

PANAMA

PRESCRIPTIVE SOLAR ANALYTICS & ADVANCED WORKFORCE MANAGEMENT

D6.2

Roadmap for The Commercialization

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EXECUTIVE SUMMARY

Deliverable 6.2 titled “Roadmap for The Commercialization” includes possible roadmap while trying to step up from invention level to innovation level via commercializing our product. Commercialization steps seen in this report is refers to scenario if this R&D Project could be completed 100% successfully. Due to some unexpected advances, at this moment commercializing the project output is nearly impossible. Firstly, biggest absence which is real time data integration is obligatory to be figured out.

1 Commercialization Strategy

The commercialisation strategy requires at a preliminary stage to monitor the market and the competitors and to carry out a functional analysis of each of them. This analysis will ensure that the project delivers a commercialisation strategy that matches the purpose for which it has been designed. At a second stage, the pricing strategy of the platform for each business model will be developed.

1.1 Monitoring

A continuous monitoring of the results from the point of view of the competitive characteristics of the technology related to product cost, project delivery date or technological benefits must be performed. This step will make us ready to next step: competitors.

1.2 Competitors

After 3/6 months of monitoring in order to identify potential new competitors and new products which could be serving in the same field, not to be focused in their area might be logical at the beginning. Technological adoption and job creation must be analyses deeply. Also, advertisements and dissemination must be convincing in order not to make market stakeholders scared, it is essential to touch the creative destruction.

1.3 Market

The market monitoring has been concentrated on the identification of changes in chosen patterns of the customer and in provider’s negotiation power;

PANAMA stakeholders have decided to work with partners as the partnership with INSOS Energy is obvious project can start to commercialize by using their network. Inavitas also have a partnership with all of the Distribution System Operators which has rooted from holdings that has renewable investments. So, DSOs might play a critical role to reach customers in Turkey.

On the other hand, in this phase European Market might be analyzed also with the help of European stakeholders taking role in this project.

1.4 Technical Side

The technical monitoring has been based on the identification of substitutive products which could potentially reduce the market of the PANAMA project. Technical information and calculations related to degradations

must be represented to customers. Economical feasibility could be discussed and investment planning strategies could be determined by our technical team to be represented.

1.5 Revenues Model

Revenue creation must be emphasized crystal clear. PANAMA’s pricing model considers segments, market conditions, competitors’ actions, and input costs, amongst others. PANAMA Platform have designed a commercialisation model for the agent’s creation and use, similar to any other software in energy digitalization business:

The revenue model is only for the agent creation because moderator services will being provided by project. The PANAMA Team is the moderator for the time being.

- Set Up fee
- Licence fee

The commercialisation model is divided into three main lines, as shown in the diagram below:

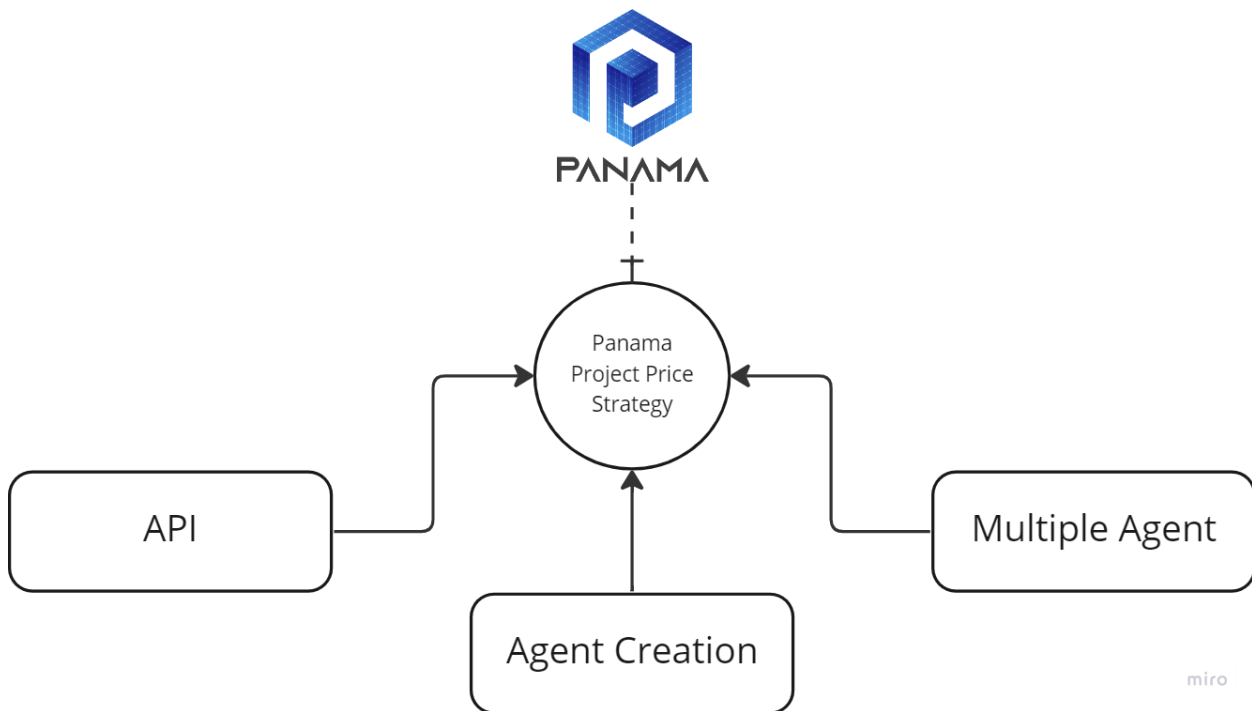


Figure 1 Commercialization Price Strategy

1.6 API

The platform’s price is based on the volume of use of the API (in number of requests) and the size (intelligence) of the agents used. For a sample strategy:

- The initial price will be 500€ for 200 orders per month
- The price decreases 5% every 100 work orders created

1.7 Multiple Agents

The platform allows several interpretation agents to work at the same time. In the case of multiple agents, the revenue is linked to the entity that has created the agent. The more agents are used, the lower the price. Agents could be determined as number of fields.

This is explained by the fact that when more agents are involved, the bot setting time decreases. The business model is based on the number of agents used:

- 2 to 5 agents: 100 € per month
- 5 to 10 agents: 180 € per month
- up to 10 agent : + 60 € /month each 5 agents

1.8 Agent Creation

In this model, the price depends on the agent complexity, the more complex the agent, the higher the price. The initial price is 1000€ for an agent (simple agent included in basic platform).

The price is based on the number of entities created:

- 1-10 entities: 1000 €
- 10-30 entities: 1750 €
- Each 20 extra entities: + 650 €

1.9 Channels

This part is mostly for determining marketing channels and possible strategies. A marketing channel is any platform or medium that helps you reach your target audience. Both digital and traditional marketing channels can help you get your business in front of your ideal customers. Top three market channel in Turkey can be summarized as:

1. ***Paid Marketing Channels:*** As the name indicates, marketing platforms that you pay to access or use for marketing your business fall into this marketing channel. Examples can include paid ads, commercials, and influencer marketing. Remember that certain marketing channels can be free and paid by nature.
2. ***Digital Marketing Channels:*** Any marketing done online is known as digital marketing. Some leading marketing channels that fall under digital marketing are social media, organic search (SEO), paid search, blogs, emails, and video marketing.
3. ***Word of Mouth Marketing:*** Word of mouth marketing is growing through referrals or recommendations from your customers and others. Offering an incentive or doing something outstanding (think: providing excellent customer service) are some ways to grow through this marketing channel. And it works wonders because 90% of people take recommendations from their friends — even trusting strangers over advertisements.

2 Future Actions

In addition to the current commercialisation strategy, PANAMA will start to explore potential partnership with other companies in the sector to reach their network. These companies might be solar panels importers and consultancy companies related to solar field investment/installation processes.

These partnerships will allow PANAMA to widen their commercialisation objectives and at the same time gain more experience on the bot and agent development.