

## D.4.4 Market Advisory Panel Composition and Management Plan



**Gamified Collaborative Platform for the Promotion of Sustainable Care and Independent Assisted Living**

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Deliverable Name	Market Advisory Panel Composition and Management Plan
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Abstract	The object of this deliverable is to establish the MyMate Market Advisory Advisory Group of MyMate project
Version	2.0



## EXECUTIVE SUMMARY

The object of this deliverable is to establish the MyMate Market Advisory Panel and outline expectations of Advisory Group members and the process by which the Advisory Group will be managed during the course of the project.

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## 1.- THE IMPACT ADVISORY GROUP

The Market Advisory Panel (MAP) will be made up of relevant Industry professionals other than those in the Project MyMate Consortium. The MAP will advise on development and refinement of the business model for the MyMate technology based on market research gathered by the consortium. The MAP will also advise and evaluate the commercial exploitation strategy produced by the consortium and will feed into the design/development process where appropriate.

## 2.- PURPOSE OF THE MAP

The purpose of the Group can be summarised as follows:

***Critique of our proposition.*** Impact aspires to an organisational model which blends social and commercial innovation. The Advisory Group is well placed to inform and guide our commercial proposition, properly positioning our MyMate solution in the marketplace.

***Programme review.*** The skills and expertise of the Group are effectively applied to the ongoing review of our MyMate Project. This ensures proper alignment between community, client and Impact interests.

***Commercial rigor.*** We are well aware of the exigence level of the communities with whom we work. Our Advisory Group serves to ensure we have fulfilled the interests of these stakeholders and implemented the highest standards of risk management practices.

***News and information.*** Impact cannot expect to lead in these services without continuously learning from the national and international environment. The Group provides an effective channel for relevant information and networks.

***Dialogue and discussion.*** To continue to evolve and refine this practice, we need a constructive channel for healthy debate and discussion. The Advisory Group serves as a forum to provoke, stimulate, and challenge our practice to foster it's health and growth.

### 3.- SELECTION OF CIAG MEMBERS

Following suggestions put forward by consortium partners, the MyMate Project Board selected the members of the Market Advisory Panel (MAP) as follows:

#### 1.- *Dra. Maria Elena Fabregat - Spain*



Malena Fabregat is Assistant Professor in the Department of Pedagogy of the University of Alicante. She worked in several projects related to elderly people and technology in her previous position as Director of Social Area in InnovaTec and Senior Researcher at the Toy Research Institute. She coordinated the successful European Project ElderGames and she has participated in AAL Project Senior Channel.

<https://www.linkedin.com/in/malena-fabregat-021b975/>

#### 2.- *Veli Pekka Raty - Finland*



Experienced designer, visual storyteller, and research scientist at Three Images.

He works with audiovisual content, technology, and education; recently virtual studios for education. He is enthusiastic in combining media and technology.

He has researched and designed e.g. games, virtual spaces, motivating fitness equipment, new types of user interfaces, and visual communication.

<https://www.linkedin.com/in/velipekkaraty/>

#### 3.- *Rocio Zaragoza - Spain*



Researcher in Therapeutic Leisure for Health at the Toy Research Institute.

The combination of games and technology provides new possibilities for entertainment and, in turn, allows the integral development of individuals to improve skills that have great value in different types of settings (school, professional, health, etc...).

This combination also provides versatility in the generation of contents and the ability to access them in a natural way, which is favoured in games for all age groups. Finally, our recreational

developments contribute to the e-inclusion of all groups, even those without current knowledge of the uses of new technologies.

<https://www.linkedin.com/in/rocio-zaragoza-4013a360/>

#### 4.- Caroline Barrelle - Greece



Expert in bioengineering, biomechanics and ergonomics at National Technical University of Athens, Greece. She has participated in different European projects related to frailty in elderly people. She's an experienced project manager and knows well the health care sector.

#### 5. Dimitris Baltas – Romania



Initially an engineer with experience in industrial solutions, developed into engineering and corporate management roles to run currently a consulting company and a software development company that focus primarily in offering professional services and IT solutions for banks, financial institutions, telecom companies, utilities and other large organizations. Dimitris has extensive knowledge on the Romanian market for mobile apps and educational platforms, including in the area of supporting elderly persons. He was the local SME partner in two previous AAL projects (MobileOld and CarerSupport).

<https://www.linkedin.com/in/dimitrisbaltas/>

#### 6. Mohamed Rebai – France



*Mohamed Rebai has been President and Chief Executive Officer of Streamvision since 2003, a company specialising in telematics and solutions for independent living.*

He started his career as Senior Lecturer in the University of Technology, Compiègne (UTC). Before joining Thomson Broadcast in 1987 where he held several leading positions. He then was nominated to the positions of Search Managing Director of the Thomson Broadcast Group.

Mohamed Rebai holds a Doctorate Ph.D. in Computer Engineering from the University of Technology, Compiègne (UTC). He also holds 5 international patents and wrote more than 40 published scientific articles.

<https://www.linkedin.com/in/mohamed-rebai-0682833b/>

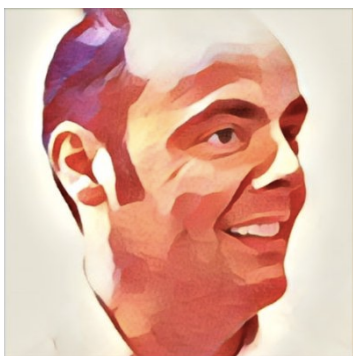
### 7. Hjalmar van der Schaaf – The Neatherlands



Hjalmar is co-founder of HeadOn, a business development consultancy firm, specialized in healthcare technology and transportation. Hjalmar won the Mobile for Good challenge 2013 by Vodafone with his blood pressure monitoring tool using Pebble watches.

<https://www.linkedin.com/in/hjalmarvanderschaaf/>

### 8. Bart Collet – Belgium

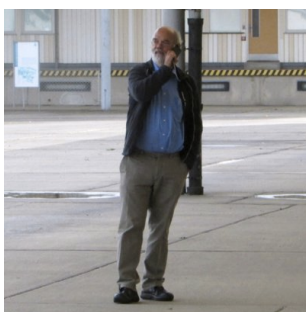


Bart is partner at Advance.Healthcare. Advance. Healthcare helps you navigate disruptive threats and opportunities. Our ideation workshops deliver viable business ideas and action plans. Our events and outreach activities connect you to new communities for open innovation. And our hackathons and venture building services create startup portfolios that will shape your future.

Bart is also owner of the Belgian elderly home, serving 72 clients.

<https://www.linkedin.com/in/bartcollet/>

### 9. Fer du Bruin – Netherlands



Fer is independent innovation consultant for healthcare institutions. His previous role was innovation manager at WVO Zorg in The Netherlands, where he was responsible for sourcing innovations that could contribute to the quality and effectiveness of care.

<https://www.linkedin.com/in/fer-de-bruin-3607742a/>

#### 4.- CONSULTATION PROCESS AND MANAGEMENT PLAN

It is the responsibility of the Commercial Impact & Exploitation Coordinator, to coordinate consultations with the members of the Market Advisory Panel (MAP). Given that the members of the group are extremely busy people whose availability to attend meetings is very limited, it is expected that consultations will be carried out electronically and on a one-to-one basis.

The exploitation coordinator will consult with each MAP member through email and/or SKYPE at least once every three months during which the MAP member will be briefed on project progress and asked for feedback on the development of the MyMate proposition. The MAP member will, where appropriate, be given access to relevant deliverables and invited to comment on the work carried out.

In particular, the MAP members will be asked for:

- Feedback on the requirements and needs of potential users of the MyMate system. The Advisory Group members will submit input on users needs and interests through a questionnaire which will then feed into the system design and development process.
- Advice on the potential effectiveness of the MyMate business case and plans for exploitation. This feedback will be documented to provide an ongoing record of advisory input which will be considered during the various consortium meetings and will be taken into consideration by the project Board when adjusting the project plan.

Depending on MAP member availability, the exploitation coordinator will try to schedule a Skype conference with all members of the MAP as part of preparations for the project annual review. If this proves impractical, then one-to-one consultations will be carried out. The outcome of all (quarterly) consultations will be compiled and circulated amongst MAP members during the course of the project.

It is expected that the advisory group will expand to a total of 8 members during the course of the project. Should a member withdraw at any time, the exploitation coordinator will recruit another expert so that the a 8 member group is maintained. Members of the group will sign a short Statement of Interest (SoI), confirming their willingness to participate, see Annex 1.



## 6.- CONCLUSIONS

With this deliverable the MyMate consortium has laid the foundations for the establishment and management of the Market Advisory Group. It is expected that the composition of the group will change during the course of the project and therefore, this deliverable will need to be revised and updated during the course of the project.

## ANNEX 1 – STATEMENT OF INTEREST

Dear MyMate Project Coordinator,

I confirm my interest and availability to participate as a member of the project MyMate Market Advisory Panel.

Whilst I am an Advisory Group member, I agree to periodically review project progress and provide the project management team with my expert opinion and feedback on developments within the project during the project workplan.

Furthermore, I agree to keep confidential all information relating to the project which is given to me for my assessment.

I understand that I am free to withdraw as an Advisory Panel member at any time and should I do so, I agree to continue to keep confidential all information relating to the project in my possession.

Yours Sincerely