



Deliverable D8.2.2

Draft Business Plan

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Executive Summary

For the exploitation of xLiMe results all use case partner present individual business plans. They all utilize the xLiMe data stream but address very different customer needs. The ZATTOO business plan describes the automatic augmentation of news articles with live TV streams. VICO plans to reduce manual effort for social media analysts using automated annotation. ECONDA suggests to generate product recommendations based on evidence obtained from the xLiMe pipeline.

For each business plan a market analysis along with a SWOT analysis is presented. Further, potential customers and grow rates are identified. In total the estimated added revenue for all use case partners sums up to 2.5M – 5.5M € per year. Given these numbers this deliverable clearly shows the potential economic impact of the exploitation of xLiMe results.