



Exploitation Plan

D6.3

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Executive Summary

The objective of this deliverable is to compile an exploitation plan, presenting an outline of the strategies and actions for adoption and exploitation of the results of SafeCloud. It focuses mostly on describing the approach for identifying and developing the business opportunities for SafeCloud's market-oriented results, and includes an initial plan of how those results can be brought to market, bridging a common strategy to each partner's individual objectives. It also addresses the exploitation of non-commercial results.

The deliverable describes:

- The exploitation approach, outlining its principles and methodology, how it addresses joint and individual efforts, and how exploitation is led by the industry and academic partners;
- An overview of the methodology and outcomes of SafeCloud's requirements and market analysis, which aims at shaping value propositions that match SafeCloud's unique technical capabilities to strategic market opportunities, as well as identifying commercialization scenarios and defining business models to take those value propositions to market;
- The foundations for SafeCloud's common exploitation strategy, identifying the consortium's positioning in terms of its areas of strength, and its exploitable results;
- Each partner's individual exploitation strategy, identifying business model, general exploitation strategy, and business/transfer opportunities (for both commercial and non-commercial outcomes), and providing an overview of target markets.