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An Integrated Solution for Sustainable Care for Multimorbid Elderly Patients with Dementia



WP8: Impact Promotion, Dissemination, Exploitation and Business Planning

D8.3: Market Analysis and Exploitation Plan

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Executive Summary

This document reports on activities performed in Task 8.2, which include organizing and carrying out exploitation activities as well as identifying the commercial and market prospects that the CAREPATH project will present to the European health care and social care sectors. The first part of T8.2 activities are reported in the present deliverable D8.3, the results of which will guide the work to be done in the second part of T8.2, eventually leading to the deliverable D8.4 Reports on Exploitation Activities and Final Business Plan (M36).

D8.3 is the first release of Market Analysis and Exploitation Plan, due for M18, while a second release, refining and updating the first one, based on work and on the results obtained meanwhile, will be delivered by M24.

The objectives included in D8.3 are;

- Conducting a thorough market analysis and establishing the partners' competencies (Section 4 and Section 5.3).
- Identifying the exploitable assets of the project identified in WP8 Task 8.1 and carry out a Strength Weakness, Opportunities and Threats (SWOT) analysis for the specified alternative exploitation strategies.(Section 5.5.3).
- Creating exploitation plans with the involvement of all CAREPATH partners, using specific examples backed by realistic business cases (Section 5).

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