



# MyWay

EUROPEAN SMART  
MOBILITY RESOURCE  
MANAGER

*MyWay: European Smart Mobility Resource Manager*

## D6.4.2 - Exploitation plan 2

**EU Seventh Framework Programme  
Grant Agreement No. 609023**

Work Package	6
Deliverable Number	D6.4.2
Version	1.0
Status (F: final, D: draft)	F
Dissemination level	Restricted
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Project start date and duration	1 September 2013 - 29 February 2016
Submission date	30 September 2015



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## EXECUTIVE SUMMARY

This document provides the second update of the exploitation plan of MyWay project. It will still be revised and further extended in the final version of the exploitation plan in the month 30. 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 initial figures regarding costs and revenues estimations.