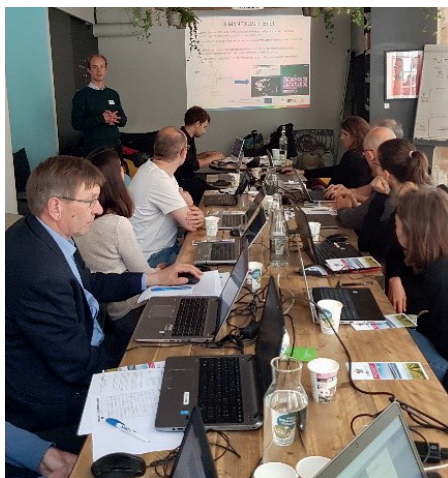


# How to “Nexus” after the project life?



## Key achievements

- Analyze the Serious Gaming market
- Design a smooth collaboration and ‘exploitation strategy’
- Prepare the ground for a spin-off creation

## Key products

- Full commercialisation plan for the Serious Game software (e.g., definition of commercial packages, software maintenance, commercial pipelines, first clients, business plans, partners’ involvement, creation of a legal structure)
- Start-up development plans for the first 5 years

## Our work

Stage 1 – An extensive market study was carried out to determine the potential customers and competitors of the SIM4NEXUS Serious Game. Different types of actors were approached (public, private, public authorities, associations, NGOs). The aim was to determine the needs of end-users in terms of Serious Game use.

Stage 2 – Exploitation strategy and business models were agreed to enable collaborations after the project end. This includes a 2-year trial and commercialisation plans for a start-up creation, including customer training at several levels.

Stage 3 – Test-playing of the Serious Game at “customer feedback workshops” to enable product improvement.



**Alexandre BARRET**

Strane Innovation

✉ [alexandre.barret@strane-innovation.com](mailto:alexandre.barret@strane-innovation.com)

**Nathalie VALLEE**

Strane Innovation

✉ [nathalie.vallee@strane-innovation.com](mailto:nathalie.vallee@strane-innovation.com)

**Alexandra JAUNET**

Strane Innovation

✉ [ajaunet@strane-innovation.com](mailto:ajaunet@strane-innovation.com)

**Stefania MUNARETTO**

KWR Water Research Institute

✉ [Stefania.Munaretto@kwrwater.nl](mailto:Stefania.Munaretto@kwrwater.nl)