



# **fRamework for safE, opEn, collaboratiVe And inclUsive digitisAtion and management of cultural heritagE**

Grant Agreement No 101132389

## **PUBLISHABLE SUMMARY**

**DELIVERABLE 5.4:**

**REEVALUATE business models and exploitation plan. R1**

**LEAD BENEFICIARY:**

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## Publishable summary

The REEVALUATE project, funded by the European Union, is dedicated to advancing the management and creative reuse of digitised cultural heritage. Deliverable 5.4 “REEVALUATE business models and exploitation plan. R1” presents a preliminary exploitation plan with relevant activities to be carried out within Task 5.4 “Development of business plans for the exploitation of the REEVALUATE framework”.

The document covers various aspects, including defining exploitation, identifying target groups and stakeholders, and using dedicated frameworks and tools for the development of business plans. Our exploitation strategy focuses on maximizing the impact of REEVALUATE's Key Exploitable Results (KERs) through a multi-faceted approach, including the management of Intellectual Property, conducting BFMULO (Background, Foreground, Market, User, License, and Other) analysis, and characterization of each Key Exploitable Result (KER). Market and SWOT analyses are proposed to be conducted to identify opportunities and challenges, refine our exploitation strategy, and craft value propositions aligned with user needs and market demand.

Monitoring and evaluation are crucial to our strategy, with set key performance indicators (KPIs) and assessment of the progress to make data-driven adjustments. This ongoing process will ensure that the exploitation strategy remains dynamic and responsive to changing market conditions and stakeholder needs.

This deliverable will set the fundamentals for the next phases of the project, ensuring all consortium partners are aligned on future actions and prepared to continue the exploitation process throughout the different phases of the project and beyond its duration.

As the project progresses, the implementation of the exploitation strategy will begin and further refinements and enrichments to the exploitation plan will be made to be reflected in scheduled WP5 deliverables, namely D5.8 – REEVALUATE business models and exploitation plan.R2 (M24), D5.9 – REEVALUATE business models and exploitation plan.R3 (M36).