

ICT WWT monitoring technologies



Description

It catalyses innovations in water and wastewater treatment processes and management through improved combinations of natural and engineered components.

Objectives

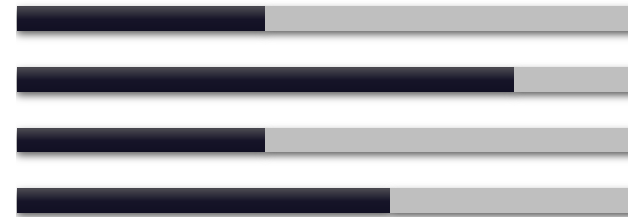
- To gather data on market needs, identify the full range of potential customer segments, opportunities and threats for the innovative SMDs to monitor the electrical conductivity of poral fluid in the aquifers, to accelerate their market uptake,
- To develop business models for the SMD application in water reuse contexts to strategically manage commercial marketability and to develop a final exploitation plan for each exploitable result in order to minimize exploitation risks.

Activities

- Market uptake:
 - Market analysis,
 - Business and exploitation plan.

Challenges

- Input data complex to collect
- Technical knowledge required
- Legal & legislation barriers
- Methodological approach



Expected outcomes

- Comprehensive analysis of potential market niches, competitive advantages, internal and external levers,
- Commercial strategy, including communication plan and IPR management policy, to assure solid market uptake,
- Detailed business plan, including CAPEX / OPEX analysis.

