

Deliverable 8.5: Market Plan and Resource Mobilization Report

This deliverable identifies the planned actions for the commercialization of the services and solutions developed in the frame of WEAM4i Project. In addition, in order to find other funds instruments, also identifies the resource mobilization actions.

About the commercialization plan, the document describes:

- A product summary, i.e., the definition of the final product identifying the set of technologies and software modules that configure it. For each technology and software module, also identifies the partner that provides it.
- Target market, i.e., the main target clients and other potential clients.
- Market barriers and competitors, i.e., the potential barriers and a SWOT analysis about the product in the market and its corresponding relationships with the potential competitors.

About the resource mobilization actions, the document describes:

- The potential funds instruments published along the Project.
- The analysis of each one in order to evaluate the synergies with the WEAM4i Project.