

Enterprise COllaboration & INteroperability



WP2.2

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Exploitation in COIN

- Year 1 – Background research
 - Market analysis trends,
 - Business model research.
- Year 2 – Results analysis
 - Value Propositions,
 - Bundling
 - Business models
 - IPR Strategy



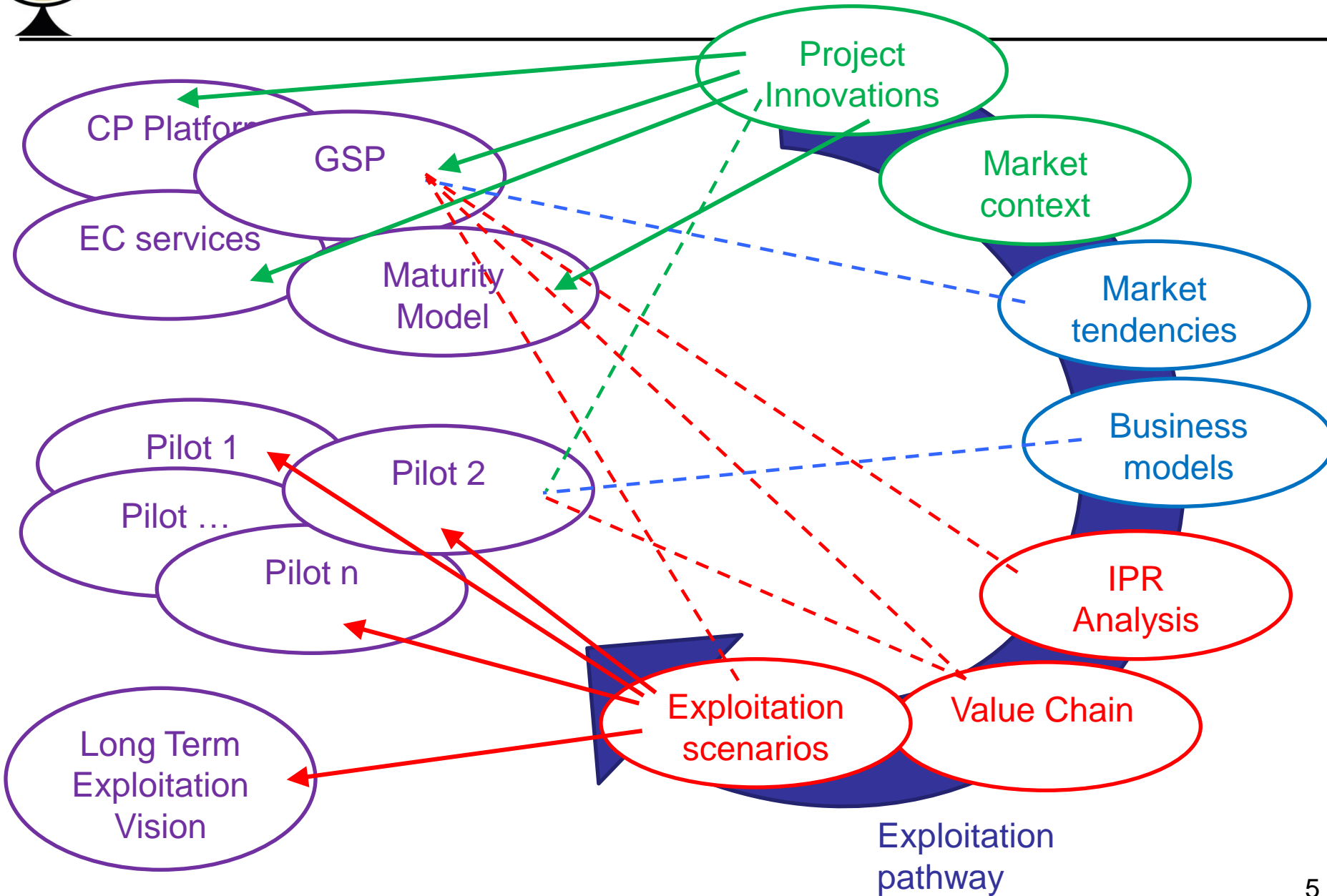
Exploitation in COIN

- Year 3a – Long term vision
 - Generic value chain
 - Business scenarios for delivering chain end-to-end
 - Business model for the 2020 vision
- Year 3b – Immediate exploitation interests
 - Developer’s Individual plans.
 - Pilot exploitation plans
- Year 3c – IPR Audit
 - Audit and health check



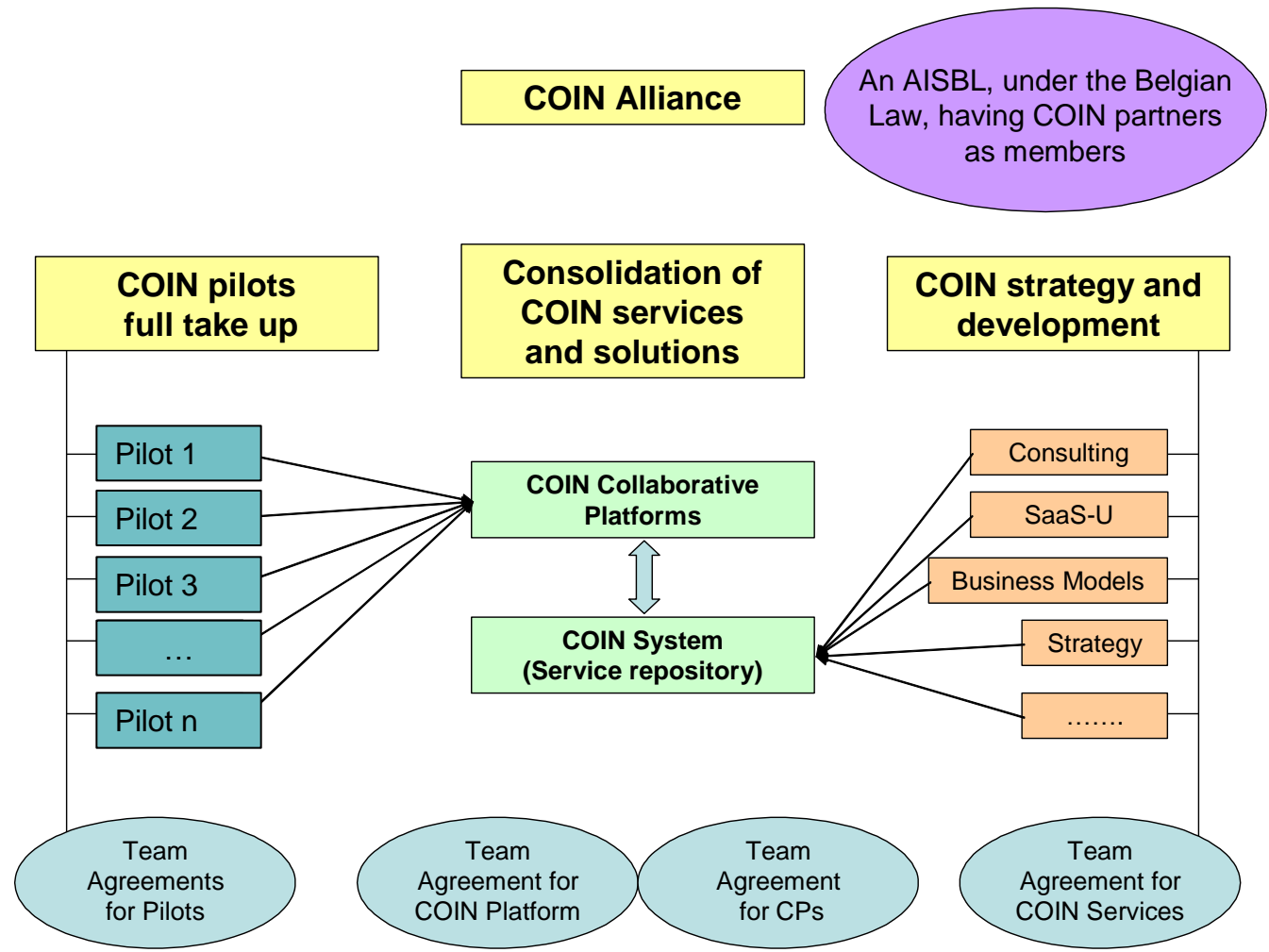
Exploitation in COIN

- Year 4 – Pragmatic and immediate plans
 - Exploitation of use case pilots
 - Exploitation at component level
 - Exploitation at partner level
 - Overriding exploitation environment
 - New exploitation cases (multiplier prize)
 - We want our Return on Investment NOW!



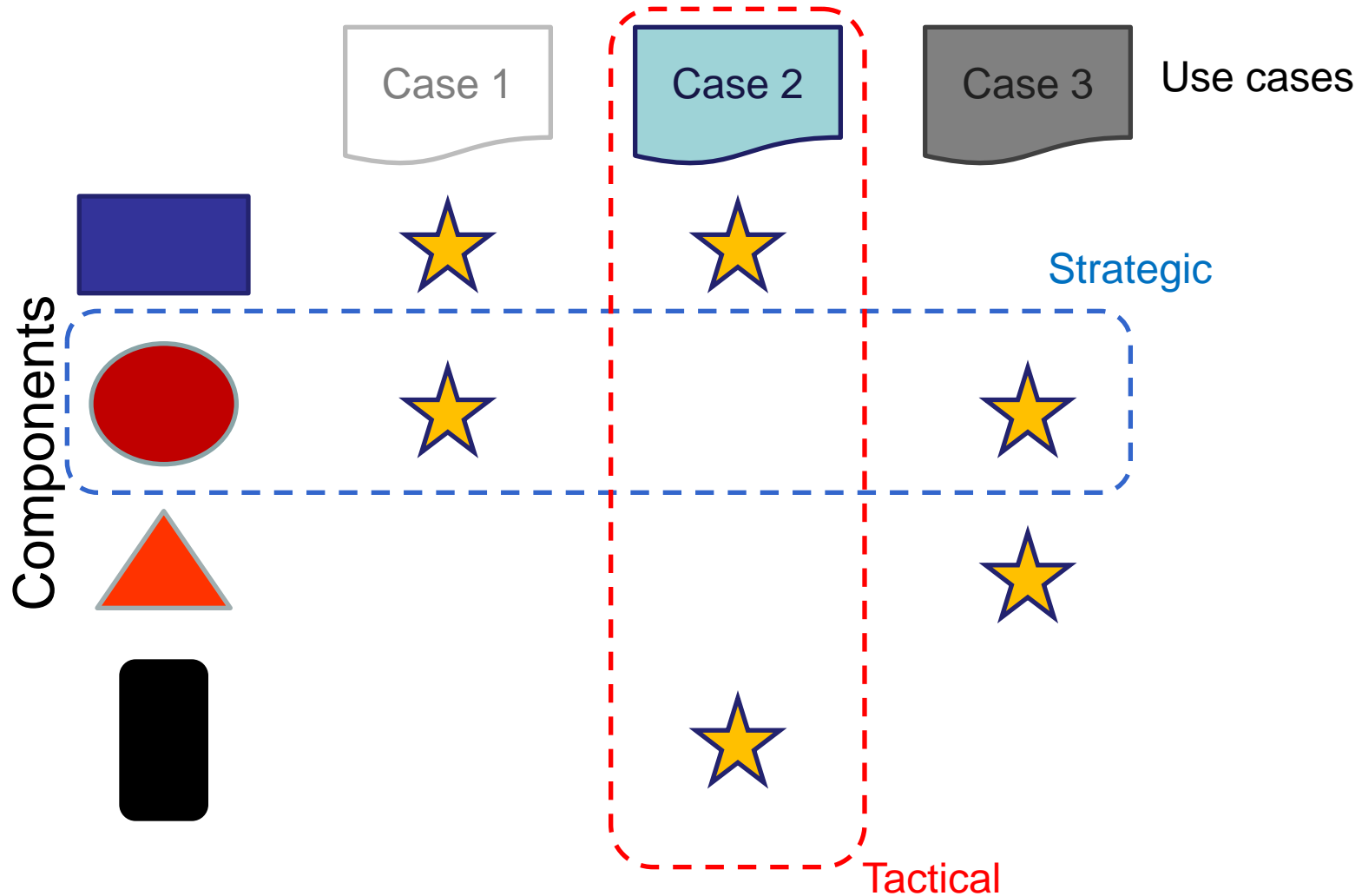


Final year strategy



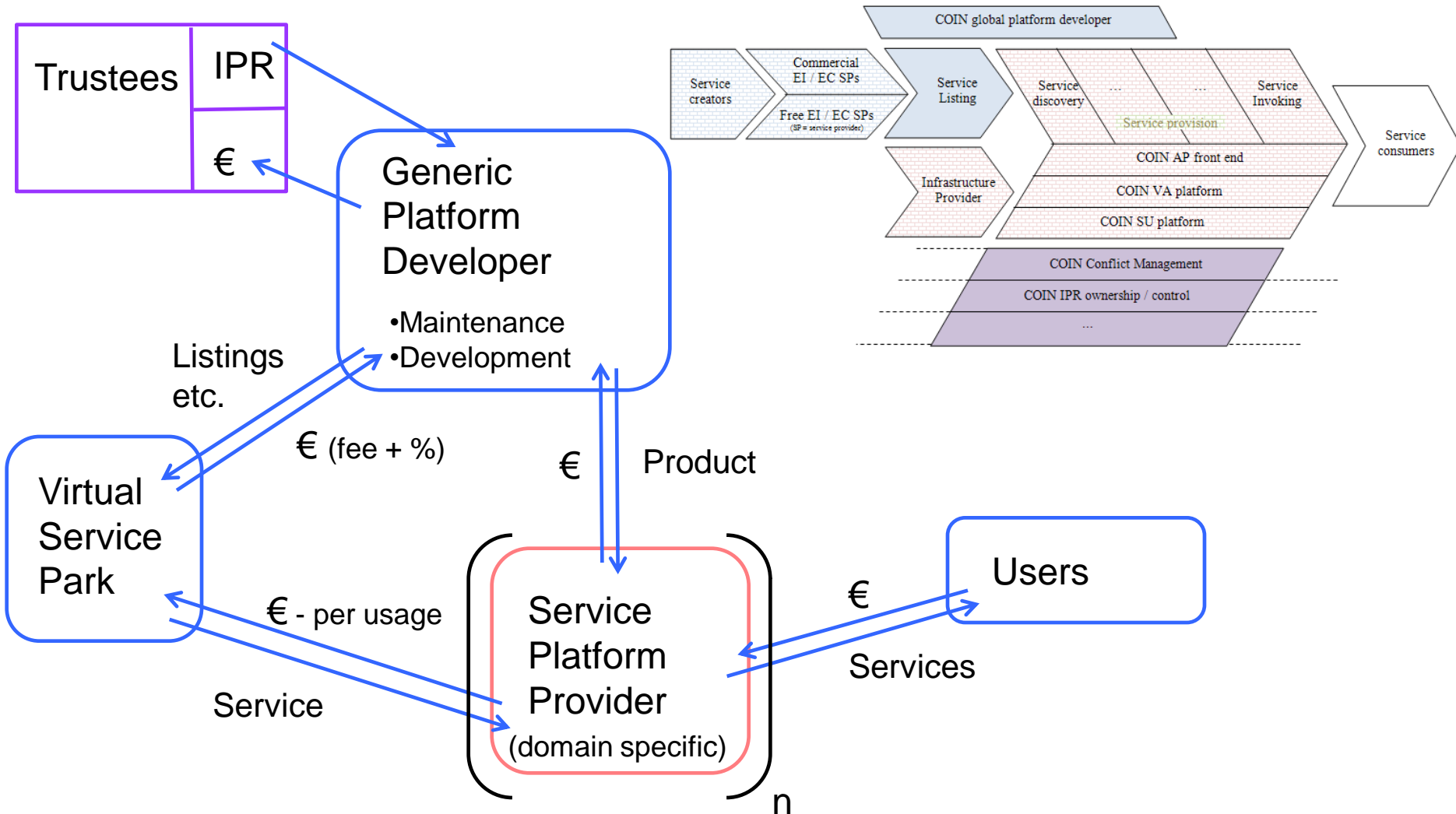


Final year strategy



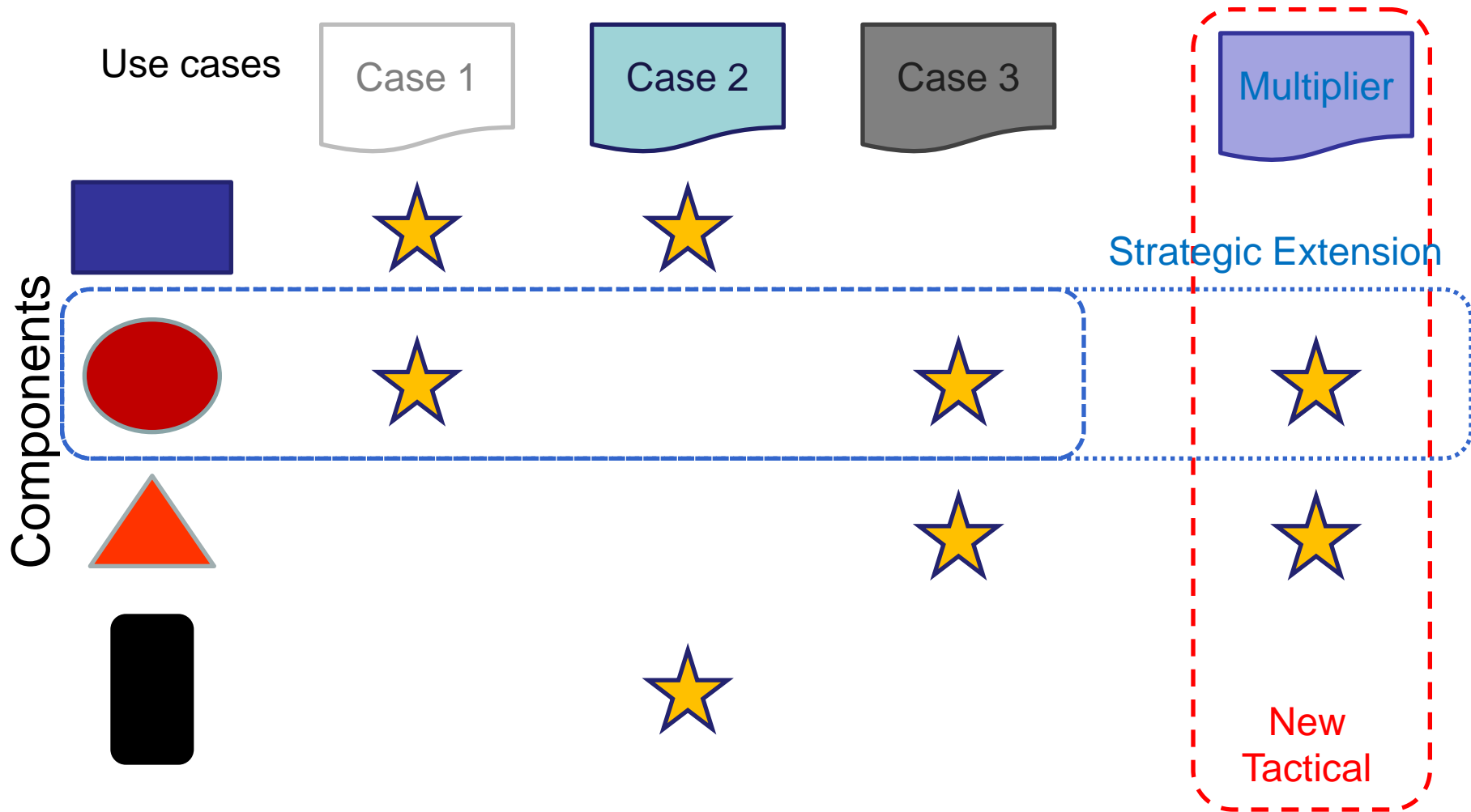


The 2020 vision





COIN multipliers





Conclusions

- COIN has followed a structured approach to exploitation.
- COIN is a complex project and exploitation pathways are just as complex!
- Emphasis is placed on the pilots as these are close to the market.
- The COIN multipliers can serve as new exploitation pathways for new and existing partners.



Conclusions II

- COIN is following a pragmatic approach based on tactical instantiations of COIN-lite
- Linked through strategic development of components
- Governed by a COIN-alliance to manage relationships, IP and common asset provision

And

- Directed towards a long term vision