



Exploitation workshop on  
the autonomous sailing of MOSES Innovative  
Container Feeder Vessel

Task 8.3: Exploitation activities



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## ToC

- Exploitation Task 8.3 at a glance
- Task 8.3 Roadmap of Exploitation activities
- Methodological approach on KERs
- Slido research survey



# MOSES exploitation task 8.3

Leader:



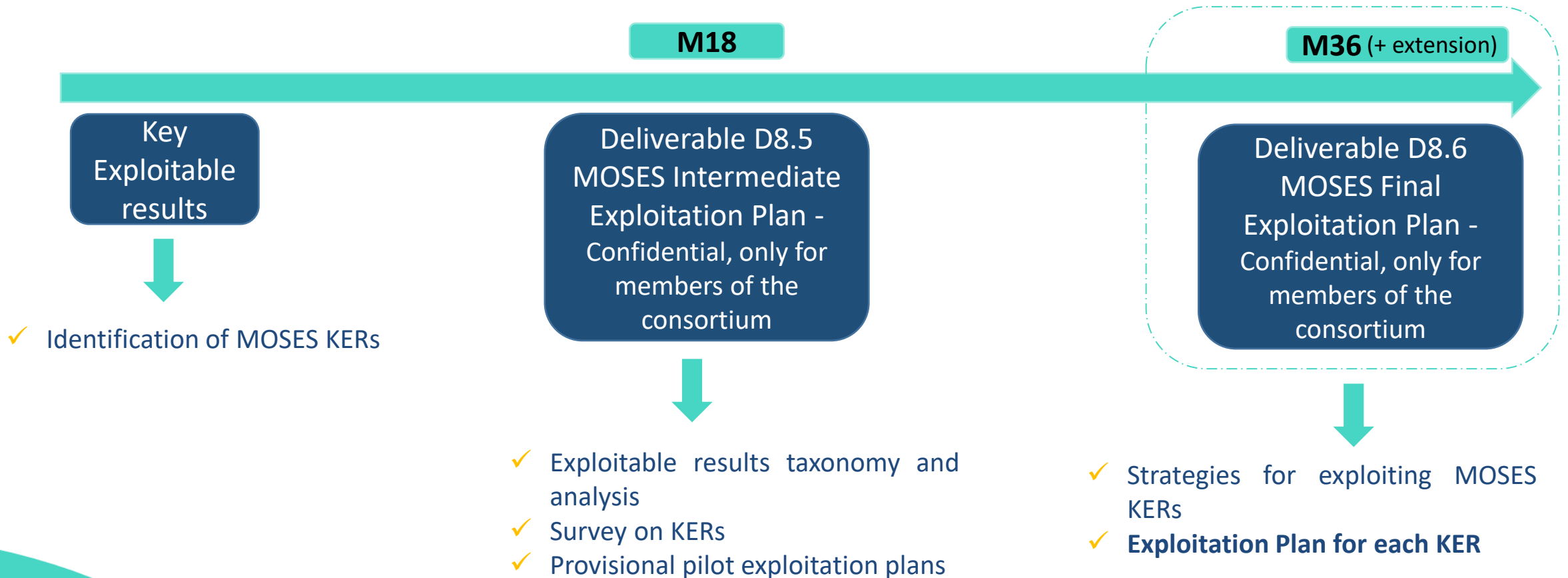
Duration: M1-M36

## Task 8.3 aims:

- to improve the sustainability of the pilots developed
- to exploit research outcomes beyond the project
- to facilitate utilisation of the pilot results, and
- to continue the pilot service after the end of the project.

# Roadmap of MOSES exploitation activities

Exploitation activities (M1-M36+extension to M42)



# Exploitation Plan for each KER –methodological approach (1/2)

**Dissemination/Communication Activities related to Exploitation During the Lifetime of the MOSES Project**

**Exploitation Advisory Board Consultation**

**Literature Review on KERs**

**Survey Questionnaire on Key Exploitable Results (KERs) and Responses Analyses**

**Three Exploitation Workshops Following Pilots' Demonstrations**

**MOSES Deliverable  
D8.6 Final Exploitation Plan**

# Exploitation Plan for each KER –methodological approach (2/2)

## Intellectual Property Protection

IP Assessment for KERs

## Market Analysis and Assessment

Segmentation of Market for KERs  
Targeting Market Segments for KERs  
Positioning of KERs in the Market



## Business Model Development

Value Proposition for KERs  
Identification of Revenue Streams for KERs  
KER-focused Channel Strategy<sup>6</sup>

# Slido research survey

Join at  
**Slido.com**  
**#2596 019**



<https://app.sli.do/event/pUgjYzy3VhboWu1pxC4AjH>

# MOSES

## Thank you for your attention!



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 MOSES project2020

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 MOSES Project



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