



MyWay

EUROPEAN SMART
MOBILITY RESOURCE
MANAGER

MyWay: European Smart Mobility Resource Manager

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Authors	Francesc Rosinés (Enide), Nehme Aina (Enide)
Co-authors	NEXUS, ICCS, SOFTECO
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EXECUTIVE SUMMARY

This document provides the initial exploitation plan of MyWay project. It will be revised and extended in month 24. Finally, all exploitation activities carried out during the whole period will be reported at the end of project. It means this document will be updated during project lifetime based on the use cases, market needs, medium-and-long term trends, and the partners' interests'.

This document presents the MyWay strategy for exploitation, as envisaged by the MyWay Consortium, the business behind it starts with the description of the exploitable results, as well as an analysis of the market and competitive environment addressed. Then a further characterization of the results using a Business Canvas methodology is performed. Based on these previous sections a path to commercialization is presented, including very initial figures regarding costs and revenues estimations. Finally strategy for IPR, Risks analysis and Challenges is described, leaving its further development and completion for new versions of the Exploitation document.