

Market Outreach Progress Review

BuildFutureFunction

Overview

- PEDR
- Communication strategy
- Dissemination strategy
- Exploitable Results Categories
- Customer Needs
- Value Propositions

Tasks Overview



1st PEDR

Market Analysis

- Global Green Energy application industry overview
- European Green Energy application Industry
- Smart Industry

Exploitable Results Characterisation

- Sustainability Compliance and monitoring
- Productivity optimization
- Occupational Safety and Health and Society outreach

Dissemination Activities

- Description of exploitation roadmap in relation to timeline of the planned dissemination activities
- List of events to attend and publications to produce
- Dissemination channels to explore and dissemination assets to use

End-User Needs

- Survey on User Needs, Pains, Gains, Relievers and Products/Services offered as solutions
- 1st survey on Battery/Evs/ML market needs

Value Propositions

- Value Proposition for Sustainability
- Value Proposition for Productivity
- Value Proposition for Occupational Health & Safety and Social Engagement

- **Communication Objectives:**
 - Prepare content, promotion, Collecting feedback, Raise awareness.
- **Target audiences:**
 - Public authorities, EU initiatives and association, environmental agencies and general public.
- **Role of Partners:**
 - All project partners have an obligation to promote the project and its subsequent outputs to a multitude of audiences.
 - They have to use the communication channels including project website, press release, etc.
 - Each partner commits to regularly writing and publishing articles at the end of each month.
 - The leader partner of each work package will produce a newsletter (after the completion of each task) to be distributed among each partner's contacts.
 - Partners will regularly update the Dissemination Activities lists uploaded on the Microsoft teams, for events, publication, social media activities and press releases reporting.
 - Partners will contribute to the content of the social media posts, articles, press releases.

- **Website design:** • <http://www.buildfuturefunction.co.uk>
 - Home.
 - Applications (in construction)
 - Control Engineering.
 - Battery Management.
 - Machine Learning & Big Data Analysis
 - Use cases. (to develop)
 - News. (to develop)
 - Blog.
 - Events.
 - Press Releases.
 - Documents. (to develop)
 - Publications.
 - Deliverables.
 - Dissemination materials.
 - Contact.

Social Media Accounts



| Communication Activity | KPI | Target |
|--|---|--|
| Visual Identity | Visual attractiveness, attaching format, eye-catching pictures, dynamic graphic layout etc. | Company logo and brand identity has to be finalised for all format requirements. |
| Press releases | No. of periodic press releases | >30 |
| Dedicated website | Unique visitors per month | >100 |
| | Page visitors per month | >500 |
| Social Media channels | Twitter | >500 followers |
| | LinkedIn | >700 followers |
| | Facebook | >200 followers |
| | YouTube | >50 followers |
| Networking with communities, networks and working groups. | No. of external contacts to which we reach | >500 |

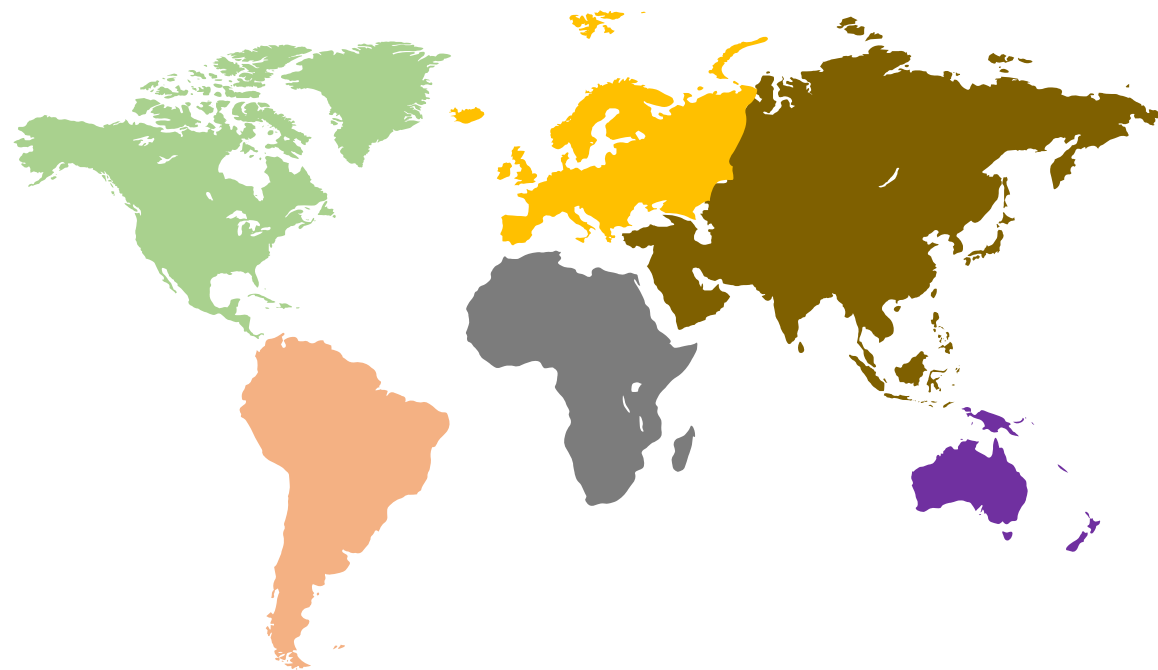
- **Actions**

- Horizontal action (tools, security, ethics)
 - ❖ Identification of the safe repository, i.e. the various project platforms for the collection, processing and dissemination of data and documents, i.e. *MS Teams / Sharepoint*, configuration management tools, such as *SVN, Jit* ... (in charge of...)
 - ❖ platforms security (including the BFF site for dissemination) (in charge of ...)
 - ❖ Sensitive data management principles (GDPR compliance)
- Vertical action (data/model/products/testing assets)
 - ❖ deepening / updating of the Data assets (strong commitment required).

Global Production

- Total production is still under investigation.
- The main competitions locates in the UK has been identified to be the small businesses providing similar products.
- Regions with the greatest production are China, EU, and USA.

Total Production, by Continents



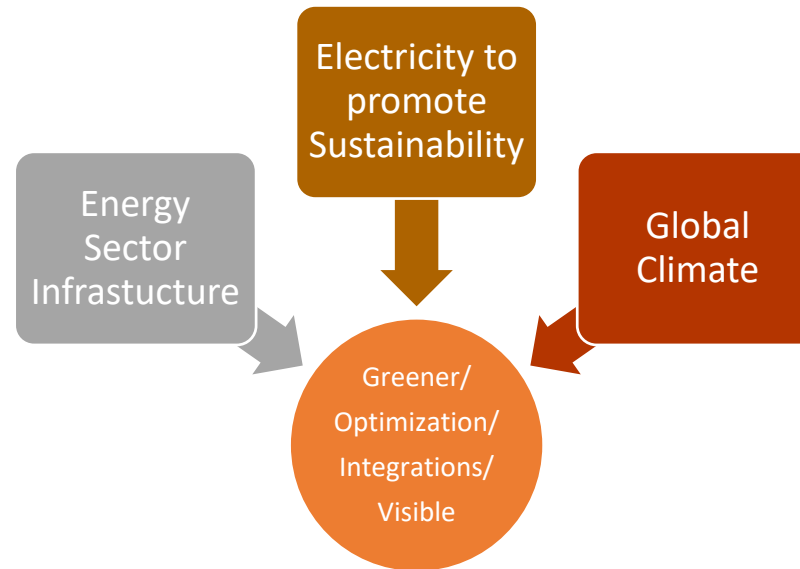
The UK's top competitors of new energy algorithm/testing/software companies by revenue

| The UK's top companies by 2020 revenues | | |
|---|-------------|------------------|
| | Company | Revenues in bn € |
| 1 | AVL | |
| 2 | OxisEnergy | |
| 3 | Brill Power | |
| 4 | Eatron | |
| 5 | ... | |
| 6 | | |
| 7 | | |
| 8 | | |
| 9 | | |
| 10 | | |

- The top companies covering simultaneously the areas of battery management, control engineering and AI applications is rare, however, the companies covering a separate branch is a lot.
- The above is our advantages in gaining top innovative applications, for example, we could develop highly-integrated products between totally different subsystems.

Market Drivers

- Need greener resources from the energy sector to produce electricity
- Demand for less emission to produce all kind of industrial products
- Massive use of data-driven infrastructure of the energy sector
- Rising demand for electric vehicles has increased demand for battery productions
- Global Climate places unprecedented pressure on natural resources to meet future consumer demand
- Volume of operations demands adopting smart technologies



Market trends

Transition
to a low-
carbon
economy

- Use of renewables and EV's

Resources
and the
risks
connected
with
several
areas

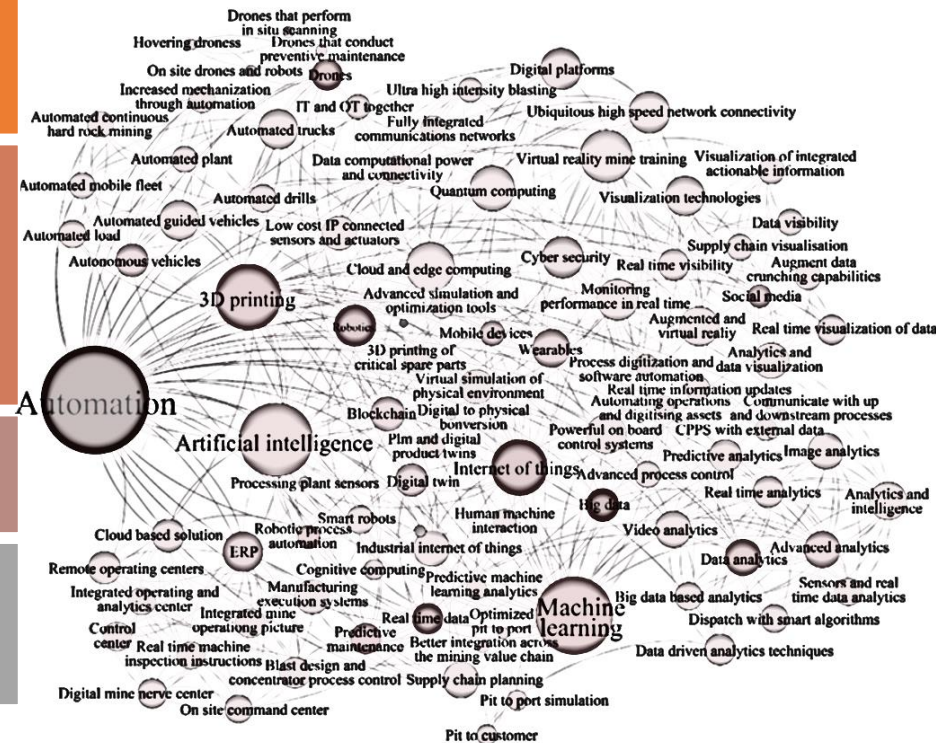
- Implement Digitalisation

New
financing
schemes

- Joint Ventures

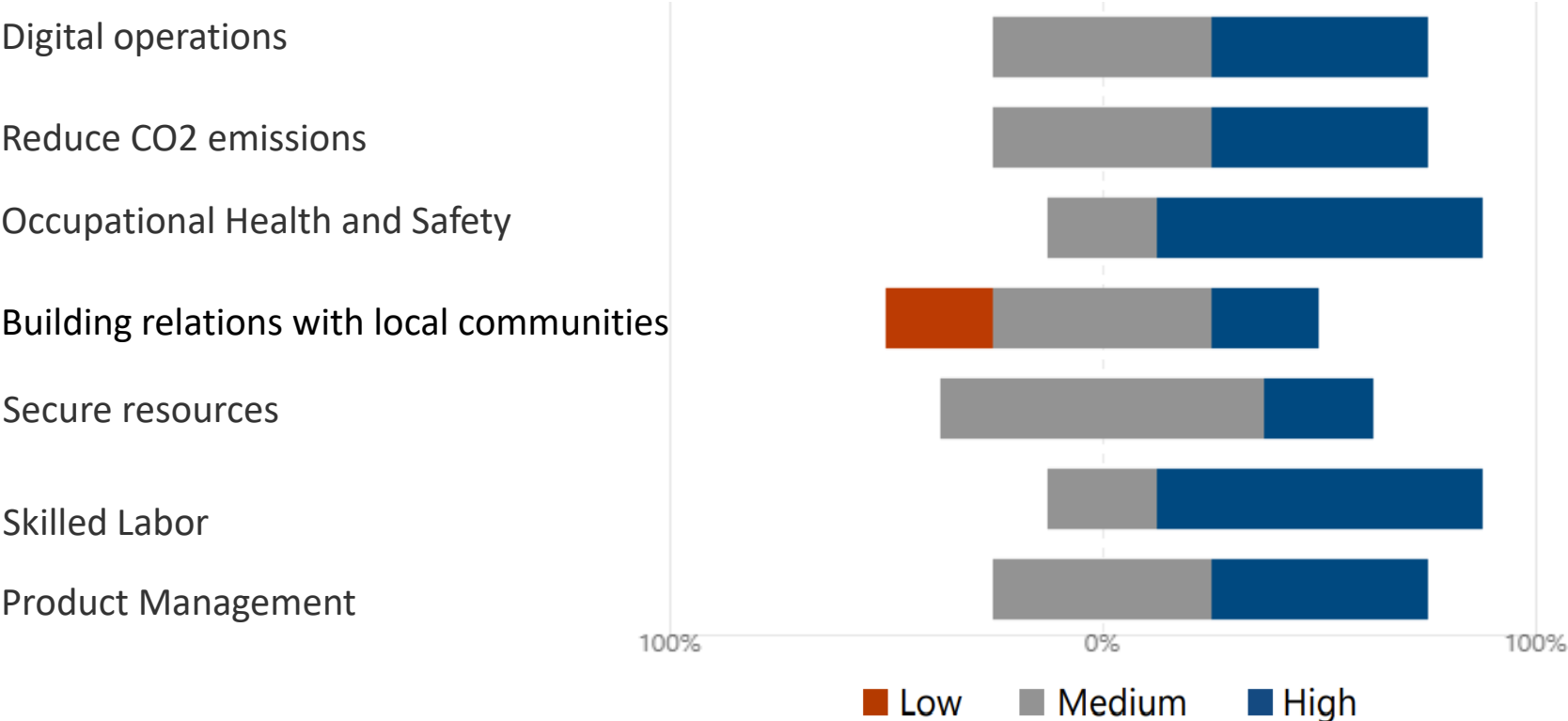
Use of Big Data and AI

- **Information and data processing**, and about 60% of tasks involving **physical labour** will be automated by 2025

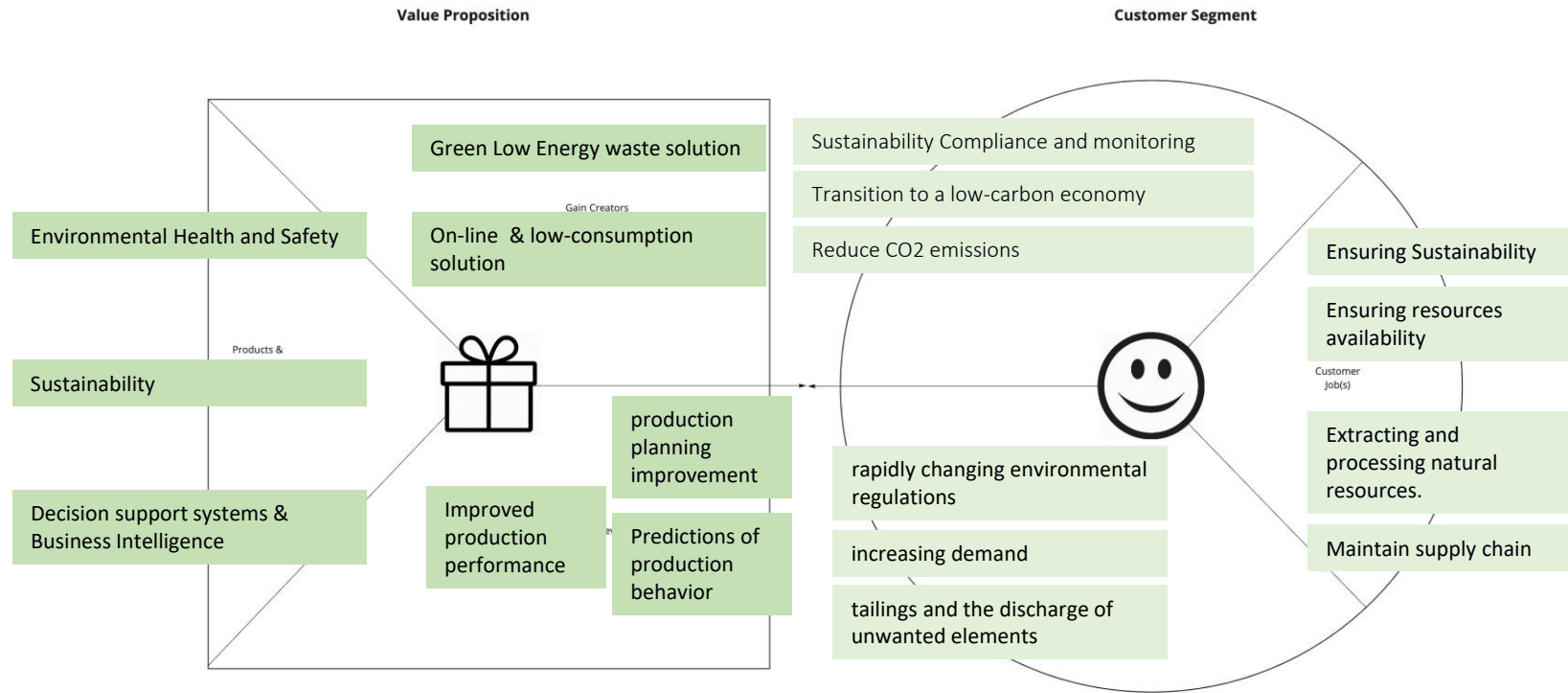


Customer Needs

Please rate the following areas according to your needs for investments the next years



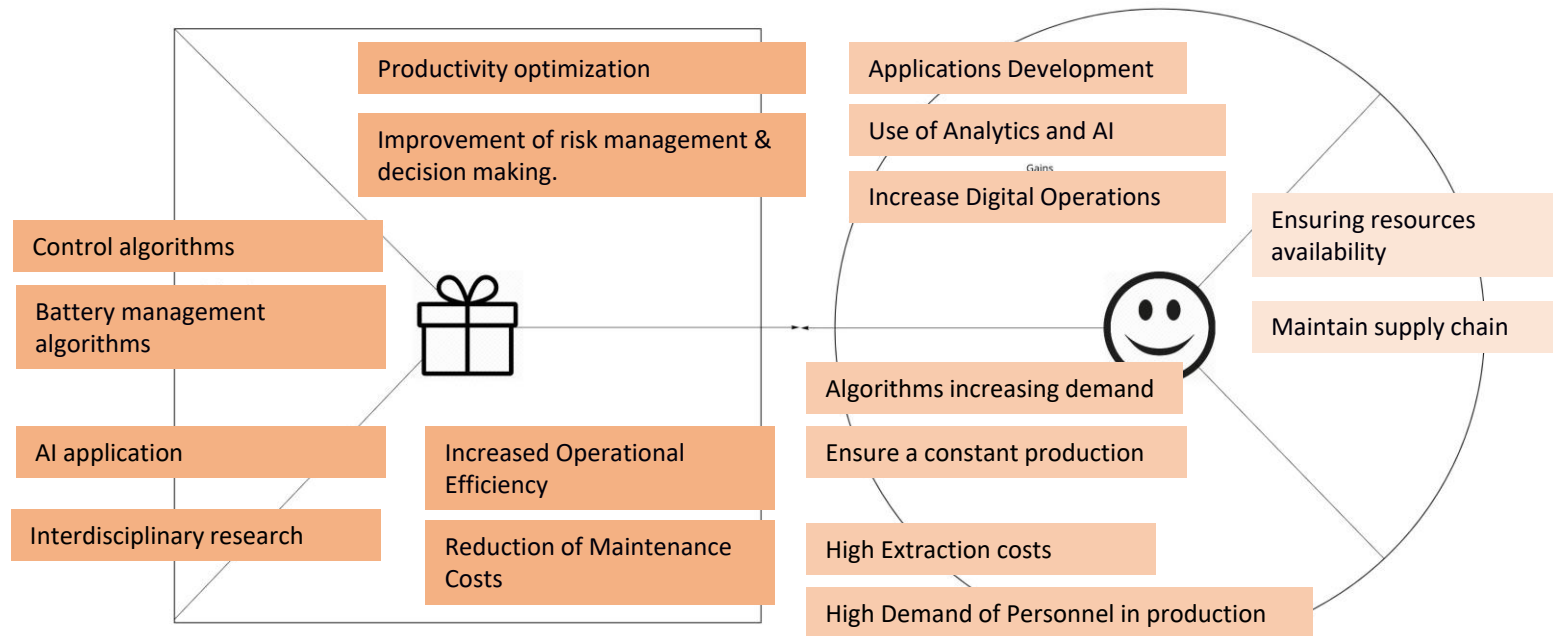
Sustainability Compliance and Monitoring Value Proposition



Productivity Optimization Value Proposition

Value Proposition

Customer Segment



Required Input

- Survey to be distributed and completed
- Market Intelligence related with State of the Art by technology providers
- Info regarding stakeholders, activities, resources
- Exploitable results updates for the demonstration to funding communities/persons.