

5th Information Multipliers Workshop – Workshop 2 Case Study Analysis B

| <i>Koli-Klere Water Testing – SMEI Phase II Proposal</i> | |
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| 1. EXCELLENCE | |
| 1.1 OBJECTIVES Specific objectives – clear, measurable, realistic & achievable | |
| 1.2 RELATION TO WORK PROGRAMME Indicate Work Programme topic | |
| 1.3 CONCEPT & METHODOLOGY | |
| (a) CONCEPT Current stage of development of project and key milestones so far – proof of concept, field trials (feasibility results from Phase I) | |
| (b) METHODOLOGY Describe concept and activities to be implemented during project – testing, prototyping, etc. | |
| 1.4 AMBITION Explain novelty of project; key market applications that differentiate project. Expected performance/impact on defined needs | |

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| 2. IMPACT | |
| 2.1 EXPECTED IMPACTS | |
| (a) USERS/MARKET User needs identified? Main economic benefits? Effect on climate change/environment? Niche or high volume market? Main competitors? Relevant market segments? Market barriers? Targeted users? | |
| (b) COMPANY Alignment with business strategy? Growth potential resulting from project? Will coaching services be used? How? Funding needed to commercialise? | |
| 2.2 MEASURES TO MAXIMISE IMPACT | |
| (a) DISSEMINATION & EXPLOITATION OF RESULTS Which stakeholders? Steps needed before results are ready for market? Commercialisation strategy? Draft plan needed. | |
| (b) IPR, KNOWLEDGE PROTECTION AND REGULATORY ISSUES Key knowledge items and who owns them; measures to allow commercialisation; current IP status, strategy for knowledge management and protection; regulations or standards which need to be complied with; how multiple participants will deal with IPR | |

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| <p>(c) COMMUNICATION Proposed communication methods for promoting the product</p> | |
| <p>3.0 IMPLEMENTATION</p> | |
| <p>3.1 WORK PLAN – WORK PACKAGES, DELIVERABLES & MILESTONES Structure of WP; content of each package; timing; Gantt chart</p> | |
| <p>3.2 MANAGEMENT STRUCTURE, MILESTONES AND PROCEDURES (SINGLE ENTITY PROPOSALS) Organisational structure and decision-making process? Risks?</p> | |
| <p>3.3 CONSORTIUM AS A WHOLE (IF APPLICABLE) Structure and responsibilities? How will expertise be shared? How do members complement each other?</p> | |
| <p>3.4 RESOURCES TO BE COMMITTED Table showing number of person months required.</p> | |