

Business Plan objective

“The objective of this task is to build a sustainable strategy to take advantage of research works and sell new products and new services to customer”

Methodology used :

- Phase 1 : interview with solution contributors
 - build, with the inputs of all members of the consortium, a value proposal adapted to the scope of the different solutions.
- Phase 2 : Interview with HealthCare Organization
 - Carrying out a market study with a significant number of targets and carrying out guided interview
- Phase 3 : Merge all contribution and lay out conclusions



Details on each Phase

- Phase 1 : interview with solution contributors
 - Each contributor provides
 - Solution info: a solution description, SWOT, competitor analysis,
 - Financial info : Deployment plan, pricing model and price estimates
 - Market : Catchment area and addressable market segment
 - Merge all contribution into :
 - **A single value proposition**
 - A pricing model and price estimates
 - Market size definition
- Phase 2 : Interview with HealthCare Organization
 - Test and iterate on the pricing model
 - Validate the market size
 - Iteration on financial model and possible fundings / savings
- Phase 3 : Merge all contribution and lay out conclusions



Achievement so far

- Phase 1 : Merging contribution in progress
- To be continued with Healthcare Organization interviews :
 - > Phase 2
 - Questionnaires to be written
 - Interview scheduling



Preliminary Conclusions :

- SafeCare solution can only address healthcare Organization above a critical size.
 - I.e. only those exposed to enough risks to justify the investment.
 - Current minimal target profile is set for a pluridisciplinary hospital of at least 400 beds
- Solution lacks industrialization
 - current state of the safecare is a Proof of Concept. Many core elements (Impact Propagation and Decision Support Model, Mass Alerting System, Asset Management, ...) are not COTS (Components out of the shelf).
Impact is that :
 - Deployment is tailor made vs industrialized, and therefore increases professional services costs
 - Maintenance is not possible as core component software are issued by research labs, whose organization does not intend to provide such kind of service
- Need to pursue the project with tasks to address these missing points
 - Industrial agreement : solution components issued by partners who cannot ensure industrialization and maintenance must be included into a technical partnership with an industrial able to cover these points



Preliminary Conclusions :

- Lack of commercial / industrial agreement:
 - Each industrial is commercially active, and can adjust its market value proposition including SafeCare
 - SafeCare is an opportunity for most actors to increase sales or healthcare market penetration
 - No partners will take the lead on SafeCare solution promotion (lead generation and sales) but all are willing to assist on opportunities

Need to have a go to market strategy among partners so as to have a commercial strategy. As for now, it's only opportunistic and no-one can estimate leads or sales perspectives

- No conclusion can be set on pricing as for now, as it needs to be validated by healthcare organization in phase 2
- Market size needs to be confirmed with healthcare organization, but preliminary conclusion seems to indicate that there is a vast potential of **at least 1.800 hospital** above the minimal target size, to be narrowed down to ~500 healthcare organizations in the main target range
- **For an average price around 500k€** (investment), the potential market would be of around 250 M€

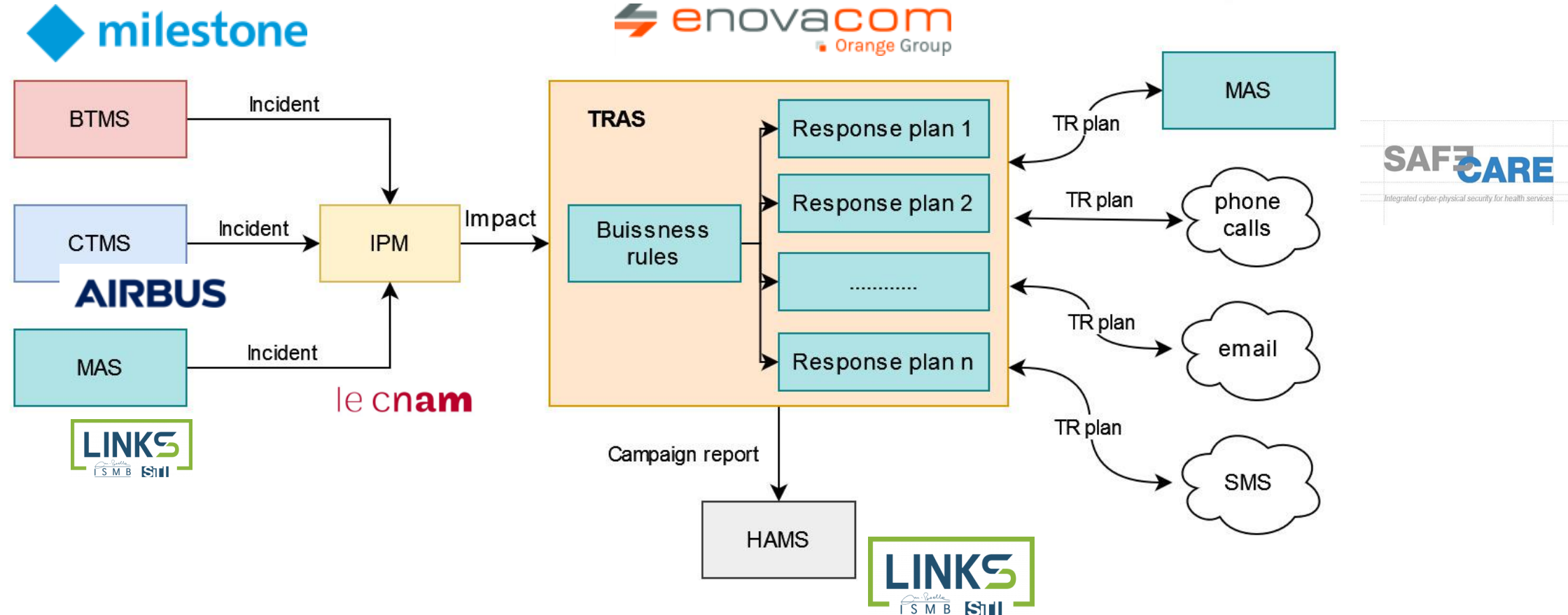


In Short:

- Some SafeCare components are ready to market, and other parts need to be industrialized (specially research prototypes) .
- Deliverable will focus on identifying the missing elements, validating the market size and market potential, and therefore validating the project opportunity. This includes validating if the solution pricing is relevant or how it would need to be adjusted (Phase 2)



SAFECARE Components



In Short:

How could the SafeCare project continue :

- Preliminary work should be done to move the project state from Proof of Concept to industrialized solution, both on technical aspects but as well on the risk scenario adjustments and integration with risk management process of each customer
- Go to market strategy needs to be laid out, requiring commercial / industrial / partnership agreements between all parties, respecting each contributor Intellectual Property and organization specificities. A specific focus to be made on research labs and how to exploit their results in a commercial way



Thank you !

More details available on:

- Our website: <https://www.safecare-project.eu/>
 - Twitter: @SafecareP
 - LinkedIn: SAFECARE Project

