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Exploitation Plan update

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Abstract

As described in the project plan, ASTERICS wants to exploit its products and results to as wide a range of research fields and industry sectors as possible, by ensuring the early identification of both high-impact ASTERICS technologies, IPR foreground or patent restrictions, and appropriate (industrial) target sectors. The Exploitation Plan describes the rolling wave plan for the execution of this search. This will be elaborated on in the course of the project as more details and options are explored and identified. Therefore, the plan will be continuously updated during the execution. This document reflects the status of the plan at almost two years into the project. The ambition is not changed. Some details of the implementation are adapted, based on results in the first two years and on lessons learnt.

I. COPYRIGHT NOTICE

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II. DELIVERY SLIP

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III. DOCUMENT LOG

Issue	Date	Comment	Author/Partner
1	09-03-2017	itemised list of steps	G. Cimò/ASTRON, JIVE
2	15-03-2017	first draft	G. Cimò/ASTRON, JIVE
3	12-04-2017	corrected draft	R. van der Meer/ASTRON
4	20-04-2017	final version	G. Cimò/ASTRON, JIVE

IV. APPLICATION AREA

This document is a formal deliverable for the GA of the project, applicable to all members of the ASTERICS project, beneficiaries and third parties, as well as its collaborating projects.

V. TERMINOLOGY

ASTERICS	Astronomy ESFRI & Research Infrastructure Cluster
ESFRI	European Strategy Forum on Research Infrastructures
ASTRON	The Netherlands Institute for Radio Astronomy
WP	Work Package

VI. EXECUTIVE SUMMARY

A central part of the ASTERICS strategy is to ensure the exploitation and dissemination of project results and products to as wide a range of research fields and industry sectors as possible. This document, hereinafter *plan*, describes the status at two years into the project of the ambition, the boundaries, the means, resources, and risks of the exploitation strategy. The ASTERICS consortium is a collaboration of astronomy, astrophysics and astroparticle physics institutes, four ESFRI facilities and their pathfinders, and other linked projects. The scope of the exploitation plan is to ensure the early identification of both high-impact ASTERICS technologies, IPR foreground or patent restrictions, and appropriate (industrial) target sectors. Actions to ensure the long-term and sustainable exploitation of the project beyond its formal contract duration will be identified and executed.

We have set the first steps based on the knowledge within the collaboration at the start and new insights will be used to establish successive steps. The plan will be evolving throughout the duration of the project. This approach requires a frequent scanning of the results and matching them with our ambition and intermediate goals. The frequent scanning will now be secured by the new project liaison officer at ASTRON. This plan has overlap with the collaboration plan. Both plans are complete and can be studied and executed individually. The results of this plan will be published in the periodic report.

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1. Objectives

This document is an update of the Deliverable D1.1, the Exploitation plan, and describes how the partners in the ASTERICS project actively pursue the exploitation of project results and products to a wide range of research fields and industry sectors.

The scope of the exploitation plan has not changed. We ensure the continuation of the identification within the project of high-impact technologies that can be presented to and used by appropriate (industrial) target sectors. In the first half of the project, the objective was to establish at least one new link in industry and one in a research field outside astro(particle)physics. The longer-term objectives now have become the short-term objectives. The ambition is still the same. Since the ambition for the first two years has been materialized, we were not overly ambitious or underestimating the exploitation potential. The ambition is achievable.

The overlaps between exploitation and collaboration plans become more evident now that the project has almost reached its two-year mark. In the second half of the project, the exploitation plan and the collaboration plan need to come together to ensure a sustainable success of the project beyond its formal contract duration. The actions and execution of both plans need to be complementary. Many targets identified for the exploitation plan are also targets for the collaboration plans. Industries and academic partners, who can be attracted as potential collaborators, are also the identified users of ASTERICS technology and results. In this document, the outcomes of the original exploitation plan are presented, and updated actions and corrections to the plan will be described.

2. Actions and results of Exploitation plan D1.1

The exploitation plan was divided into two streams:

- a) the exploration of the expected and realised ASTERICS results;
- b) the investigation of the environment for organisations that can profit from ASTERICS results.

The exploration of the ASTERICS results has been a continuous process within ASTERICS. Since the early stages of the project, work packages have worked to identify and, in some cases, to create high impact technologies.

The first step of the exploitation plan consisted of a number of brainstorming sessions with small groups. The project manager and the project scientist have organized video calls with the WP leaders as a first step in the information gathering. However, instead of creating

questionnaires (as originally planned), the following step consisted of a general discussion with the ASTERICS stakeholders during the ASTERICS General Assembly (AGA) meeting held in February 2016. This helped defining the landscape of ASTERICS exploitable outcomes and listing possible ASTERICS target sectors or industries.

The promotion of ASTERICS and its results started with the creation of material to promote and explain the goals and the results of ASTERICS. WP2-DECS has produced a website that is the introductory point of ASTERICS for a wide range of audience, from the general public to relevant stakeholders. An ASTERICS brochure and pull-up banners have been designed by DECS in-house professional artists and editors as more specific tools to help to disseminate ASTERICS results during international events. These promotional materials have been used extensively at professional meetings, including EWASS 2016 that was sponsored by ASTERICS. Besides an active presence of ASTERICS at international gatherings to promote actively the project, a number of other tools are in place to ensure a wide dissemination of ASTERICS activities: the ASTERICS website (www.asterics2020.eu) is dynamically updated to show the latest events and results; also, a Facebook and a twitter account are used for quick updates to potentially interested parties.

The events organized in the course of the first two years of the project have attracted potential collaboration with industrial partners and have provided a perfect platform to disseminate ASTERICS results. Technical schools have seen the involvement of industries such as ORACLE, NVIDIA, and IBM, and the interest of stakeholders from other H2020 projects.

The results of the exploitation plan during the first half of the project have been published on the ASTERICS website and in the first periodic report. Further results will be distributed through the same channels and in the ASTERICS newsletter.

3. Means (update)

3.1. Information gathering

Instead of relying on brainstorming sessions and questionnaires, the information gathering will have a more direct approach in the second half of the project. WP1 has planned the hiring of a project liaison officer, who will assist the project scientist and manager with the realization of the exploitation and collaboration plans. In particular, the project liaison officer will continuously scan the scientific and industrial landscape surrounding the ASTERICS cluster in search for short- and long-term exploitation opportunities and will be in contact with the ASTERICS partners and WP leaders to activate them in identifying and guaranteeing follow-up on these exploitation opportunities.

3.2. Updating promotional material

The material created during the first year of the project was mainly informative on the ASTERICS objectives. However, ASTERICS has already achieved a number of concrete milestones, which include software and hardware tools. The updated promotional material will help disseminating those results to a wider audience. For example, the main ASTERICS brochure will reflect the general progresses of the project towards its mission of helping the astronomical ESFRI facilities and its vision of open science. The banners will focus on the actual outcomes and work done by the ASTERICS Work Packages.

The original exploitation plan D1.2 (section 4.2) describes in details the steps followed for the first round of promotional material. Those steps are still relevant and they will be followed for the updated versions.

3.3. Exploitation events

The events ASTERICS is visiting and organizing for the exploitation of project products and results, are advertised on the ASTERICS website (www.asterics2020.eu). Every partner is requested to contribute to the dissemination.

One of the duties of the project liaison officer will be to identify occasions for ASTERICS promotion, i.e. scientific conferences, technological workshops, or policy forums. The project liaison officer will help ASTERICS management to organize events linked to those occasions. If possible co-location with existing events will be pursued.

A grand Integration event (D1.5) will be the final step of both the exploitation and collaboration plans. It will be organized by WP1 to show-case the final results of ASTERICS and engage with all the relevant stakeholders.

4. Towards a sustainable exploitation

Following the success of the exploitation events, it is important to act to ensure the long-term and sustainable exploitation of the project beyond its formal contract duration. Part of this is already secured through the software repositories created by WP3-OBELICS and WP4-DADI. Through the DADI schools, users learn to use the new tools in the Virtual Observatory (VO). WP5-CLEOPATRA results have already been used in a start-up company and in the requirements of the network upgrade of the Dutch NREN, SURFnet. We will continue to update the repositories and advertise them widely in and outside the astronomy community, using the early successes as examples and maybe ambassadors. We will also bring the subject to the ASTERICS General Assembly meeting and the Policy Forum.

After the Mid-term review, the assembly of the ASTERICS partners and ESFRI representatives will meet to discuss the reviewer's comments and suggestions. This important milestone gives the stakeholders the opportunity to reflect on the status of the collaboration and on the plans for its future. Therefore, the first step in the path of a sustainable ASTERICS will be an actionable discussion at the ASTERICS General Assembly in June 2017. The AGA inputs will be used by the ASTERICS management to prepare a list of actions to be taken during the second half of the project to ensure its sustainability.

5. Management

The management of the execution of the plan is well described in Section 6 of the original plan in Deliverable D1.1.

It is expected that a project liaison officer will help the current management team in the execution of the plan.

6. Risks

The risks identified within the definition of this plan are:

Risk	Mitigation plan
People involved are not active enough, resulting in not enough progress.	The task leader should follow the process closely, setting many small targets with nearby deadlines. Create an easy reporting mechanism for easy follow-up. The new liaison officer will more easily spot this and urge the project Management team to plan new ways with the task leaders.
People involved are too active in certain areas, resulting in missing focus in follow up areas. This way the contacted organisations get frustrated by lack of progress.	The task leader should follow the process closely, setting many small targets with nearby deadlines. Create an easy reporting mechanism for easy follow-up.
Promotional material does not cover all areas of ASTERICS.	Create a priority list that shows the areas that should be covered.
Promotional material does not connect to presenter, resulting in low quality presentation and less potential for exploitation of products and results.	Make sure presenters are ambassadors by requesting feedback on the promotional material before a presentation is given.

7. Resources

The exploitation plan will be managed from WP1 under supervision of the project coordinator. One full additional FTE, a Project Liaison officer, will be dedicated to the realization of the plans. The work for the exploitation plan will be spread over all WPs and all partners. The partner with the best contacts to the new sectors to be explored will be asked to take up the work, as this will result in minimal effort and large impact.

8. Timeline

Timeline for information gathering:

Deadline	Activity
June 2017	Activate or hire resources (project liaison officer)
Dec 2017	Internal review of exploitation plan
April 2018	Action to converge Collaboration and Exploitation plans
Oct 2018	Internal report on long-term sustainability

Timeline on update of promotional materials:

Deadline	Activity
April 2017	Continue to solicit input to identify major conferences and corporate events
June 2017	Update the calendar of events
Dec 2017	Collect material for new brochure and banners
Feb 2018	Create updated promotional material

Longer term timeline:

Period or deadline	Activity
2017	Repeat all steps, identify and act on higher ambitions
2018	Repeat all steps, identify and act on higher ambitions
Beginning 2019	Integration event