

EXPLOITATION ROADMAP

COMPANY :

DATE :

Actions

Briefly describe actions planned to be executed 3-6 months after the end of the project.

TIPS: make sure you do not just focus on technical activities (realisation of a prototype, software interface, etc.) but also consider the finalisation of a business plan, the protection of intellectual property, the collection of authorisations, all that will be needed to start implementing what is envisaged in your exploitation plan.

Roles

Describe the roles of partners involved in the actions defined above.

Milestones

List the milestones and KPIs to be used for monitoring the implementation of the actions listed above.

Financial costs

Cost estimation to implement planned activities (1 year, 3 years).

TIPS: provide information on the costs/investments needed to bridge the end of the project to the next steps planned and increase TRL or go to market (you may invest in a patent, in the realisation of a prototype, etc.).

Revenues

Projected revenues and eventual profits once the key result will be used (1 and 3 years after use).

TIPS: consider the revenues you will expect to collect by licensing or thanks to service provision or sale of devices. Revenues generate the cash flow that will make the use of the result sustainable over time (provide an estimation concerning the first year and what is expected after 3 years, if possible). It is recommended that you estimate the revenues according to your early adopters and potential customers and include the information in the draft exploitation plan.

Other sources of coverage

Resources needed to bridge the investment to increase TRL and ensure the result is used.

TIPS: consider the financial resources needed to cover costs incurred before collecting the first revenues (during the “time to market” – see costs) and their sources. Sources can be partners` budgets, other project grants, national/regional incentives, risk capital, loans, etc. Make sure to obtain them at the right timing.

Impact in 3-year time

Describe impact in terms of growth/benefits for society.

TIPS: the impact should mobilise measurable changes in terms of growth/benefits for the society

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