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Title

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Relaxed Care Consortium

Relaxed Care (AAL 2012-5-199.) is a project within the AAL Joint Programme Call 5

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Executive Summary

The objective of this document is to present the potential stakeholders detected to be included in the business requirements, in the second phase of the project. The content of this document will be an introductory position for the exploitation of the RELAXEDCARE project results.

Steps used for this objective are:

- 1) To identify the potential stakeholders of the product/service.
- 2) To define the business requirements.
- 3) To introduce a business model to be used in the exploitation plan.

This work it is an initial process to be continued in the Final Business Plan.

1 About this Document

1.1 Role of the deliverable

The objective of this document is to present the introduction for the project exploitation strategies.

To generate the appropriate return on the investment made by the consortium members, an adequate and efficient strategy is necessary for an effective commercial exploitation of the achieved and envisioned results.

1.2 Relationship to other Relaxed Care deliverables

The deliverable is related to the following Relaxed Care deliverables:

<u>Deliv:</u>	<u>Relation</u>
D2.2	User Requirements regarding to the RelaxedCare system B
D2.3A	Stakeholder and business requirements A
D5.6A	Verification and Testing report A
D7.3A	Evaluation report A
D8.4	Draft Business Plan/Business model

2 Customer requirements

The following stakeholders were identified, as potentially interested in the RELAXED CARE outcomes.

2.1 Stakeholders identified

Stakeholders	Notes
Insurance Companies	<ul style="list-style-type: none"> • Want to provide solutions that provide “safety feelings” and peace of mind to the customer. • Want to guarantee that their customer’s health and integrity are maintained or improved.
Social Support Institutions	<ul style="list-style-type: none"> • Pursue reduction of costs so they can provide a more competitive service. • For non-profit institutions lower price means a wider range of services. • Want to provide peace of mind for family members. • Want to improve services, in terms of quantity, quality, and customization. • Increasing number and type of technology-based devices installed at customer’s home for offering a better personalized service to the inhabitants (namely for safety issues).
E-Inclusion Service Providers	<ul style="list-style-type: none"> • Seek to deliver the best range of products or services. • Tackle different clients. • Try to differentiate themselves from the competitors.
Nursing Home Service Providers	<ul style="list-style-type: none"> • Will improve the quality of their service using the RELAXED CARE concept in parallel to their activities. • Will deliver greater prevention and monitoring.
Telecommunications Companies	<ul style="list-style-type: none"> • Present in, virtually, all homes. • Provide services considered fundamental for a modern society. • Very close proximity to the client and the client’s home. • Will add value to and increase the range of their products.
Local and Regional governments	<ul style="list-style-type: none"> • Will reduce the public expenditure. • Rearrangement of the local health offer.
Health system (general practitioners, health institution, etc.)	<ul style="list-style-type: none"> • Telemedicine service and video check-up of patients • Direct monitoring of the patients (costs optimization)
End user organizations/foundations	<ul style="list-style-type: none"> • Involvement of Universities of the Third Age and elderly groups

Table 1 – Stakeholders identified

2.2 Key steps

Each of the previous identified stakeholders was assessed in terms of their generic requirements. Also, the following key steps for the RELAXED CARE commercialization were identified:

- Client Detection;
- Client Contract;
- Installation;
- Data Management;
- System maintenance;
- Process Monitoring.

2.3 Requirements identified

Requirements

Ability to treat data collected locally or remotely

Adaptability

Broadband connectivity

Compatibility with existing products and standards

Confidentiality and privacy

Cost efficiency

Data mining

Data outputted in standard format

Iterative tools for updating the system to the mental conditions of the patient

Marketability

Modularity and scalability

Near real time connectivity

Reliability

Remote access and management

Reusability

Simplified connectivity

Simplified physical architecture

Data Integrity

Recoverability (these requirements address the ability to recover from unexpected interruptions)

Robustness (these requirements address how the product will respond to):

- Data exceptions
- System failures
- Hardware failures

They may consider or specify:

- Alarms and triggers

- System response
- Levels of severity
- Organization policies and processes for such events
- Fault and failure recording and tracking)

Interoperability (these requirements address the need for the product to interface with other applications or systems without interfering with the operation of those other applications or systems)

Learnability

Maintainability (these requirements address the ease with which the product accepts repairs or adapts to new functionality, as well as the process by which problems are reported and resolved).

User licenses and certifications

Packaging and distribution

Portability (these requirements address the ease with which the product is implemented on or migrated to other platforms or operating systems)

Responsibilities (these requirements address the need to associate people to the tasks for which they are responsible, i.e. individual persons, roles, teams, job functions, organizations, clients, local government, etc.)

Security (these requirements address data security in terms of access restrictions placed on users and other systems).

They may consider or specify:

- Privacy
 - Industrial standards
 - Data, screen, or application level controls
 - Data transmission protocols
 - Encryption
 - Remote access
 - Multi-system access
 - Password control (including constraints for password content, re-use, and frequency of change)
 - Export compliance
-

Usability (these requirements address the ease with which a person uses the product)

Table 2 – Requirements identified

3 SEEKING FOR A BUSINESS MODEL

We'll also work on the definition of an appropriate business model to impact the market. It will be a work which will continue farther, after project end.

We are thinking to use the Canvas model (Alex Osterwalder). The Business Model Canvas¹ is a strategic management template for developing new or documenting existing business models. It is a visual chart with elements describing a firm's value proposition, infrastructure, customers, and finances. It assists firms in aligning their activities by illustrating potential trade-offs.

3.1 CANVAS ELEMENTS DISCUSSION

Following this model, we have identified the discussion points included in the following tables:

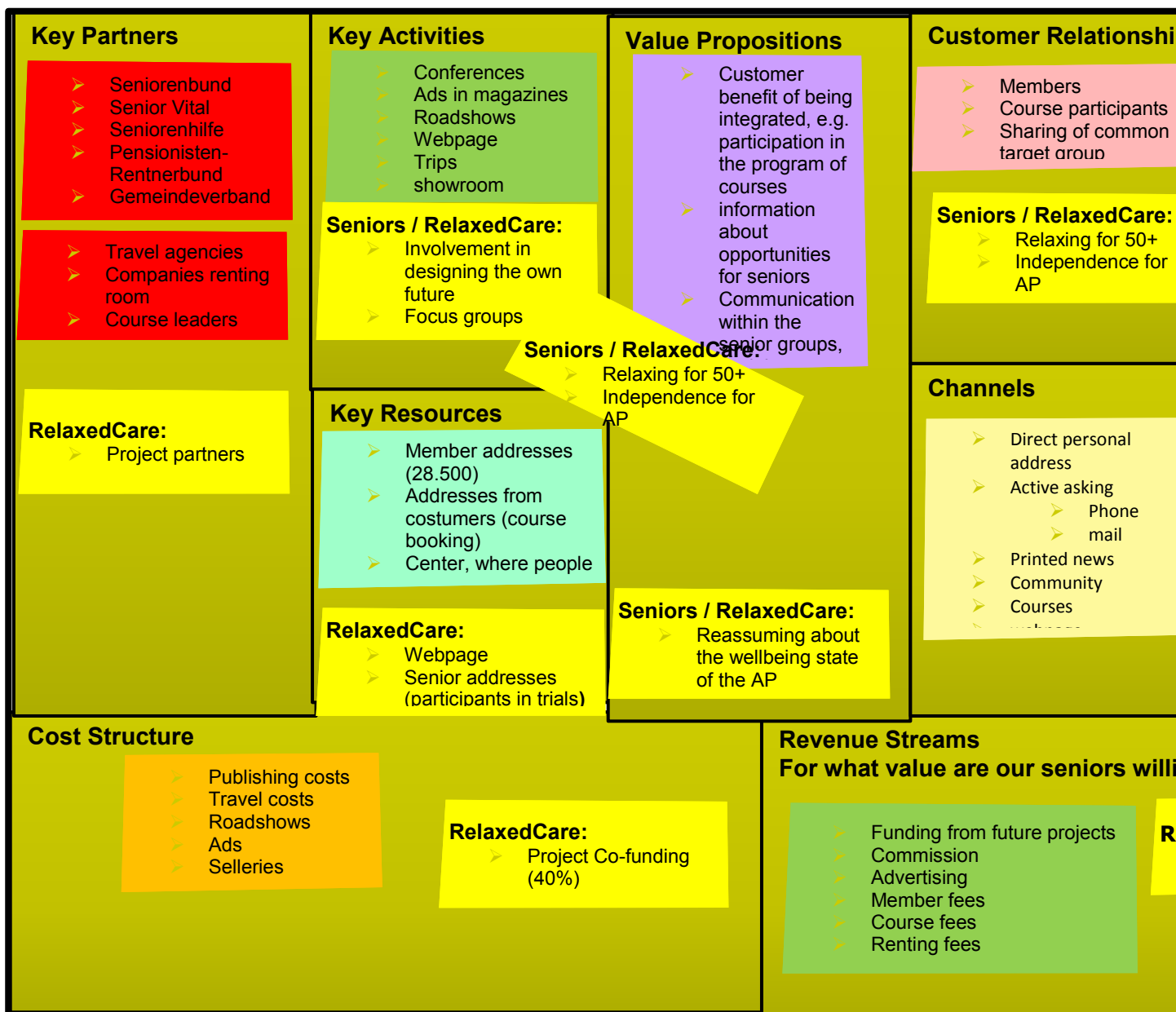


Figure 1 CANVAS Model

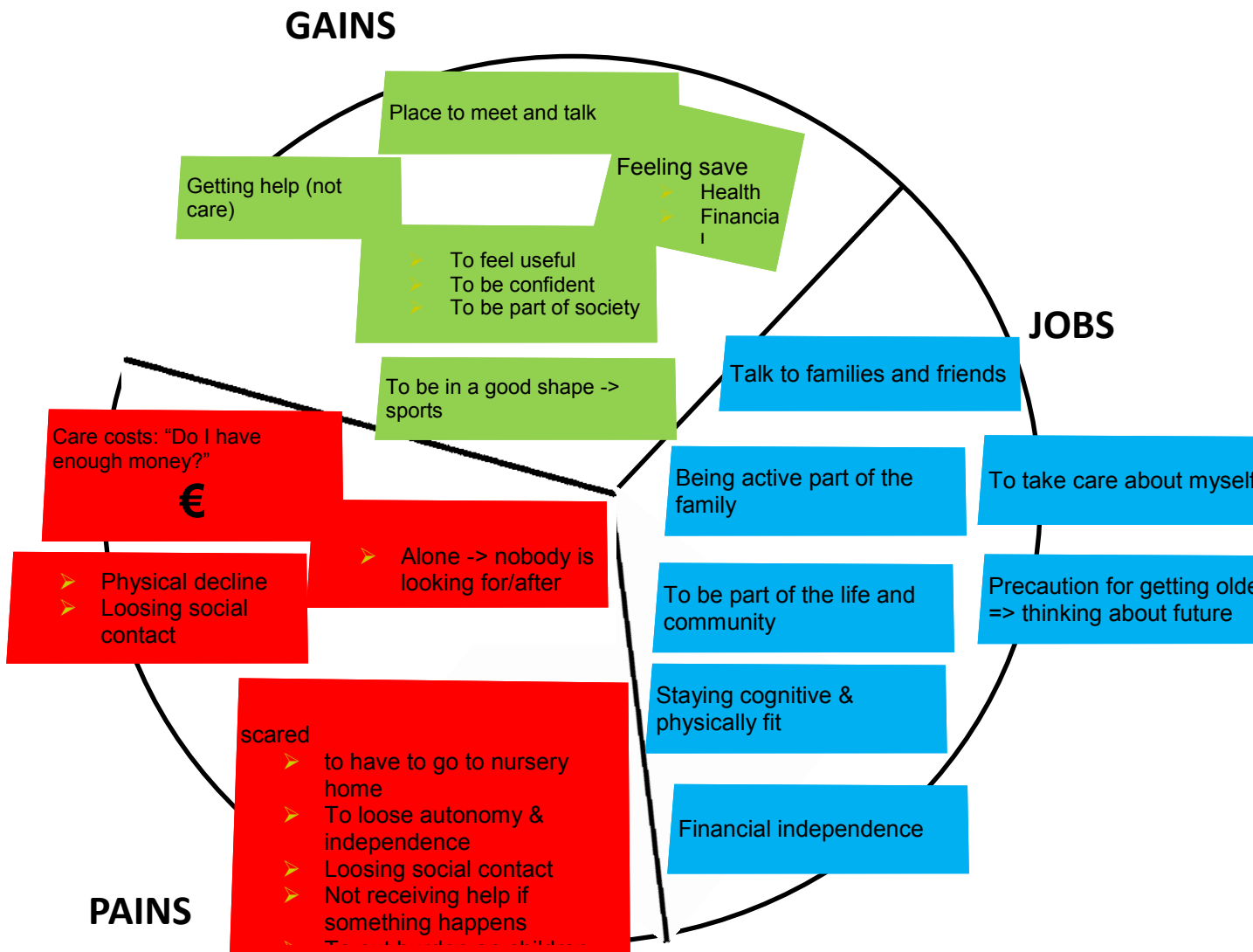


Figure 2 CANVAS Model

This is the first step to define the Final Business Plan at the end of the project.

References

1 **The Business Model Canvas** nonlinearthinking.typepad.com, July 05, 2008. Accessed Feb 25, 2010.