



D9.5 Final Exploitation Plan



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Author(s)	Francisco Ibáñez
EC Project Officer	Ms. Diana MJASCHKOVA-PASCUAL Diana.MJASCHKOVA-PASCUAL@ec.europa.eu
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1.2 24.06.2022	Template circulated to partners for contributions
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Executive summary

PRESENT was conceived to generate outputs that could be exploited by the partners beyond the project. In this document, the Exploitation Plan for said outputs is outlined.

The first section provides an overview of how the project's results will be used by each of the partners, individually, to better achieve their goals as companies, universities or research centers. In the first case, the audiovisual sector firms Brainstorm, Crew, Framestore and Cubic Motion exposes not only their commercial context but which specific results will be exploited, by defining the unique selling points, potential markets, status of said results regarding commercialization and how to manage intellectual property rights (IPR) in each case.

After that, the two academic partners, Augsburg University and Universitat Pompeu Fabra, explain how PRESENT's results will be exploited and disseminated, mainly through the different research groups involved, in the form of research publications and teaching, as well as to enrich their open sources software offerings. Finally, the trust service provider InfoCert and INRIA, the research institute, also expose how different results had been projected in the market.

Since the consortium decided, after studying the results outlined in this section, to focus the business exploitation on some of the partners - Framestore, Cubic Motion, Brainstorm and Crew – the following section in this report focus precisely on the business overview.

The Vision and Mission of PRESENT, as well as the SWOT analysis developed, is approached in the second section as a common strategy in the sector where partners are going to exploit the project's results: Virtual Productions, where Framestore, Brainstorm and Cubic Motion are operating, and Arts, where Crew is a leading company.

Following the same approach, section three develops the Market Analysis and includes the markets targeted as well as a competitors' analysis. Experiences such as AI Anchors, ABBA-Tars, Virtual Michael Jackson, Digital Humans or Meta-Human Project by Unreal engine are some of the outstanding examples included in the latter.

In section four, Individual Business Objectives, industry partners number their short-term goals (1 to 2 years) and their long term goals (4 to 5 years) after completion of the technical build of the project. Some of these goals were altered because of the pandemic, especially those related to presentations, performances and dissemination of results, which had to be cancelled or postponed, with an important impact in the Arts sector.

The Business Model Canvas developed in the following section defines the commercial exploitation strategy with the aim of guiding the business planning process for each industrial partner. To achieve it, the business model and the commercial strategy are presented that pursuit to answer the key question of how to progress from an idea to a business model. In the document, the nine different blocks of the canvas are described for each partner according to their infrastructure, business lines and clients.

At the end of the document, the expected financial impact is outlined in the last section. Framestore, Brainstorm and Cubic Motion present the key figures they estimate for the next five years according to previous assumptions and to their particular contexts.