Deliverable Summary Report: D3.1 (Version 3)

Author: *Morten Lybech Thøgersen, EMD International A/S (mlt@emd.dk)*
Date and version: *2018.03.31 (v3.0)*
Work Package: *WP 3 – 'Exploytation and Commercialization'*
Deliverable name: *D3.1 –*
                       'Business case updated and maintained according to PRINCE2® template'
Deliverable status: *[Completed]*

Deliverable description (mainly from project plan)

A Business Exploitation Group (BEG) will be formed to ensure the following goals: 1) Maximize business benefits from the deliverables and work packages for the commercial project partners. 2) Align business goals and technical goals – to continuously update and to agree with market conditions and partner strategies. 3) To establish several business KPI's and follow these throughout and possibly after the project period. 4) To connect InnoWind products and services directly to partner sales organizations and business goals. 5)Further develop and maintain the business case according to best practice and the PRINCE2® template.
Expected outcome:

- A set of business KPI's to be followed throughout the project
- Business case updated and maintained according to PRINCE2® template (D3.1)

Activities and tasks completed (since last report; this is a recurring milestone)

1. The first and second editions of this Business Case was completed according to plan (see [1] and [2]).
2. A Business Exploitation Group (BEG) Meeting was held on March 21st 2018, with focus on KPI's, competitor analysis and long-term track plans.
3. The third edition was completed during March 2018, focus is KPI's for the project partners as well as first competitor analysis.
4. Tracking of KPI's with generation of baseline will start for next edition of the business case (4th edition).

Deliverables and Outcomes

The first version of the business case was ready on June 30th 2017
The second version was ready on October 26th 2017 – with focus on Business Model Canvas'.
The third version – with focus on KPI's and competitor analysis was ready on March 31st 2018.

References

[1] Deliverable Summary Report: D3.1 (2017.06.30 – version 1.0)
[2] Deliverable Summary Report: D3.1 (2017.10.12 – version 2.0)
[3] Business Case – InnoWind, 2018-03-31 (3rd edition).