



**Project Identification**

<b>Project number</b>	837704
<b>Duration</b>	December 2013 – December 2016
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**Document Identification**

<b>Deliverable ID:</b>	D6.1 Dissemination and Exploitation Plan
<b>Release number/date</b>	V2 05.05.2015
<b>Checked and released by</b>	Uwe Placzek, Quantos Group

**Key Information from "Description of Work"**

<b>Deliverable Description</b>	Intermediate proposition, exploitation and dissemination approach
<b>Dissemination Level</b>	Consortium Members + Commission)
<b>Deliverable Type</b>	O = Other
<b>Original due date</b>	Project Month 3 / 01. Feb 2014

**Authorship & Reviewer Information**

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## Release History

<i>Release Number</i>	<i>Date</i>	<i>Author(s)</i>	<i>Release description /changes made</i>
V01	08.10.2014	MS/AIT	First version of the Document and Template
V02	05.05.2015	AO/PC	Deliverable for mid term review
V03	12.05.2015	MS/AIT	Adjustment of the dissemination activities
V04	08.06.2015	UP/QG	Some amendments, business model reveiw

## Table of Contents

<i>YouDo Consortium</i>	<i>II</i>
<i>Release History</i>	<i>III</i>
<i>Table of Contents</i>	<i>IV</i>
<i>Abbreviations</i>	<i>V</i>
<i>Executive Summary</i>	<i>1</i>
<i>1 About this Document</i>	<i>1</i>
1.1 Role of the deliverable	1
1.2 Relationship to other YouDo deliverables	2
<i>2 Exploitation approach</i>	<i>3</i>
2.1 Introduction to this chapter	3
2.2 Key paradigms of exploitation for YouDo	3
2.3 Positioning of YouDo	3
2.4 Exploitation models	4
2.5 B2B Partners for successful exploitation	5
2.6 Approach to attract partners and end-users	6
<i>3 Partner Marketing and Acquisition</i>	<i>7</i>
3.1 Introduction to this chapter	7
3.2 MeineWelt AG a B2B partner of YouDo	7
3.3 List of partner contacts as of today	8
3.4 Estimation for marketing costs	9
<i>4 Dissemination report and outlook</i>	<i>10</i>
4.1 List of disseminations 01/2014-07/2015	10
4.2 List of planned Dissemination activities in 2015	11

## Abbreviations

<b>Abbrev.</b>	<b>Description</b>
AAL	Ambient Assisted Living
AAL JP	Ambient Assisted Living Joint Program
App	Android or IOS application for smart phones or tablets
B2B	Business to Business Relationship
B2C	Business to Consumer Relationship
B2I	Business to Institution Relationship
CMS	Content Management System
IPTV	Internet enabled TV
POE	Point of Experience
POS	Point of Sale
UI	User Interface
UIDL	User Interface Description Language
USP	Unique selling Proposition
UX	User Experience

## **Executive Summary**

WP 6 is focusing on dissemination and exploitation of the YouDo project. The project is following the approach putting a potential go-to-market of the YouDo service in the focus of exploitation activities in order to stay as close as possible with real world realities.

The project has been identifying four different exploitation models which are viable given the positioning of the YouDo service and take into account that YouDo should become a core part for a potential future eco-systems around home-care.

Any of the potential exploitation models need to attract B2B and B2I partners be it as go to market partner or as part of the service extension and the establishment in the care eco-system to become successful.

Therefore the actual focus of exploitation is to attract potential B2B and B2I partners delivering proof of concept for the attractiveness and acceptance of the services by the end-users as well as strategic fit with their existing portfolios.

In order to maintain successful marketing of the project and its results the project has been interacting in various focus groups and interviews with potential end-users for such services to shape the value proposition.

Furthermore first contacts and meetings have been taken place with potential B2B and B2I partners as well as financial investors, These contacts will be intensified as soon as test and trial installations will be viable.

Dissemination is mainly focusing on conferences and exhibitions. A couple of results has been already presented and relevant conferences and exhibitions have been identified in the course of the next 18 months which will be used to present and publish the service and the results of the project and to establish additional contacts and potential B2B and B2I partners.

## **1 About this Document**

### **1.1 Role of the deliverable**

This deliverable is intended to give an insight into necessary alignments and investments to achieve exploitation and dissemination. It should give a good perspective on the necessary concepts, activities and investments to go to market with the YouDo concept.

It also shows the key dependencies with other work packages within the project and gives guidance to the overall project to make sure that everything that is developed will be exploitable.

Furthermore it reports all academic and non-academic dissemination activities on the results of the projects such as conferences, contacts to potential partners, exhibitions, etc.

## 1.2 Relationship to other YouDo deliverables

The deliverable D6.1 and D6.2, D6.3 is related to the following YouDo deliverables:

Del. no.	Deliverable name	Relationship
D1.1	Consortium Agreement	Sets the framework for the deliverable D6.1 and D6.ff
D1.2	Project Description Organisation	Sets the framework for the deliverable D6.1 and D6.ff
D1.3	Quality & Risk Management	Takes into account the risks from D1.3 and mitigates exploitation risks
D1.4	Periodic status report	Gives progress and content input to D6.x
D1.5	Periodic management report	Gives progress and content input to D6.x
D1.6	Public final project report	Results of this deliverables D6.2 and D6.3 will become part of D1.6
D2.1	Ethical Manual	D2.1 sets framework for exploitation
D2.2	User Stories	D2.2 results are partially basis for exploitation and dissemination
D3.1	Analysis & architecture spec	D3.1 results need to fulfil dissemination approach
D3.2	First Prototype	D3.2 will deliver basic results for Exploitation
D3.3	Test Reports	Give input to D6.x
D4.1	Target group specification fix	Target segment needs to be aligned with D6.2
D4.2	Content designed & produced	D4.2 is a pre requisite for any exploitation
D5.1	Trial Design & Planning Report	D5.1 needs to be aligned to test the marketing concept
D5.2	Trial environment	D5.2 needs to be set-up in a way to fulfil trial needs for D6.2
D5.3	Report on end-user tests	Results will be used to fine tune D6.2 and D6.3

## **2 Exploitation approach**

### **2.1 Introduction to this chapter**

This chapter outlines the key drivers and paradigms that are necessary to develop a suitable market approach and a viable exploitation of YouDo.

### **2.2 Key paradigms of exploitation for YouDo**

In order to ensure a real world exploitation approach all development activities will be focused on a potential and successful go-to market with the YouDo service.

The project will follow therefore four key paradigms which are fostered throughout all work packages by the dissemination and exploitations work stream:

- Results from market analysis will be used to shape a truly innovative solution positioned in a blue ocean environment
- End-user value propositions will be tested and met to make the results of YouDo marketable
- Tangible results will be produced at all stages of the project that can be used to perform dissemination
- User trials will be used as superior marketing instruments

### **2.3 Positioning of YouDo**

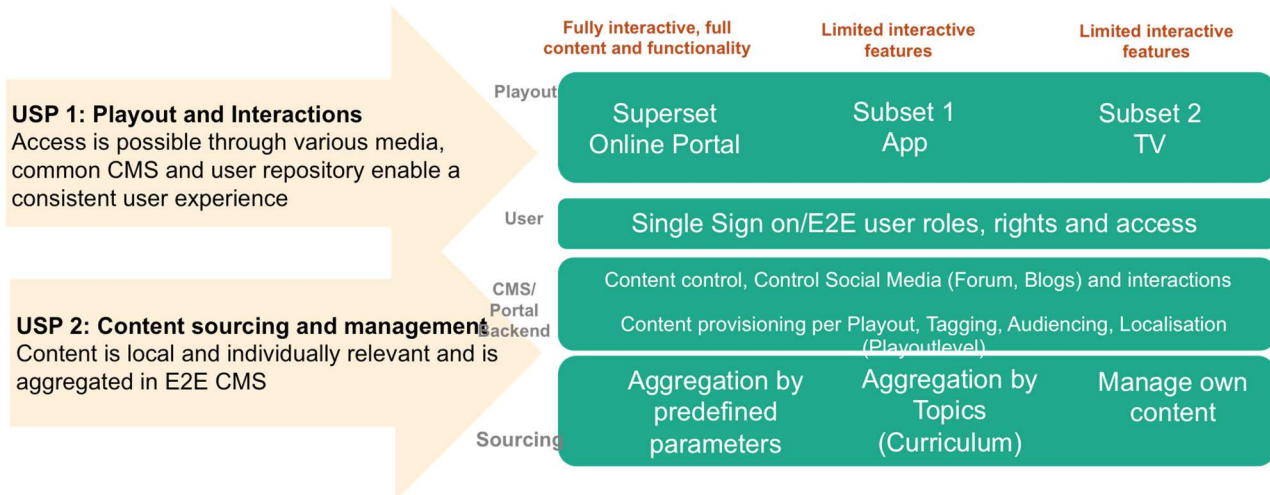
Based on the results from the first market analysis YouDo will be positioned as a service that delivers target group relevant content and interaction through different play-out channels to the end user. Therefore the YouDo service needs to be able to do content sourcing and management of relevant content.

YouDo should be clearly positioned in a blue ocean market environment, therefore it must not be just another competing content delivery product, but an innovative service.

Key driver for the design of YouDo needs to be always a superior end-to-end user experience, therefore technology must be used to hide complexity from the user.

Simple and easy access to relevant content through different play-out channels must be the key driver for development and is key for market success and attracting potential B2B partners.





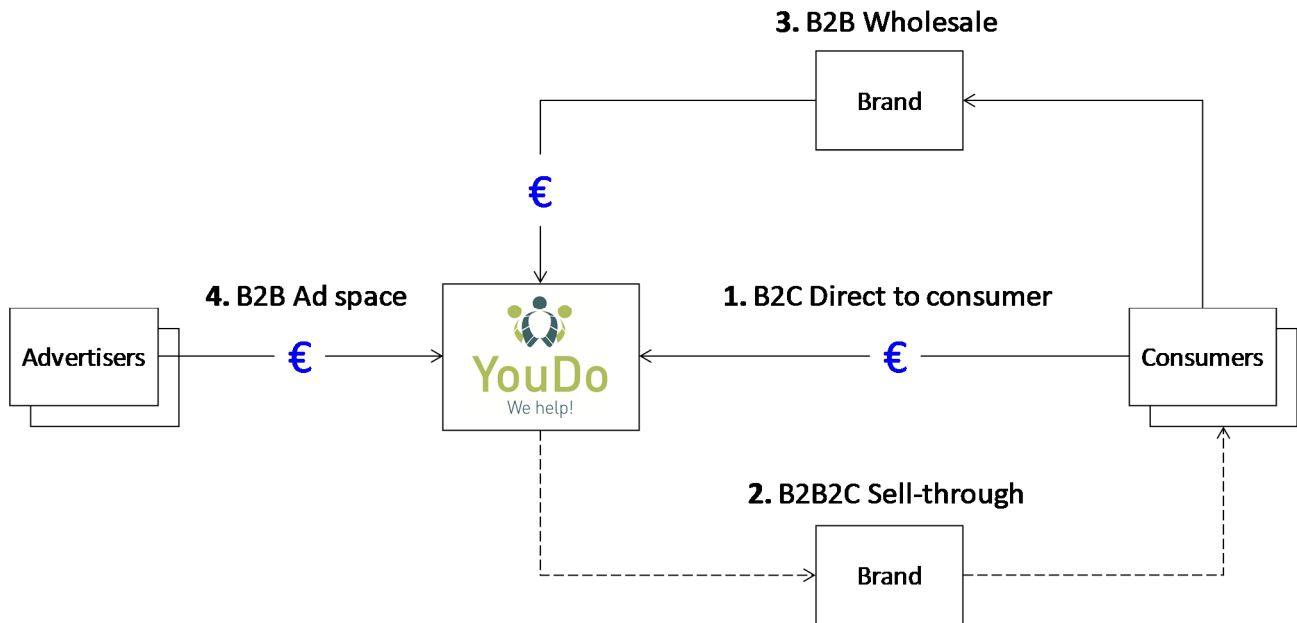
In order to position YouDo throughout the exploitation process two USP's have been designed and will be developed which will distinguish YouDo from any other content service in the AAL space.

- The end-user will be able to access relevant content through various media having the same content experience adapted to the capabilities of the play-out channel. A common content management system and a single user repository will enable a consistent user experience.
- Content sourcing and management will be done in such a way that the content made available to a particular user will be locally and individually relevant aggregated by a end to end content management system. Sourcing and aggregation will be done based on predefined parameters or based on topics using open content available. Own Content will be produced, added and managed by YouDo.

## 2.4 Exploitation models

The project has been identifying 4 general variations for potential exploitation and commercial go-to-market models.

1. Direct end-user go to market model  
B2C approach branded as YouDo, providing marketing, sales and support as well as content and content access at a monthly cost to the end-user
2. Indirect end-user go to market model  
2B2C approach utilizing a marketing and branding partner, providing content and content access at a monthly cost to the end-user
3. Wholesale model  
Providing the YouDo platform to a B2B partner, who markets, sells and operates the service towards its end-users recuperating license fees from the B2B partner
4. Advertisement and marketing space model  
B2B partner providing access to the content for end-users at no cost generating revenues through advertising and marketing space sales



The different exploitation models will be validated in the course of the project with potential partners and end users in terms of manageability, deployment complexity and cost as well as willingness to pay.

## 2.5 B2B Partners for successful exploitation

Sales and marketing partners for YouDo are a must for a successful exploitation of the service, no matter which exploitation model will be used. Sales and marketing through online channels only, might not be successful, given the fact that YouDo is not a recognized and trusted brand in the health and elder care market nor does YouDo have direct access to relevant POE or POS channels which are needed to attract potential end-users to the service, sell potentially needed hardware, like set-top-boxes or give guidance through a trusted person to person communication.

Therefore suitable partners either need to own a trusted brand in the health or elder care space or own POE and POS chains. Trusted brands can be identified around health and care organizations, such as home care, health care or clerical community organizations.

POS or POE chains might be health hardware and supplies providers such as “Sanitätshaus” or specialized retail channels such as “Radio-Fernseh-Elektriker” shops.

Given the fact that such organizations usually do have weaknesses in operating such products, often do not own a marketing and sales online platform, are not experienced in micro-billing and are not suited to provide scalable hardware management and logistics, YouDo does have to provide such capabilities in order to attract such partners.

In order to attract such partners, YouDo will focus on providing a market proof of concept together with a suitable partner having highly valued added services (ex. Uber, MeineWelt.tv etc.) or a powerful recognizable brand (ex. AOK, Rotes Kreuz, etc.) to lay the foundation for a successful exploitation and go to market.

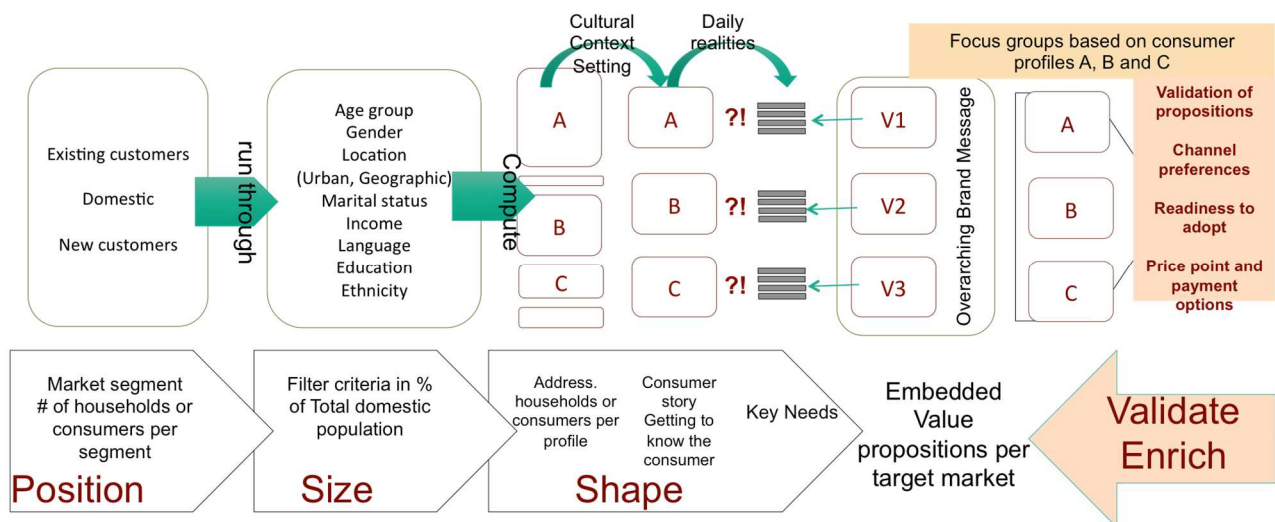
Furthermore a proof of concept is required to integrating YouDo both horizontally with other similar services and vertically with e.g. value added applications and existing web-spaces to attract end-users through ease of use and establish a Eco-System for potential cross and upselling.

## 2.6 Approach to attract partners and end-users

In order to make YouDo attractive to partners B2B and B2C value propositions need to be developed and tested. In order to attract B2B partners the B2B value proposition must be driven by strategic fit with an existing service portfolio, furthermore it should offer the opportunity to reposition an existing brand in the market and the eco-system. Ideally it will offer a new source of revenue for the B2B partner by positioning in the (elder)-care market.

The B2C value proposition needs to focus on peace of mind and added confidence in handling a person in need of care. It needs to offer simple access to content across all specific and user relevant content. Furthermore it needs to offer access to additional/secondary services in the Partner-Eco-System.

In order to design and validate crisp value propositions that prove the value of YouDo to potential partners in the Eco-System an Internet of Things value proposition methodology will be adapted to the needs of the potential YouDo Eco-System.



Through a step by step approach combining segmentation, value proposition design with partner brand messaging and services a YouDo embedded value proposition will be designed and proff pointed to potential partners.

The project has been identifying a variety of potential partner classes can become part of a extened eco-system and additional service offerings:

- Download and printing services
- Typical service providers: YouDo branded eMarketplace for domestic help, mobility, legal support, charity organizations, health suppliers, pharmacies, home care services, shopping/delivery services etc.
- My services: Space where users can store there most used services and contacts
- Forms and official request libraries: extracted from DMM material or collected in the Internet
- Emergency numbers: Fire, Police, Ambulance, Psychological support
- My City Services from existing portals: Local events, images, news, history

## 3 Partner Marketing and Acquisition

### 3.1 Introduction to this chapter

This chapter outlines the partner marketing and acquisition approach at a high level. Partner marketing is focusing on attracting potential B2B partners in sales, marketing and service development on the one hand side. Therefore building the foundation for a successful exploitation and go to market. Dissemination approach

It is the driver for and highly dependent on presentable versions of YouDo. It will follow two main directions:

- End-user marketing and feedback collection through Trials, Focus-Groups and Market Research
- Dialogue with potential B2B partners like insurances, care organizations, health organization, supplies and support for elderly care, content delivery companies

End-user marketing is already in effect with each market research group, focus group and feedback round with various stakeholder groups and will be extended throughout end-user trial periods.

Dialogues with institutional stakeholders and potential B2B partners have been initiated with a variety of targets but requires resounding presentation capabilities with demo- and trial systems for fairs, forums and industry specific publications. Furthermore the development of a credible industry specific business models needs to be finalized in a first draft in order to be able to establish more and more serious talks.

The development of the business model and business case is part of WP6 and will be conducted until end of 2015.

Clear Feedbacks from first contacts with potential B2B partners and interaction with end-users already validates the overall approach of YouDo with clear feedbacks on what the market needs:

- YouDo needs to be a multi-stakeholder and multi-consumer type solution for cross generation support
- YouDo needs to be able to establish a eco-system for multiple B2B partners
- Barrier free access for any target segment is a must
- YouDo should reuse what is already there and focus on superior content management systems
- YouDo must not be a medical grade training system but needs to cope with every day challenges in home care situations

### 3.2 MeineWelt AG a B2B partner of YouDo

MeineWelt AG has been founded in 2014 by a group of Swiss businessmen, including some consortium members of the YouDo project, with the aim to build a dedicated, easy-to-use TV and video on demand proposition for the large and growing market of 50+ ([www.meinewelt.tv](http://www.meinewelt.tv)). MeineWelt.tv is TV for the discerning viewer, who will enjoy the best content from German language television broadcasters, plus high-quality videos and movies from the Internet – free of charge, direct to the TV. The MeineWelt.tv box complete with remote control is available exclusively on Amazon for a special price of just €199 (usually €249). MeineWelt.tv will be used by the YouDo project as a light tower example to proof the technical and commercial concept to potential other partners.



### 3.3 List of partner contacts as of today

With the following partners initial contacts and meetings have been conducted on YouDo to receive input and feedback on exploitation and go to market concepts as well as service and product design and development.

Additional potential partners will be identified along the profiles described in this document in the course of the project to establish B2B partnerships for the exploitation and go to market of YouDo.

AOK, Germany

B2B approach with a insurance using the brand image value in Germany

Diakonie München, Germany

B2I approach with a care giver organization as extension of their offering in Germany

SRG, Switzerland

B2B approach with a media and broadcast company as extension of Swiss content offering

MeineWelt AG, Switzerland

B2B approach with a media and broadcast company as extension of international offering content offering

SwissTXT, the SRG/SFR competence center for Swiss Multimedia

B2B approach through multimedia distribution, contact with CEO

Swisscom Health AG, Switzerland

B2B approach with a operator/e-health provider as extension of the offering and potential market place for services and products

iControl Ltd., USA

B2B Eco-System approach with the world market leader in Smart Home to form a new eco-system around ambient assisted living

### **3.4 Estimation for marketing costs**

Typical costs for B2B and B2C marketing and dissemination are driven by

- Participation in forums and exhibits
- Travel and representation
- 0.5-1.0 FTE for performing lobbying and acquisition
- Trial installation and integration
- Consulting services for integration with existing portfolio and operations
- 100-250 silent trial sets
- Trial support organization
- Marketing materials and management

The following costs have been identified and will be associated with a professional dissemination in the course of the next 18 months.

Institutional dissemination and marketing:

- 2-3 exhibitions over the next 18 months after a valid demo/beta version is ready – approx. 50k€
- Account management with 8-10 potential B2B partners and investors over the next 18 months – approx. 30k€
- Professional marketing materials --- approx.. 15k€

End-user dissemination and marketing:

- Trail costs for user coordination, invitation, documentation, hosting and facilities – approx.. 5-7k€
- PR (e.g. BR, clerical platforms, review of results and feedbacks in local newspapers, dedicated magazines for care) – free of charge
- Journalist services professional PR services and PR materials – approx.. 15k€

## **4 Dissemination report and outlook**

Dissemination is done to spread the results of YouDo throughout the ambient assisted living community and exchange on findings and research results.

### **4.1 List of disseminations 01/2014-07/2015**

Fachhochschule St Gallen – Smart Health annual conference May 2014:

Participation

Trendtage Gesundheit Luzern, Switzerland, March 2014:

Booth with YouDo project and activity presentation

U-DAY, Dornbirn, Austria May 2014:

Booth with YouDo project and activity presentation

AAL Forum Bucharest, September 2014:

iHome Lab booth on the 6<sup>th</sup> AAL Forum with YouDo presentation

AAL-Project CarerSupport meeting, Horw, Switzerland January 2015:

Presentation and mutual exchange on YouDo

SwissReHealthCare, February 2015:

Transforming Health Care, Participation

Dr. Martin Denz, President of European Association of Telemedicine:

Presentation of YouDo and discussion with potential partners

Electrosuisse convention on smart home, March 2015:

Presentation of YouDo

Convention “Vernetzte Gesundheit”, Kantonsspital Luzern, March 2015:

Invited Presentation including YouDo project

AAATE Budapest, September 2015:

YouDo - we help! - An Open Information and Training Platform for Informal Caregivers, Miroslav Sili et al., scientific paper

## **4.2 List of planned Dissemination activities in 2015**

ICOST Geneva – 13<sup>th</sup> international conference on smart homes, assistive technology and health telematics, June 2015, participation

MipCom Cannes 2015 – International content sourcing conference, October 2015, presentation and participation

AAL Frankfurt, April 2015 -- 8.AAL Kongresss – Participation and presentation

AAL-Forum September 2015, Gent – Presentation of YouDo at booth

Wissenschaftstage München, November 2015: Presentation of YouDo within “Städte der Zukunft”