their own business and activities (see section §4).

Distribution channels

Distribution models for both projet outcomes and future more mature envisaged product must be considered. Depending on the products / services we will consider:
- Example: Website Delivery
- Example: Advertisement

Pricing models

Pricing will depend heavily on the objectives of the commercial entities exploiting the project results. A competitive environment analysis will be a key input to this activity.
The project's participants are committed to the creation of software under the Open Source/Free Software model, a proven means to continue useful software beyond project lifetimes.

Marketing Strategy
Marketing goals and objectives will be defined and explained in deliverable D7.2.2 Marketing plan.

3. Plan & pathway to exploitation

The section summarizes the undertaken or planned activities performed within the project scope and that have a strong influence on exploitation possibilities.

PATHWAY	ACTION
Direct involvement of End-users as partners in the project	
Preliminary contacts with potentially interested organizations and individuals	
Promotion of the ModelWriter concepts and results to the end-user community	
Exploitation of the technological results from the industrial and SME partners involved in the project	
Promotion of the technological results	*See Dissemination plan*
Promotion of services related to the ModelWriter results	
Exploitation of the ModelWriter results as the basis for subsequent initiatives in the field of the research and technological transfer	
Deployment enablers investigation	User acceptance
Risk mitigation	See D1.9.1 Technical Risk Assessment Document (OBEO)
Contribution to standards	See D7.7.1 ModelWriter and standardization activities (LORIA)

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4. Per-partner exploitation Plan

This Section reports the consortium partners' individual intentions towards exploiting the project results to support their own business and activities.

UNIT

[Short description of Partner activity].
With ModelWriter project [Partner] will extend / improve / address…

OBEO

[Short description of Partner activity].
With ModelWriter project [Partner] will extend / improve / address…

LORIA

[Short description of Partner activity].
With ModelWriter project [Partner] will extend / improve / address…

PARTNER to be completed

[Short description of Partner activity].
With ModelWriter project [Partner] will extend / improve / address…

5. Conclusion

The ModelWriter exploitation activities have been mainly addressed so far towards two main modalities:

- Promotion of the ModelWriter outcomes outside (towards: platforms of end-users, service providers, Industry, Research, SME communities) through dissemination.

Exploitation intention of the ModelWriter results carried out by the partners of the project.

References

N/A

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Appendixes

N/A