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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, Second Release

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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 in its first release was issued on M18 (shifted to 14 January 2023 with the agreement of the European Commission EC Project Officer) and dealt with the initial Market Analysis and Exploitation Plan for the CAREPATH solution. Such initial investigations are being pursued by the consortium partners and the final Market Analysis and Exploitation Plan will be described in the D8.4 Deliverable "Reports on Exploitation Activities and Final Business Plan" that is scheduled for M36.

In the second release of D8.3, we focus on the Section 6 of its first release "Route to market" as more elements were investigated to elaborate further on its content and to couple it with the Task 3.5 lines on exploring post-project paths for the Medical Device Regulation aspects that would impact the CAREPATH solution.

To that end, we re-include in the Second Release of D8.3 the sections related to its market analysis and exploitation plan from its first release and we include a detailed description of its Section 6.

The objectives included in D8.3 Second Release 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).
- Detailed description of the "**Route to market**" (Section 6).

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