



# **Exploitation plan including business model and market analyses**

## **Deliverable D1.7**

### **(Summary)**

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## **BESTMAP**

**Behavioural, Ecological and Socio-economic Tools for Modelling  
Agricultural Policy**



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Project acronym: **BESTMAP**  
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Duration: 48 months  
Project coordinator: Dr. Guy Ziv  
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## **D1.7 Exploitation plan including business model and market analyses**

### **Summary**

Deliverable 1.7, Exploitation Plan including business model and market analyses (update), specifies the exploitation plan for the BESTMAP project. It focuses on four key areas: setting out overall exploitation objectives for the project and the consortium as a whole, based on market analyses; identifying the business model for the project, upon which future implementations of the exploitation plan can be based; contemplating the possibility of setting up a pilot project with the European Parliament; setting out exploitation goals for each partner within the consortium. This document then concludes with a roadmap for the implementation of the BESTMAP exploitation plan in the upcoming months.

Therefore, the exploitation plan outlines the products and services to be developed within the project, and identifies a long list of potential target audiences for the analysis and (more importantly, from an exploitation perspective) for the models developed. It also sets out the potential sources of future funding which could be pursued to allow further development of the tools and approaches developed under the project. This document provides a key framing for the exploitation goals of the overall project and each partner within the consortium.

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