



UNITED

Engineering Knowledge Transfer Units to Increase Student's Employability and Regional Development

Work Package 4 – Operational Instalment of EKTUs

Activity 4.2 UNITED Operation, Business, Marketing and Sustainability Plan

Operation, Business, Marketing and Sustainability Plan of [SEA HEI]

WP 4.2

The development of the operation, business, marketing and sustainability plan shall guarantee effective operation and sustainability of the EKTU, especially beyond the end of the UNITED project.

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[Date]

[Version]



Table of Contents

1.	Executive Summary	1
1.1	Title and Focus.....	1
1.2	Operation	1
1.3	Business.....	1
1.4	Marketing.....	1
1.5	Sustainability	1
2.	Main Focus and Idea of the EKTU.....	2
2.1	Title of the EKTU.....	2
2.2	Background.....	2
2.3	Mission and Vision of the EKTU.....	2
3.	Objectives of the EKTU	2
4.	Target Groups.....	2
5.	Operation of the EKTU	3
5.1	Location	3
5.2	Technology Available at University	3
5.3	Equipment from the UNITED Project	3
5.4	Description of the Planned Trainings and Services	3
6.	Team of the EKTU	3
7.	Marketing / Dissemination of the EKTU.....	3
7.1	Market Research	4
7.2	Marketing and Dissemination Plans.....	4
8.	Finance Plan	4
8.1	Operational Costs of the EKTU	4
8.2	Financing During the UNITED Project.....	4
8.3	Financing After the UNITED Project	4
9.	Risk Analysis	5
9.1	SWOT Analysis of the EKTU	5
9.2	Risks.....	5
9.3	Measures.....	5
10.	Sustainability of the EKTU	6



1. Executive Summary

[Briefly summarize here the key points regarding your EKTU – after the business plan template is completed. Every EKTU is unique and the summary as well as the completed business plan should reflect that. This summary will be published on the UNITED website as the output of WP4.2.]

1.1 Title and Focus

1.2 Operation

1.3 Business

1.4 Marketing

1.5 Sustainability



2. Main Focus and Idea of the EKTU

2.1 Title of the EKTU

[Please create a title for the EKTU]

2.2 Background

[Please describe the background, why the EKTU, which problem to solve with the EKTU.]

2.3 Mission and Vision of the EKTU

[Mission and Vision of the EKTU! What are your plans with the EKTU?]

3. Objectives of the EKTU

[Please describe at least 3 main objectives of the EKTU]

4. Target Groups

[Please describe in detail the target groups for the vocational trainings at your EKTU – which are companies/industry/business, and academics/students as a secondary target group. Describe who they are and what their key attributes are (size, location, stage of business, ...). Describe potential companies who could make demand of your EKTU trainings]



5. Operation of the EKTU

5.1 Location

[Please describe your EKTU's physical locations. This might be your office, engineering labs, store locations, manufacturing plants, storage facilities, ... How much space do you have available, and how well will it meet your current and future needs? If pictures are available, please include them.]

5.2 Technology Available at University

[Please describe any important software, hardware, or other information technology, which is available at the HEI and which you are using now and plan to use later to operate your EKTU.]

5.3 Equipment from the UNITED Project

[Please describe the equipment and technology purchased via the UNITED project, and how you are going to use this technology for the vocational trainings.]

5.4 Description of the Planned Trainings and Services

[Please describe in detail the services and trainings the EKTU is offering. What are the benefits of the service/training? Any unique features? Which content will be presented, how long does one training take, how many participants, if there are pre-requisites necessary, etc. etc.]

6. Team of the EKTU

[Please list the team members of the EKTU. Describe each person's skills and experience, and their role in the EKTU. Further, please describe the selection process for the staff of the EKTU, what were the selection criteria, etc. If you are planning to have an advisory board / advisors for the EKTU, please describe the persons and their role.]

7. Marketing / Dissemination of the EKTU



7.1 Market Research

[Please describe the current situation regarding vocational trainings in your region/catchment area of the EKTU. Are there any companies or other HEIs already providing vocational trainings, are there any “competitors”? Which trainings do they provide, what are the costs, where are the trainings provided and how often?]

7.2 Marketing and Dissemination Plans

[Please describe how you are planning to spread the word about your EKTU among your target market(s)/groups. What are the means of dissemination / marketing? Where are you going to promote the EKTU? How do you ensure to reach the target group? How often are you going to promote the EKTU? Who of the EKTU team/the HEI is going to promote the EKTU? Will you use advertising? Perhaps you are developing a content marketing strategy. Whatever your marketing plans may be, please describe them here.]

8. Finance Plan

8.1 Operational Costs of the EKTU

[Please estimate the operational costs of the EKTU on a 6-monthly basis. Please include a table indicating the key numbers of the costs of the EKTU, incl. staff costs, overhead costs, maintenance, etc]

8.2 Financing During the UNITED Project

*[Please describe, how the EKTU is financed during the course of the UNITED project. Please be aware of the fact that **training fees during the project period of UNITED are not foreseen** – since each SEA HEI partner has staff costs available and received the equipment. Further, the outputs of the project must be publically available, therefore commercial usage of the training is not allowed during the project period.]*

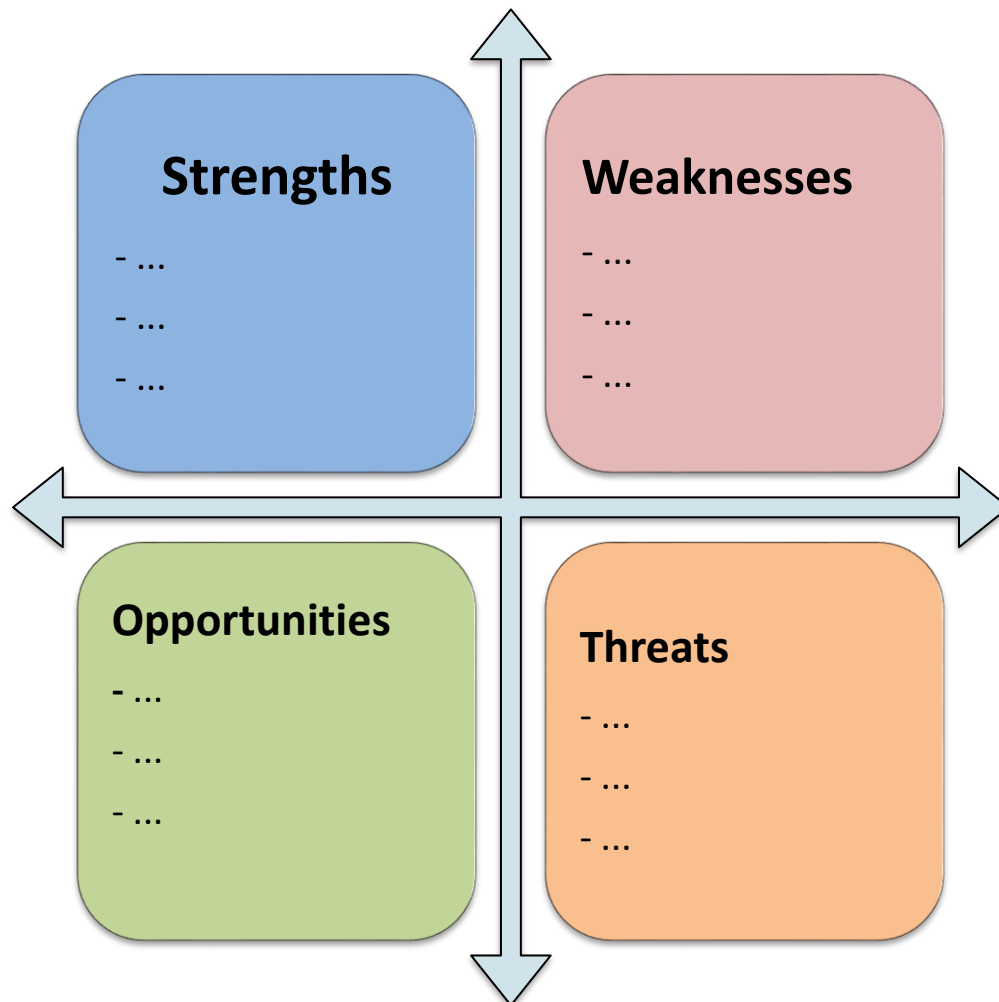
8.3 Financing After the UNITED Project

[Please describe the sources of funds you are going to use after the end of the UNITED project, to guarantee that the EKTU will be operating for at least two further years.]



9. Risk Analysis

9.1 SWOT Analysis of the EKTU



9.2 Risks

[Please describe any risks that might hinder the operation of the EKTU.]

9.3 Measures

[Please describe any measures that will be taken to minimize the above detected risks.]



10. Sustainability of the EKTU

[Please describe in detail how sustainability of the EKTU is guaranteed by the HEI. What are the measures implemented after the project end? What are the future plans with the EKTU? How do you plan to keep the operation ongoing? Which projects are planned in future with the industry by using the knowledge and infrastructure of the EKTU? Etc etc This is one of the most important sections in this plan!

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