



REED

Responsive and Reconfigurable value network for the manufacture of bulky parts

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Deliverable 7.2 Exploitation and IPR management preliminary plan

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Type		
R	Document, report excluding the periodic and final reports	X
DMP	Data Management Plan	
DEM	Demonstrator, pilot, prototype	
OTHER	Software, technical diagram, etc.	
Dissemination level		
PU	PUBLIC Information	
SEN	SENSITIVE, restricted under conditions set out in Model Grant Agreement	X

DOCUMENT HISTORY

Version	Date	Description / Reason of change	Author
V1	25/02/2025	D7.1 ToC creation	INTRA
V2	17/03/2025	Exploitation plan created	INTRA
V3	30/03/2025	IPR management strategy created	INTRA
V4	09/04/2025	Background and Foreground IP added	INTRA and all partners
V5	09/04/2025	Shared for quality review	INTRA
V6	15/04/2025	Deliverable reviewed	SINTEF
V7	23/04/2025	Final version ready to be submitted	INTRA, i3B

AUTHORS, CONTRIBUTORS AND REVIEWERS

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All partners of the REED consortium via the REED Innovation Management Log (.xlsx tool).

REVIEWERS

Partner	Name	Review Objectives
SIN	Phu Nguyen	Assess the quality and content of deliverable.

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1. Executive Summary

Executive Factsheet

Who should read this deliverable? Who are the stakeholders concerned by this deliverable? (distinguish different types of organisations, roles in organisations and interest focus)	Why should s/he read this deliverable? What will s/he learn from this deliverable?	Which part of the content is most relevant for him / her?
REED project partners, team members involved in project implementation	Read the strategy that we will follow in the project for exploitation and IPR management	Whole document, with specific focus on Sections 2.1, 3.1, and 3.2, as well as Section 4
Technical team of the REED consortium	Check the Foreground IP identification process and how, e.g., new components are recorded and analysed	Especially Section 3.2 about the REED innovation management log
Business managers and business developers of the REED project partners	Check the various individual exploitation paths that each organization could follow	Sections 2.1 and 2.4

Executive Summary

This deliverable constitutes the updated Exploitation Plan and IPR Management Strategy of the REED project; it sets the key principles, tools and processes for the future exploitation paths for the REED platform and its Key Exploitable Results. We present a structured methodology for exploitation planning, supported by dedicated templates and an initial market analysis that identifies target customer groups and maps direct and indirect competitors.

At this initial stage of the exploitation activities, we have done proactive work to elaborate on and present some key exploitation models that could be adopted, including joint platform exploitation under a licensing scheme, standalone commercialization of mature partners' components, and integration of external tools into the REED MaaS platform under a commissioning model. Additionally, a strategic pathway is defined for further technology maturation of the platform via new research projects (e.g., given that we are a RIA project, we could pursue further maturity of the platform via an IA project).

The IPR Management Strategy we designed aligns with EU IPR Helpdesk guidelines and clarifies critical concepts such as Background IP, Foreground IP, and Access Rights, in line with the Grant Agreement (GA) and Consortium Agreement (CA) of REED. We also present the concept of the REED Innovation Management Log; a tool we developed to track exploitable results and support ongoing exploitation activities. Risk mitigation measures in IPR have also been addressed. In total, based on our initial analysis so far via the REED innovation management log, we have identified 40 Foreground IP items, and 10 Background IP items, as presented in the underlying deliverable. They will be updated in future deliverables as the project evolves.

This deliverable (D7.2) serves as a reference for forthcoming reports including the M18 initial go-to-market strategy (D7.4) and the final business plan (D8.2). We also foresee to engage the REED Advisory board to validate and enrich the REED exploitation roadmap.