



## MARILIA deliverable: IP Protection and Exploitation Plan

**Deliverable number: D5.3**

### MARILIA

#### MARA-BASED INDUSTRIAL LOW-COST IDENTIFICATION ASSAYS

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## Executive Summary

The main goal of the project is to develop a new microbiological analytical method which overcomes the limitations of the current gold standard in drinking water analysis.

Since the beginning of the project, the product development strategy has been accompanied by various business-oriented activities, which are designed to pave the way to the market introduction of the MARILIA technology.

Towards this scope, the first months of the project were focused on definition of the main product features obtained through the *User Centered Design (UCD)* approach.

By analysing the requirements, pain points and constraints of the main stakeholders involved, we have designed specific *Use Cases*, defining concrete technological requirements which, if achieved, can provide the new method with a competitive advantage in the market of water microbiological testing.

Subsequently, thanks to the inputs provided by the stakeholders, other application scenarios were explored for the method, both from a technological and a market point of view.

At project month 12, Day One, as the business development partner, has formulated several hypotheses for the business model for the results achieved based on the production-sale of the new method as test kit for analysis.

Deliverable D5.3 IP Protection and Exploitation Plan needs to be considered as part of this go-to-market path, since it is focused on the analysis of the project's *Key Exploitable Results (KER)*, the relating IP position and the development and exploitation roadmap.

This deliverable starts with an introduction to the methodology used, which involved the partners in the analysis of the individual KERs and in the description of the relating application scenarios, also investigating possible uses of the technology outside the water analysis sector.

Finally, as a result of these evaluations, possible exploitation routes for each of the KERs were suggested, based on the assessment of the scenarios, the current technology state of development and the risks connected to it.