



FUTURE REPAIR AND MAINTENANCE  
FOR AEROSPACE INDUSTRY

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**Deliverable 10.3**

**Exploitation Plan**

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Work Package 10

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Short description	<i>This report provides an overall exploitation methodology and the initial exploitation strategy for the RepAIR project.</i>

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History	Version	Date	Author	Comment
	V0.01	31/05/2014	ATOS	Setup of the document
	V0.02 – V0.13		All partners	Individual Exploitation Plan
	V0.14		Leonardo Napoli APR	Section 5.1.2
	V1.00		ATOS	Delivery for QA
	V1.01	23/6/2014	UPB	QA
	V1.02	14/07/2014	ATOS	Refinement after QA
	V1.03	15/07/2014	UPB	Final review
	V1.04	16/07/2014	ATOS	Final version for submission

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## Executive Summary

This deliverable called “Exploitation Plan” is part of Work Package 10 “Dissemination and Exploitation” and is included in Task 10.2 Exploitation. According to the RepAIR Description of Work (DoW), the objective of this task is to analyse potential new business opportunities in the areas represented by the project’s ‘end users’, to identify target groups and to develop a business model appropriate for Aeronautics and Air Transport (AAT).

It is important to note that in a Project of Research and Innovation, the projects' outcomes and results is not exhaustive in the early stages of the project and should be an internal analysis that will allow determine them and cash them redefining and updating in the course of the project according to the progress of the same. What's called product in the marketing plan does not exist properly speaking in a Research and Innovation Project. It must be evaluated if one result or a result set could become products when the project is completed and, if possible the inclusion of these results in the market or be exploited by the scientific community. In addition there is a need to establish the Intellectual Property Rights (IPR) to these results.

The steps to achieve these objectives are:

- Identification of the scientific and technical knowledge, products and services (of the project) susceptible to be exploited and classification of these according to their commercial potential, while foreseeing potential barriers for exploitation.
- The assessment at high level of the expected impact of the knowledge and technology generated and the factors that would influence their exploitation as well as the wide deployment of RepAIR.
- A methodology and strategy for an appropriate management of the knowledge generated in the project.
- IPR Protection Strategy according to the interests of the partners and stated in the Consortium Agreement.
- Assessment of future feasibility of the solutions developed in the project in the respective marketplaces.
- Technology implementation plan developed for the future commercial deployment of the project results.

We are still at an early stage of the project to have a Final Exploitation Strategy defined. In this deliverable are presented as main objectives: a first identification of exploitable results, market analysis, target analysis, competitors' analysis and a first approach to IPR issue. Also the individual exploitation plans are described. It is structured as follows:

Chapter 1 - It gives a general introduction to the document: include information about purpose and validity of this document, relation to other RepAIR documents and to its main audience.

Chapter 2 – It provides detailed information on the methodology to be followed in operating tasks. The detailed results of applying these methods cannot be expected in this document and will be included in the Final D10.7 Exploitation Plan.

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Chapter 3 – This chapter addresses the RepAIR value, understood as the findings it bring to the AAT field. Technical and scientific innovations are described, together with an analysis of RepAIR’s impact results and outputs.

Chapter 4 – This chapter provides an overview on the IPR management during the project’s life-cycle and gives some suggestions on the future strategic management of IPR towards RepAIR exploitation deployment.

Chapter 5 – It is dedicated to analysing major trends and the evolution of the markets most involved with the ultimate goal of the project: Repair and maintenance for the Aerospace industry and Additive Manufacturing in the aircraft industry. Target audience and competitors are described and a first SWOT analysis is provided.

Chapter 6 – This chapter provides suggestions to further exploitation actions, both before and after the end of the project’s life cycle and acknowledges the need to link exploitation with dissemination actions in order to assure a good deployment of RepAIR results.

Chapter 7 – Individual exploitation plans from each partner are summarized in this chapter, providing an overview of each entities’ own approach towards including RepAIR findings and developments in their entities’ business development plans and assets.

As future work, we will build the value proposition for the identified exploitable results and document results in deliverable D10.7 Final exploitation strategy. This will include updated information about the RepAIR market and target market; exploitable results are refined considering IPR issues and their potential for exploitation. New information regarding IPR issues will be included and finally global exploitation plans will be described based on the analysis outputs of the previous years.