



## **D9.2 Initial Exploitation and Dissemination Plan**



<b>Grant Agreement nr</b>	856879
<b>Project acronym</b>	PRESENT
<b>Project start date (duration)</b>	September 1st 2019 (36 months)
<b>Document due:</b>	31/08/2020
<b>Actual delivery date</b>	03/09/2020
<b>Leader</b>	Brainstorm
<b>Reply to</b>	francisco@brainstorm3d.com
<b>Document status</b>	Submission Version

**Project funded by H2020 from the European Commission**

<b>Project ref. no.</b>	856879
<b>Project acronym</b>	PRESENT
<b>Project full title</b>	Photoreal <b>RE</b> altime Sentient <b>ENT</b> ity
<b>Document name</b>	Initial Exploitation and Dissemination Plan
<b>Security (distribution level)</b>	CO – Confidential
<b>Contractual date of delivery</b>	31/08/2020
<b>Actual date of delivery</b>	03/09/2020
<b>Deliverable name</b>	D9.2 – Initial Exploitation and Dissemination Plan
<b>Type</b>	Report
<b>Status &amp; version</b>	Submission Version
<b>Number of pages</b>	44
<b>WP / Task responsible</b>	WP9 / BRA
<b>Other contributors</b>	All partners
<b>Author(s)</b>	Francisco Ibañez
<b>EC Project Officer</b>	Ms. Adelina Cornelia DINU - Adelina-Cornelia.DINU@ec.europa.eu
<b>Abstract</b>	Report on exploitation activities in the previous year with an update of the plan for exploitation and use of knowledge, based on market knowledge, with sector analysis, SWOT and partner routes to exploitation.
<b>Keywords</b>	Exploitation, Dissemination
<b>Sent to peer reviewer</b>	Yes
<b>Peer review completed</b>	Yes
<b>Circulated to partners</b>	No
<b>Read by partners</b>	No
<b>Mgt. Board approval</b>	No

#### Document History

<b>Version and date</b>	<b>Reason for Change</b>
0.1 11-12-2019	First Template created by Francisco Ibañez and circulated to partners for contributions
0.2 24.02-2020	Second template circulated to partners for contributions
0.3 30.07.2020	Final draft for peer review
0.4 02/09/2020	Final version for submission

## Table of Contents

<b>1. Results Overview .....</b>	<b>4</b>
1.1. BRAINSTORM .....	4
1.2. CREW .....	4
1.3. FRAMESTORE .....	5
1.4. CUBIC MOTION.....	5
1.5. AUGSBURG UNIVERSITY.....	7
1.6. UNIVERSITAT POMPEU FABRA - UPF .....	7
1.7. INFOCERT .....	7
1.8. INRIA.....	8
<b>2. Business Overview .....</b>	<b>8</b>
2.1. Vision.....	8
2.2. Mission .....	10
2.3. SWOT Analysis.....	12
<b>3. Markets Analysis.....</b>	<b>19</b>
3.1. Target Markets.....	19
3.2. Competitors Analysis .....	22
<b>4. Business Objectives .....</b>	<b>25</b>
4.1. Short-term goals (1-2 years).....	25
4.2. Long-term goals (2-5 years).....	29
<b>5. Annex 1 – Broadcasters – Brainstorm Potential Customers .....</b>	<b>31</b>