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# Exploitation strategy

## D8.3 (WP8): Development of the exploitation plan

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## EXECUTIVE SUMMARY

This document presents the exploitation strategy jointly designed by the consortium as well as individual exploitation intentions of each partner organisation. It includes the actions to be carried out beyond the project lifetime to ensure that prodPhD outcomes are as widely reused as possible, including improvement of the project results, pre-commercialisation action and future exploitation ideas and intentions.



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## 1. Introduction

The goal of the exploitation strategy is to put in place the methods, actions and resources necessary and sufficient to ensure that the materials and results of prodPhD are valued and reused beyond the immediate lifetime of the project leading to new research, services and products. An exploitation strategy was therefore be created, through which the knowledge generated by the project will be continuously tracked. The exploitation strategy explore the directions to be adopted and the actions to be carried out to identify and exploit education and business opportunities beyond the sustainability of the project activities. This includes the development of the Data Management Plan, which will in particular, define the data generated by the project, whether and how they will be made accessible for verification, re-use, curation and save.

## 2. Joint approach

- Expand and refine the surveys carried out be the project  
To have a better view about PhD students' needs and exploitations, the partners will redesign the questionnaires to take stock of the lessons learnt from the surveys carried out by the project. Different tracks have already been identified to make both enlarge and refine the target groups:
  - PhD students categorised by disciplines
  - PhD categorised by entrepreneurial intentions, from light to firm intention, business idea already in mind, etc.
  - PhD students from countries with different entrepreneurial cultures.
- Improve and tailor the entrepreneurial training programmes  
According to the results of the additional surveys combined with outputs from the surveys carried out during the project lifetime, the partners in general, and IPAG as a business school with strong focus on entrepreneurship in particular, will complement but more importantly, tailor the entrepreneurship programmes to different PhD student profiles according to the following non-exhaustive list of parameters:
  - Complement or simplify the programmes
  - Expected learning outcomes
  - Contents of every training project guide
  - Assessment procedure for every training project
  - Recommended size of the student teams to develop each training project
  - Additional training tool such as shadowing activities, serious games, e-learning, mentoring, etc.
  - Duration of every module (phase) of the training project
  - goals of every module of each training project
- Communication on the project  
The partners will keep on intensively and extensively communicate on the project, its goal and objectives, the results already obtained and the future ones, but most importantly the huge socio-economic stakes represented by entrepreneurship by PhD students. The more the project will be presented to different actors – from education institutions to governmental and non-governmental organisations having as mission to promote entrepreneurship – the more the existing and future results of the projects will be largely reused for the common good of European economy and education.

## 3. Individual intentions



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The partners will adapt this joint strategy to their individual intentions which are driven by their missions and interests as summarised by the following table:

Please, explain the relevance of the prodPhD project and its outputs for your organisation
<p>CIMNE: Entrepreneurship is a competence demanded by today's labour market of modern innovation-driven economies, and therefore, a competence that all young people should acquire and develop. In the particular case of CIMNE, one of its strategic objectives is to facilitate the transfer and industrialisation of its technology, through the signing of technology licenses and the creation of spin-off companies. Increasing the skills of CIMNE's research staff in entrepreneurship is a critical aspect for achieving this objective</p>
<p>UC3M: The relevance of the project for the Carlos III University of Madrid is high because it is a public university with 100 master's courses and 20 doctoral programmes in different topics. Therefore, the products of the project can be implemented in the teaching of the courses of the university itself.</p>
<p>IPAG is a business school strongly involved not only in teaching but also promoting entrepreneurship. Moreover, IPAG is intensively and extensively engaged in designing and providing tailored entrepreneurship programmes for specific populations such as former prisoners, victims of domestic violence, STEM female students, Maghrebin female students.</p>
Is your organisation willing to keep updated the prodPhD outputs in the future? If yes, explain what outputs and how it will keep updated?
<p>CIMNE: It will continue to be offered hosting to the prodPhD Online Training Environment at Scipedia.com. The base-technology and e-infrastructure offered will be maintained and updated according to the actual needs of the users, ensuring the required responsiveness, uptime levels, response to traffic peaks (auto-scaling service), data durability and security.</p> <p>Through Scipedia.com, it could be offered to institutions to have a customised microsite (institutional image and other specialised features) in the prodPhD Online Training Environment. These microsities would offer support to those entities to create their training pills or courses.</p>
<p>UC3M: we are in contact with the Doctoral School of the Carlos III University of Madrid, to inform those responsible about the products obtained in the project, so that they can be updated in the doctoral programmes of the University interested in including them.</p>
<p>IPAG is strongly willing to update the prodPhD outputs to take into account results of other surveys and projects having as goal to adapt the project results to refined PhD student target groups.</p>
How your organisation will share results, lessons learned and outcomes beyond the lifetime of the project?
<p>CIMNE has a vocation for training PhD candidates in the field of numerical methods in engineering. CIMNE participates in the doctoral programme in structural analysis of the Technical University of Catalonia. CIMNE has also participated and coordinated different MSCA-ITN actions and one ERASMUS Mundus Joint Doctorate. Besides, CIMNE is running a business incubator branch (CIMNE Tecnología) aimed at industrialising and commercialising the technology developed at CIMNE. The experience acquired, lessons learned and outcomes of the prodPhD project will be transferred to these fields</p>
<p>UC3M: The learning methodology developed in the project, as well as the results obtained in it, can be of great interest long after the end of the project.</p>



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IPAG will share the project outcomes with other education institutions having PhD training in their education portfolios and willing to promote entrepreneurship intention and mindset towards their PhD students.

**How will your organisation's exploitation actions impact on participants and partners for years to come?**

CIMNE: It is proposed to continue the activities started in prodPhD through the collaboration with the project partners in future projects promoted within the CE research framework programmes.

UC3M: The Universidad Carlos III de Madrid may take into account, and in some cases, sign agreements with the partners in order to implement different products of the project in their doctoral programmes.

IPAG is envisaging to propose agreements with the other project partners to improve the project results.

**What stakeholders will reach your exploitation activities?**

CIMNE: Mainly, those universities, research centres and companies who regularly collaborate with the centre.

UC3M: The Carlos III University of Madrid, other public and private Spanish universities with doctoral programmes, as well as business schools.

IPAG: Higher education organisations as well as governmental and non-governmental organisations involved in the promotion of entrepreneurship.

WEGEMT:

**Have you considered any commercialisation, accreditation or mainstreaming to sustain the extension (and enlightening) of the prodPhD outcomes beyond the duration of the project, and into the future?**

CIMNE: Not before having carried out pre-market studies.

UC3M: We haven't considered it.

IPAG is a private business school meaning that its training programme are commercialised. Among other commercialisation tracks, we may think of online programmes or master classes but not before the programme is ready for that purpose.

**How will your organisation use prodPhD findings to influence future policy and practice?**

CIMNE: The experience acquired, lessons learned and outcomes of the prodPhD project will be used to create specific training activities for PhD candidates at CIMNE, focused at boosting the industrialisation and commercialisation of the technology developed at CIMNE through its business incubator branch (CIMNE Tecnología).

UC3M: The findings of the prodPhD project may influence the future planning of the teaching methodology of some doctoral programmes taught at the University.

IPAG: We will propose the prodPhD findings to education ministries and agencies to study the relevance to add training on entrepreneurship as part of the doctoral schools' programmes.

**Will prodPhD outcomes be transferred to new areas or tailored to the needs of others?**

CIMNE: Through Scipedia.com, it could be offered to institutions to have a customized microsite (institutional image and other specialized features) in the prodPhD Online Training Environment. These microsities would offer support to those entities to create their training pills or courses.

UC3M: Of course, the results obtained are perfectly adaptable to other teaching areas and disciplines.



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IPAG will certainly tailor and transfer some of the prodPhD outcomes to its entrepreneurship training programmes that address specific categories of population whether of high or level education level.

**Have you considered further specific dissemination activities beyond the lifetime of the project?**

CIMNE is member of the SOMMa alliance (SOMMa is the alliance of Severo Ochoa Centres and María de Maeztu Units to promote Spanish Excellence in research and to enhance its social impact at national and international levels) and CERCA centre. It will be proposed to present the results of the project in one of the dissemination events organized by these entities.

UC3M: Yes

IPAG will keep on disseminating the project outcomes within its network made up of not only business schools but also generalist universities at national, European and international levels thanks to its cooperation policy and activities. IPAG will also communicate on the project with governmental and non-governmental organisations having as mission to promote entrepreneurship.

**Are you intended to develop new ideas for future cooperation?**

CIMNE has a huge experience in the promotion and development of RTD projects. It is the intention of CIMNE to develop new ideas for future cooperation in this context.

UC3M: At this moment we have not defined new ideas to develop in a future cooperation, but the development of this project has been a good experience of collaboration with partners, and of course a new opportunity to collaborate on another project would be desirable.

IPAG will certainly develop new ideas for future cooperation with the project partners around the topic of entrepreneurship for instance artificial intelligence and entrepreneurship, entrepreneurship in the metaverses, etc.

**If yes, what kind of actions would you like to implement to promote the integration of new projects with prodPhD?**

CIMNE: The actions would be related to the initiatives that are to be developed through CIMNE's business incubator branch (CIMNE Tecnología).

UC3M: At this time, we have no new actions defined.

IPAG: the results and the return of experience of other projects dealing with entrepreneurship, notably but not exclusively European projects, will be integrated with prodPhD.