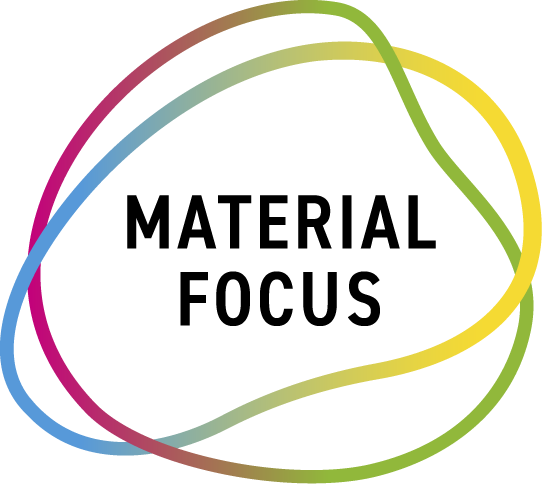
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**Exploitation Plan Template**

The aim of the exploitation plan is to set out your business case and describe how you will exploit the results of the project. The exploitation plan should outline how the results of the project will be communicated, transferred, and applied after the project. Your exploitation plan will be submitted near the end of your project, and **does not form part of your application.**

You should describe:

* How you have taken the commercial environment into account
* What resources are committed to exploitation
* How opportunities to put the project results into the real-world will be maximised

Your exploitation plan must not include highly sensitive commercial information that would not normally be shared outside of your organisation.

**1. Project Overview**

Objectives:

What were the project’s aims and goals?

Have they all been achieved?

What are the implications for exploitation?

**2. Results and Deliverables**

Key Results:

What are the key results, findings, or innovations of the project?

Deliverables:

What are the tangible and intangible deliverables e.g. reports, scientific publications, software tools, datasets, patents, prototypes, toolkits, guidance etc.

**3. Your exploitation strategy**

Target audience and potential end users:

Who will benefit from or use the project results? Who are your target audience and end users? This may include industry, non-profits, academia, government, NGOs, etc.

Potential applications of your project results:

What are the real-world applications of the results? Which are for commercial use and by whom? Are there other applications such as policy-making, toolkits or guidance etc?

Exploitation channels:

Explain the channels or methods you will use to communicate and promote the results.

Commercialisation potential:

What products or services have been generated or derived from the project? Please provide an assessment of the commercialisation potential of the project results.

**4. Intellectual Property**

What intellectual property has resulted from the project?

Are there any implications for patents or IP protection?

Material Focus will own any IP arising from the project. What recommendations would you make to ensure that IP is fully exploited by you and by others?

**5. Exploitation Timeline**

Provide a timeline of actions which you will undertake to exploit the results beyond the project end.

**6. Commercialisation and markets**

Provide a brief analysis of the market or sector. Is there market research to support this?

What is the target market for any results or outputs from the project?

Outline the business model for commercialisation.

**7. Stakeholder Engagement**

Who are the key partners or stakeholders involved in the exploitation?

How will you engage them, including any collaboration, knowledge transfer, or dissemination activities? Please provide any agreements for collaborative working.

**8. Financial Sustainability**

Will you require further funding to exploit the results and what are potential sources?

Provide a preliminary cost-benefit analysis to assess the financial viability of exploitation.

**9. Risk Management**

What are the potential risks related to the exploitation of results, such as technical, financial, or market risks?

What strategies or measures will you put in place to mitigate these risks.

**10. Conclusion and Next Steps**

Summary of the key points of the exploitation plan.

The next steps in the process.