



PRIMAGE
Medical imaging
Artificial intelligence
Childhood cancer research

D9.4 – Initial exploitation plan for project results

Project Full Title: *PRedictive In-silico Multiscale Analytics to support cancer personalized diaGnosis and prognosis, Empowered by imaging biomarkers*

Project acronym: *PRIMAGE*

Project type: Horizon 2020 | RIA (Topic SC1-DTH-07-2018)

Grant agreement no: 826494

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1. INTRODUCTION

1.1. Scope and objectives

This deliverable presents a first approach for the IPR strategy and management and exploitation plan, which identifies and evaluates PRIMAGE results expected for this first stage of the project and defines IPR and exploitation strategy and management. It is based on the preliminary exploitation plan drafted on the project proposal, adding relevant material on IPR and exploitation of the results strategy.

The deliverable objectives are:

- To identify the relevant target stakeholders for communication and dissemination activities;
- To identify the intangible assets.
- To identify non-technical factors which could cause risks and potential obstacles that the future results of the project would remain unexploited.
- To enhance the team's awareness of intellectual property rights (IPRs) and dissemination procedures. Any publications should not compromise IPR novelty and inventive step.
- To identify the exploitation approach for PRIMAGE project which combines both the overall project expected impact and the individual exploitation perspectives of each partner.

The implementation of the plan will be presented in the periodic reports of the project as described below:

- D9.4 "Initial Exploitation plan for project results"
- D9.6 "Year 2 exploitation plan for project results"
- D9.8 "Year 3 exploitation plan for project results"
- D9.9 "Exploitation plan and record of dissemination and communication activities during the project"

Since most of the most promising results for this early stage of the project still nowadays undefined, or incompleting the scope of this deliverable has been kept at a theoretical level, mainly regarding the exploitation plan. In the following iterations the commercial exploitation of PRIMAGE platform and partners contributions to PRIMAGE platform will be addressed in agreement with partners expectations.

1.2. Structure of the deliverable

The document is set up and covers the following topics:

- Chapter 2 presents an overview of IPR strategy, outlining the identification and analysis of the results through a "results identification questionnaire", and IPR strategy definition. It also gives an overview of the key potential application markets for the most promising (in term of exploitation potential) results.
- Chapter 3 provides an overview of the exploitation approach for PRIMAGE project which combines both the overall project expected impact and the individual exploitation perspectives of each partner.

1.3. Relation to other activities and deliverables of the project

The development and execution of the IP and exploitation strategy are supported by the tasks 9.3 – Innovation Management: IPR management and 9.4 – Exploitation Planning, inside the WP 9 – Communication, Dissemination and Exploitation Plan. The development project IP and exploitation strategy has to contribute, on the one hand, to address the WP 9 objectives and scope:

- Ensuring coherent and efficient dissemination of PRIMAGE activities, progress and achievements.
- Ensuring optimal visibility and wide outreach to all relevant stakeholders.



- Disseminating results to the scientific community.
- Identify and protect IPR, to support uptake and use of project results, fostering innovation and knowledge exploitation.

Dissemination and IPR activities need to be coordinated since any publications of “foreground” should not compromise the IPR protection policies of the participants.

On the other hand, the development of the project communication and dissemination strategy is a horizontal activity which spans the work of WP2, WP3, WP4, WP5 and WP6, as presented in

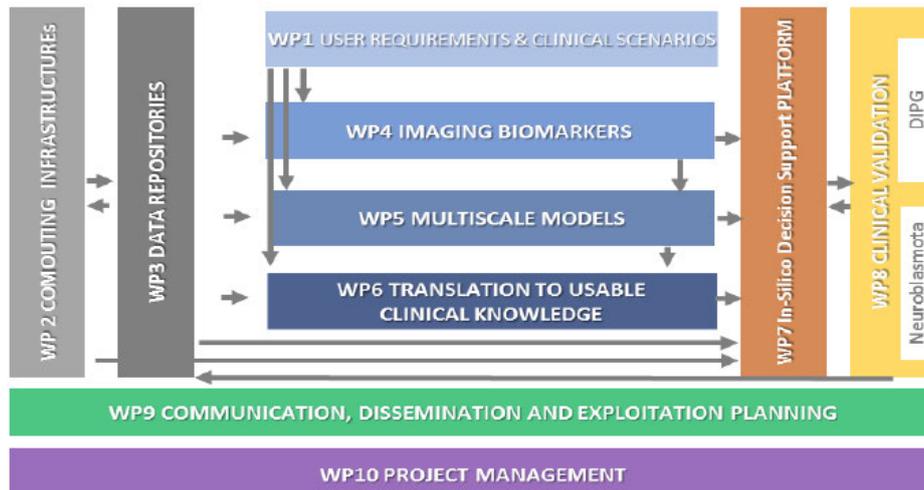


Figure 1. IP and exploitation task interaction with others WPs.