

**Horizon 2020 Marie Skłodowska-Curie**

**Research and Innovation Staff Exchange Evaluations (RISE)**



**A CybEr range tRaining platform for medicAl organisations and systems Security**

**Exploitation Aspects Questionnaire**

**Editor**

AEGIS

**Exploitation Aspects questionnaire**

Dear partner,

In the context of designing and developing a collaborative business plan for AERAS, you are kindly requested to answer the questions in this questionnaire. By doing so, WP6 tasks leaders will be able to gather insights from many different perspectives including Academia, large industries, technology providers and SMEs. The insights emerged from this process will contribute to better understand and identify AERAS competitive advantage and value proposition and form the preliminary business modelling. Please try to give short and comprehensive answers where possible.

**Introduction – Background Info**

This document aims to gather partners’ input for the formation of project’s Exploitation and Sustainability Plan and investigate the first ideas and paths for sustainability and exploitation of project tools and results. In terms of exploitation, there are two types: i) individual exploitation (how each partner will benefit of project results) and ii) Joint Exploitation (what are the activities to be carried out from the consortium partners to enhance the successful exploitation of the project results in terms of industrial development/creation of the products or processes and its placing on the market). For the latter, we also need to test different business models by utilizing the Business Model Canvas tool.

This questionnaire has two parts:

**Part 1** - Exploitation pathways: The first step of the process aims to support the partners in identifying the exploitable results they are interested in and in defining their exploitation strategy by describing:

* The asset that the partner brings into the project (targeted market, the innovation and differentiation from competitors etc.)
* The individual exploitation plans
* The joint exploitation intentions

**Part 2** – Business Modelling Aspects: The insights that will emerge from this process will contribute to better understand and identify AERAS competitive advantage and value proposition, and form the preliminary business modelling, by taking into account different perspectives including Academia, large industries, technology providers and SMEs.

# **Exploitation pathways**

# **Asset Description**

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| Exploitable Assets* *Please give a short description of your assets that you bring into AERAS and how you think they will evolve during the project. [The length of the description per asset should not exceeded half a page].*
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| *Example: A specific component/module to be enhanced during the project, acquired know-how, methods or services that will be utilized in the project etc.* |
| Please indicate the current TRL of your asset (if applicable) and provide a Contact Point per asset. |
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| Target markets* *Please define the target market and describe the business need that the asset solves.*
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| Innovation - Competition* *How does the asset go beyond existing approaches in relation to this business need (describe a selling point that is unique, according to the best of your knowledge)*
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| * *What the customers would get in the end (e.g., a tool, service, knowledge…etc.)*
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| * *How could customers reach the asset? (GitHub, commercial marketplace, etc)*
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| * *Name your main competitors (short description of their offering, links etc.)*
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| Intelectual Property Rights* *Describe your current IPR (Intellectual Property Rights) scheme*
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| * *Describe your IPR (Intellectual Property Rights) plans beyond the end of the AERAS project duration*
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## **Individual Exploitation pathways**

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| Individual Exploitation goals per Asset* *State your institution’s goals in terms of exploitation for every exploitable asset (how your organization envisions to exploit its exploitable assets mentioned in 1.1 in general according to your own exploitation strategy).*
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| *Exploitation goals include multiple forms, e.g.** *Financial exploitation, building products, projects, or services based on the project results;*
* *Research & development, by engaging new projects (EU-funded or sponsored by other sources), based on the experiences gained in the project;*
* *Education, e.g., courses, at the university level or in continuing education, etc.;*
* *Community-building around the topics of the project;*
* *Knowledge transfer, from academia to industry, by collaboration or via employees;*
* *Contributions to open-source projects and standardization*
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| Exploitation Channels* *Explain what channels your unit has at its disposal to exploit your solutions:*
* *End user communities which could uptake / review / further disseminate your tool*
* *Units and initiatives within your university or company*
* *Contribution to existing products or research tools*
* *Internal transfer to another unit (which ones may be targeted?)*
* *Other, please specify*
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| Indicative Exploitation Scenarios* *Describe one or more scenarios that demonstrate the use of your asset in real business case life scenarios, in the following form:*
* *Scenario scope*
* *Prerequisites / market assumptions*
* *Scenario evolution*
* *Result*
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## **Joint Exploitation goals**

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| Joint Exploitation goals* *Describe the routes towards joint exploitation of AERAS assets (how will your identified assets add to the exploitation of the final product of the project and how it will be benefited in terms of exploitation by this process).*
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| * *Describe known/identified obstacles or threats to exploitation*
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# **Business Modelling**

This section describes the rationale of how AERAS creates, delivers, and captures value. To develop candidate business models, AERAS consortium will rely on the ‘Business Model Canvas’ (check Annex 3.1). Please, fill in the following questionnaire:

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| What problem does AERAS solve? What are the pain-points we are addressing? |
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| 1. *Why is the problem important?*
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| 1. *What is the answer we are proposing?*
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| 1. *Describe AERAS product or service in two or three sentences. Put it in terms anybody could understand–no techno speech?*
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| 1. *Which is AERAS value proposition? What is the value that AERAS solution is creating?*
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| 1. *Why is AERAS value proposition important to the customer?*
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| 1. *Who are the key people with the key skills needed to do this (in your organization. Doesn’t have to be by name could be a role)?*
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| 1. *Who are our competitors?*
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| 1. *What do competitors sell and how does it compete against us?*
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| 1. *Describe how AERAS products/services differ from the competitors?*
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| 1. *Which are AERAS targeted markets? How large are these markets?*
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| 1. *Who is our target customer? Provide a fairly detailed description of the target customer (b2b and/or b2c)?*
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| 1. *How do we communicate with our customer? How do we deliver the value proposition?*
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| 1. *How do we maintain the relationship with customers?*
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| 1. *What is a reasonable pricing model for AERAS offering?*
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| 1. *What are the revenue streams?*
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| 1. *What are the main costs? Are the costs mostly fixed or variable? Do the costs change with scale?*
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# **Annex**

## **Business Model Canvas**

The Business Model Canvas (BMC) gives the structure of a business plan. It is a shared language for describing, visualizing, assessing and changing business models. It describes the rationale of how an organization creates, delivers and captures value. The Canvas has nine elements:



1. Customer segments: List the top customer segments. Look for the segments that provide the most revenue.

2. Value proposition: what are AERAS products and services? What is value that AERAS offers to customer?

3. Revenue streams: List AERAS top revenue streams (including free offerings).

4. Channels: How do you communicate with your customer? How do you deliver the value proposition?

5. Customer relationships: How does this show up and how do you maintain the relationship?

6. Key activities: What do you do every day to run your business model?

7. Key resources: The people, knowledge, means, and money you need to run your business.

8. Key partners: List the partners that you can’t do business without (not suppliers).

9. Cost structure: List your top costs by looking at activities and resources