

Annex 1 Exploitation

Strategy

Call: TEC-Connect 5. Bilateral Cooperation Call Austria – MOST/ People’s Republic of China (2024)

Proposal number:

Proposal acronym:

1. **Summary of the scientific and technological results** of the project (product, process, patents, etc.) and how they will be used beyond the project

2. **Academic exploitation and social benefit** of the project
Knowledge Valorization

3. **Market Analysis & Exploitation Potential** (*incl. target groups, their needs and their competitors*)

4. Exploitation path

Commercial exploitation towards marketable products and services (incl. licenses, spin-offs, strategic partnerships, etc.)

Internal exploitation to improve internal processes or products

5. **Property rights and intellectual property (IPR)**

Explain what steps are taken to secure intellectual property (e.g. patents, copyrights).

Describe the IP management process within the consortium.

6. Responsibilities, resources and schedule

Explain who is responsible for the exploitation strategy and what their roles are, which resources (personnel, financial and technological) available are and what the timeline for implementation is.

7. Risk management

Identify potential risks for knowledge transfer and commercial exploitation (such as market risks, technological risks or regulatory risks) and measures to mitigate them.