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## **An Integrated Solution for Sustainable Care for Multimorbid Elderly Patients with Dementia**



### **WP8: Impact Promotion, Dissemination, Exploitation and Business Planning**

#### **D8.4: Reports on Exploitation Activities and Final Business Plan, Last Release**

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**Participant(s):** <sup>1</sup>EXYS, <sup>2</sup>Fraunhofer, <sup>3</sup>SKB, <sup>4</sup>UoB, <sup>5</sup>UHCW, <sup>6</sup>SESCAM, <sup>7</sup>UCLM, <sup>8</sup>CITST, <sup>9</sup>SRDC, <sup>10</sup>OCT

**Author(s):** <sup>1</sup>Angelo Consoli, <sup>1</sup>Jaouhar Ayadi, <sup>2</sup>Yehya Mohamad, <sup>4</sup>Omid Pournik, <sup>4</sup>Saadullah Farooq Abbasi, <sup>4</sup>Qi Gao, <sup>4</sup>Theodoros N. Arvanitis, <sup>8</sup>Oana Cramariuc, <sup>8</sup>Alina Rotaru <sup>9</sup>Mert Gencturk, <sup>10</sup>Lionello Ferrazzini

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## Executive Summary

This document presents the results of activities conducted under Task 8.2, which focused on planning and executing exploitation strategies for the CAREPATH solution, as well as assessing its commercial potential within the European healthcare care sector. The first phase of Task 8.2 was documented in Deliverable D8.3 [36], which laid the foundation for the subsequent work. The insights and data collected in D8.3 informed the second phase of activities, contributing to the present document: Deliverable D8.4 “Reports on Exploitation Activities and Final Business Plan (M48)”.

Deliverable D8.4 constitutes the final version of the exploitation strategy, refining and updating the initial Market Analysis and Exploitation Plan issued at M24. It consolidates the latest findings, developments, and strategic directions gathered throughout the project’s implementation.

The main objective of D8.4 is to define the final business model and outline a comprehensive plan to support the successful commercial exploitation of CAREPATH beyond the project’s lifetime. To this end, a detailed business model was developed using well-established strategic tools, including the Business Model Canvas, Value Proposition Canvas, and SWOT analysis.

In addition, the project consortium designed a product roadmap, defined a go-to-market strategy, and explored viable sales channels and partnership models to ensure market access. Early-stage commercial strategies included pricing models, revenue streams, promotional activities, and sales mechanisms.

The final business plan encompasses:

- A full breakdown of exploitable assets and associated customer value;
- Country-specific market analyses and segmented targeting;
- A four-year financial outlook, including a detailed Sales & Profit Table, with projections for investments, revenue, and profit;
- An extrapolation of the financial model to address the broader EU market;
- A roadmap of future exploitation actions to be undertaken by each project partner beyond the project’s formal conclusion.

Overall, this deliverable aims to equip CAREPATH stakeholders with a realistic, actionable, and scalable business strategy, ready to be implemented in diverse European contexts.

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