

## **WP8 Dissemination and exploitation**

**Evelyne van Aubel**  
**KU Leuven**

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This project has received funding from the European Union's Horizon 2020 research and innovation Programme under grant agreement 945263 (IMMERSE)

## WP8 - Staff



- **Evelyne van Aubel** (WP lead)
- **LRD technology transfer office** (support)



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## WP8 - Objectives



- **Set up an open code and science system to stimulate information exchange and transferability of research outputs between academic and industry actors**
- **Design fitting exploitation and sustainability plans**
- **Orchestrate activities of the ESG**
- **Develop prediction models of future implementation of the DMMH**



# WP8 – Deliverables & Milestones



- **D8.1 Exploitation Steering Committee Charter (M4)**
- **D8.2 Dissemination plan (M6)**
- **D8.3 Market analysis and strategy (M24)**
- **D8.4 White paper on forecasting models for DMMH technology (M48)**
- **MS8.1 Market for DMMH mapped (M24)**



## WP8 – Year 1 → 2



- **D8.1 Exploitation Steering Committee Charter (M4)**
  - **Task 8.1 ESG (M1-48): continuously update and refine the exploitation of IP**

**[roadmap]**

**[basecamp folder with information on IP]**



# WP8 – Recap of ESG tasks



1. Protection of IPR
  - a) Open innovation outputs
    - i. Scientific impact-creating advances
    - ii. Dynamic modeling and predictive algorithms
    - iii. Interoperability specifications
  - b) Proprietary assets: source-code of the DMMH developed by Movisens



# WP8 – Recap of ESG tasks

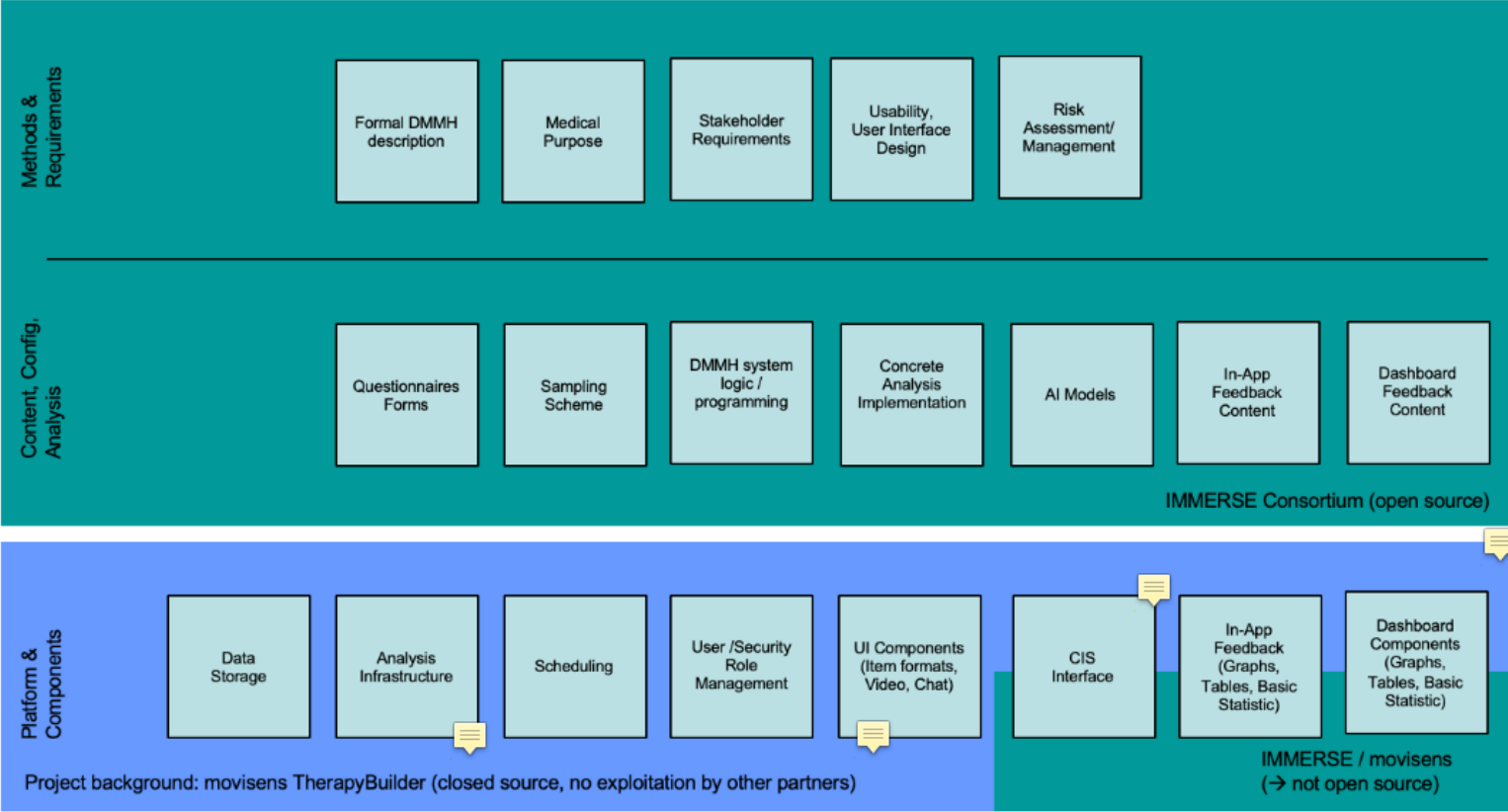


Figure 1



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# WP8 – Tasks and deliverables



2. Track IP and adjust the IPR strategy
  - a) Development of a technology transfer package (IP portfolio)
  - b) Creation of transparent conditions for new IP developed based on project findings





## WP8 – Tasks and deliverables



3. Advice on the development of exploitation pathways
  - a) Exploit the software components developed by Movisens ~ license them as stand-alone medical product (CE marking)
  - b) Exploit newly developed software included into the TherapyBuilder ~ fee-for-service basis to researchers and clinicians
  - c) Exploit the document templates that will be generated and extended for the lifecycle process during the IMMERSE project



## WP8 – Year 1 → 2



- **D8.2 Dissemination plan (M6)**
  - **Task 8.2 Dissemination plan (M1-48)**
  - **Task 8.3 Scientific exploitation plan (M1-48):**
    - **Anonymized data respository, source code repository**
    - **Rigorous data check-out system with preregistration requirements**

[current dissemination plan]

[workshop day 2]

[dissemination tracker basecamp]

[dissemination network basecamp]



## WP8 – Year 1 → 2



- **D8.2 Dissemination plan (M6)**
  - **Task 8.2 Dissemination plan (M1-48)**
  - **Task 8.3 Scientific exploitation plan (M1-48)**
  - **Outstanding questions:**
    - **How will we start setting up and extending our existing networks to reach our stakeholders and know the right channels to disseminate the right type of information?**
    - **Timeline?**
    - **Dissemination policy for non-scientific dissemination tasks?**



## WP8 – Year 1 → 2



- **D8.3 Market analysis and strategy (M24)**
- **MS8.1 Market for DMMH mapped (M24)**
  - **Task 8.4 Commercial exploitation plan (M1-48)**
  - **Outstanding question:**
    - **How to tackle this? Cfr.: relationship with dissemination network, especially towards stakeholders 2 and 3**

**[<https://Ird.kuleuven.be/kuleuvenkick/nieuwsberichten/the-importance-of-a-business-plan>]**



## WP8 – Deliverables & Milestones



- **D8.4 White paper on forecasting models for DMMH technology (M48)**
  - **Task 8.5 Predictive models of implementation of DMMH technology (M36-48)**
  - **Outstanding questions:**
    - **Various types of forecasting methods: advice?**

[\[https://www.youtube.com/watch?v=fp-1\\_9mLlbc\]](https://www.youtube.com/watch?v=fp-1_9mLlbc)

