



MAESTRO

D1.4 Workshop executive summary

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2 Executive Summary

There is provision for a final workshop to be held at the end of the MAESTRO project, approx. in month 30. This task (T1.4) forms part of work package 1: Business exploitation and dissemination. Its purpose is to support and fine tune the “Get to market” recommendations made in document 1.1, with the information collated throughout the project particularly in the pilot phase detailed in work package 4 and eventually confront it to an audience involving potential customers. The overall objective is to come up with a list of recommendations on how MAESTRO could proceed to commercial launch.

The user requirement gathering that informed the initial Go To Market Analysis and the pilot phase which is currently underway, will provide a rich source of primary research into the user acceptance, usability, desirability of the devices being developed and tested throughout the pilot sites. It will also give insight into how push companies and pull organisations and end-users interact with both this technology and the proposed MAESTRO platform which will host it.

Across the consortium there will be access to a large volume of invaluable user experiences and feedback which needs to be shared and meaningfully captured in order to make solid recommendations on final Get to Market analysis of the MAESTRO platform.

3 Objectives

1. To highlight all of the valuable learnings from the cross-functional team in the previous 2 years of the project.
2. To detail feedback from the push company and pull organisation focus groups interviewed throughout the project.
3. To outline all of the relevant findings from the pilot trials which were undertaken in Italy, Switzerland and Ireland.
4. To draw recommendations from this assembled information which will inform partners on how to launch Maestro as a commercial enterprise.
5. To highlight its efficacy to national and international stakeholders and potential user organisations.
6. To outline potential track to be explored as next step for the commercial phase, with the “exactly what”, “how” and “with whom” we want to do it, to be discussed.

4 Workshop overview

We believe to be truly effective in delivering the stated objectives of T1.4, for which each of the pilot countries (Italy, Ireland and Switzerland) should make provision to hold one or two small workshops during the second half of the project. These workshops could incorporate the pilot participants; those initially interviewed in the requirement gathering phase (T 4.1) along with any other push company or pull organisations who may be interested in MAESTRO. In addition to the findings of the pilots, information captured in these workshops would help inform the final workshop to help deliver meaningful analysis.

The Maestro project team members involved in the pilot phase will sit down either together in a central location or remotely using digital connection and thoroughly disseminate all of the feedback and recommendations from the project. Note: If any commercial partners have been identified during the project, they should be included in this workshop.

This session should focus on the market, potential customer base and go to market deliverable from the project.

The output of this session should be a detailed Go to Market description incorporating a marketing plan with variations on the various jurisdictions where applicable.

5 Pre-workshop input

The final workshop is scheduled for M30 – we suggest each of the three pilot countries to send an overview of their findings from all sources of research i.e., the interviews, focus groups, national workshops and pilots to the project office in advance of the final workshop. This overview should detail the key learnings, both positive and negative, which took place during the project and bearing the workshop objectives in mind (last amelioration step, valuation, promotion, and networking, opening the post-action phase).

6 Workshop proposed agenda

- | | |
|-------|---|
| 9:15 | Each country presents all of their project accomplishments and feedback (based on interviews, focus groups, workshops and pilots). |
| 10:15 | Note any key themes to be fleshed out (4-5), these will ultimately inform and possibly shape the go to market plan. |
| 12:15 | Lunch |
| 1:15 | The group will break into teams and take those themes identified above, e.g., target market characteristics, routes to market etc., for detailed analysis and tentative action plan |
| 3:15 | All of the feedback and proposed clues will be gathered to be written up in comprehensive perspective, building on and improving the early business plan proposed in D12 (M15). |
| 4:15 | Conclusion |

7 Conclusion

The final workshop offers the project the opportunity to share all of the information gathered in a collective, consistent and structured working session, to come from the primary research undertaken throughout the project, including the pilots at large, in order to disseminate it into a marketing report or/and a go to market report. This should give the consortium a blue print to take MAESTRO to commercial launch in one or more jurisdictions post the project conclusion.

8 Approval of Deliverable

<p>1. <u>DISTRIBUTION OF THE DELIVERABLE</u></p> <p>WORK PACKAGE TITLE: WP1 – Business Exploitation and Dissemination</p> <p>DELIVERABLE NAME: D1.4 – Workshop Executive Summary M14</p> <p>DELIVERABLE DISTRIBUTED TO ALL PARTNERS VIA: <input checked="" type="checkbox"/> email <input checked="" type="checkbox"/> DMS: Document Management System (indicate location): https://3.basecamp.com/3122822/projects/293706</p>
<p>2. <u>APPROVAL OF THE DELIVERABLE</u></p> <p>ORGANIZATION NAME:</p> <p>REPRESENTATIVE NAME:</p> <p>DATE OF THE APPROVED REVIEW: <input type="checkbox"/> APPROVED <input type="checkbox"/> NOT APPROVED</p> <p>COMMENTS:</p>