

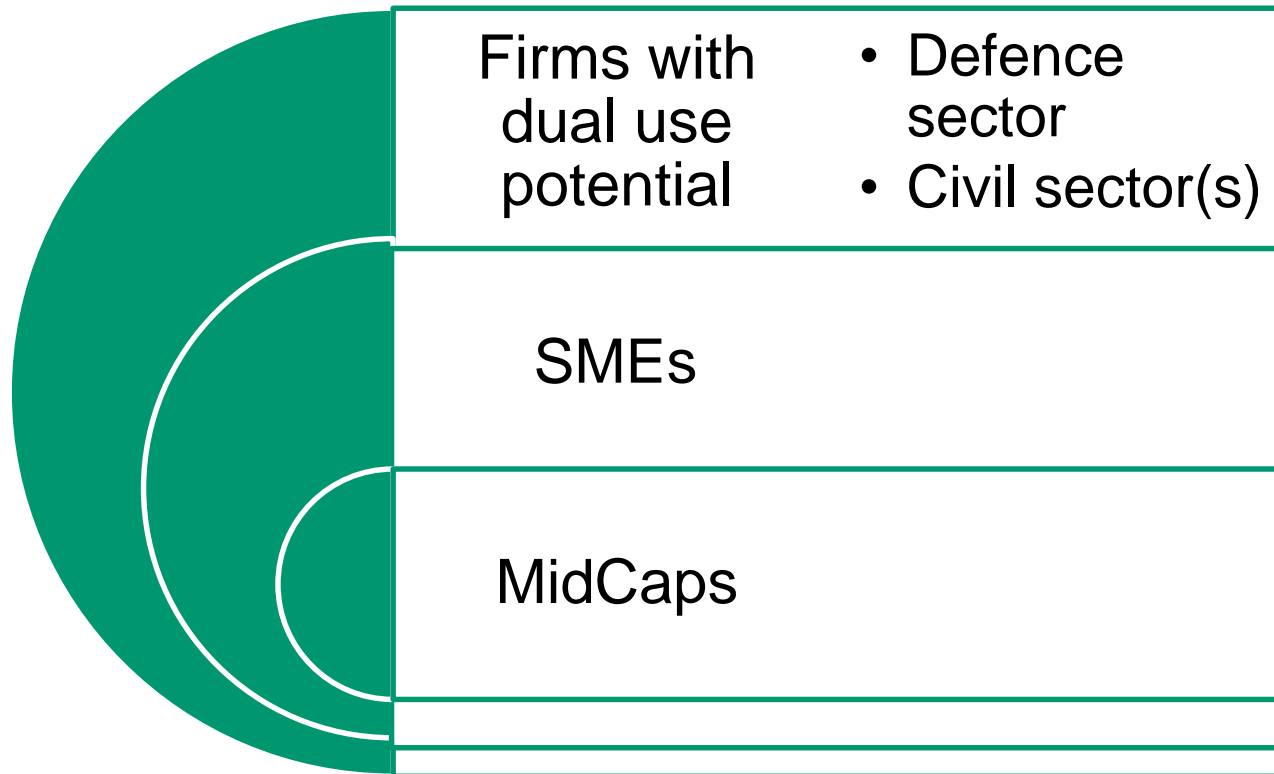
Overview on the Draft Guidebook

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Basic Motivation for the Guidebook

- Many companies (in particular SMEs) are not aware of dual use diversification and its potential commercial benefits
- To provide a quick and easy guide for companies planning to kick-off dual use diversification
- To motivate companies to acquire further knowledge on dual use business development
- To motivate companies to engage in dual use business development

Target groups for the guidebook



Chapters and sections the guidebook

Getting started

- Why this guidebook
- What is Dual Use?
- Routes to Dual Use
- Why is Dual Use an Opportunity for SMEs

Develop a Dual Use Strategy for your Company

- Develop dual use business ideas
- Set out a diversification strategy for dual use

Prepare your Company for Dual Use Market Development

- Integrate into a supporting ecosystem
- IPR - protect your knowledge
- Get familiar with standards
- Access to Finance

Unlock market opportunities for dual use

- Contracting with defence procurement authorities
- Become part of European defence-related supply chains
- Exporting Dual use products outside the European Union

Why is this important?

- Motivation
- Basic Info

What else do I need to know?

- More detailed Info

What should I do next?

- Checklist
- Action points

Where can I deepen my knowledge?

- URLs to relevant sources

Develop Dual Use Business Ideas

Motivation

- A dual-use strategy should start with ideas for dual use
- business ideas for dual use should be developed in a structured way

Info

- The Business Model Canvas (A. Osterwald)
- Process Model of Innovation (Tidd & Bessant, 2014)
- Innovation Audit

Action

- Make yourself familiar with business model development
- Set up a team
- Collect dual use business ideas based on internal potential and external emerging challenges

Integrate into a supporting ecosystem

Motivation

- Specifics of the defence sector
- Need for supporting partners
- Clusters & regional innovation networks

Info

- 58 European Clusters in the category ,Aerospace Vehicles and Defence
- European Network of Defence-related Regions (ENDR)

Action

- Check for regional clusters /ENDR
- Become member of a cluster
- Contact National Defence Industry organizations