DOME 4.0

Deliverable D7.4 – Innovation and Exploitation Strategy

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Project Profile

Programme	Horizon 2020
Call	H2020-NMBP-TO-IND-2020-twostage
Topic	DT-NMBP-40-2020 Creating an open marketplace for industrial data (RIA)
Project number	953163
Acronym	DOME 4.0
Title	Digital Open Marketplace Ecosystem 4.0
Start Date	December 1st, 2020
Duration	48 months

Publishable Executive Summary

The present document is the second iteration that demonstrates the exploitation efforts and the actions of the WP7 team comprising INTRA, CMCL and GCL on M28, while three additional deliverables on business aspects will follow by M34 and M36. It serves as the definition of the innovation and exploitation strategy, the presentation of the business tools and the methodologies and frameworks that we utilise in order to optimally expand our project's showcase network, and for the best exploitation of our exploitable results. We exemplify:

- 11 exploitation pathways for partners to consider for the various exploitable results and the showcases of DOME 4.0
- Initial work on the mapping of these pathways and selection by partners according to their organisation's strategic vision, restriction of resources and business intentions, to be further elaborated in M34 within the IPR analysis
- Sustainability Needs and Route-to-Maturity required steps
- Same-Side Collaborations within Showcases, with improvements and benefits expected, cross sector applicability and incentives to join
- Identifying Alternatives, Competitors and best-in-class Paradigms, as well as estimating market maturity level
- The 5 criteria of Ranking showcase and market place features and points of strength within the 5-Axis Methodology specifically adapted for DOME4.0
- Cross-Side collaborations among showcases, including partners and showcases linking, improvements and benefits envisioned and cross sector applicability
- Topics on the Modified Value Proposition Canvas
- 11 specific Network expansion strategies for our showcases including evaluation and ranking according to partner viewpoints and Likert scale weighting
- A preliminary introduction on the topic of the project's business KPIs that will be further elaborated through workshops and online meetings until the end of the project.

The main tools for gathering partner input and viewpoints have been recursive online meetings and workshops and the utilisation of the surveymonkey.com engine for an extensive online survey, to offer respondents time to revisit answers that require qualitative thinking and business acumen, so that they can answer at their own pace. All results are presented here cumulatively, and the filtering and division per partner and per showcase, since the surveymonkey.com engine gives us this opportunity, will be inserted gradually in the relevant business canvases of the upcoming exploitation deliverables in M34 and M36. The results are also available in the project's online repository.

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B) The partners in the project for their valuable comments on previous drafts and for performing the review.

Project partners:

#	Type	Partner	Partner full name
1	SME	CMCL	Computational Modelling Cambridge Limited
2	Research	FHG	Fraunhofer Gesellschaft zur Förderung der Angewandten Forschung E.V.
3	Research	INTRA	Intrasoft International SA
4	University	UNIBO	Alma Mater Studiorum – Universita di Bologna
5	University	EPFL	Ecole Polytechnique Federale de Lausanne
6	Research	UKRI	United Kingdom Research and Innovation
7	Large Industry	SISW	Siemens Industry Software NV
8	Large Industry	BOSCH	Robert Bosch GmbH
9	SME	UNR	Uniresearch B.V.
10	Research	SINTEF	SINTEF AS
11	SME	CNT	Cambridge Nanomaterials Technology LTD
12	University	UCL	University College London