



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

Exploitation activities



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## ToC

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



# MOSES exploitation task

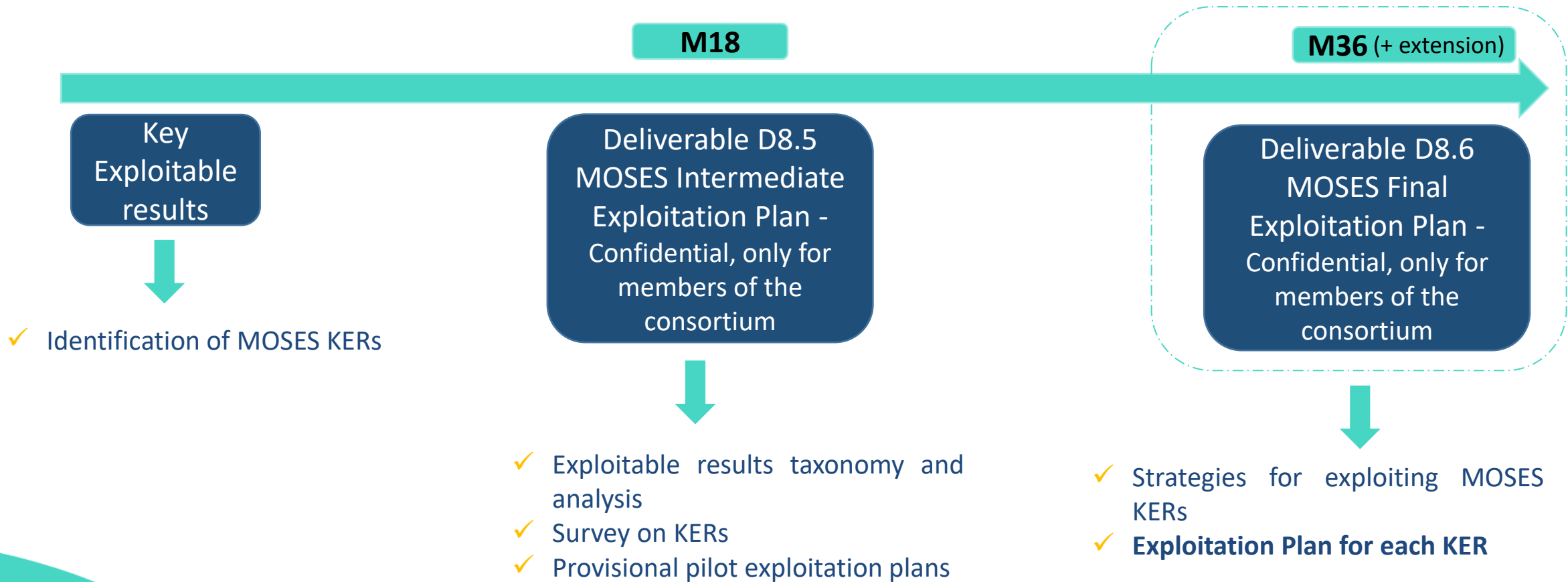
Leader:  **Circle**  
Group      Duration: M1-M36

## Exploitation Task 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(Innovations components)**

**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 6

Slido research survey

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#



# MOSES

## Thank you for your attention!



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 MOSES project2020

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 MOSES Project



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