



*H2020-ICT-2014-1  
Smart System Integration*

## **MEDILIGHT**

**Miniaturized smart system for light stimulation and monitoring of wound healing**

Starting date of the project: 01/02/2015  
Duration: 36 months

### **= Deliverable: D7.1 =**

**Development of the preliminary exploitation, dissemination and communication strategy and the project brochure**

Due date of deliverable: 01/06/2015  
Actual submission date: 02/06/2015

Responsible WP: Anežka Palková, WP7, AMI  
Responsible TL: Anežka Palková, AMI  
Revision: V1.0

Dissemination level		
PU	Public	X
PP	Restricted to other programme participants (including the Commission Services)	
RE	Restricted to a group specified by the consortium (including the Commission Services)	
CO	Confidential, only for members of the consortium (including the Commission Services)	

## MEDILIGHT

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## DOCUMENT CONTROL

Document version	Date	Change
V1.0	28/05/2015	
V1.0	02/06/2015	No changes

## VALIDATION

Reviewers	Validation date
Internal reviewer Julien Steinbrunn	02/06/2015
Work Package Leader Anežka Palková	28/05/2015
Project Manager Anežka Palková	28/05/2015
Coordinator Dionysios Manessis	01/06/2015

## DOCUMENT DATA

<b>Keywords</b>	MEDILIGHT, exploitation, dissemination, communication, strategy
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<b>Delivery date</b>	02/06/2015

## DISTRIBUTION LIST

Date	Issue	Recipients
02/06/2015	V1.0	All partners via FTP server, PO

## Executive Summary

Timely and effective communication, dissemination and exploitation of results are an essential part of every research project. This ensures that the gained knowledge or exploitable outcomes can benefit the whole society, and that any duplication of research and development activities is avoided.

A communication, dissemination and exploitation strategy document for the MEDILIGHT project has been therefore developed in order to have a preliminary plan how to fulfil the above mentioned goals and ensure that all possible communication, dissemination and exploitation routes for the obtained results are identified and used during the whole course of the project. Possible new routes will be further monitored and if found relevant they will be integrated in the communication, dissemination and exploitation road map. Consortium exploitation plans and roadmaps will be a separate deliverable (D7.4) which is due in month 18 and an updated version in month 36 and will contain more detailed information on project's exploitation.

Nevertheless, it is necessary to mention that the communication, dissemination and exploitation of the project's achievements should never jeopardize the potential protection of generated intellectual property (e.g. patent, product design) and further industrial application. Therefore, before any activity (publication, presentation) strict rules of prior notice to all partners will be applied, according to EC guidelines and in line with the MEDILIGHT Consortium Agreement. Partners will have the possibility to refuse dissemination of their own know-how (background or results) when it could potentially harm the partner's interests.

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## 1. Introduction

Deliverable 7.1 *Development of the preliminary exploitation, dissemination and communication strategy and the project brochure* is part of the task 7.1 *Dissemination strategy and activity* and task 7.2 *Intellectual property and exploitation plan*. The tasks state that partners will define a working document outlining the dissemination strategy and tools to be used during the life of the project. A plan for assessing the collective impact potential of the consortium by evaluating the market potential and determining product opportunities in relation to the customer/product requirements for intelligent band aid is part of the document should be prepared.

This strategy plan is therefore suggested in order to choose and follow the best communication, dissemination and exploitation routes for the MEDILIGHT outcomes and results. Consortium exploitation plans and roadmaps will be a separate deliverable (D7.4) which is due in month 18 and an updated version in month 36 and will contain more detailed information on project’s exploitation. Deliverable D7.1 is a public one therefore no confidential information regarding exploitation can be part of this document.

The document is divided in two main chapters. Chapter 2 describes MEDILIGHT communication and dissemination activities and chapter 0 MEDILIGHT preliminary exploitation strategy.

The plan was prepared in month 4 (M4) and will be presented to partners during the project monthly teleconference to be held on 3 June.

It is necessary to mention that the communication, dissemination and exploitation of the project’s achievements should never jeopardize the potential protection of generated intellectual property (e.g. patent, product design) and further industrial application. Fair and transparent procedure for the submission of an abstract, paper or other external publication will be implemented, in line both with the GA and the CA. The framework is defined in the Consortium Agreement Article 8.4 Dissemination and is in line with Article 29.1 of the Grant Agreement.

Prior notice of any planned publication should be given to other consortium members at least 45 calendar days before the publication. Any objection to the planned publication shall be made in accordance with the Grant Agreement in writing to the Coordinator and to the consortium member proposing the dissemination within 30 calendar days after receipt of the notice. If no objection is made within the time limit, the publication is permitted (Figure 1).

The following information will be always mentioned in the publication: “This project has received funding from the European Union’s Horizon 2020 research and innovation programme under grant agreement No 644267, project MEDILIGHT”.



Figure 1: Information and timeline of intention of publication

## 2. MEDILIGHT communication and dissemination activities

MEDILIGHT communication and dissemination activities are suggested as follows:

- Development and maintenance of the project webpage with Frequently Asked Questions (FAQ) section
- Preparation of the dissemination materials

- Organization of MEDILIGHT events:
  - Workshop in the second half of the project
  - Final MEDILIGHT conference
- Publication of MEDILIGHT results
  - at key conferences, symposia, meetings in Europe
  - in relevant scientific and industrial journals
  - contribution to technology news servers and others
  - via few relevant LinkedIn Groups, Facebook
- EU and national clustering activities
- Cooperation with EAB incl. e-mail newsletter distributed to EAB members

Particular activities are mentioned and described in more detail in subchapters below.

As shown in Figure 2 the timing of MEDILIGHT communication and dissemination plan is divided into individual years including main dissemination activities corresponding to that year as described below:

- Year 1 (2015):
  - press release announcing the start of the MEDILIGHT project
  - webpage creation
  - clustering activities
  - first MEDILIGHT presentations
  - press release summarizing the first year
  - preparation of dissemination materials: leaflet, roll-up, EAB newsletter
- Year 2 (2016):
  - continuous webpage updates
  - clustering activities
  - scientific publications of the MEDILIGHT results
  - partners participating in conferences and symposia in related fields
  - project video summarizing the project objectives
  - dissemination materials: project brochure, EAB newsletter
  - workshop
- Year 3 (2017):
  - continuous webpage updates
  - scientific publications of the MEDILIGHT results
  - final MEDILIGHT conference
  - press release summarizing the whole project
  - final project video summarizing the whole project progress
  - dissemination materials: EAB newsletter



The whole content of the webpage is public except for the Partners area. The website will be actively maintained during the whole course of the project. At the footnote of the website an acknowledgment of EU funding is placed: **This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement no. 644267, project MEDILIGHT.**

The website is being created in Open Source software called WordPress. WordPress started as a blogging system, but has evolved to be used as full content management system, that is completely customizable and can be used for almost anything within the field of web design.

The content of individual pages is divided in 3 parts (frames); heading, central area and right column. The heading shows project's logo and full name on the right side and contains a banner field on the left side with headlines related to the project theme accompanied by graphics. The heading's visualisation remains constant on all pages. The main content is to be found in the central area. The right column contains latest news and events related to the project. A different layout is set for the home page where right column is missing and basic information on the project is in the central area. Below is a picture of simplified MEDILIGHT dressing with an animation depicting the use of blue and red light and its effects on wound healing. Next to the picture three latest news and events related to the project are shown. At the bottom a rolling banner presenting logos of all partners as well as the EU flag are placed. The website contains also a search tool. The main navigation menu is placed at the top of the central area and includes the following sections (with their respective subsections): Home, Project, Consortium, News & Events, Publications & Media, Partners area, FAQs and Contacts.

The Frequently Asked Questions (FAQ) section is developed in order to answer possible questions related to MEDILIGHT project and its goals and make the replies publicly available on the website. Therefore Post a comment window is at disposal in this section and list of answers provided by the consortium members based on their expertise will appear there as well.

A dedicated secured private area (Partners area) of the website serves as a management tool. Access will be provided to all consortium partners but with different access and security levels for public and confidential data.

Project's website is described in detail in deliverable D7.2.

## 2.2. Preparation of the dissemination materials

Several types of dissemination materials will be prepared during the project's lifespan in order to inform wide and various audiences on the MEDILIGHT project and its development.

### 2.2.1. MEDILIGHT leaflet

The leaflet has been already prepared in order to give basic information on the MEDILIGHT project including project description, basic facts and expected impact. Description of the consortium is also mentioned there. It is expected, that an updated edition of the MEDILIGHT leaflet will be released in the second half of the project in order to present project progress as well as its first results.

## MEDILIGHT

**Miniaturized smart system for light stimulation and monitoring of wound healing**

**MEDILIGHT**

**Introduction:**  
Chronic wounds represent a significant burden to patients, health care professionals, and health care systems, affecting over 40 million patients and creating costs of approximately 40 billion € annually.

**Project description:**  
Goal of the project is the fabrication of a medical device for professional wound care. The device will use recently proved therapeutic effects of white light to enhance the self-healing process and monitor the status and history of the wound during therapy. Light exposure in the red part of the spectrum (620-750nm) induces growth of keratinocytes and fibroblasts in deeper layers of the skin. The blue part of the spectrum (400-495nm) is known to have antibacterial effects, predominantly at the surface layers of the skin.

**Project facts:**  
Start date: 01/01/2015  
End date: 31/01/2018  
Duration in months: 36  
Project cost: € 2.98 M  
Project EU funding: € 2.48 M  
H2020 Research & Innovation Action Grant Agreement no.: 644267  
Call (part) identifier: H2020-ICT-2014-1  
Topic: ICT 2 – 2014: Smart System Integration  
Keywords: Light therapy; Chronic wound; Wound healing; Bio-medical; Disposable patch; Self encapsment; Smart electronics; Micro- and nanostructuring; Light management; Printed electronics; Smart sensors.

**Expected impact:**  
The MEDILIGHT concept could reduce these devices, while maintaining the functionality and ergonomics due to flexible wearable structures and miniaturized electronics. In such a case the result of the project would be at least **50x smaller** than stationary device (50x50 cm) to a wearable module (5x5 cm) and at least **30x cheaper** (from several thousands to few hundreds of €).

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The project MEDILIGHT receives funding from the European Union's Horizon 2020 research and innovation programme under Grant Agreement No. 644267.

Figure 3 MEDILIGHT leaflet

### 2.2.2. MEDILIGHT roll-up

In order to make the presentation of the MEDILIGHT project in different meetings, workshops, conferences etc. more effective a roll-up will be developed.

### 2.2.3. MEDILIGHT videos

Project videos will be prepared in order to present the MEDILIGHT project to public through media channels such as MEDILIGHT website, YouTube and others.

Two video releases are planned for the project lifetime:

- during the first half of the project – video summarizing the project objectives, stressing the main technical progress done during the first year;
- final project video – video summarizing the whole project progress, presenting the final results and possible ways of their exploitation.

### 2.2.4. MEDILIGHT brochure

Project brochure is planned to be prepared in 2016 in order to address non-specialised scientific community. This booklet would serve as a tool for an easy and effective introduction of the project's objectives, partners, expected impact etc. and will be distributed at events organised by the project as well as other dissemination opportunities.

### 2.2.5. MEDILIGHT newsletter

On a yearly basis, MEDILIGHT newsletter is planned to be prepared and circulated to identified stakeholders (including External Advisory Board) where results achieved in individual work packages would be presented. Newsletter will be also available on the project's website.

### 2.2.6. MEDILIGHT press releases

The aim of the press releases is to attract media attention and increase public awareness of the MEDILIGHT project and its outcomes and events.

The first project press release was published in April 2015 in order to inform about the launch of the project and its objectives.

## MEDILIGHT



**Figure 4 First MEDILIGHT press release**

Second press release is expected after M18 to summarize the first half of the project.

Last press release is planned for the end of the project promoting the final MEDILIGHT conference and pointing out the most interesting results partners reached during the project lifetime.

Press releases might be also published by individual partners to present their involvement in the project. Microsemi prepared a local Welsh region press release in February 2015 linked to the launch of the project. URGO intends to prepare a press release (both in French and English) when a project meeting takes place in its premises, i.e. around June 2016.

All press releases connected to MEDILIGHT project will be available in the section Press releases of the MEDILIGHT website.

### 2.2.7. Short news for social media tools

Tools like Facebook, LinkedIn, YouTube, Twitter etc. will be considered to address the potential impact especially to the younger generation and to have the feedback from various audiences. Short news on MEDILIGHT project and its development would be prepared and shared on the identified tools.

## 2.3. Organization of the MEDILIGHT events

Events organized by the MEDILIGHT project are suggested in two lines; organization of project workshops and organization of the final MEDILIGHT conference.

### 2.3.1. Project workshops

MEDILIGHT workshops are planned to be organized in the domain of miniaturized smart electronics related to wound healing and in connection with other European or national events in this field to promote project's concept.

Workshops scheduling would be adjusted to the project progress and other events. The workshops will be organised in two schemes:

- internal workshops
- public workshops

### Internal workshops

Cooperation with other projects in related field is expected for the organization of these workshops. These events will serve as an ideal place for the exchange of experience on specific common aspects.

### Public workshops

The first public project workshop is planned in mid-2016. The aim is to organize this workshop within a workshop session of any relevant conference, or it could be organized as a separate event or as part of one of the standard MEDILIGHT meeting. It could be part of URGO symposium on wound which is foreseen to be organized in 2016. Journalists and media would be invited to the event.

Final MEDILIGHT workshop is intended to be organised in Brussels in order to attract the attention of policy makers, members of European Parliament, representatives of regions, lobbyist organisations and other relevant stakeholders.

#### 2.3.2. Final MEDILIGHT conference

The final MEDILIGHT conference will be organised at the end of the project probably in Dijon in order to show the outcomes of the project with the prototypes. Detailed information about the conference including the place, its exact content, speakers, targeted audience etc. will be discussed during the M24 MEDILIGHT meeting.

### 2.4. Publication of the MEDILIGHT results

Publication of MEDILIGHT results to relevant scientific and industrial periodicals, journals and key conferences in Europe will be assured during the whole project lifetime.

#### 2.4.1. Presentations at conferences, symposia, meetings

A set of conferences on miniaturized smart electronics and wound healing will be selected and articles, papers and posters will be prepared for them. Having booths in large exhibitions (in the area of medical electronics) will be considered.

Here are examples of events, where presentation of MEDILIGHT project will be considered (the list is not exhaustive):

- Industrial Technologies 2016
- NANOTECHNOLOGY – International Conferences & Exhibition on Nanotechnologies & Organic Electronics ([www.nanotextology.com](http://www.nanotextology.com))
  - MEDILIGHT or a common EU-projects booth is planned for 2016
- Electronics System-Integration Technology Conferences (ESTC) (in 2016, 2018)
- European Microelectronics and Packaging Conference (EMPC) (in 2017)
- International Conference on Materials for Advanced Technologies (ICMAT) ([www.mrs.org.sg/icmat2015/public.asp?page=home.asp](http://www.mrs.org.sg/icmat2015/public.asp?page=home.asp))
- Smart Systems Integration (SSI) Conference ([www.smart-systems-integration.org](http://www.smart-systems-integration.org))
- International Year of Light (IYL) events ([www.light2015.org/Home.html](http://www.light2015.org/Home.html))
- European Tissue Repair Society (ETRS) meetings ([www.etrso.org](http://www.etrso.org))
- Joint meeting of the European Tissue Repair Society (ETRS) & and the Wound Healing Society (WHS)

- Congress of World Union of Wound Healing Societies (WUWHS) ([www.wuwhs2016.com](http://www.wuwhs2016.com))
  - Takes place every 4 years, in 2016 in Florence
- European Wound Management Association (EWMA) Conference ([www.ewma.org](http://www.ewma.org))

Moreover, policy structuring meetings will be proactively attended, e.g. DG Connect and DG Research and Innovation clustering and brokerage meetings and European Technology Platforms meetings. Cooperation with the different clustering activities will be introduced.

#### 2.4.2. Scientific articles in relevant journals and periodicals

Publication of MEDILIGHT results in relevant scientific and industrial periodicals and journals in Europe will be encouraged during the course of the project.

Examples of journals, where contributions from MEDILIGHT partners might be expected (the list is not exhaustive):

- Global SMT & Packaging ([www.trafalgarmedia.com/index.php/icons/global-smt-packaging](http://www.trafalgarmedia.com/index.php/icons/global-smt-packaging))
- Packaging Europe ([www.packagingeurope.com](http://www.packagingeurope.com))
- Packaging Digest ([www.packagingdigest.com](http://www.packagingdigest.com))
- Packaging World ([www.packworld.com](http://www.packworld.com))
- LED professional Review (LpR) ([www.led-professional.com/lpr-magazine](http://www.led-professional.com/lpr-magazine))
- Optics and Photonics Journal (OPJ) (<http://www.scirp.org/journal/opj/>)
- Nanotechnology (<http://iopscience.iop.org/0957-4484>)
- Wound Repair and Regeneration
- Journal of Investigative Dermatology ([www.nature.com/jid/index.html](http://www.nature.com/jid/index.html))

#### 2.4.3. Technology news servers and others

MEDILIGHT project will comply with knowledge sharing arrangement and will actively contribute to technology news servers (e.g. CORDIS) and other initiatives periodically, each time after the latest achievements, at the latest at the beginning and at the end of the project.

Examples of other initiatives where MEDILIGHT could contribute:

- IEEE Components, Packaging and Manufacturing Technology Society (<http://cpmt.ieee.org>)
- European Technology Platform on Smart Systems Integration (EPoSS) ([www.smart-systems-integration.org](http://www.smart-systems-integration.org))
- Semiconductor packaging news ([www.semiconductorpackagingnews.com/](http://www.semiconductorpackagingnews.com/))
- Photonics21 (<http://www.photonics21.org/>)
- Optec-Berlin-Brandenburg e.V. (OpTecBB) (<http://optecbb.de>)
- Advanced Packaging ([www.ameda.com/apk/](http://www.ameda.com/apk/))
- Semiconductor Today ([www.semiconductor-today.com/advertising.htm](http://www.semiconductor-today.com/advertising.htm))

As University of Heidelberg involves its students in the project, the following thesis are being planned to be written:

- Bachelor thesis on light and melanoma cells (to be delivered in 4 months)

- Master Thesis on the effect of blue and red light irradiation on human fibroblasts (to be delivered at the end of 2015)
- PhD thesis on keratinocytes (to be delivered in 2 years)
- PhD thesis on fibroblasts (to be delivered in 3,5 years)

## 2.5. EU clustering activities

Clustering activities are viewed as part of the project dissemination.

### 2.5.1. EC clustering events

Policy structuring meetings will be proactively attended, e.g. DG Connect and DG Research and Innovation clustering and brokerage meetings and European Technology Platforms meetings. The objectives would be to address innovation and exploitation issues in running projects and explore potential for cross-project clustering. Similar activities are expected also on the national levels.

### 2.5.2. Projects clustering

Cooperation and synergies with other projects in the field of wound care funded by the European Commission will be used to enforce a rapid exploitation and potential cross-linking of project goals and marketing initiatives. Within this collaboration organization of joint events is expected as well as sharing important knowledge gained during the research.

To this aim, contact with the project **SWAN-iCare** (Smart wearable and autonomous negative pressure device for wound monitoring and therapy, [www.swan-icare.eu](http://www.swan-icare.eu)) will be established and cross project team will be set-up if possible. Clustering with other projects identified during the course of the project is foreseen.

Projects' meeting could be organized to discuss and understand the positioning of the projects towards each other, to identify common actions and share ideas on possible cooperation. It is planned that representatives of identified projects will be also invited to workshops and events organised by MEDILIGHT.

## 2.6. External Advisory Board cooperation (incl. E-mail newsletter)

The MEDILIGHT External Advisory Board has been created not only to support the consortium during the technical specification phase at the beginning of the project, validation of results and flawless results exploitation but also to increase the Pan-European concept of this project and provide desirable feedback from other closely related European or national activities.

The current list of EAB members includes the following representatives:

- **Dr. Jürgen Günther** from Freudenberg Forschungsdienste SE & Co. KG;
- **Dr. Frantisek Neuwirth**, private practice in dermatology;
- **Dr. Lars Sommerhäuser** from Wifag-Polytype Technologies AG.

The communication with EAB members is ensured through regular meetings (in person or through teleconferences) and also through distribution of EAB newsletter which is meant to bring the latest news on the MEDILIGHT project to the identified stakeholders. The newsletter will have a standard structure and content divided into small subchapters dedicated to project's updates, latest and forthcoming meetings as well as MEDILIGHT dissemination activities. The newsletter is expected to be distributed at six- or twelve-month intervals via the e-mail in order to ensure proper and up-to-date information flow.

### 3. MEDILIGHT preliminary exploitation strategy

The role of an Exploitation Manager (Dr. Julien Steinbrunn, URGO) has been set in order to continuously assess the market potential of the developed know-how. The data extraction of market characteristics and determination of the actual market trends is imperative to realize the full commercial potential of the project results. Therefore, the exploitation manager will lead the work on market analysis survey and benchmarking activity, including preparation of exploitation plans. Potential users outside the consortium will be identified and the Exploitation Manager will serve as the main contact point for business related issues (together with the Project Steering Committee and General Assembly). Any proposed and performed tasks should be of nature allowing the consortium to fully exploit its knowledge and provide the maximum freedom to operate to the consortium members with respect to the prior art.

The Consortium has already established systematic IP search activities through its Exploitation Manager. All the search results will be compiled in the deliverable D7.3 New IPR development status report (in month 9, updated in month 25 and month 36). Always new findings, re-assessment of the Freedom to Operate (FTO) and strategic IP decisions will be presented in the regular consortium and review meetings.

URGO has already started with patent search and found out patents in the IP scenery which have to be carefully analyzed in order for us to have always FTO and to position strategically MEDILIGHT patents:

- WO 2011 080703 seems to deal with a bandage for emitting radiation source, in this case from LEDs, with a light guide and a light waves centralizer towards the skin. General document that applies to the treatment of wounds as described in the introduction. This paper discusses the path of light in a bandage.
- WO 2011 073882 discusses a light therapy treatment system comprising a deformable frame part and an elastic sheet comprising the LEDs. This application seems to be interested in materials that benefit the general principle defined by the first document quoted here.
- WO 2010 150165 which, although specific treatment of psoriasis, describes essential ways similar to those that we want to implement, including wavelengths and doses. To see if it is really relevant.

Although being in an early phase of the project, the Consortium thinks/foresees that the invention or inventions that will result from the MEDILIGHT project will be falling in the category of "selection inventions". The Consortium is confident on the patentability of the MEDILIGHT concepts and freedom to operate.

Most exploitation potential can be realized if the whole system will be correctly demonstrated for its health functionalities and benefits. That implies, that a common exploitation plan of all involved partners in the system integration (band aid build-up) (WP5) would be the most efficient exploitation pathway for MEDILIGHT. This role will be undertaken by URGO with the help and support of all other partners who develop the technology blocks in the individual work packages.

The whole consortium believes that MEDILIGHT will create a strong technological platform that could lead to several product generations.

Consortium exploitation plans and roadmaps will be a separate deliverable (D7.4) which is due in month 18 and an updated version in month 36 and will contain more detailed information on project's exploitation. In subchapters below are only preliminary exploitation strategies of URGO, TUB, MSL and SG.

#### 3.1. URGO preliminary exploitation strategy

Chronic wounds market is increasing and has a huge potential. Advanced wound care and modern dressings represented 2.3 billion euros market in the world in 2012. Pain, disability, functional and aesthetic complications: the suffering caused by wounds - be they due to trauma or the result of certain chronic diseases - takes a variety of forms. More and more patients are affected by two underlying trends: on the one hand, the ageing of the population in developed countries and, on the other hand, the constant rise in the incidence of diabetes.

Urgo Medical continuously invests in protecting new IP of wound dressings, materials, actives, film former compositions or compression therapy devices. Only in 2013, 19 patents have been filed by URGO. Any new know-

how with potential therapeutic use, generated by this project, e.g. new materials or light therapy devices are highly interesting for Urgo, and the main intention is to protect such IP, to (co-)develop with partners, register it and to sell via global sales network.

Urgo Medical is ranked third in the European wound healing and compression sector. Its international sales account for two-thirds of its global turnover. Since its creation, Urgo Medical has established a presence in seven countries in Europe, three in Asia, as well as Brazil. From these three zones, relations are established with neighbouring markets and products made in France are available on every continent. Urgo Medical innovations are also familiar to users in several countries in Africa and South America, the United States, the Middle-East and Australia.

For nearly fifteen years now, Urgo Medical has been providing treatment strategies for serious and disabling wounds, with a single objective: to make its innovations accessible to as many people as possible, irrespective of country and the health funding system in place. Its strength is to propose best in class and innovative products which enable strong penetration in this market. Physical therapy, as phototherapy, could be a great complement to Urgo Medical current range of product. Urgo Medical believes it could be a real breakthrough in the wound care area and a specific product for diabetic wounds with a strong value for public and private payers.

Fifteen years from now, diabetes will affect more than 550 million people, impairing their natural defence mechanisms and their wound healing capacities. A simple foot wound may ultimately put the diabetic patient's life at risk. Currently, it is estimated that there are 5% of diabetic patients with diabetic foot wound with a high risk of amputation and there are 1 amputation related to diabetes every 30 seconds in the worldwide.

Urgo would like to implement this product as a disruptive technology that could address all healing stages of chronic wounds, particularly in case of diabetic foot wounds. It will have support from Key opinion leaders and healing Societies. Urgo business model would be mainly focused on the disposable part of the product. The aim is to have a daily treatment cost affordable for large category of potential customers and patients. Sales targets would be physicians (vascular surgeons, dermatologist, general practitioners ...) in the hospital and in the community market.

### 3.2. TUB preliminary exploitation strategy

All developments on the electronic module (WP3) will be further exploited in other national and industrial projects which involve Wireless communication. If the electronic module will be finally embedded, then the technology will be demonstrated to large PCB houses which offer embedding subcontracting services to sense their reaction. If there is commercial interest for such Modules and the accompanying embedding technologies, the common TUB licencing procedures will be followed.

### 3.3. Microsemi preliminary exploitation strategy

MSL is a leading "system in package" supplier to the medical electronics industry and has a proven track record in implementing new concepts developed under the EU and Innovate UK funding. MSL has successfully used collaborative R&D projects to support its product road map.

MSL preferred method for exploitation is consultative selling approach through direct contact with existing and new end users. MSL's existing customer base includes the five largest multinational medical implant device OEM's (i.e. Medtronic, St Jude Medical and Boston Scientific and Sorin).

As part of MSL five-year strategic growth plan the external medical device industry, particularly wearable medical electronics, has been identified as a potential growth area. MSL has already seen traction in the external defibrillator market and recognises URGO and the MEDILIGHT product as a potential revenue stream. High integration medical electronics are a niche market, high value manufacturing activity. MSL growth strategy is in the order of €10-15 million euro of export sales in three years. The MEDILIGHT module will help to secure this growth. MSL plans to expand the gained knowledge also in other applications in wearable electronics. These strategies should also contribute to keep the high added value manufacturing in Europe.

### 3.4. SignalGenericX preliminary exploitation strategy

SignalGeneriX is focusing on the development of innovative IP and realising this into novel hardware and software products. After the end of the project, the company plans to exploit the projects results together with MSL and URGO. For SG it is also interesting to utilise the developed MEDILIGHT module as part of its products, i.e. Ubihealth, extending its remote continuous monitoring capabilities.

## 4. Conclusions

This strategy document is suggested in order to plan the best communication, dissemination and exploitation routes for the MEDILIGHT results (e.g. through project webpage, project dissemination materials, MEDILIGHT events, participating in events, clustering activities, etc.). Possible new routes will be further monitored and if found relevant they would be integrated in the communication, dissemination and exploitation road map. Consortium exploitation plans and roadmaps will be a separate deliverable (D7.4) which is due in month 18 and an updated version in month 36 and will contain more detailed information on project's exploitation.

When disseminating the results of the MEDILIGHT project, it will be always ensured, that following sentence is mentioned: "This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 644267, project MEDILIGHT".

## 5. Degree of Progress

The deliverable is to 100% fulfilled.

## 6. Dissemination Level

The Deliverable D7.1 is public and therefore it will be available to download on the project's website and on demand.