

# EXPLOITATION PLANS in Horizon 2020

# 1

## End-users and customers

Who are they? Consider all possible uses and users

Identify the need you are catering or problem you are solving

Clarify how your solution is better than existing ones



## Delivering value

### **Commercial routes**

Setting up a new business, sales of the new product, licensing...

### **Non-Commercial routes**

New projects, training, evidence-based policy-making, contribution to standards...

# 2

# 3

## Detail your plans

### **Business Case**

The argument(s) proving the viability and potential for success of a product

*Is there a market for the product?*

### **Business Model**

The mechanism by which you will generate revenues and serve customers

*Sales? Licenses? Subscription?*

### **Business Plan**

Sets the objectives of a new business entity, measures business performance in time



## IPR Agreements

Background

Ownership of results

Contribution to foreground

Exploitation interests

# 4

# 5

## Innovation Management

How are you involving end-users in the project?

Have you included enough budget for exploitation measures?

Do you need additional management structures?

