



Advancing Sustainability of Process Industries through Digital and Circular Water Use Innovations

Design and Development of innovative digital services for Water- Related Industrial Settings

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The Aftermath



- You developed something of value
- Maybe.. that value is not just for you
- *Others face the same / similar problems*
-
- IP Protection first...
- Spin off / Spin out










- Copyrights: Books, Music, Art, Photo, Movies, Games, SW, DBs...
- Patents: Patentable subject matter
- Trademarks
- Design Rights: Visual design
- Trade Secrets



- [WIPO - World Intellectual Property Organization](#)
- [EPO – European Patent Office](#)
- [USPTO – US Patent and Trademark office](#)


- European IP Helpdesk – Your guide to IP in Europe ([Link](#))

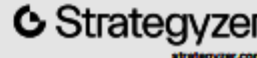
Consider the Bigger picture through a BMC

Business Model Canvas

The Business Model Canvas		Designed for:	Designed by:	Date:	Version:
Key Partnerships 	Key Activities 	Value Propositions 	Customer Relationships 	Customer Segments 	
	Key Resources 			Channels 	
Cost Structure 			Revenue Streams 		

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- For whom do we create value?
- Who is the one using / Who is the one paying ?
- Segmentation based on
 - Value offered
 - Channels used to approach
 - Relations built
 - Revenue sources
 - ...

- Set of services and products for a particular customer segment
- Solving a problem, Covering a need, Alleviating a pain, Offering gain(s)
- Segmentation based on
 - Quantitative nature (e.g. price, speed etc.)
 - Qualitative nature (e.g. Experience)

- Set of touchpoints between Us – Customer(s)
- Communication, Distribution, Sales, Support
- Segmentation based on
 - Owned
 - Not-Owned

- Set of relationships we want to have with each CS
- To Acquire , To maintain, To enhance
- Segmentation based on
 - Owned
 - Not-Owned
- Human assistance, Self-service, Co-creation, Communities

- Ways the customer(s) pay for receiving the value, through the products and services
- Transaction revenues / Recurring revenues
- Segmentation based on (but not limited to)
 - Usage fees
 - Subscription fees
 - Lending / Renting / Leasing
 - Licensing
 - Brokerage
 - Advertising

- What type of resources do we actually need (KEY) ?
- Segmentation based on (but not limited to)
 - Physical
 - Intellectual
 - Human
 - Financial

- What type of activities do we actually HAVE to do to maximize our offering (KEY) ?
- Segmentation based on (but not limited to)
 - Day to day operations...

- What type of Strategic Partnerships can we have to maximize our network of suppliers and co-operators ?
- Segmentation based on (and mostly limited to)
 - Strategic Alliances
 - Cooperation
 - Joint Venture
 - Buyer – Supplier relationships

- What are the costs we must endure to derive to sustainability and success ?
- Fixed / Variable Costs
- Economies of Scale
- Economies of Scope

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