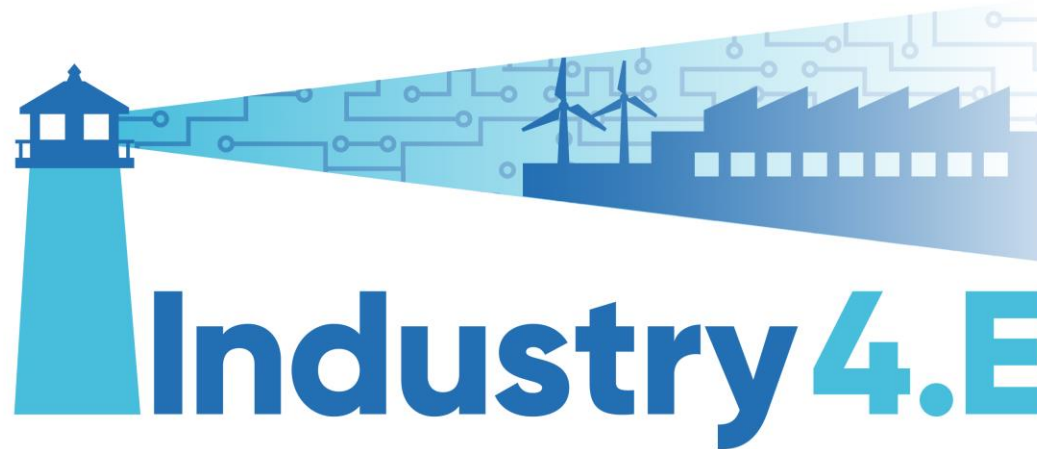


INITIATIVE FOR EXCELLENCE IN DIGITAL INDUSTRY



Welcome!
We start at **10:00**
Time to get your **coffee**



INITIATIVE FOR EXCELLENCE IN DIGITAL INDUSTRY

SUCCESSFUL COMMUNICATION, DISSEMINATION AND EXPLOITATION IN EU PROJECTS

May 12th 2020 10 am

The webinars are held in the frame of the CSA-I4.E supporting the ECSEL Lighthouse Projects in the field of 'Digital Industry'

Today's webinar is facilitated by
a project partner in the CSA



This project has received funding from the ECSEL Joint Undertaking (JU) under grant agreement No 830845. The JU receives support from the European Union's Horizon 2020 research and innovation programme and Ireland, Finland, Spain, Germany. The output reflects the views only of the author(s), and neither ECSEL-JU nor the European Union can be held responsible for any use which may be made of the information contained therein.

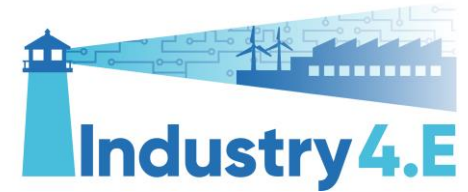
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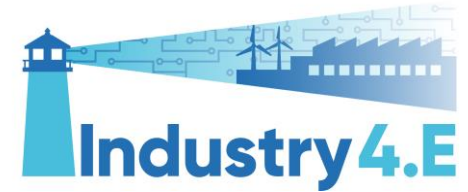
WHAT TO EXPECT TODAY



- How to Communication, Dissemination and Exploitation build on each other
- Building a strategy
- Tools for impact – What works best in your project setting



YOUR PRESENTERS



Ivo Zeller: Comm/Diss/Expl in EU Projects

Dr. Meike Reimann: Strategies

Edina Löhr: Business Models and Plans



Ivo Zeller



Dr. Meike Reimann



Edina Löhr



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“CREATING KNOWLEDGE IMPACT FOR THE INDUSTRY4.E LIGHTHOUSE PROJECT COMMUNITY”



Industry4.E

digital WORKSHOPS

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12
MAY 2020

19
MAY 2020

26
MAY 2020

02
JUNE 2020

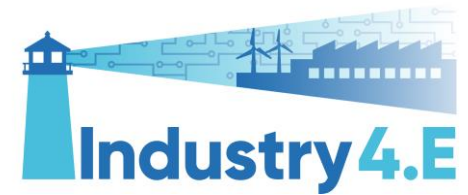
exclusive INTERACTIONS
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ECSEL JU

- WS 2: Tools for successful project dissemination/exploitations – best practices
- WS 3: How best to fulfil communication and dissemination obligations remotely
- WS 4: How best to carry out „Exploitation“ activities using remote methods
- WS 5: Sharing Success – Successful exploitation in Industry4.E projects

Please share your story with us

GOALS OF THE WEBINAR SERIES

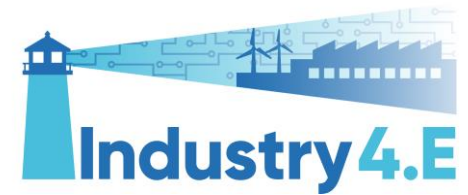


- Facilitate understanding, motivation and access to Dissemination and Exploitation
- Present hands on, ready to use experience in the current situation and beyond
- Discuss best practices among experienced projects
- Find inspiration from successful real life application



WORKSHOP 2

TOOLS FOR SUCCESSFUL PROJECT DISSEMINATION/ EXPLOITATION – BEST PRACTICES



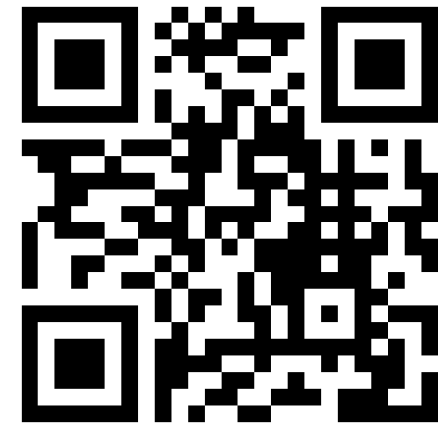
✓ Goals for Today

- Introduction to Communication, Dissemination and Exploitation
- Overview of Dissemination and Exploitation Tools
- Discussion of participants' experience with tools





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COMMUNICATION, DISSEMINATION AND EXPLOITATION – OVERVIEW



Communication

Taking strategic and targeted measures for promoting the action itself and its results to a multitude of audiences including the media and the public, and possibly engaging in a two-way exchange

- Reach out to society as a whole
- Demonstrate how EU funding contributes to tackling societal challenges
- Plan strategically with communication objectives and not only ad-hoc efforts
- Use pertinent messages, right medium and means

What has been done?

Dissemination

Making the results of a project public by any appropriate means, including scientific publications in any medium

- Circulation of knowledge and results to the entities that can best make use of them
- Enabling the value of results to be potentially wider than the original focus
- Essential element of all good research practice and vital part of the project plan
- Strengthen and promote the profile of the organisation

What came out of it?

Exploitation

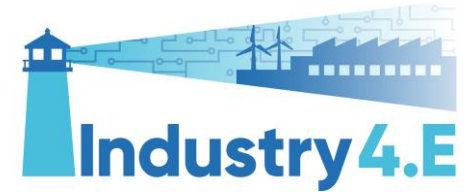
Utilising the results by developing, creating, marketing and providing a product, process or service, or engage in standardisation activities.

- Make use of the results: Recognising exploitable results and their stakeholders
- Concretise the value and impact of the R&I activity for social challenges
- Can be commercial, societal, political or for improving public knowledge and action
- Project partners can exploit results themselves, or facilitate exploitation through others

What will we do with it?



COMMUNICATION ACTIVITIES



- Project Website
- Newsletter
- Project Video
- Social Media
- Target Group Analysis
- Communication Campaign
- Communication Plan

Further Input?

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DISSEMINATION ACTIVITIES



- Conferences
- Fairs
- Publications
- Trainings
- Workshops
- Clustering with other projects
- Virtual Demo Site
- Standardisation

Further Input?

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TOOLS FOR EXPLOITATION

Tools can be used in a variety of ways

- Internally
- Externally
- For the project as a whole
- For the individual company

What do you think of?

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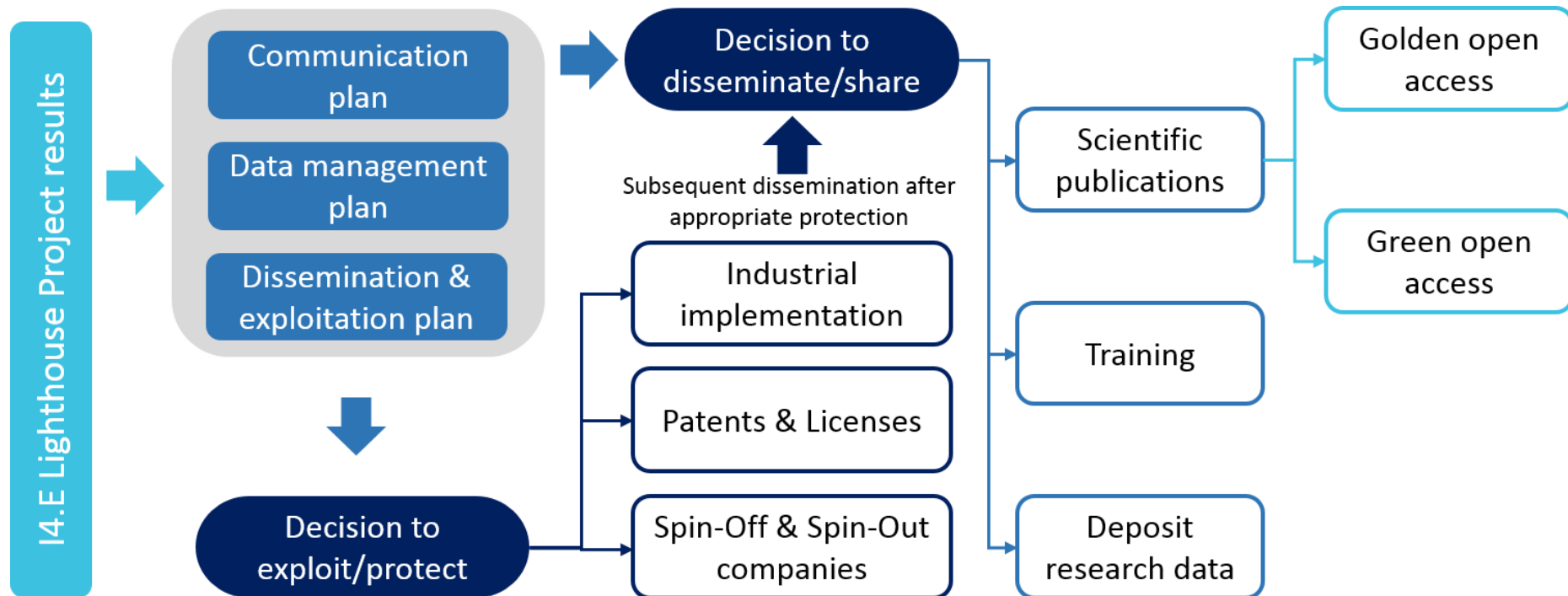
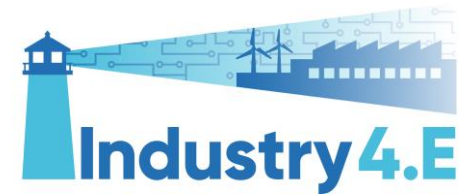
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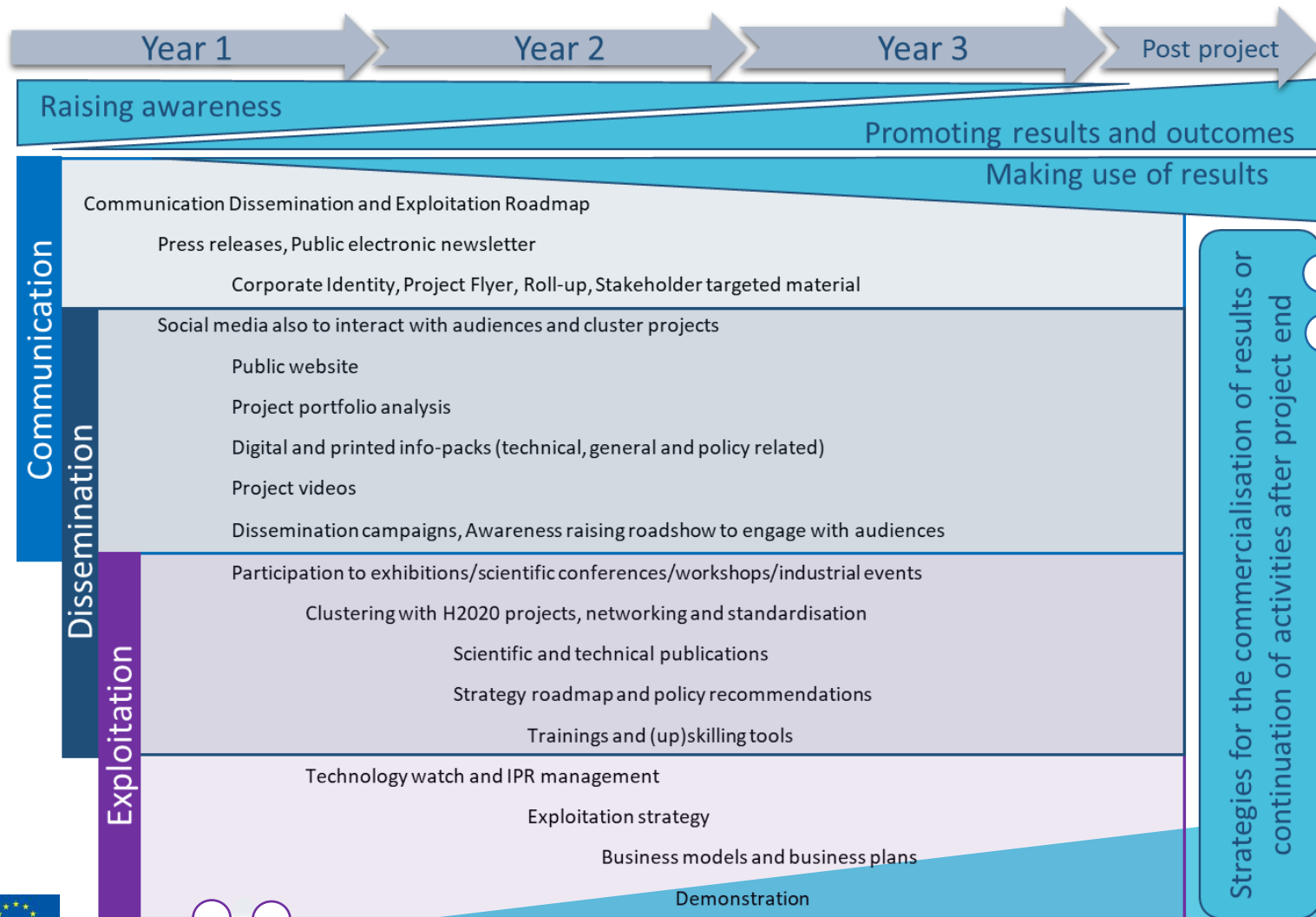
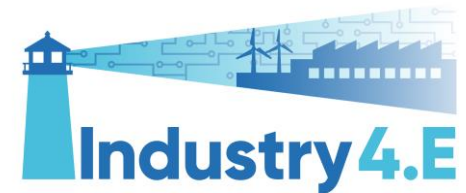
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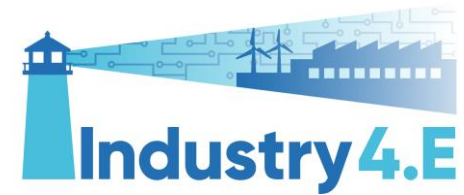
BUILDING A STRATEGY



PLANNING FOR COMMUNICATION DISSEMINATION AND EXPLOITATION



BUILDING AN EXPLOITATION STRATEGY



Which project results have high exploitation potential?

- Identification of Key Exploitable Results
- Group them into clusters
- Thus boosting exploitability

Is there an accessible market for our exploitable results?

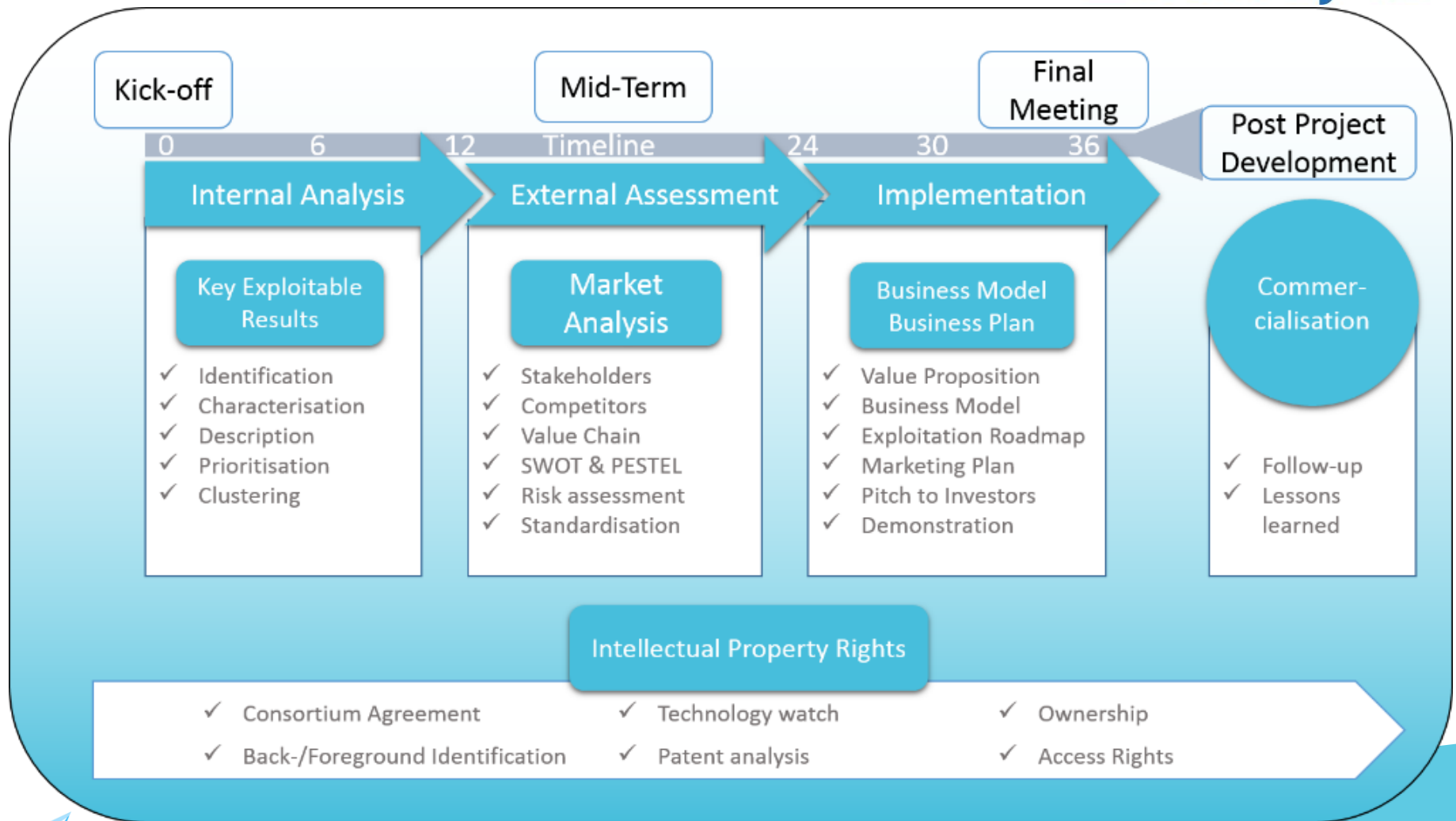
- Analysis of macro-economic landscape
- Analysis of exploitation feasibility

How are we going to implement the exploitation?

- Development new services
- Licensing
- Joint ventures
- Standards



STAGES OF A PROJECT



EXPLOITATION WORKSHOPS



Intellectual Property Rights Management			
IPR Basics	Protection of Results	Ownership / Access Rights	Technology Transfer
<ul style="list-style-type: none">• IPR - Definitions• Back- /Foreground• Identification of KERs	<ul style="list-style-type: none">• Technology watch• Patent analysis• Characterisation of KERs	<ul style="list-style-type: none">• Identification of ownership• Prioritisation of KERs	<ul style="list-style-type: none">• Definition of access rights, licensing• Commercialisation• Business model & plan• Exploitation Roadmap
Identification	Characterisation	Prioritisation	Investors Pitch
Exploitation workshops			

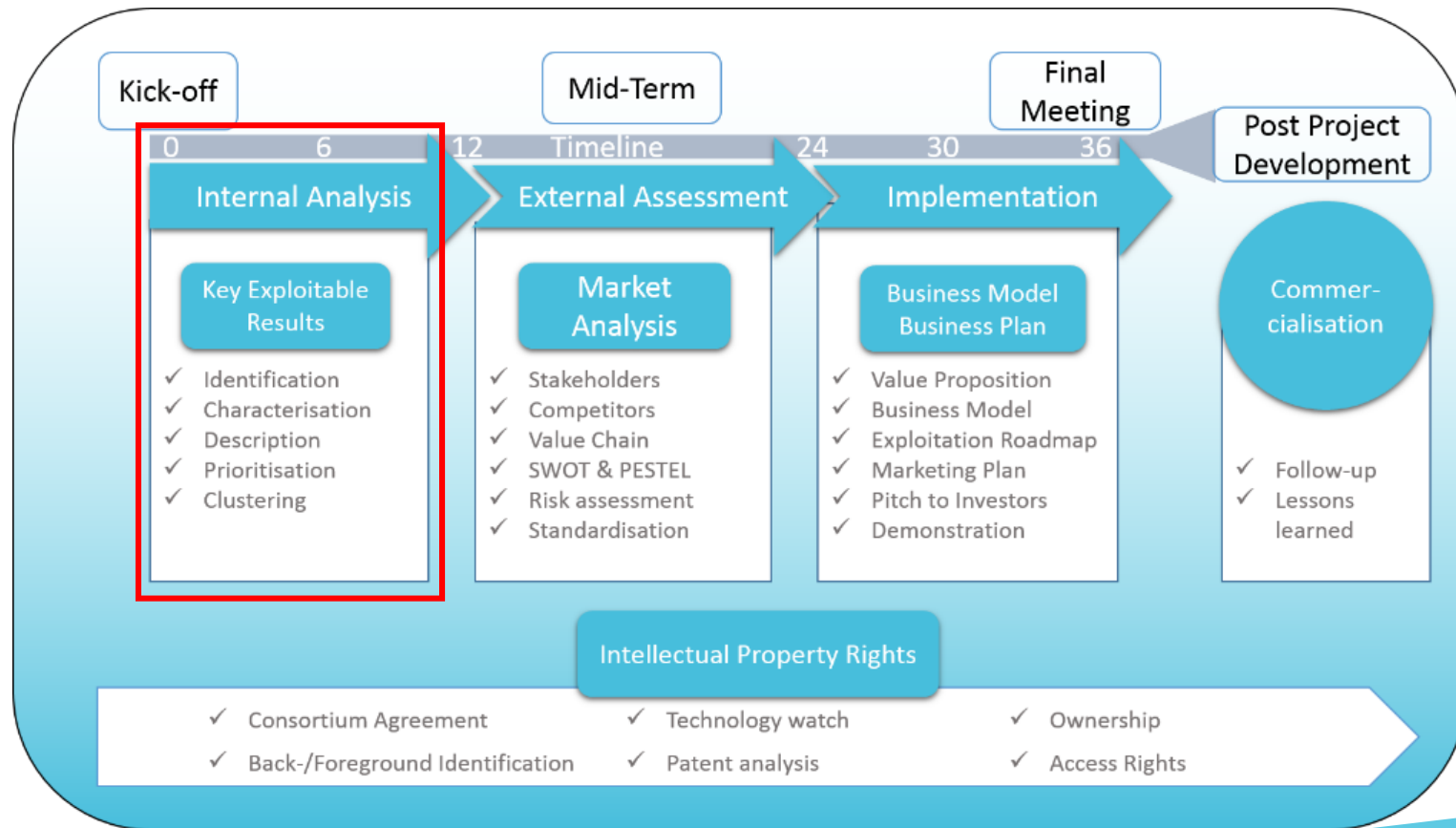
✓ These task are best done by a series of workshops to bring everybody's expectations to the table



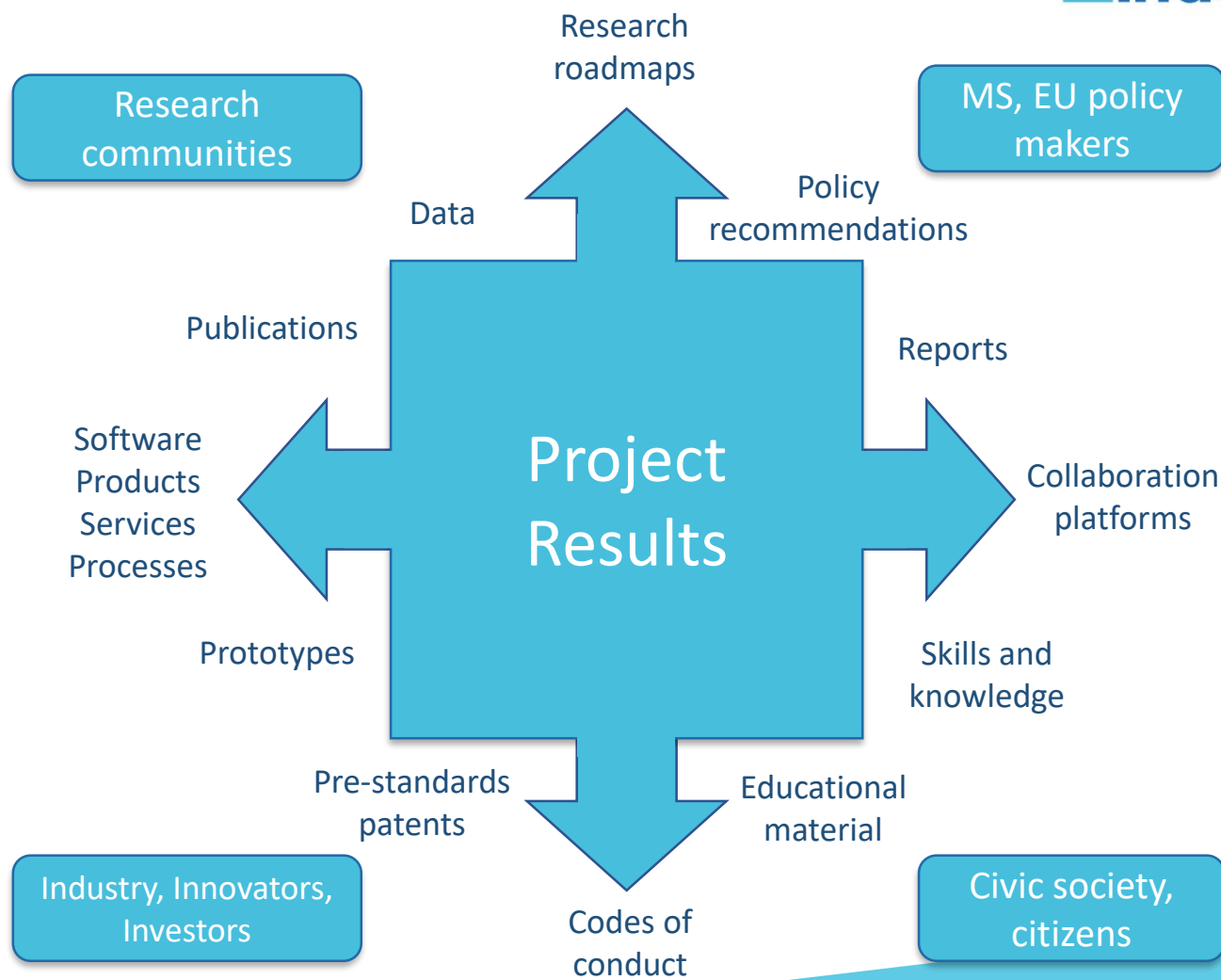


EXPLOITATION STRATEGY

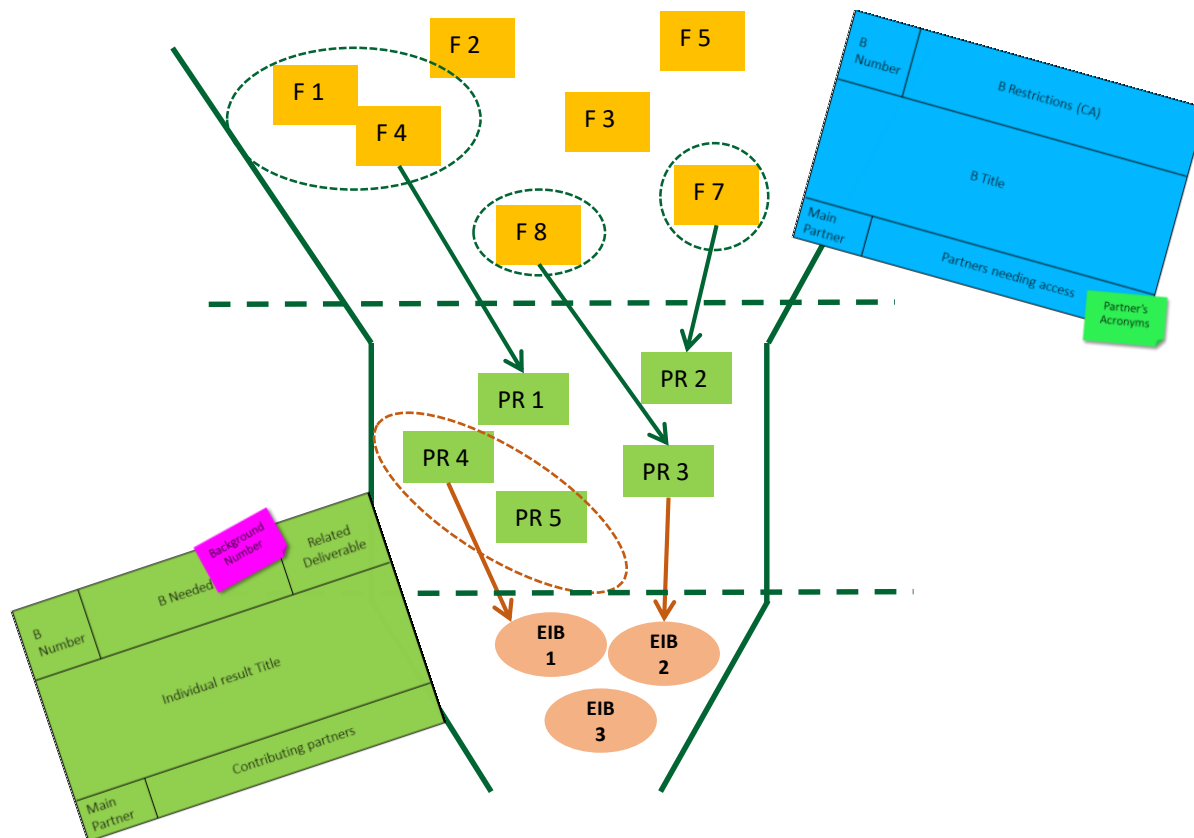
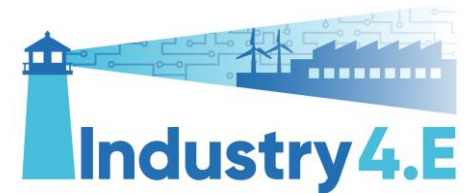
PHASE ONE



RANGE OF PROJECT RESULTS



KEY EXPLOITABLE RESULTS



Project Results =
Foreground

Distillation



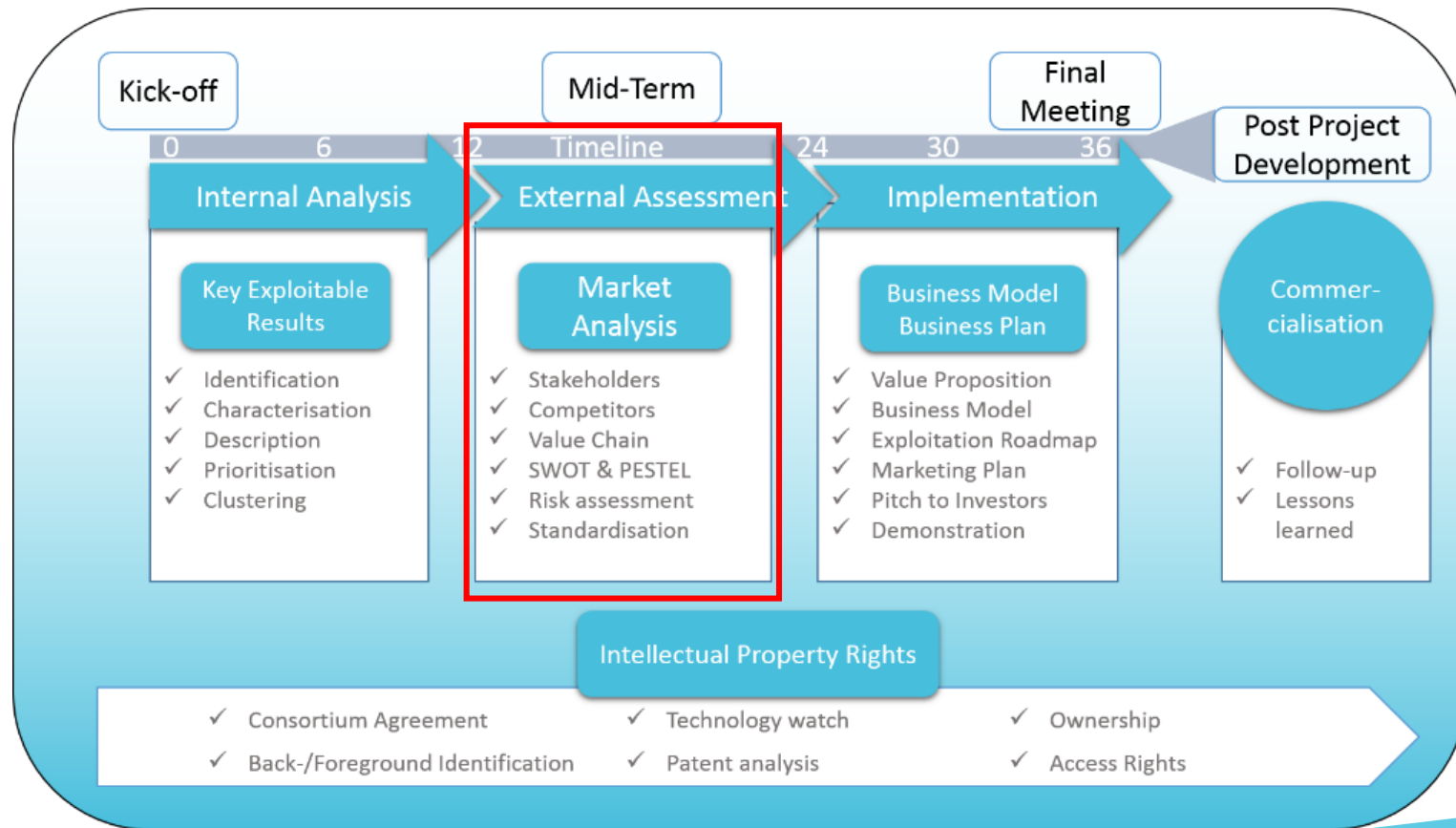
Key Exploitable Results

Economic & IPR benefit
for individual partners



EXPLOITATION STRATEGY

PHASE TWO

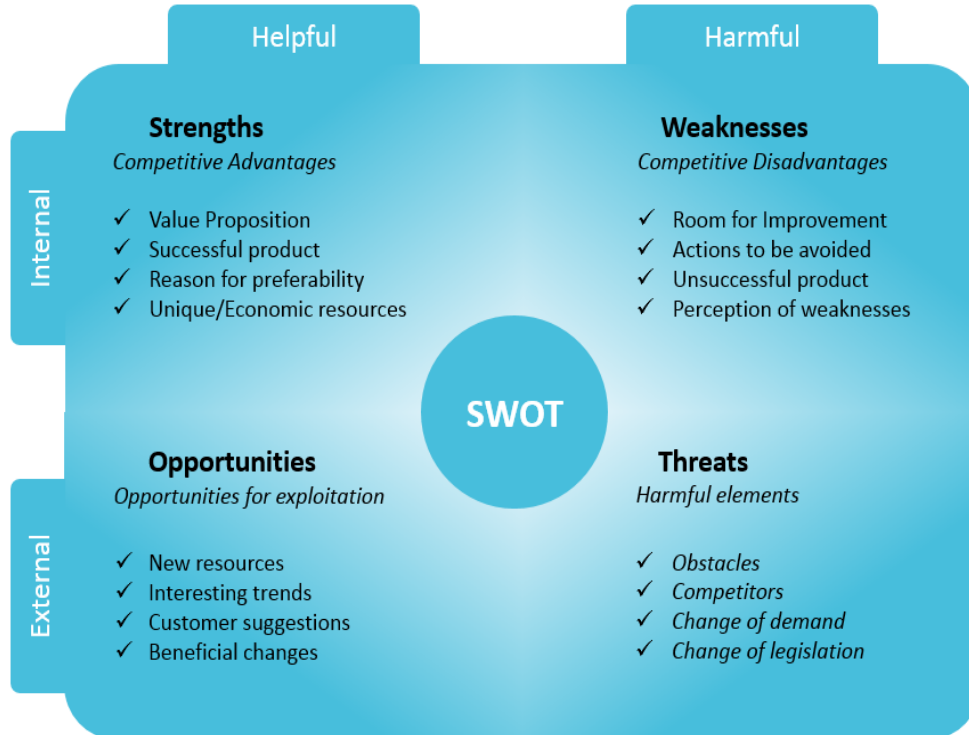


PESTEL

Political	Economic	Social
<ul style="list-style-type: none">✓ Tax policy✓ Trade restrictions✓ Tariffs✓ Political stability✓ Education✓ Infrastructure✓ Elections	<ul style="list-style-type: none">✓ Gross Domestic Product✓ Inflation Rate✓ Nominal Interest Rate✓ Exchange Rate✓ Tax Burden✓ Purchasing Power	<ul style="list-style-type: none">✓ Population Growth Rate✓ Age Distribution✓ Cultural Aspects✓ Health Consciousness✓ Career Attitude✓ Emphasis on Safety✓ Migration
Technological	Environmental	Legal
<ul style="list-style-type: none">✓ R&D Activity✓ Funding✓ Automation✓ Technology Incentives✓ Rate of Technological change✓ Innovation's cost	<ul style="list-style-type: none">✓ Weather✓ Climate✓ Environmental Protection✓ Circular Economy✓ Renewables✓ Green Growth	<ul style="list-style-type: none">✓ Discrimination Law✓ Consumer Law✓ Antitrust Law✓ Employment Law✓ Health and Safety Law✓ Intellectual Property

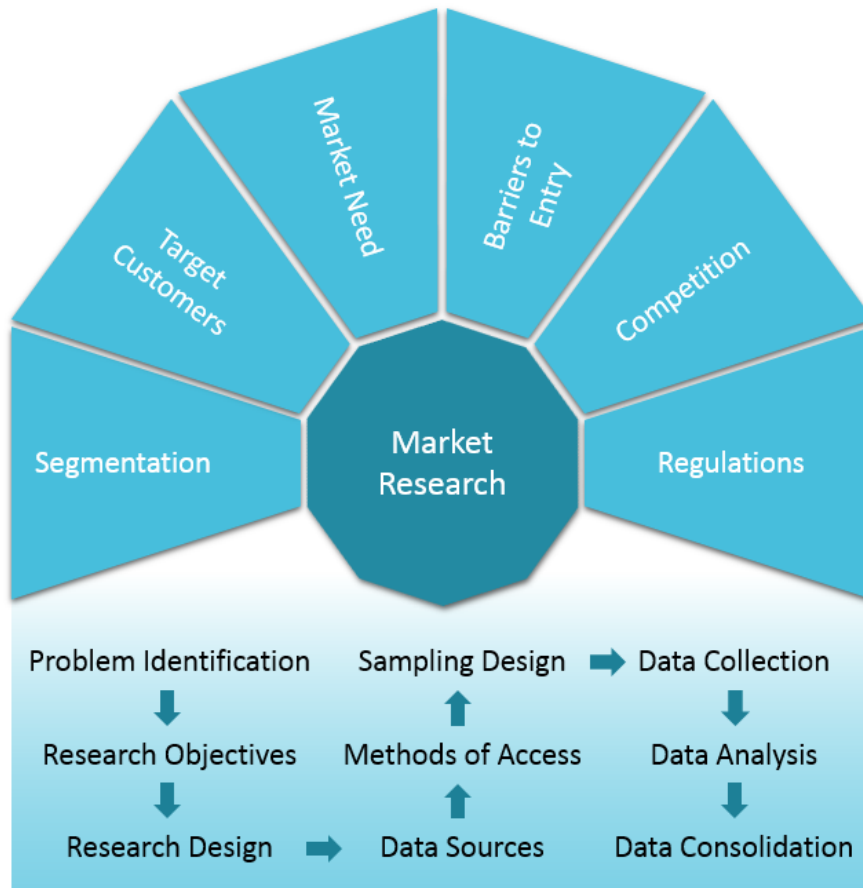
- ✓ Analyse the macro-environment
- ✓ Paint and understand the “Big Picture”
- ✓ Appreciate the impact of the project
 - In one sector
 - In adjacent sectors

SWOT



- ✓ List and compare advantages and disadvantages
- ✓ Evaluate threats and opportunities
 - Internally
 - Externally

MARKET RESEARCH



- ✓ Understand the target market and its problem/pain
- ✓ Propose the solution
- ✓ Identify barriers
 - Of the market
 - Of the solution

MARKET OPPORTUNITY



List our venture's core abilities or technological elements

Characterize them based on their functions and properties. Describe them in a general manner, independent from your (envisioned) product.

Abilities	_____	_____	_____	_____	_____	_____

Identify our market opportunities

Which applications can we offer with our core abilities? Which customers may need them? Further segment each customer group.

Applications	➤	➤	➤	➤
Customers	😊	😊	😊	😊

➤ Application + 😊 Customer = 🧑 Market Opportunity

Based on work from
www.wheretoplay.co



- ✓ Pinpoint abilities and resulting applications
- ✓ Combine with market research result
- ✓ Relate to target customer groups



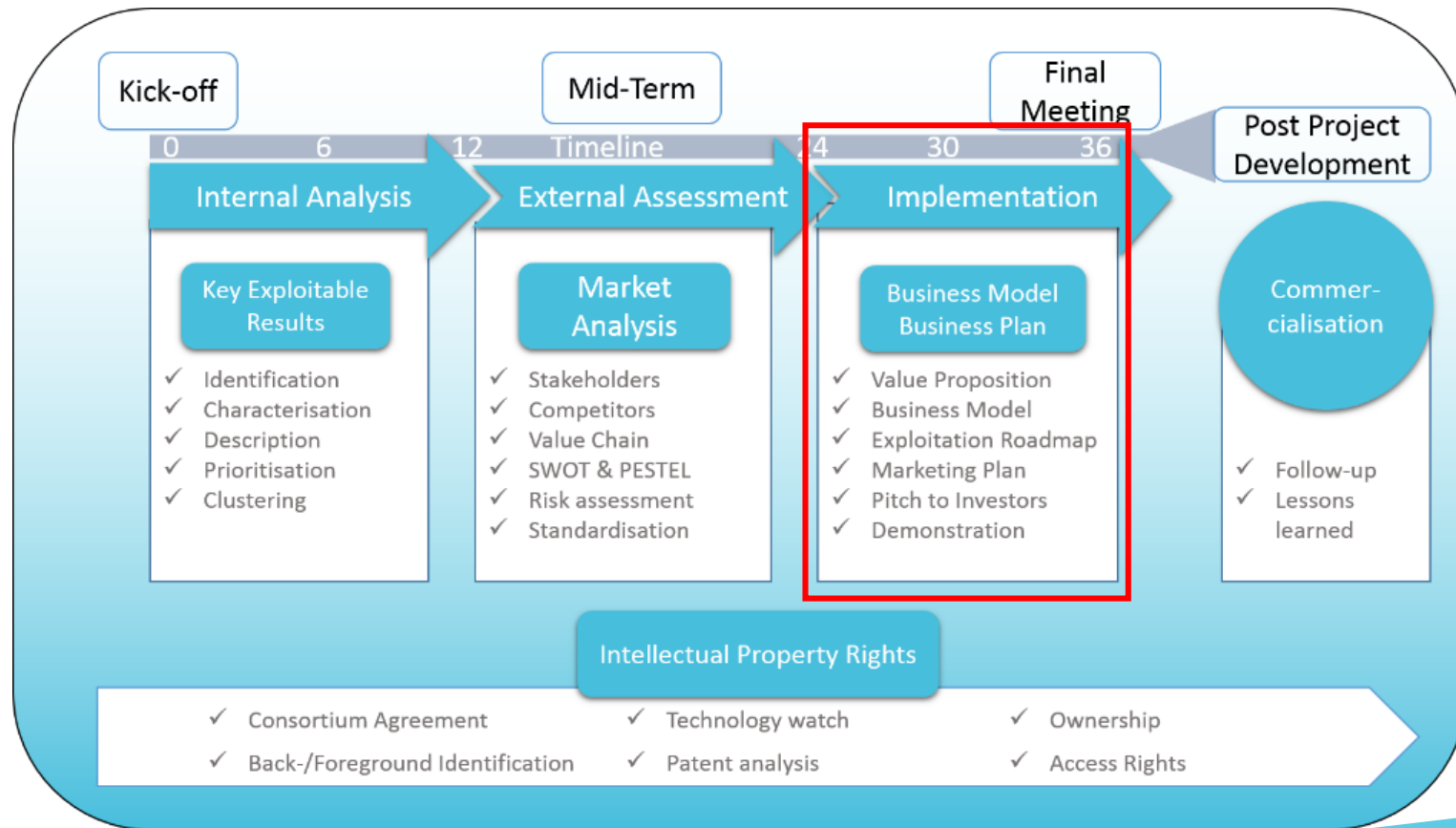
RISKS ANALYSIS



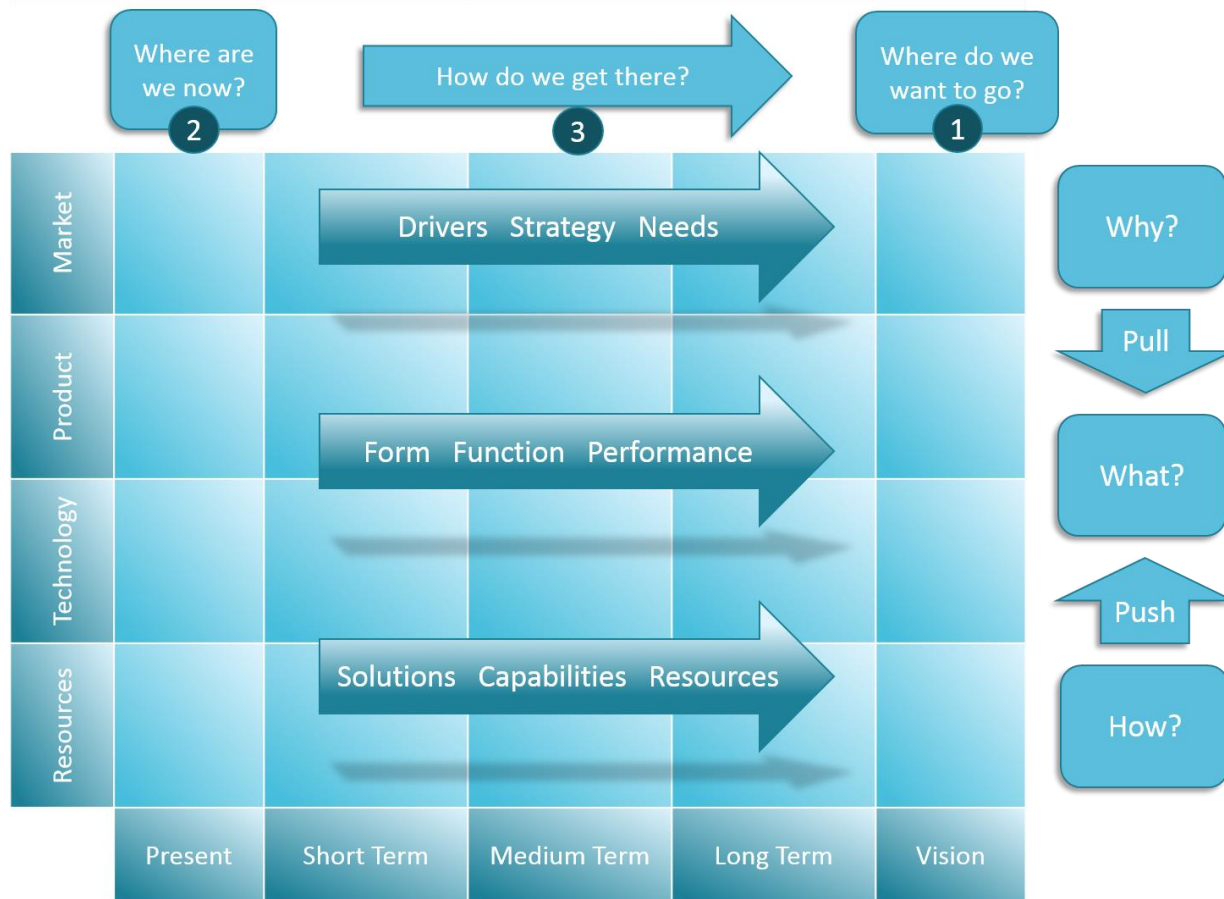
- ✓ List and prioritise risks
- ✓ Formulate mitigation measures
 - Probability
 - Impact

EXPLOITATION STRATEGY

PHASE THREE

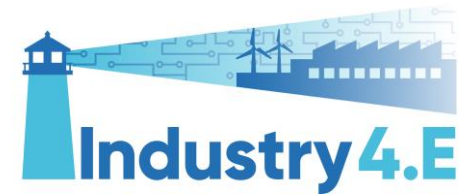


IMPLEMENTATION ROADMAP



- Different canvases for different purposes
- General Canvases
 - Business Model Canvas by Osterwalder & Pigneur
 - Lean Canvas by Ash Maurya
- Specific Canvases
 - Social Business Model Canvas
 - Product-specific canvases (e.g. app canvas)

BMC VERSUS LEAN CANVAS



BMC (Business Model Canvas)

- Enables both new and existing businesses to focus on operational as well as strategic management and marketing plans

Lean Canvas

- Outlines a more problem-focused approach and majorly targets entrepreneurs and start-up businesses
- Closer to R&D projects



BUSINESS MODEL CANVAS












The Business Model Canvas


Designed for:

Designed by:

Date:

Version:

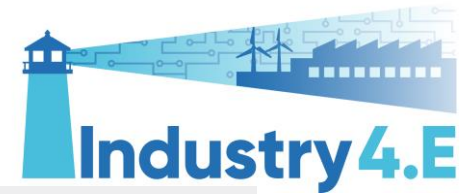
Key Partners 	Key Activities 	Value Propositions 	Customer Relationships 	Customer Segments 
	Key Resources 		Channels 	
Cost Structure 		Revenue Streams 		










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DESIGNED BY: Strategyzer AG
The makers of Business Model Generation and Strategyzer

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BUSINESS MODEL CANVAS



The Business Model Canvas		Designed for:		Designed by:		Date:		Version:	
Key Partners 	Key Activities 	Value Propositions 	Customer Relationships 		Customer Segments 				
	Key Resources 		Channels 						
Cost Structure 			Revenue Streams 						

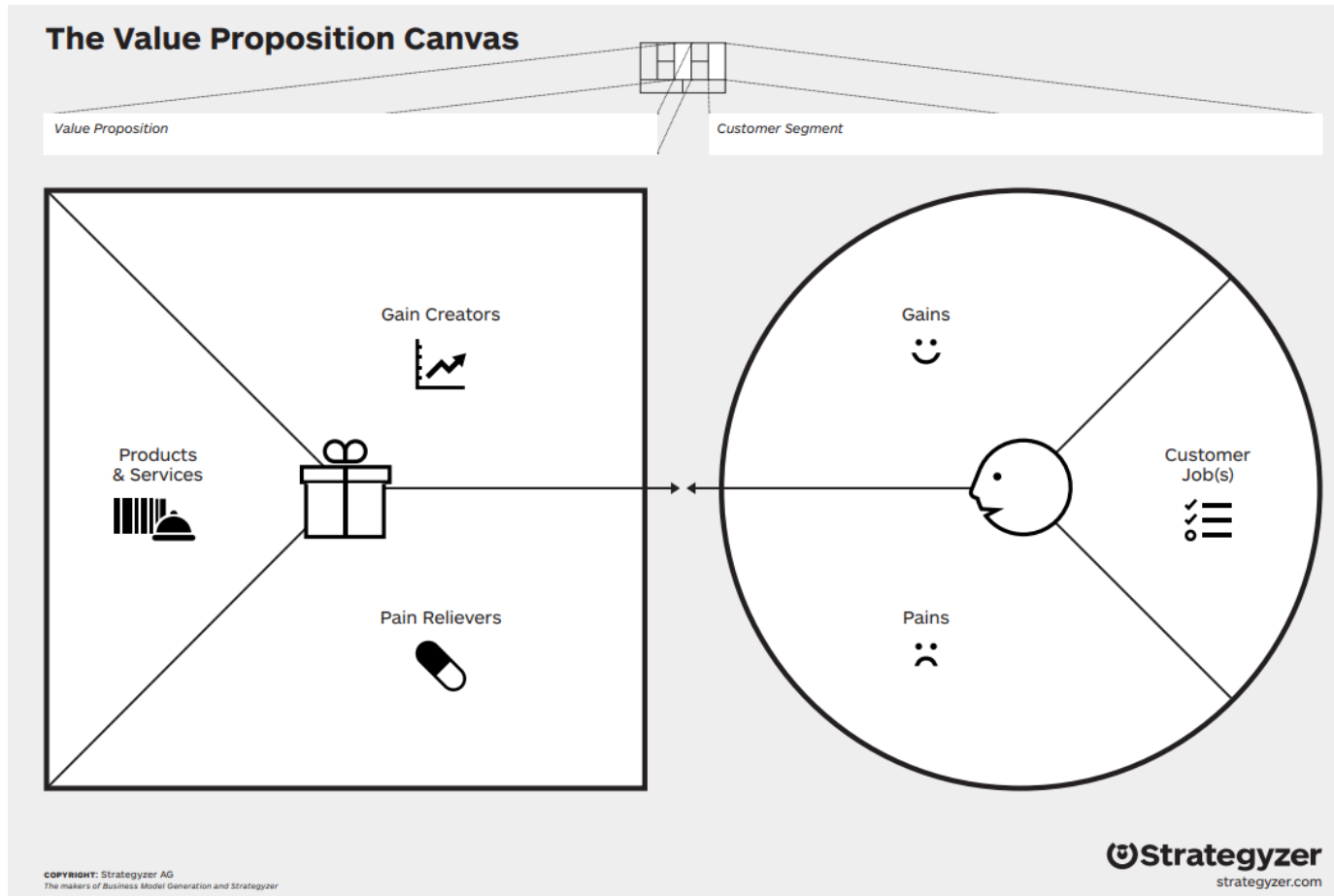
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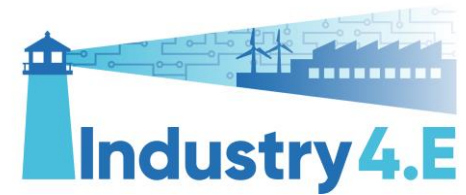
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VALUE PROPOSITION CANVAS



LEAN CANVAS

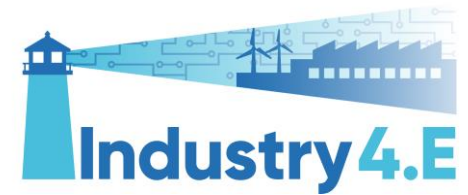


PROBLEM <i>List your top 1-3 problems.</i>	SOLUTION <i>Outline a possible solution for each problem.</i>	UNIQUE VALUE PROPOSITION <i>Single, clear, compelling message that states why you are different and worth paying attention.</i>	UNFAIR ADVANTAGE <i>Something that cannot easily be bought or copied.</i>	CUSTOMER SEGMENTS <i>List your target customers and users.</i>
	KEY METRICS <i>List the key numbers that tell you how your business is doing.</i>		CHANNELS <i>List your path to customers (inbound or outbound).</i>	
EXISTING ALTERNATIVES <i>List how these problems are solved today.</i>	HIGH-LEVEL CONCEPT <i>List your X for Y analogy e.g. YouTube = Flickr for videos.</i>		EARLY ADOPTERS <i>List the characteristics of your ideal customers.</i>	
COST STRUCTURE <i>List your fixed and variable costs.</i>			REVENUE STREAMS <i>List your sources of revenue.</i>	

created by Ash Maurya, Source: <https://leanstack.com/leancanvas>



BUSINESS PLAN



Business plan	What should the business plan cover?
What? Solution	<ul style="list-style-type: none">• Description of solution, previous activities and further product development• Comparative analysis of existing solutions
Who? Partners	<ul style="list-style-type: none">• Partners who will share results• IP protection and exploitation• Characteristic of expected growth
Where? Market and users	<ul style="list-style-type: none">• International dimension• Description of target market• Economic impact assessment• Identify end users

Source: ETNA 2020



BUSINESS PLAN

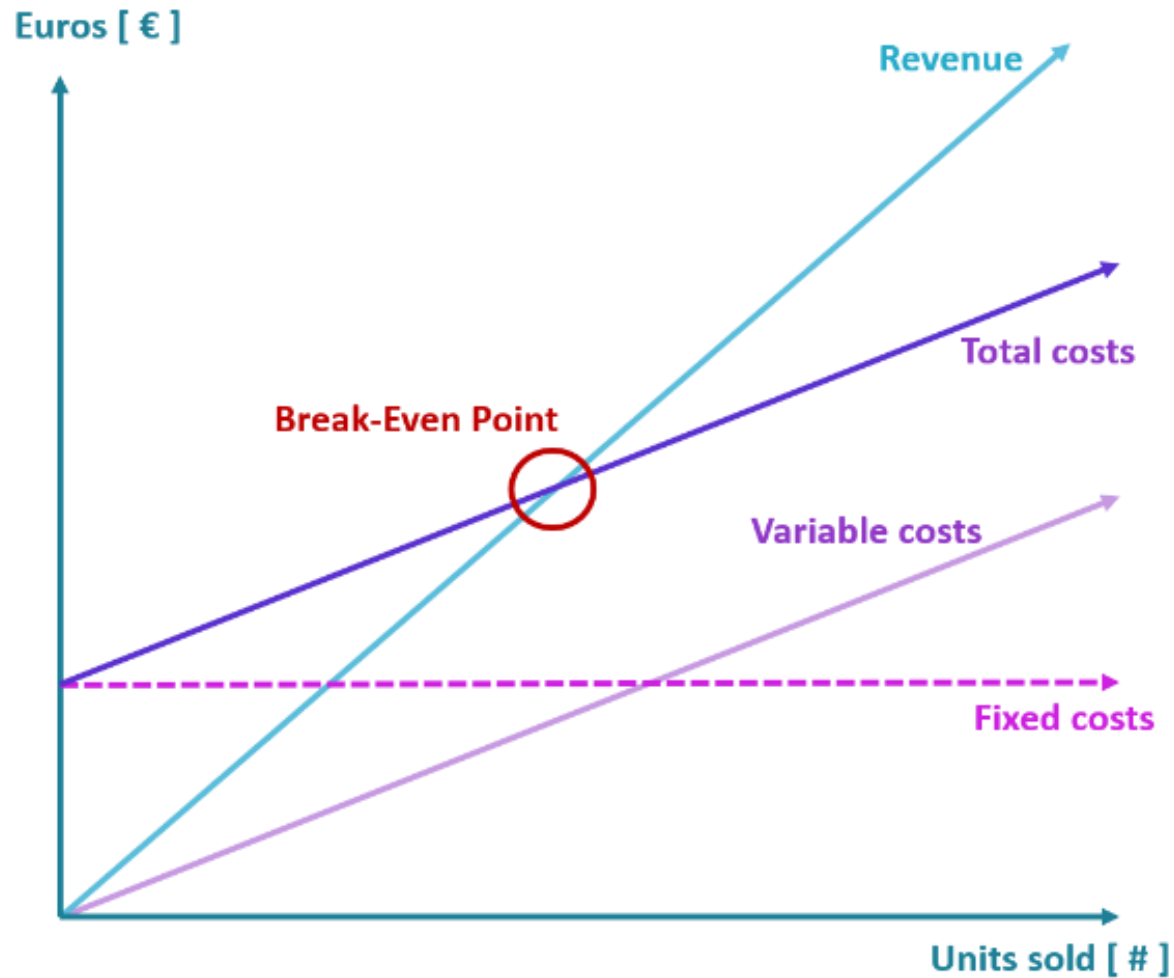


Business plan	What should the business plan cover?
When? Plan	<ul style="list-style-type: none">• Exploitation of results during and after project• Time table with milestones
How? Strategy	<ul style="list-style-type: none">• Strategy of IP protection• Risk analysis• Used marketing tools• Methodology, models and assumptions• Overall strategy of production, sub-contracting, sales and marketing
How much? Financing	<ul style="list-style-type: none">• Forecast sales, turnover, market shares• Other sources of financing• Financial plan

Source: ETNA 2020



RETURN OF INVESTMENT



$$ROI = \frac{\text{Revenue} - \text{Investment}}{\text{Investment}} \times 100$$

DISCUSSION

Of the topics we covered today,

- Which require the highest investment?
- Which have the greatest impact?
- Which do you find most important for the success of your project?

Tell us why

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DISSEMINATION CHECKLIST



Dissemination Checklist

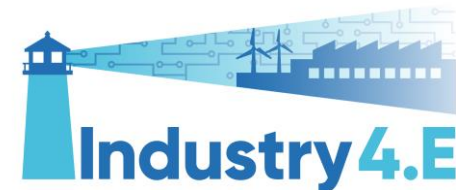
Lighthouse Project: _____ Contact: _____

Methods/Tools	Yes/No	Training need	Comment
Dissemination and Exploitation Plan / Data Management			
Dissemination and Exploitation Plan in place			
D & E Plan regularly updated (KPIs?)			
Data Management Plan in place			
Dissemination / Communication Channels, Materials & Activities			
Website, dissemination kit, social media channels			
Project portfolio analysed and promoted			
Project messages clear, target group specific material developed			
Dissemination on fairs, conferences, workshops			
Scientific and technical publications / patents			
Own dissemination / demonstration event			
Dissemination campaigns			
Training activities			
Stakeholders Analysis and Engagement			
Stakeholders / target groups analysed			
Clustering activities / networking			
End-user involvement			

General Comments



EXPLOITATION CHECKLIST



Exploitation Checklist

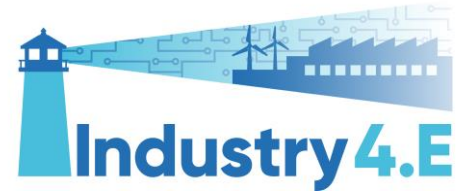
Lighthouse Project: _____ Contact: _____

Methods/Tools	Yes/No	Training need	Comment
Key Exploitable Results (KER)			
Key Exploitable Results (KER) clearly defined			
Characterisation by innovation, exploitability, impact in industry			
Prioritisation of KERs			
Clustering of KERs			
Intellectual Property Management			
Consortium Agreement			
Background/Foreground			
Ownership			
Access rights			
Patent Analysis			
Technology Watch			
Market Research			
Stakeholder & Competitor analysis			
Value chain analysis			
SWOT/PESTEL			
Risk assessment			
Standardisation			
Business Models and Business Plans			
Value Proposition			
Business Model Design			
Business Plan			
Exploitation Roadmap			
Pitch to Investors			

General Comments



Questions? Thank you!



For further information look through our
[Industry4.E dissemination and exploitation
strategy](#)



CONTACT US:
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This project has received funding from the ECSEL Joint Undertaking (JU) under grant agreement No 830845. The JU receives support from the European Union's Horizon 2020 research and innovation programme and Ireland, Finland, Spain, Germany. The output reflects the views only of the author(s), and neither ECSEL-JU nor the European Union can be held responsible for any use which may be made of the information contained therein.

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