

# **WP 9. Dissemination & Exploitation**

# Dissemination and exploitation strategy and activities Dissemination of project achievements, innovations and research findings Open access and data management Publicly available PROTEIN publications and research data Market analysis, targeting and positioning Identifying clear market opportunities for PROTEIN innovations and products

### Development of exploitation and business plans

### **Participation:**

Events, Seminars, Conferences, Workshops, Project Clustering, Meeting Experts.

### **Publication:**

Scientific papers, Project reports, Industry Articles.

## **Market opportunities:**

Healthcare, Sports Nutrition, Food Retail, Scientific Research, Education.

### **Exploitable Assets & I.P:**

Innovations in personal nutrition, healthcare sensors, A.I. & data.