The market take-up of achievements accomplished by

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Main Goal of our UNCAP involvement:

To ensure real market take-up of the achievements, accomplished by UNCAP.
Bridging the Valley of Death into the eCare markets

How?

- Market Analysis and Market Development
- Users Feed-back
- Business Planning and Modelling
- Development of Services based on the Technologies
- IPR Protection
- Internationalization
- Access to Funding
  - Grant Schemes
  - Seed Funds
  - Early Stage Funds
  - Expansion Funds
- Qualification
- Standardisation, Certification
- Interoperability
Tasks to build the bridge:

- Identifying **new business and service delivery models**
- Performing an analysis of **new procurement models** that can accommodate for future care market
- **Business planning and market scalability**
- Definition of **Licensing Models and Service Level Agreement (SLA)**
- **Standardisation** activities
- ...

This has to be based on a clear understanding of the value-generation chains
Value-Generation Chains

here: B2B2C

G_s

B

UNCAP

C

- product flow
- cash flow
- aid
- information flow
- tax payment

dashed arrows = no main character of process chain
Value-Generation Chains

here: B2G2C

- product flow
- cash flow
- aid
- information flow
- tax payment
- decision flow

dashed arrows = no main character of process chain
Service Delivery Models and User Acceptance

- User Characteristics
- Living Area

Realised Support Need

- Realised Benefit
- Usability

Technology Acceptance

- Standards, Accreditation
- Technology Features
- Interoperability
- Costs and Technology availability

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Building blocks of UNCAP Business

- Business Modelling
- Market & Funding
- User Acceptance
- Security & Liability
- Interoperability and Standards
- Ethical Aspects
UNCAP Exploitation: Leveraging to Success

- **Sourcing**
  - Other sources
  - UNCAP Technology Partners
  - UNCAP Associate Partners

- **Supporting**
  - Market analysis
  - Mentoring
  - Access to finance
  - Community integration
  - Access to markets
  - Business modeling
  - **UNCAP Innovation Management**

- **Success**
  - Sustainable commercial exploitation

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**Time & maturity of technologies**
Questions?

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THROUGH THE SCREEN.