



FUTURE REPAIR AND MAINTENANCE
FOR AEROSPACE INDUSTRY

Deliverable 10.7

Final Exploitation Strategy

Final version

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Executive summary

This deliverable called “Final Exploitation Strategy” is part of Work Package 10 “Dissemination and Exploitation” and is included in Task 10.2. As the name of this deliverable suggest the main purpose of the document is to define the Final Exploitation Strategy for the RepAIR project results.

To achieve this objective, the RepAIR exploitation Plan uses several methodologies as SWOT analysis, Business Model Canvas and Quantitative Analyses, to identify the integrated RepAIR solutions, the assets of the project, the potential market and the ways to reach the market.

The implementation of these methodologies is based in a full collaborative work among the Consortium members, which have helped us to produce a complete and model for the produced result.

In a first phase, the methodology of analysis of assets uses information gathered through a series of questionnaires administered to members of the project in order to identify the project results, start your description and classification.

Using the information gathered, we can define the integrate RepAIR solution and its business model is constructed from Business Model Canvas. Previously, in D10.3 Exploitation plan (2013), we used the SWOT analysis to examine the potential for a new business of integrate RepAIR solution. Also, in this document, we determined the assets that are likely to be exploited.

Finally with a quantitative analysis, we can evaluate the information received to help decide which are the exploitable with greater possibility of commercialization.

In this deliverable, this process has been structured as follows:

Section 1 – It gives a general introduction to the document; include information about purpose and validity of this document, relation with other RepAIR documents and to its main audience.

Section 2 – It provides information about the methodology to be followed.

Section 3 – The integrate RepAIR solution is defined and using Business Model Canvas the business model is constructed.

Section 4 – it provide information about the significant output or asset project characterized from an exploitation point of view. It examines the potential of each asset using SWOT analysis. Also includes for each asset, a Market Analysis with information about the size of market and it potential, the attractiveness of the assets within the industry, potential customers and competitor’s analysis. Finally it includes a business model using Business Model Canvas.

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Section 5 – This section describe the Quantitative Analysis methodology hat it used with RepAIR assets. This methodology allows the establishment of equivalent measures in order to facilitate comparation and detection of risk at the level of exploitable result.

Section 6 – it provide, as conclusion, information about the assets that have the greatest potential for marketing and toward which shall focus the exploitation strategy once the project finished