



fRamework for safE, opEn, collaboratiVe And inclUsive digitisAtion and managemenT of cultural heritagE

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REEVALUATE business models and exploitation plan. R2

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Document history

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0.1	05/12/2025	Table of Contents	HYP
0.2	09/12/2025	First inputs / initial drafting of core sections	HYP
0.25	20/12/2025	Consolidated Chapter 4 market analysis draft	HYP
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1.1	26/01/2026	Addressing review comments & final check	HYP
1.2	27/01/2026	Final document submitted	HYP

Publishable summary

This deliverable presents REEVALUATE's preliminary business models and exploitation plan, translating the project's technical results (KER portfolio) into operational service concepts and a conservative go-to-market pathway. It builds on a layered market model, segmentation, and adoption constraints and positions the REEVALUATE Marketplace as the main joint exploitation vehicle linking cultural heritage institutions (CHIs) with reuse actors (creative SMEs/CCIs and professional re-users) through governed access workflows.

The document provides (i) two reference Business Model Canvas scenarios (CHI adopter and creative SME/re-user) aligned with KPI 6.1 from the GA, (ii) a modular exploitation strategy and service packaging approach (governance-aware reuse readiness first, scale reuse transactions second), (iii) KER fact sheets that summarize exploitation roles, prerequisites, and IPR sensitivities per KER, and (iv) an IPR management approach, including an "IPR clinic" process to register background and foreground and agree practical exploitation pathways (open/licensed/hosted service) across the integrated portfolio. The plan is intentionally conservative because pilot execution is ongoing; the final consolidation and calibration of exploitation assumptions and governance decisions will be reported in D5.9.