

MARILIA deliverable: *Business Model*

Deliverable number: *D5.5*

MARILIA

MARA-BASED INDUSTRIAL LOW-COST IDENTIFICATION ASSAYS

Project nr:	952110	Call reference:	H2020-EIC-FETPROACT-2019
Start date:	September 1 st , 2020.	Duration:	30 months

Deliverable identification

Leading beneficiary:	Day One	Planned delivery date:	M12
Related WP:	WP5	Actual delivery date:	M12
Dissemination level:	CO		

Contributors

Beneficiary name	Contributor(s) name(s)
Day One	Francesca Petrucci
Day One	Paolo De Stefanis
Day One	Stefano Stefanelli
AIT	Ivan Barisic

Deliverable Reviewers

Version	Reviewer	Date
1.0	Ivan Barisic, Tatjana Miletic	31.08.2021.

TABLE OF CONTENTS

EXECUTIVE SUMMARY 3

1. DEFINITION AND METHODOLOGY.....**Errore. Il segnalibro non è definito.**

 1.1 Business Model Canvas or Lean Model Canvas?**Errore. Il segnalibro non è definito.**

 1.2 How to build and read a Lean Model Canvas**Errore. Il segnalibro non è definito.**

2. RESULTS**Errore. Il segnalibro non è definito.**

 2.1 Business model of the selected product**Errore. Il segnalibro non è definito.**

 2.2 Product seller or service provider?.....**Errore. Il segnalibro non è definito.**

3. MARILIA Lean Model Canvas.....**Errore. Il segnalibro non è definito.**

 3.1 Lean Canvas**Errore. Il segnalibro non è definito.**

4. CONCLUSIONS.....**Errore. Il segnalibro non è definito.**

EXECUTIVE SUMMARY

In the previous deliverables (D1.1, D.1.2 and D1.3), we presented the main output of an in-depth market analysis (state of the art analysis, stakeholders' identification and interaction, competitive analysis etc.) as well as the identification of the application scenario to ensure an accurate product-market fit.

The data collected enabled us to define the main product specifications to be achieved in order to have a competitive edge.

Having such targets in mind, this deliverable focuses on the analysis of the potential business model for the technology developed in the MARILIA project.

This is intended as the first iteration of the business model definition effort, as many assumptions strongly depend on the capacity of the technology to reach the intended specifications, which in turn would favor its market acceptance. The capacity of our technology to meet the target specifications will be assessed in a 12-18 months framework, allowing us to consolidate the business model and present it in deliverable D5.6 Business Plan.

This document is organized in three main blocks:

- the first part is devoted to the conceptual introduction of the methodology used
- the second addresses the analysis of the whole range of possible business opportunities for the technologies developed in the project, with the aim of selecting the one with the strongest competitive advantage
- the third addresses the analysis of the main building blocks of the Lean Model Canvas that make up the business model.