



Capacity with a pOsitive enviRonmEntal and societAL footprInt: portS in the future era



D8.4: IPR management and Business Models

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Executive Summary

This deliverable provides an overview of the business models that have been developed for the COREALIS innovations and the relevant IPR management. For this purpose, a general market analysis has been conducted, depicting the trends for the future strategies that need to be followed by the ports, while the project outcomes are presented, in terms of scientific and technical results. Based on the technical results of COREALIS innovations, Key Exploitable Results (KERs) are extracted and for each one of them, a dedicated market analysis is conducted and the relevant target groups are defined. Also, each KER is validated separately, through the definition of relevant business case and the conduction of SWOT analysis. Based on this, the business models are built, following the BASE/X framework and using the Business Model Radar tool. In parallel, the strategy that need to be followed based on the business plan of each KER is described, along with the implementation activities that need to be performed and the relevant time plan.

Further to that, the IPR management approach is presented, including the description of relevant terminology that is used and the methodology that is followed, along with the definition of background and foreground knowledge relevant to COREALIS project. Based on the identified foreground IP knowledge, the COREALIS exploitable assets are defined, along with information about their ownership, as well as the underlying IPR management procedures, such as protection, definition of access rights, exploitation pathways and exploitation plans. All this information is depicted in the IP management matrix of COREALIS exploitable results that is presented, including the description of each exploitable result, its relation to the work structure and any relevant background IP. For each one of them, the involved beneficiaries are defined, along with their shares of right, the nature of involvement and the preferred IP routes. In parallel, relevant COREALIS products and/or services that embody each result are presented, along with their technology readiness level.