



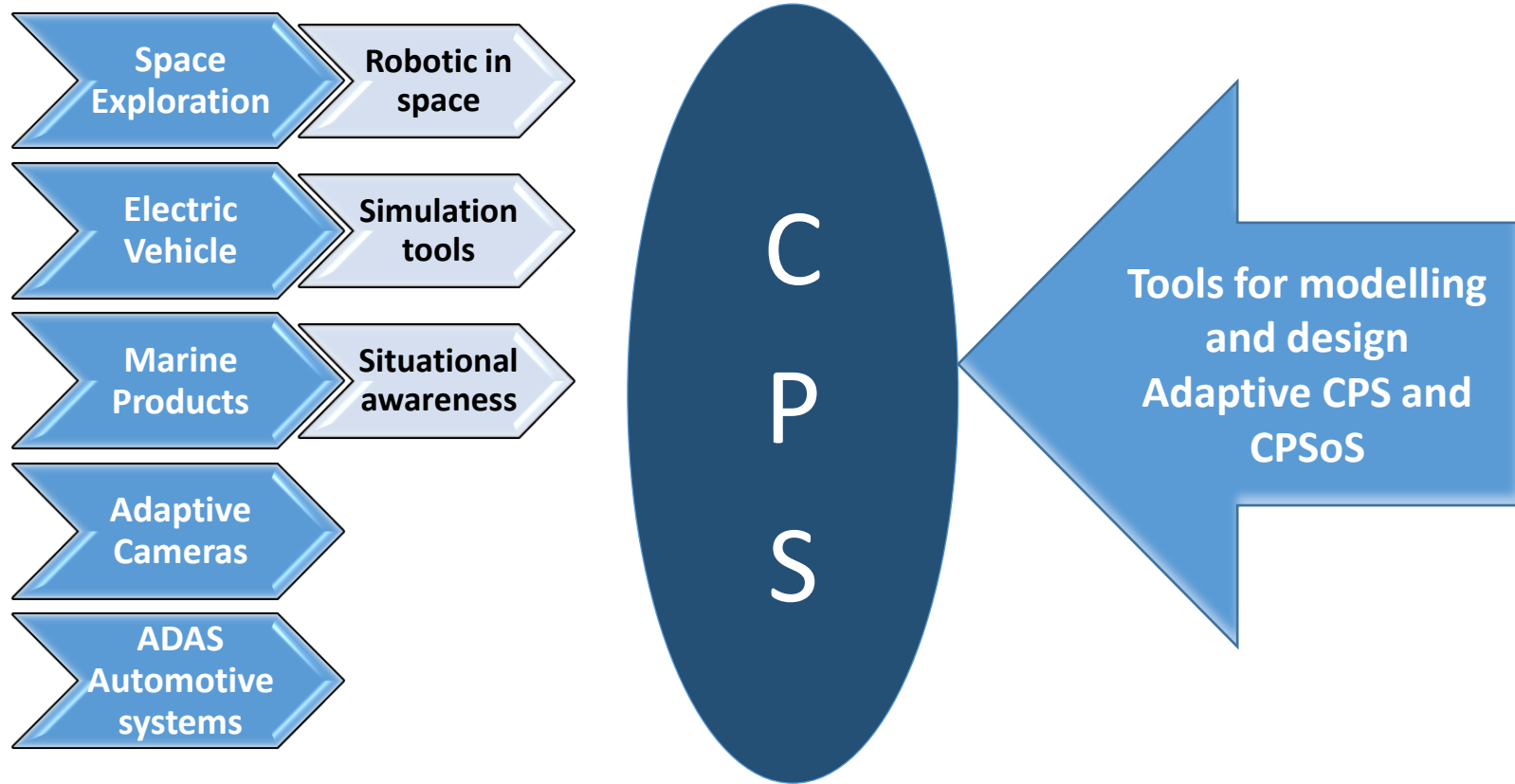
Exploitation & Innovation Plans and Actions

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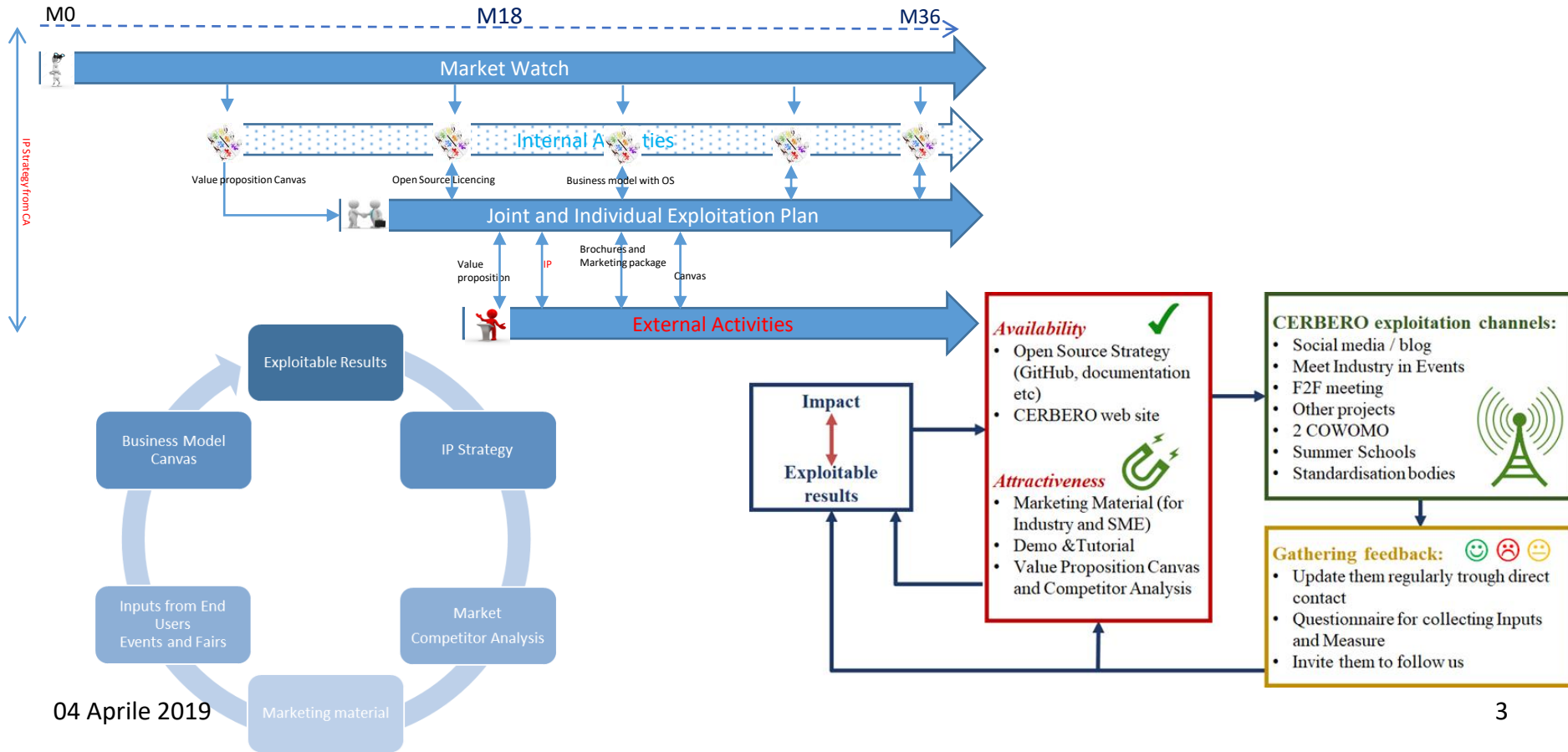


Horizon 2020
European Union funding
for Research & Innovation

Potential Vertical Markets

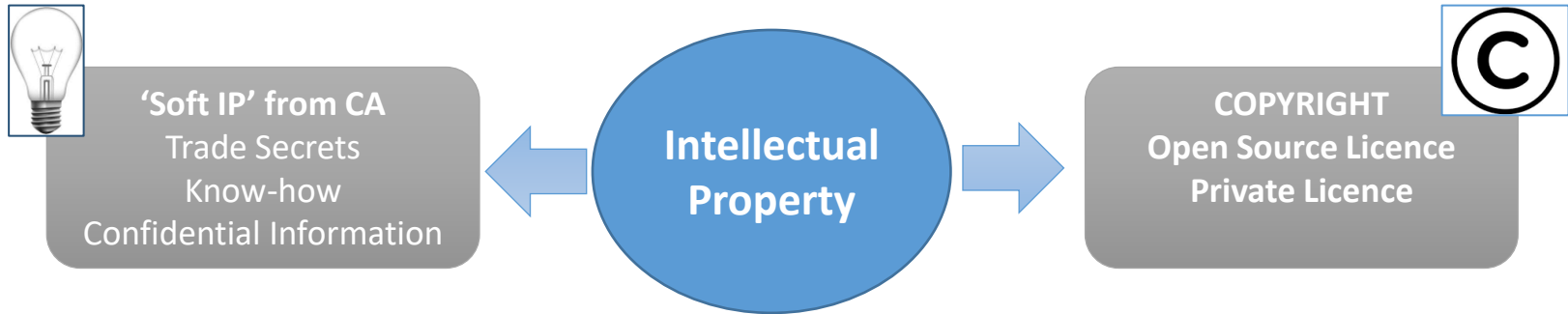


Innovation & Exploitation Strategy and Plan

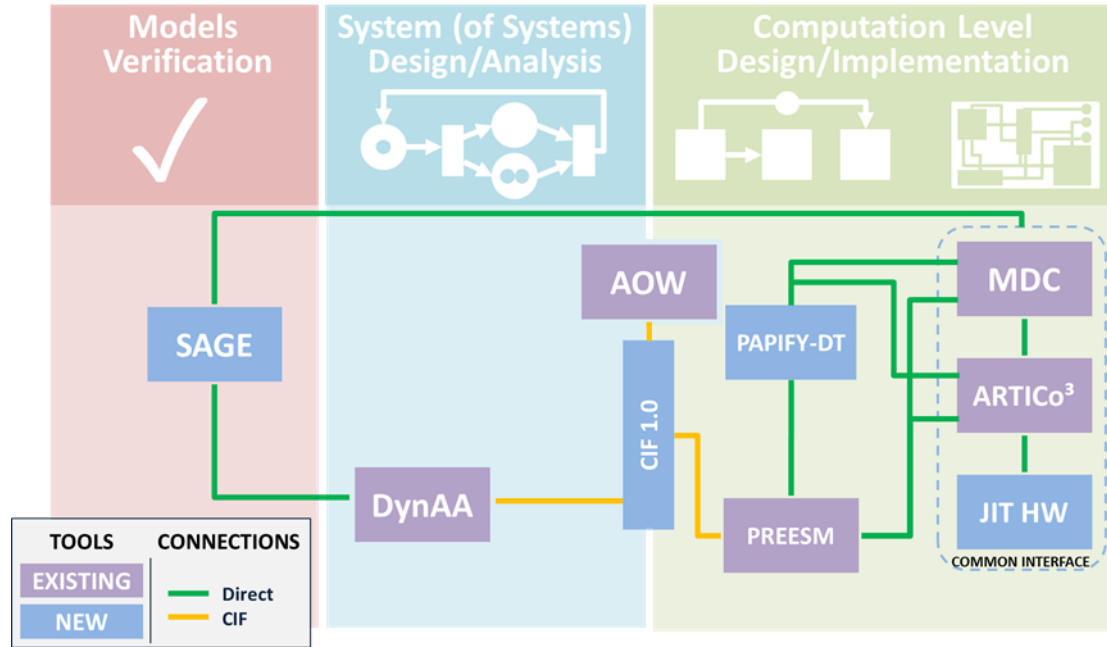


Exploitable results and IP Strategy

- 18 Exploitable Results
- 14 Open Source – 11 of them the Open Source Licence is defined



Interoperability Strategy from development to market



Example of Value Proposition Canvas

Customer Segment	
Customers Jobs	Gain
Requirements Engineer	Model reuse and traceability
System / sub-system Architect	Using specialized tools
Domain Engineers	Multi-view multi-layer dependencies
	Pain
Project Manager	Manual n^2 connections between n tools
	Manual connection maintenance during design lifecycle, changing viewpoints and criteria
	Limited availability of ontology experts for semantic integration

Value Proposition	
Product	Gain Creators
CIF provides robust semantic integration using simplified ontology translated to Python API.	Multi-tool analysis and design space exploration of complex cyber physical systems with complex criteria, behaviour and multiple constraints and viewpoints.
Common “model of truth” between tools for multiple views. Tools / model providers should know only their own schema and their domain.	Pain Relievers
Aliases between namespaces instead of most model transformations.	CIF considerable reduces modelling and model maintenance overhead.
	Can be used by domain engineers without ontology experts.
	n connectors from tools to the common model instead of n^2 connectors between tools

+Competitor Analysis

Open Source Strategies

For **each tool** we provide to Community:

- Website of the tool, for promoting tool usage;
- Tutorial with example of successful applications;
- Documentation of the tool (Developer documentation and/or white paper or similar);
- A repository in github or gitlab;
- Marketing material in a 'Nonacademic' language

Open Source Strategies

Strategy for promoting the adoption of **CERBERO Intermediate Framework**

- ✓ Build a community from scratch with the ultimate goal of becoming a standard de facto
 - <https://gitlab.abinsula.com/cif/cif>
 - <https://www.cerbero-h2020.eu/toolchain/cif/>.
 - White Paper
- ✓ Propose the adoption of CIF to a Standardisation Body, for becoming a standard
 - Informally to the Network-based Media Processing (NBMP) group
- ✓ Becoming a part of an already established Open Source Community
 - First contact with Eclipse

Approaching SME and Industries

- 2 CPS Schools
- 2 COWOMO
- Dataflow workshop
- Tutorial CPS Week
- Booth and tutorial at HiPEAC

1 round
Table in
Sassari

Partner	Events
IBM	BMW Summer School 2018
IBM	IBM Think! Conference
TAS-E	TechnoDay 2017
TAS-E	i-SAIRAS 2018
TAS-E	DASIA
TAS-E	ASTRA
AI	Embedded Word 2019
AI	MOBILE Word 2019
AS	Electric & Hybrid Marine World Expo 2017
AS	Electric & Hybrid Marine World Expo 2018
AS	Expo maritime Expo shipping 2019



1
Meeting
with
Start-
ups in
Lugano



Exploitation in Companies

	IBM	CRF	TASE	AS	S&T	AI
Further research activities	X		X			X
Developing, creating and marketing a product or process	X		X	X	X	
Creating and providing a service		X				X
Standardisation Activities			(X)			

Exploitation in Research Organisations

		UniSS	UniCA	INSA	TNO	UPM	USI
Commercialisation channels	Assignments						
	Licences				(X)	(X)	
	Joint Venture	X					
	Spin Off					(X)	
	Consultancy			X	X		
Knowledge transfer channel	Publishing	X	X	X		X	X
	Conferencing and networking	X	X	X	(X)	X	X
	Personnel Mobility		X	X		X	
	Standards					X	