

# SESSION 4

## MED-GOLD

*Final event*

**Road To Business – MED-GOLD LEGACY - Roundtable**



# AGENDA

## INFORMATION

In this session will be presented some of the results reached in the construction of MED-GOLD Business Plan, the rationale behind and the participation in the Horizon Result Booster program. As well as the “inheritance” of MED-GOLD in numbers.

At the end of the session will be a roundtable and an open discussion on the topics shown. The main objective of this session is to show the road to business of the MED-GOLD dashboard.

## ROAD TO BUSINESS

Presenter: **Jesús Ortuño** - GMV.

In this session will be showed the rationale behind MED-GOLD Business Plan and the results obtained during the Horizon Results Booster sessions focused on two services Exploitation Strategy and Business Plan.

## MED-GOLD IN NUMBERS

Presenter: **Freddy Rivas** - GMV.

In this session all work performed by MED-GOLD to reach the objectives initially planted are described. This includes ancillary dataset, publications, papers, workshops, communication material.

## KEY EXPLOITABLE RESULT & MINIMUM VIABLE PRODUCT

Presenter: Both

**Open discussion** about the H2020 Business Strategy and MED-GOLD legacy.





# Turning climate-related information into added value for traditional MEDiterranean Grape, OLive and Durum wheat food systems



*This project has received funding from the European Union's **Horizon 2020** Research and Innovation programme under Grant agreement No. 776467*



H2020-SC5-01-2017



# MED-GOLD

Turning climate-related information into added value for traditional **MEDiterraneanGrape**, **OLive** and **Durum wheat** food systems

Deliverable 6.10

*Business Plan, Technology transfer and IPR report*



This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 778467.

A photograph of a paved road winding through a dense forest. The road is illuminated by the warm, golden light of a setting or rising sun, creating a strong contrast with the dark shadows of the trees. The road has a yellow dashed center line and white edge lines. The text "Road to business..." is written in a white, italicized font in the bottom left corner of the image.

*Road to business...*

You're holding a handbook for visionaries, game changers, and challengers striving to defy outmoded business models and design tomorrow's enterprises. It's a book for the...

# Business Model Generation

WRITTEN BY  
Alexander Osterwalder & Yves Pigneur

CO-CREATED BY  
An amazing crowd of 470 practitioners from 45 countries

DESIGNED BY  
Alan Smith, The Movement

WILEY



THE NEW YORK TIMES BESTSELLER

# THE LEAN STARTUP

How Today's **Entrepreneurs** Use  
Continuous Innovation to Create  
Radically **Successful** Businesses

## ERIC RIES

# BLUE OCEAN STRATEGY

How to Create  
Uncontested Market Space  
and Make the Competition Irrelevant

W. Chan Kim • Renée Mauborgne

HARVARD BUSINESS SCHOOL PRESS





**live in the future,**  
ahead of your time

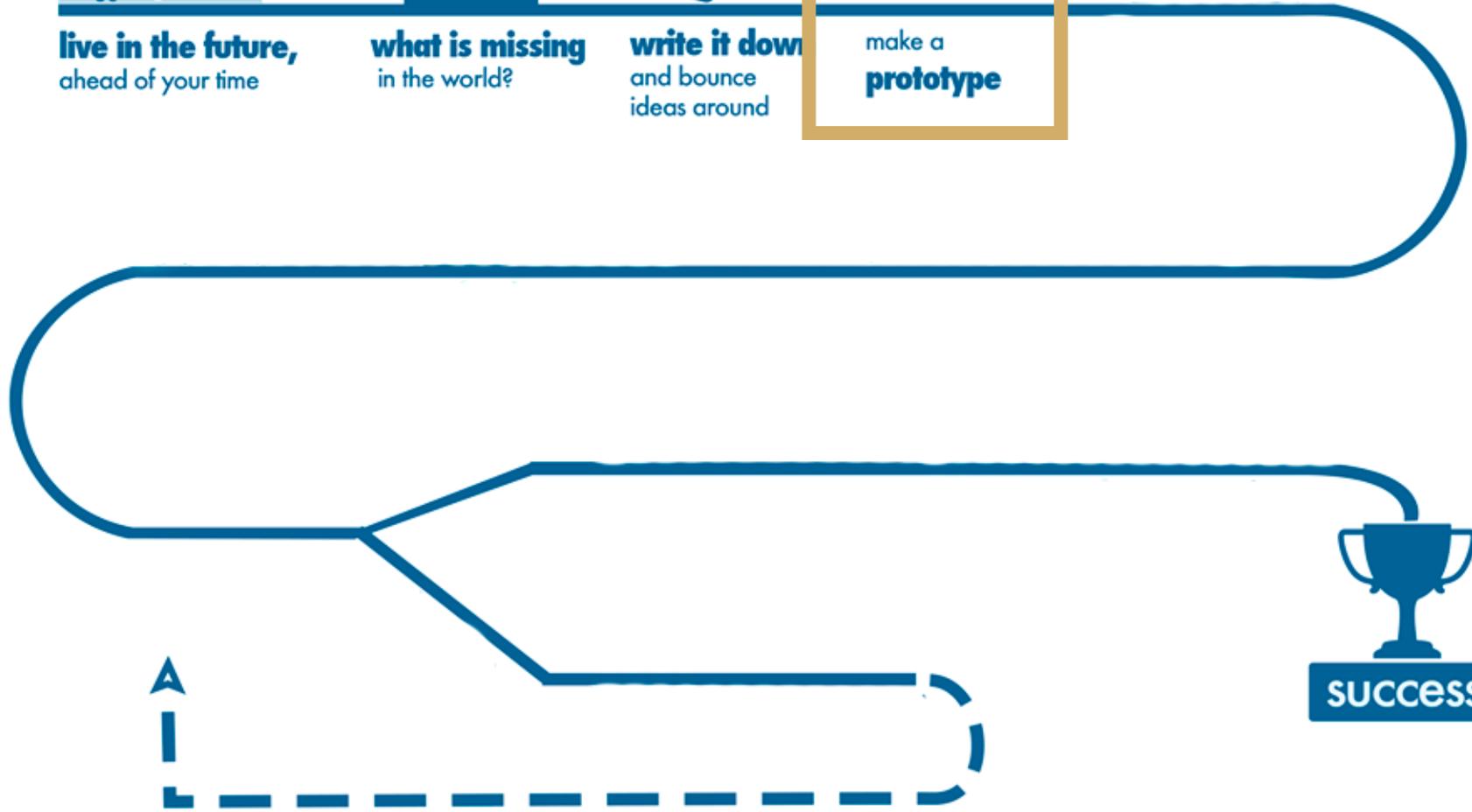


**what is missing**  
in the world?



**write it down**  
and bounce  
ideas around

**MVP**  
  
make a  
**prototype**



# WHAT IS A MINIMUM VIABLE PRODUCT

*PROTOTYPE*



**M**

**Minimum**

The most rudimentary,  
bare-bones foundation  
of the solution possible



**V**

**Viable**

Sufficient enough for  
early adopters

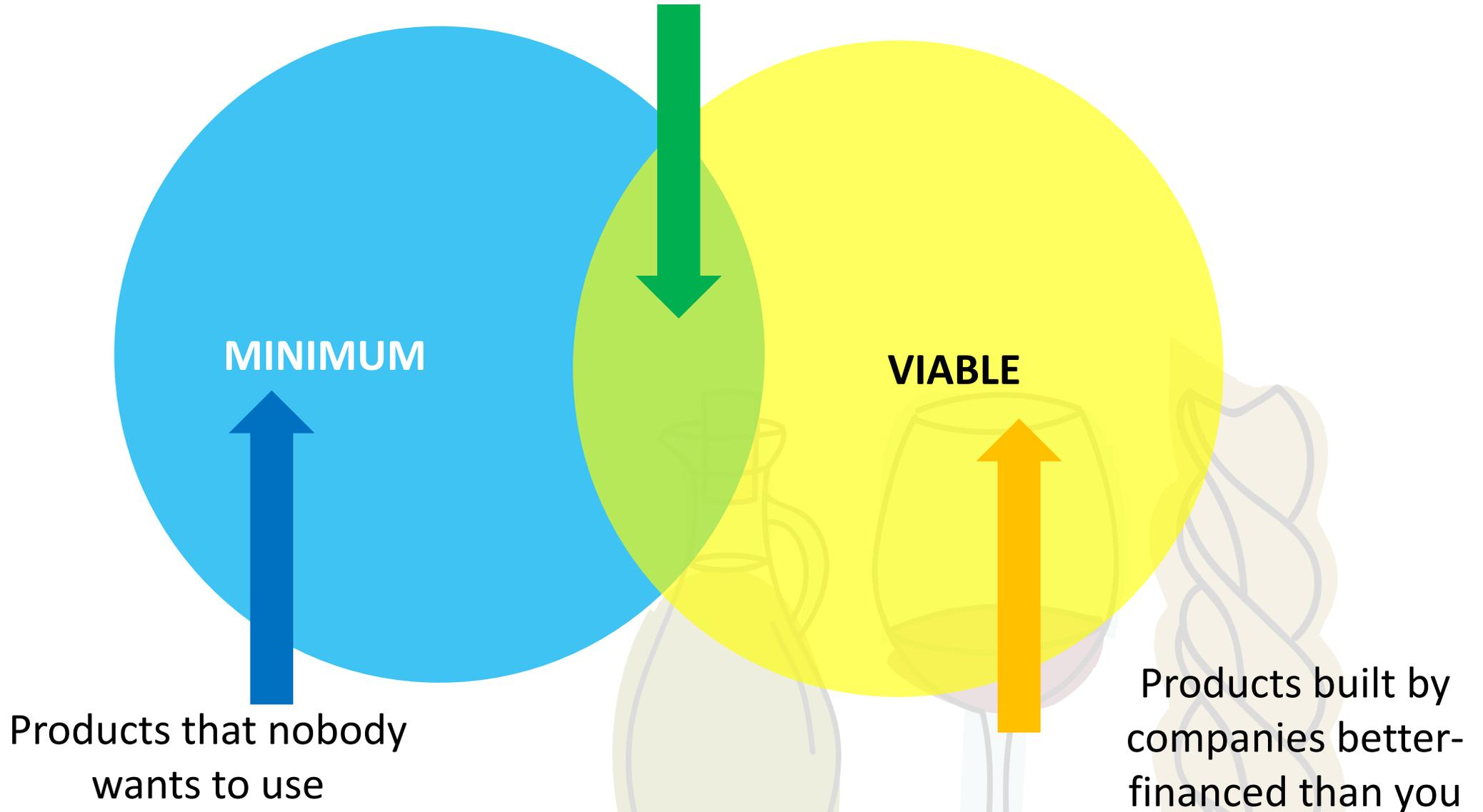


**P**

**Product**

Something tangible  
customers can touch  
and feel

Minimum + Viable  
Good Product for Start-ups

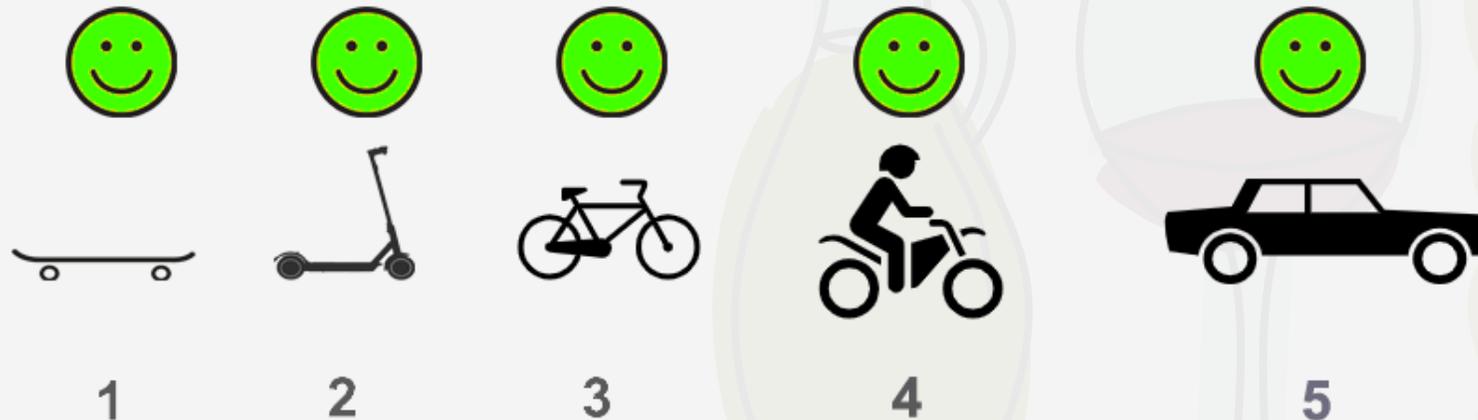


# MVP

How **not to build** a MINIMUM VIABLE PRODUCT (MVP)



How **to build** a MINIMUM VIABLE PRODUCT (MVP)



# HOW TO START A START-UP

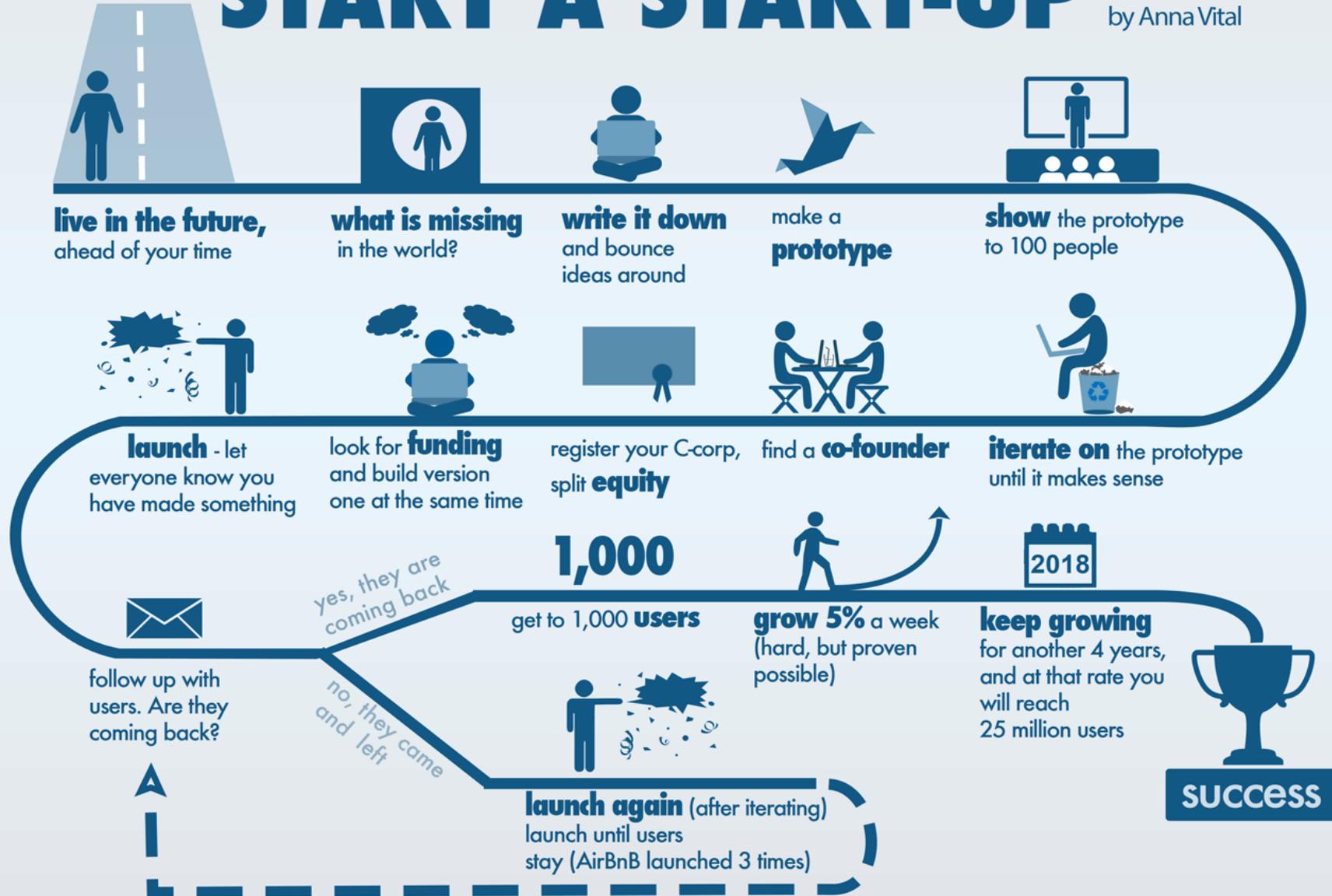
by Anna Vital



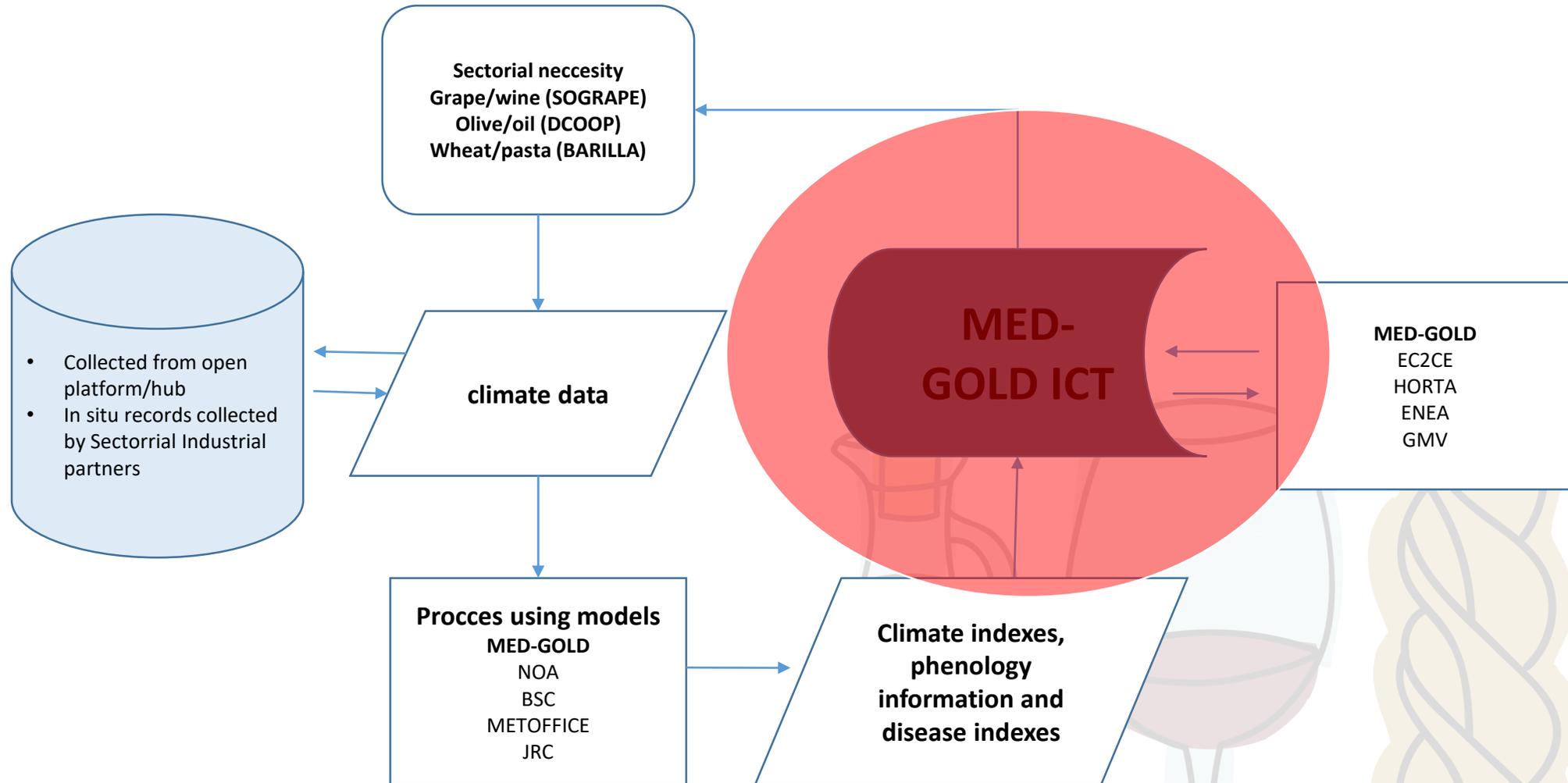
inspired by eponymous essay by Paul Graham

# HOW TO START A START-UP

by Anna Vital



# MEDGOLD





Road to Business

Lean Canvas model

www.businessmodelgeneration.com

<h3>Key Partners</h3> <p>Who are our Key Partners? Who are our Key Suppliers? Which Key Resources are we acquiring from partners?</p> <p><b>Motivations for partnerships</b> Optimization and economy Reduction of risk and uncertainty Acquisition of particular resources and activities</p> 	<h3>Key Activities</h3> <p>What Key Activities do our Value Propositions require? Our Distribution Channels? Customer Relationships? Revenue streams?</p> <p><b>Categories</b> Production Problem Solving Platform/Network</p> 	<h3>Value Propositions</h3> <p>What value do we deliver to the customer? Which one of our customer's problems are we helping to solve? What bundles of products and services are we offering to each Customer Segment? Which customer needs are we satisfying?</p> <p><b>Characteristics</b> Newness Performance Customization "Getting the Job Done" Design Brand/Status Price Cost Reduction Risk Reduction Accessibility Convenience/Usability</p> 	<h3>Customer Relationship</h3> <p>What type of relationship does each of our Customer Segments expect us to establish and maintain with them? Which ones have we established? How are they integrated with the rest of our business model? How costly are they?</p> <p><b>Examples</b> Personal assistance, Dedicated Personal Assistance, Self-Service Automated Services, Communities Co-creation</p>	<h3>Customer Segments</h3> <p>For whom are we creating value? Who are our most important customers?</p> <p>Mass Market Niche Market Segmented Diversified Multi-sided Platform</p> 
<h3>Cost Structure</h3> <p>What are the most important costs inherent in our business model? Which Key Resources are most expensive? Which Key Activities are most expensive?</p> <p><b>Is your business more</b> Cost Driven (leanest cost structure, low price value proposition, maximum automation, extensive outsourcing) Value Driven ( focused on value creation, premium value proposition)</p> <p><b>Sample characteristics:</b> Fixed Costs (salaries, rents, utilities), Variable costs, Economies of scale, Economies of scope</p> 		<h3>Revenue Streams</h3> <p>For what value are our customers really willing to pay? For what do they currently pay? How are they currently paying? How would they prefer to pay? How much does each Revenue Stream contribute to overall revenues?</p> 		



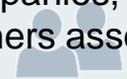


MED-GOLD

Road to Business

# Lean Canvas model

www.businessmodelgeneration.com

<p><b>Key Partners</b></p> <ul style="list-style-type: none"> <li>• Climate data providers</li> <li>• Local data providers</li> <li>• Sectorial partner</li> <li>• High tech institutes</li> <li>• Research institutes</li> </ul> 	<p><b>Key Activities</b></p> <ul style="list-style-type: none"> <li>• Design end-user technology</li> <li>• Commercialization planning</li> <li>• Input request</li> <li>• Models developing</li> <li>• Output design</li> </ul>	<p><b>Value Propositions</b></p> <ul style="list-style-type: none"> <li>• Climate Services (Downstream services)</li> <li>• Contribute to improve productivity</li> <li>• Enable to sow, plant, harvest, etc. at optimum time</li> <li>• Contribute to avoid cost of key commodities, land, insurance or losses</li> <li>• Increase farmers' resilience to weather extremes</li> <li>• Promote adaptation to climate variability</li> <li>• Attractive tools to young farmers in order to transform agriculture labour from hard manual with poor margins to a more intellectually challenging activity.</li> </ul>	<p><b>Customer Relationship</b></p> <p>The customer relationship could be continued through Workshops, specific sessions or webinars based in new developments. Through Newsletters with relevant information on the sector to engage if new products come along, tutorials or workshops. As the product matures it helps customers track it improvement. The cost must be affordable, and split to the advances on the technology, as is not a task that will require a daily basis it's easy to add it to the work process.</p>	<p><b>Customer Segments</b></p> <ul style="list-style-type: none"> <li>• Public Administration (Both national &amp; International entities)</li> <li>• Agribusiness private companies (sectorial companies, insurance companies, etc.) and farmers associations</li> </ul> 
<p><b>Cost Structure</b></p> <ul style="list-style-type: none"> <li>• The cost structure is based on the cost of maintenance of the ICT platform, Dashboard, and further developments.</li> </ul> 		<p><b>Revenue Streams</b></p> <ul style="list-style-type: none"> <li>• Freemium</li> <li>• Demand-oriented</li> <li>• Supply-oriented / inclusive model</li> <li>• Open source</li> </ul>		



# HORIZON RESULTS BOOSTER

An initiative  
of the



Horizon Results Booster is a new package of specialised services to maximise the impact of R&I public investment and further amplify the added value of the Framework Programmes (FPs). It helps to bring a continual stream of innovation to the market and beyond. It will help to speed up the journey towards creating an impact, providing support to remove bottlenecks.

Benefit from "*à la carte*" tailor-made services designed to build your capacity for disseminating research results. Get support, increase your project results' exploitation potential and improve your access to markets.

Services are delivered to FP7, H2020, HE projects at no cost and fully supported by the European Commission.



## Service: Portfolio Dissemination & Exploitation Strategy

This service is divided in two main streams addressing Dissemination & Exploitation strategies, activities and goals. The aim of Dissemination services (Module A and B) is to strengthen the capacity of Project Groups (PGs) in disseminating, maximising the dissemination of a portfolio of results and offering a wider and more complete view to potential users. The aim of Exploitation service (Module C) is to support single projects in exploiting their research results and enhance beneficiaries' capacity to improve their exploitation strategy



### Module A

*Identifying and creating the portfolio of R&I project results*

This module supports the creation of a portfolio of

### Module B

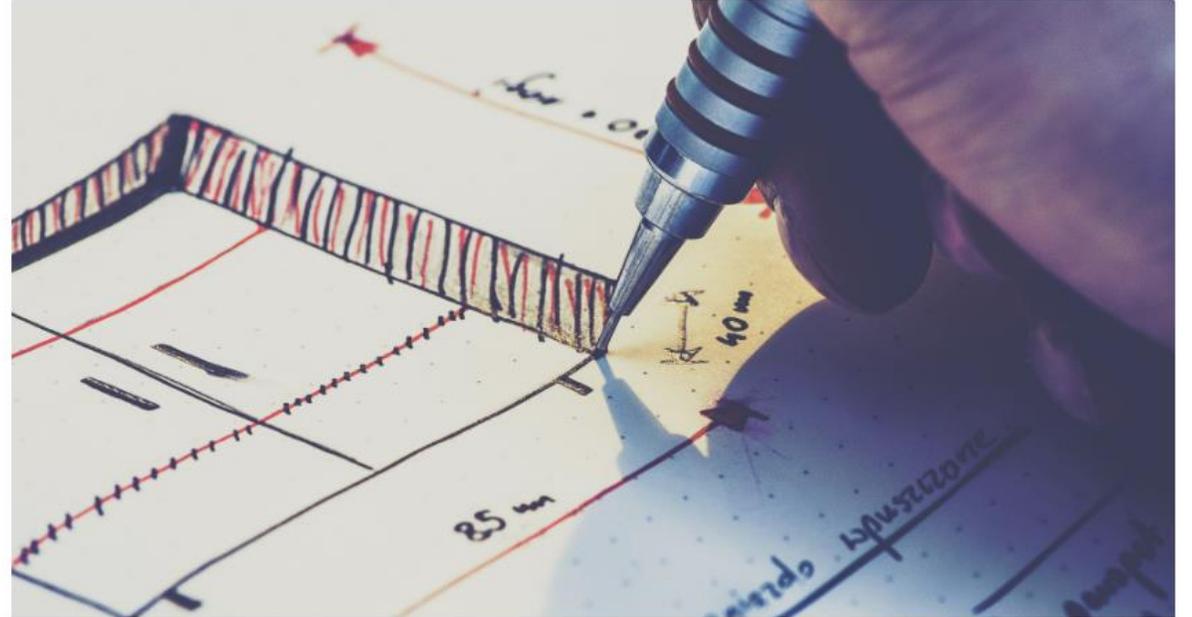
*Helping projects from the portfolio to design and execute a portfolio dissemination plan*

### Module C

*Assisting projects to improve their existing exploitation strategy*

## Service: Business Plan Development

The aim of this service is to assist beneficiaries to bring their results closer to the market by developing an effective business plan, and by preparing to secure appropriate funding for the implementation of project results.



The service will guide and support project beneficiaries in preparing their project result(s) for the market. They will receive tailor-made training and support allowing them to develop a business plan which will include:

- a market analysis,
- a business strategy,
- operations plan,
- competitor identification and analysis,
- a clear action plan to be implemented by the project and an estimation of time to market.

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### Module A

*Identifying and creating the portfolio of R&I project results*

This module supports the creation of a portfolio of

### Module B

*Helping projects from the portfolio to design and execute a portfolio dissemination plan*

### Module C

*Assisting projects to improve their existing exploitation strategy*

## ***Exercises:***

- Seminars
- KERS Identification
- KERS Characterization
- Risks Assessment and Risk Mapping
- KERS Route specification

## Service: Business Plan Development

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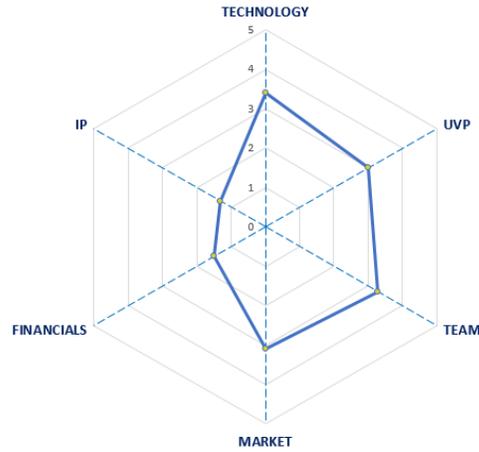
## Exercises:

- *Seminars*
- *Pre-Assessment of BP*
- *BOSAT*
- *Lean Canvas Model*
- *Javelin Board*
- *The value proposition canvas*

**Business Plan Development Service Quick scan**

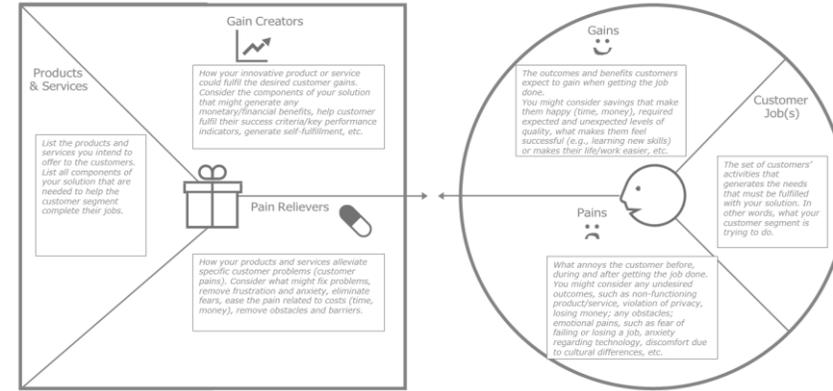
Please fill in the following questionnaire to facilitate the identification of the support needed for the finalisation of the Business/Exploitation plan

<input type="checkbox"/> You <b>already have defined services/products</b> that you would like to exploit on the market and a well identified exploitation strategy. You would like to (please tick the appropriate box): <input type="checkbox"/> Create a new company (Spin-off/out) <input type="checkbox"/> License <input type="checkbox"/> Other, please specify: <b>ICT Platform &amp; Dashboard</b>	<input type="checkbox"/> You <b>do not have</b> a clear and defined service/product that you would like to exploit on the market
For the ones who have already defined the services/products to exploit:	
<input type="checkbox"/> You <b>already have a Draft Business Plan</b> (if not go to the next box) and you expect this service will support you to (please tick up to 3 boxes): <input type="checkbox"/> Review the Product/service description and early adopters <input type="checkbox"/> Review the Business Model <input type="checkbox"/> Review the Costs and Revenues <input type="checkbox"/> Review the current solutions and the Unique Value Proposition (UVP) <input type="checkbox"/> Review the Team <input type="checkbox"/> Review the IP <input type="checkbox"/> Review of the Business Plan for meeting investors <input type="checkbox"/> Other, please define _____	
<input type="checkbox"/> You <b>do not have a Business Plan</b> , and you look for support for (please tick up to 3 boxes): <input type="checkbox"/> Identification of the business model <input type="checkbox"/> Characterization of the Product/service and its UVP <input type="checkbox"/> Quick Scan of the Market (current solutions) <input type="checkbox"/> Quick Scan of the Team <input type="checkbox"/> Quick Scan Revenues and Financial Forecasts <input type="checkbox"/> Identification of roadmap for the implementation (next steps to be done right after EC grant expires) <input type="checkbox"/> Other, please define _____	



**The Value Proposition Canvas**

*Customer Segment: The first step is to select the customer segment that can benefit the most from your solution. Focus only on one customer segment at the time (each customer has its own specific needs and problems to be solved).*



**The Lean Canvas**

		KER name		Dd-mm-2020
				Iteration #1
Problem	Solution	Unique Value Proposition	Unfair Advantage	Customer Segments
	Key Metrics		Channels	Early adopters
Alternative Solutions				
<b>Cost Structure</b> Distribution costs People Marketing (Customer Acquisition costs) R&D costs Engineering and Production costs Permits, authorisations, etc.		<b>Revenue Streams</b> Sales Services (consultancy/training, etc) Maintenance		
PRODUCT		MARKET		

**JAVELIN BOARD**

						Project Name:					
						Team Leader Name:					
Start here. Brainstorm with stickies, pull it over to the right to start your experiment.						Experiments	1	2	3	4	5
Who is your customer? Be as specific as possible. Time Limit: 5 Min						Customer					
What is the problem? Phrase it from your customer's perspective. Time Limit: 5 Min						Problem					
Define the solution only after you have validated a problem worth solving. Time Limit: 5 Min						Solution					
List the assumptions that must hold true, for your hypothesis to be true. Time Limit: 10 Min						Riskiest Assumption					
Need help? Use these sentences to help construct your experiment.						Method & Success Criterion					
To form a Customer/Problem Hypothesis: I believe my customer has a problem achieving this goal.			To form a Problem/Solution Hypothesis: I believe this solution will result in quantifiable outcome.			GET OUT OF THE BUILDING!					
To form your Assumptions: In order for hypothesis to be true, assumption needs to be true.			To identify your Riskiest Assumption: The assumption with the least amount of data, and core to the viability of my hypothesis is...			Result & Decision					
Determine how you will test it: The least expensive way to test my assumption is...			Determine what success looks like: I will run experiment with # of customers and expect a strong signal from # of customers.			Learning					

H2020-SC5-01-2017



Turning climate-related information into added value for traditional Mediterranean Grape, Olive and Durum wheat food systems

Deliverable 6.10

*Business Plan, Technology transfer and IPR report*



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Turning climate-related information into added value for traditional Mediterranean Grape, Olive and Durum wheat food systems  
Grant Agreement n° 776467

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Turning climate-related information into added value for traditional Mediterranean Grape, Olive and Durum wheat food systems  
Grant Agreement n° 776467

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# RESULTS

**+300,000**  
social media hits (impressions,  
likes, shares, retweets)

 **5** user guides  
(training materials)

**7** participatory  
workshops  
(multilanguage) 

**2** LIVING LABS 

**+300**  
contacts 



**in numbers**  
COMMUNICATION, DISSEMINATION  
& EXPLOITATION

 **28**  
presentations  
in conferences

 **19**  
dissemination  
articles published

 **20**  
participations  
in workshops

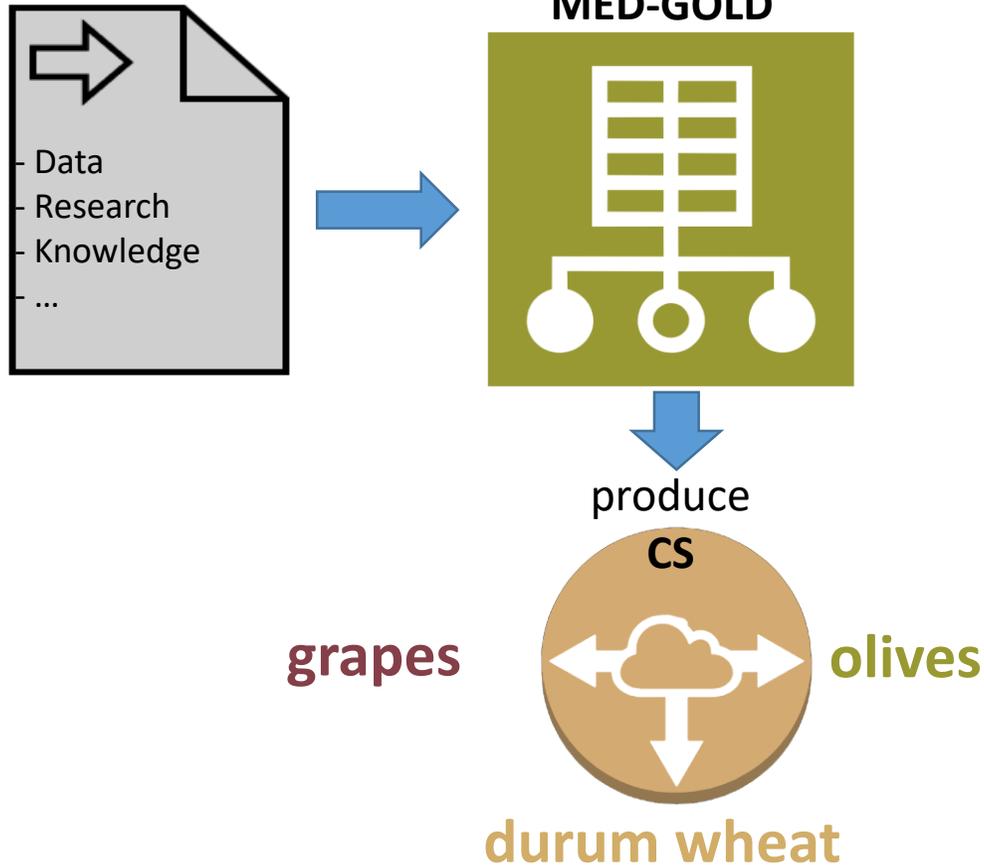
 **10**  
OPEN DATASET  
**1**  
DASHBOARD / ICT

 **31** YouTube videos

 **450** original tweets

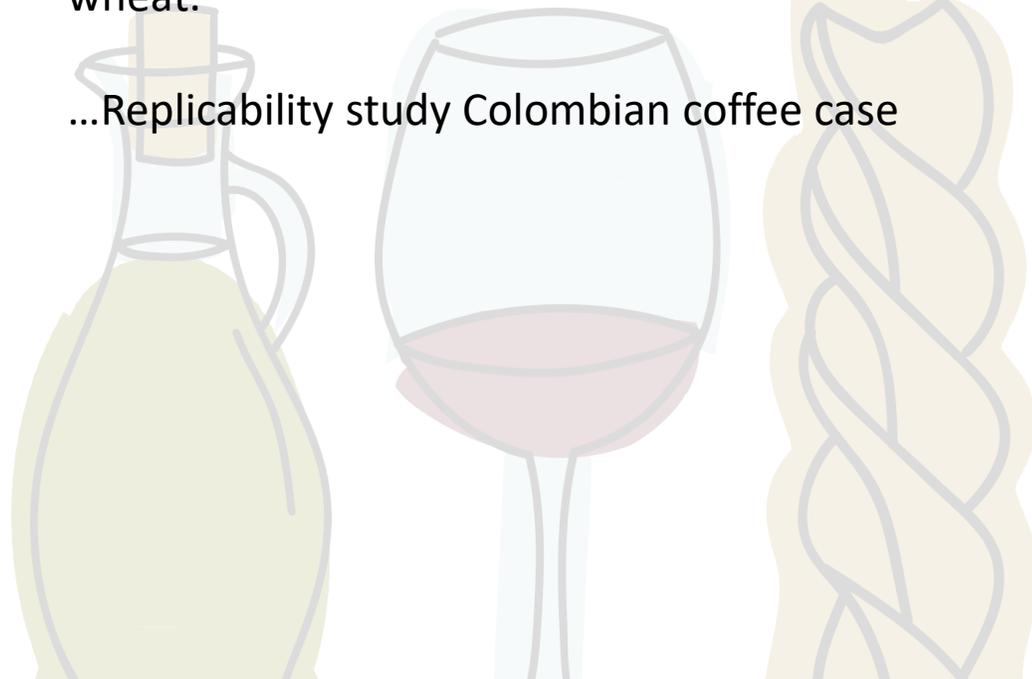
 **7** Newsletter  
**6** Infosheets  
**6** Infographic  
**1** Policy Brief  
(multilanguage)

# DATA MANAGEMENT PLAN



Produce **climate services** in the agricultural sector by developing case studies for three hallmarks of the Mediterranean food system: grapes, olives and durum wheat.

...Replicability study Colombian coffee case



# DATA MANAGEMENT PLAN

## categories

- raw data
- processed data
- generated data
- personal data
- qualitative data
- publications

## DATASET

**MGs:** Med-Gold Grant and Consortium Agreements

**TPs:** Med-Gold Grant and Consortium Agreements

**Private:** Restricted access managed by specific rules

**Public:** Creative Commons Licence scheme (CC BY, CC SA or CC ND)



## COMMUNICATION PRODUCTS

**MGs:** Med-Gold Grant and Consortium Agreements

**TPs:** Med-Gold Grant and Consortium Agreements

**Public:** Creative Commons Licence scheme (CC BY, CC SA or CC ND)



## SOFTWARE, SCRIPTS, LIBRARIES...

**MGs:** Med-Gold Grant and Consortium Agreements

**TPs:** Med-Gold Grant and Consortium Agreements

**Private:** Non open source code - restricted access managed by specific rules

**Public:** Open source schemes - GNU General Public License, EU Public License, etc.



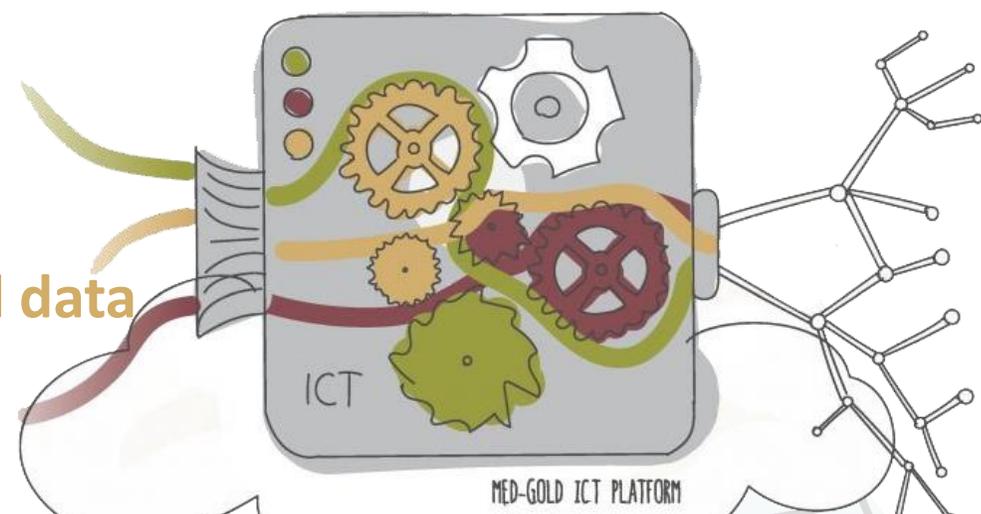
# What you don't see...

Main CS Upstream Providers:



raw data  
&  
processed data

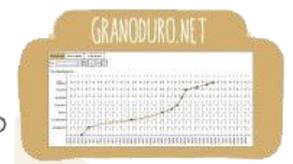
+1200 files



MED-GOLD DASHBOARD



GRANODURO.NET



MED-GOLD CASAS PBDM



esa SENTINEL

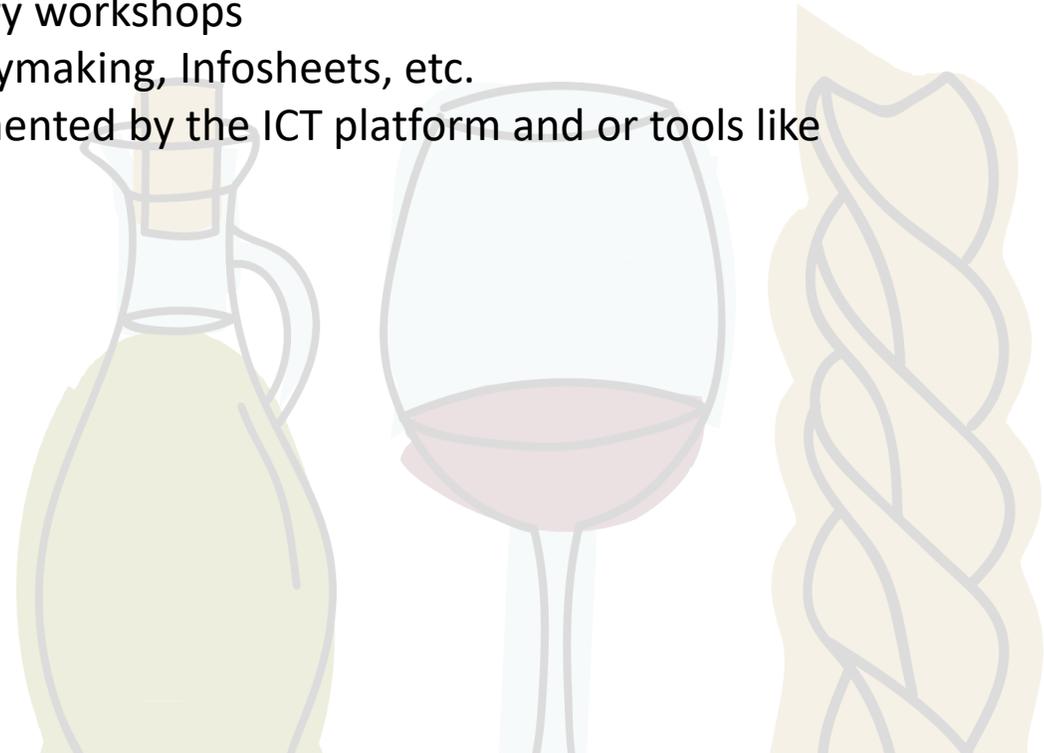
LOCAL AGRI-WEATHER STATIONS  
GEORREFERENCED LAND COVER  
REGIONAL DTM

NASA MODIS  
NASA LANDSAT

# EXPLOITABLE DATA IDENTIFICATION

## 96 individual exploitable results identified

1. Methods and tools: Approaches and tools such as the MEDGOLD Dashboard, ICT, co-creation toolbox and modelling
2. Activities: Actions such as the MED-GOLD participatory workshops
3. New knowledge: Knowledge base, Designing for policymaking, Infosheets, etc.
4. Innovative solutions: Prototypes and journeys implemented by the ICT platform and or tools like PDBM, Granoduro or Olivia
5. Stakeholder engagement: New alliances.



# EXPLOITABLE RESULTS

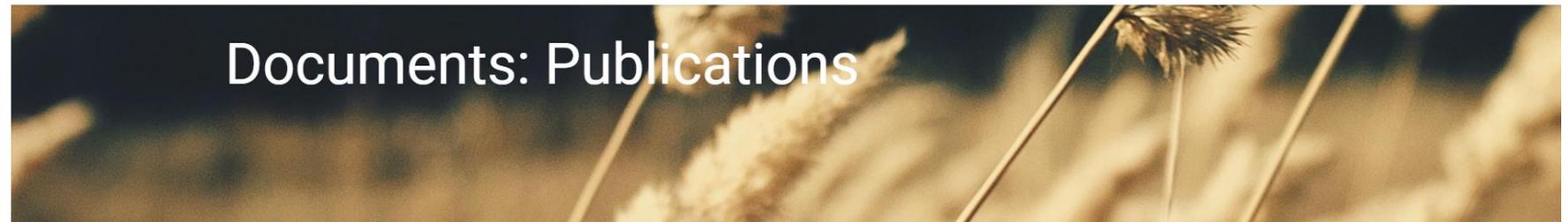
Self-sustainability of project outcomes: The aptitude of the results to be independently used by end-users beyond the MED-GOLD project with or without the support of the MED-GOLD partners.

<https://www.med-gold.eu/>



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## Infosheets



CLIMATE SERVICES FOR THE GRAPE AND WINE SECTOR

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CLIMATE SERVICES FOR THE OLIVE AND OLIVE OIL SECTOR

## MED-GOLD in the media



Interview

Published interview with Eater, a food and dining network of sites and brand of Vox

## Scientific papers

Multi-annual prediction of drought and heat stress to support decision making in the wheat sector

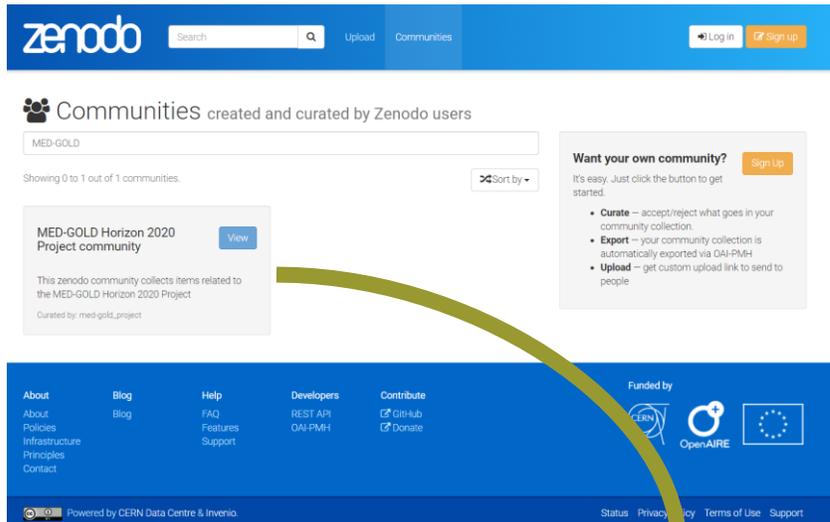
Solaraju-Murali, B., Gonzalez-Reviriego, N., Caron, L.P. et al. Multi-annual prediction of drought and heat stress to support decision making in the wheat sector. *npj Clim Atmos Sci* 4, 34 (2021).

[Read more... >](#)

# LEGACY FOR SOCIETY

<https://zenodo.org/communities/med-gold/>

## DOCUMENTS & DATASET



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Communities created and curated by Zenodo users

MED-GOLD

Showing 0 to 1 out of 1 communities. Sort by

**MED-GOLD Horizon 2020 Project community** View

This zenodo community collects items related to the MED-GOLD Horizon 2020 Project  
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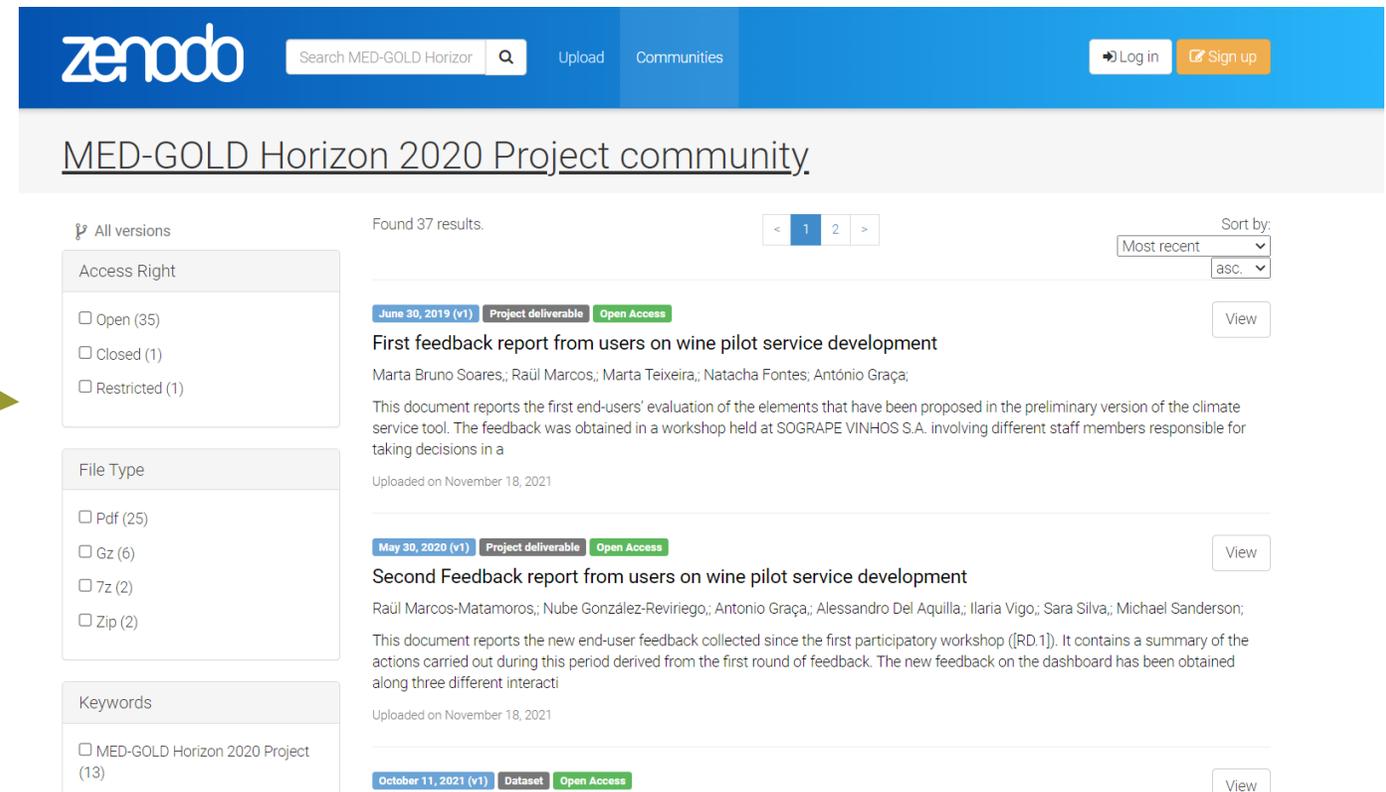
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MED-GOLD Horizon 2020 Project community

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Keywords

- MED-GOLD Horizon 2020 Project (13)

**June 30, 2019 (v1)** Project deliverable Open Access View

**First feedback report from users on wine pilot service development**

Marta Bruno Soares,; Raül Marcos,; Marta Teixeira,; Natacha Fontes,; António Graça,

This document reports the first end-users' evaluation of the elements that have been proposed in the preliminary version of the climate service tool. The feedback was obtained in a workshop held at SOGRAPE VINHOS S.A. involving different staff members responsible for taking decisions in a

Uploaded on November 18, 2021

**May 30, 2020 (v1)** Project deliverable Open Access View

**Second Feedback report from users on wine pilot service development**

Raül Marcos-Matamoros,; Nube González-Reviriego,; Antonio Graça,; Alessandro Del Aquilla,; Ilaria Vigo,; Sara Silva,; Michael Sanderson,

This document reports the new end-user feedback collected since the first participatory workshop (RD.1). It contains a summary of the actions carried out during this period derived from the first round of feedback. The new feedback on the dashboard has been obtained along three different interacti

Uploaded on November 18, 2021

**October 11, 2021 (v1)** Dataset Open Access View

# LEGACY FOR SOCIETY

The screenshot shows a YouTube search results page for the query 'med-gold'. The search bar at the top contains 'med-gold' and is flanked by a search icon and a microphone icon. Below the search bar, there are navigation tabs for 'INICIO', 'VÍDEOS', 'LISTAS', 'CANALES', and 'INFORMACIÓN'. The 'VÍDEOS' tab is selected. The page displays a grid of video thumbnails with their respective titles, view counts, and upload dates. The first row contains four videos, and the second row contains four more. The third video in the first row has a large red 'X' over it, indicating it is unavailable. The background of the page features a faint illustration of a wine glass and a bunch of grapes.

Video Title	Duration	Views	Upload Date
MED-GOLD Final event 20-30 March 2022: Interview with...	18:09	3 visualizaciones	hace 6 días
MEDGOLD final event promo HD	0:32	47 visualizaciones	hace 7 días
MED-GOLD Living Lab 2021: Final Session	2:36:19	24 visualizaciones	hace 8 meses
MED-GOLD Living Lab 2021. Plenary Session n.4,	2:27:50	21 visualizaciones	hace 8 meses
CSA practices for crop production	2:19:52		
Business definition workflow	1:38:39		
Climate risk modelling in agriculture	1:29:05		
OUTLINE WINE SECTOR FELICIDADES	7:00		

Media content...

# ROUND TABLE



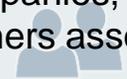


MED-GOLD

Road to Business

# Lean Canvas model

www.businessmodelgeneration.com

<p><b>Key Partners</b></p> <ul style="list-style-type: none"> <li>• Climate data providers</li> <li>• Local data providers</li> <li>• Sectorial partner</li> <li>• High tech institutes</li> <li>• Research institutes</li> </ul> 	<p><b>Key Activities</b></p> <ul style="list-style-type: none"> <li>• Design end-user technology</li> <li>• Commercialization planning</li> <li>• Input request</li> <li>• Models developing</li> <li>• Output design</li> </ul>	<p><b>Value Propositions</b></p> <ul style="list-style-type: none"> <li>• Climate Services (Downstream services)</li> <li>• Contribute to improve productivity</li> <li>• Enable to sow, plant, harvest, etc. at optimum time</li> <li>• Contribute to avoid cost of key commodities, land, insurance or losses</li> <li>• Increase farmers' resilience to weather extremes</li> <li>• Promote adaptation to climate variability</li> <li>• Attractive tools to young farmers in order to transform agriculture labour from hard manual with poor margins to a more intellectually challenging activity.</li> </ul>	<p><b>Customer Relationship</b></p> <p>The customer relationship could be continued through Workshops, specific sessions or webinars based in new developments. Through Newsletters with relevant information on the sector to engage if new products come along, tutorials or workshops. As the product matures it helps customers track it improvement. The cost must be affordable, and split to the advances on the technology, as is not a task that will require a daily basis it's easy to add it to the work process.</p>	<p><b>Customer Segments</b></p> <ul style="list-style-type: none"> <li>• Public Administration (Both national &amp; International entities)</li> <li>• Agribusiness private companies (sectorial companies, insurance companies, etc.) and farmers associations</li> </ul> 
<p><b>Cost Structure</b></p> <ul style="list-style-type: none"> <li>• The cost structure is based on the cost of maintenance of the ICT platform, Dashboard, and further developments.</li> </ul> 		<p><b>Revenue Streams</b></p> <ul style="list-style-type: none"> <li>• Freemium</li> <li>• Demand-oriented</li> <li>• Supply-oriented / inclusive model</li> <li>• Open source</li> </ul>		

# HOW TO START A START-UP

by Anna Vital



inspired by eponymous essay by Paul Graham

# Informal debate

## Customer relationship

Workshops & Newsletters

VS

On site client visits

## Revenue Streams

Freemium / Premium version

VS

Demand-oriented (pay as you go)

## Sustainability

Find an institution willing to fund us

VS

Go to the market



# THANK YOU

GMV TEAM

