

**THIS DOCUMENT IS EXTRACTED FROM THE FULL DELIVERABLE, AS THE ORIGINAL DELIVERABLE CONTAINS CONFIDENTIAL INFORMATION FOR THE COURSE OF THE PROJECT. THE FULL DELIVERABLE CONTENT WILL BE PUBLISHED AFTER THE END OF THE PROJECT.**



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



### **WP8: Impact Promotion, Dissemination, Exploitation and Business Planning**

#### **D8.4: Reports on Exploitation Activities and Final Business Plan, First Release**

**Contractual Date of Delivery to the EC:** 30 June 2024 (M36)

**Actual Date of Delivery to the EC:** 30 June 2024

**Participant(s):** <sup>1</sup>EXYS, <sup>2</sup>Fraunhofer, <sup>3</sup>SKB, <sup>4</sup>UoB, <sup>5</sup>UHCW, <sup>6</sup>SESCAM, <sup>7</sup>UCLM, <sup>8</sup>CITST, <sup>9</sup>SRDC, <sup>10</sup>OCT

**Author(s):** <sup>1</sup>Angelo Consoli, <sup>1</sup>Jaouhar Ayadi, <sup>2</sup>Yehya Mohamad, <sup>4</sup>Omid Pournik, <sup>4</sup>Saadullah Farooq Abbasi, <sup>4</sup>Qi Gao, <sup>4</sup>Theodoros N. Arvanitis, <sup>8</sup>Oana Cramariuc, <sup>8</sup>Alina Rotaru <sup>9</sup>Mert Gencturk <sup>10</sup>Lionello Ferrazzini

**Type:** (P-prototype, R-report, O-other, ORDP-Open Research Data Pilot, DEM-Demonstrator, ET-Ethics): R

**Dissemination level (PU-Public, CO-Confidential):** PU

**Version:** 1v8

**Total number of pages:** 39



*This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 945169.*

**THIS DOCUMENT IS EXTRACTED FROM THE FULL DELIVERABLE, AS THE ORIGINAL DELIVERABLE CONTAINS CONFIDENTIAL INFORMATION FOR THE COURSE OF THE PROJECT. THE FULL DELIVERABLE CONTENT WILL BE PUBLISHED AFTER THE END OF THE PROJECT.**

## 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 deliverable D8.3 [2], 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).

D8.4 is the first release of Market Analysis and Exploitation Plan, due for M36, while a second release, refining and updating the first one, based on work and on the results obtained meanwhile, will be delivered by M48.

The objective of D8.4 was to report on exploitation activities and final business models for successful exploitation beyond the project. Unfortunately, because of the delays accumulated by the project, the Consortium has not yet analysed and decided the business models and plans for exploitation.

This task will be handled after the successful completion of clinical trials. At that time, the Consortium will have solid elements to decide on how to proceed with the commercial exploitation.

**THIS DOCUMENT IS EXTRACTED FROM THE FULL DELIVERABLE, AS THE ORIGINAL DELIVERABLE CONTAINS CONFIDENTIAL INFORMATION FOR THE COURSE OF THE PROJECT. THE FULL DELIVERABLE CONTENT WILL BE PUBLISHED AFTER THE END OF THE PROJECT.**

## Table of Content

<b>EXECUTIVE SUMMARY</b> .....	<b>2</b>
<b>1. INTRODUCTION</b> .....	<b>7</b>
1.1 PROJECT INFORMATION .....	7
1.2 DOCUMENT SCOPE .....	7
1.3 DOCUMENT STRUCTURE.....	7
<b>2. VISION AND OBJECTIVES OF CAREPATH PROJECT</b> .....	<b>8</b>
2.1 EASE LIFE OF INFORMAL CAREGIVERS OF MULTIMORBID PEOPLE WITH MCI AND MD .....	8
2.2 STRATEGIC OBJECTIVES OF CAREPATH.....	9
<b>3. EXPLOITATION ACTIVITIES IN THE CONSORTIUM COUNTRIES OR RELATED ONES</b> .....	<b>10</b>
3.1 SWITZERLAND.....	10
3.2 GERMANY.....	10
3.3 UNITED KINGDOM.....	10
3.4 SPAIN.....	10
3.5 ROMANIA.....	11
3.6 TURKEY.....	11
<b>4. INTELLECTUAL PROPERTY RIGHTS (IPR)</b> .....	<b>13</b>
<b>5. BUSINESS MODEL</b> .....	<b>14</b>
5.1 CAREPATH SOLUTION BUSINESS MODEL.....	14
5.1.1 <i>Business model canvas</i> .....	14
5.1.2 <i>Value propositions</i> .....	15
5.1.2.1 Value proposition canvas for formal care givers .....	15
5.1.2.2 Value proposition canvas for multimorbid patients with dementia and informal caregivers .....	15
5.1.3 <i>CAREPATH SWOT analysis</i> .....	17
5.2 MAIN CUSTOMER BENEFITS.....	18
5.3 PRODUCT ROADMAP .....	21
5.4 MARKET ENVIRONMENT .....	22
5.5 ROUTE TO MARKET.....	23
5.5.1 <i>Project Market analysis</i> .....	23
5.5.2 <i>Marketing Strategy</i> .....	24
5.5.3 <i>Sales Channels</i> .....	26
5.5.4 <i>Strategic Partnerships</i> .....	26
5.5.5 <i>Route to the Market for the Projects with SaMD Solutions</i> .....	26
5.5.6 <i>Road map for CAREPATH final solution – market access (These activities are not part of the CAREPATH research project)</i> .....	28
<b>6. INITIAL MARKET APPROACH</b> .....	<b>29</b>
6.1 INCOME SOURCES.....	29
6.2 PRICING .....	29
6.3 ADVERTISING AND PROMOTION.....	29
6.4 SALES STRATEGY .....	30
<b>7. BUSINESS INITIATIVES</b> .....	<b>31</b>
7.1 SWITZERLAND (EXYS, OCT) .....	31
7.2 GERMANY (FRAUNHOFER, SKB).....	31
7.3 UNITED KINGDOM (UoB, UHCW) .....	31
7.4 SPAIN (SESCAM, UCLM) .....	35
7.5 ROMANIA (CITST) .....	35
7.6 TURKEY (SRDC) .....	35
<b>8. CONCLUSIONS</b> .....	<b>36</b>
<b>9. REFERENCES</b> .....	<b>37</b>

**THIS DOCUMENT IS EXTRACTED FROM THE FULL DELIVERABLE, AS THE ORIGINAL DELIVERABLE CONTAINS CONFIDENTIAL INFORMATION FOR THE COURSE OF THE PROJECT. THE FULL DELIVERABLE CONTENT WILL BE PUBLISHED AFTER THE END OF THE PROJECT.**

10.	REVIEW STATUS .....	38
11.	DOCUMENT HISTORY .....	39