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NIMBLE Platform
SEED Programme:
Manual and Materials Package

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Name / QA / Release / Comment	Georg Güntner (SRFG): The deliverable gives a proper overview of the relevant materials available and planned in support of the SEED programme and its related activities. Given the current state of the development of the platform, it anticipates material that is depending on the actual implementation of the platform.

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Document History

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0.1	INNOVA	30/11/2017	Initial draft with structure
0.2	SRFG	12/01/2018	Added governance and references to websites
0.3	INNOVA	15/01/2018	Finalised document
0.5	SRFG	16/01/2018	Final QA gg
0.6	SRFG	31/01/2018	Final QA wb
1.0	INNOVA / SRFG	03/02/2018	Submission wb

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NIMBLE in a Nutshell

NIMBLE is the collaboration Network for Industry, Manufacturing, Business and Logistics in Europe. It will develop the infrastructure for a cloud-based, Industry 4.0, Internet-of-Things-enabled B2B platform on which European manufacturing firms can register, publish machine-readable catalogues for products and services, search for suitable supply chain partners, negotiate contracts and supply logistics. Participating companies can establish private and secure B2B and M2M information exchange channels to optimise business workflows. The infrastructure will be developed as open source software under an Apache-type, permissive license. The governance model is a federation of platforms for multi-sided trade, with mandatory interoperation functions and optional added-value business functions that can be provided by third parties. This will foster the growth of a net-centric business ecosystem for sustainable innovation and fair competition as envisaged by the Digital Agenda 2020. Prospective NIMBLE providers can take the open source infrastructure and bundle it with sectorial, regional or functional added value services and launch a new platform in the federation. The project started in October 2016 and will last for 36 months.

1 Executive Summary

The SEED programme will implement a strategic mix of targeted networking, presentations, training and promotional campaigns that will target intermediaries and potential platform owners and/or developers that are keen to create a new seed of the NIMBLE platform, rather than become a user of an existing NIMBLE platform instance.

The aim of the present deliverable is to:

- inform partners - and (in a second stage) external intermediaries interested to be engaged in the promotion of the NIMBLE platform federation - about the rationale and main objectives of the SEED Programme;
- provide a list of relevant materials and documents that can be used to arrange events for the planned SEED Programme roadshow.

The document explains:

- why we need a dedicated programme (in parallel to the already running AMBASSA-DOR programme);
- who we will be the target stakeholders;
- where we will meet them;
- what we will present.

The identified events, contents and materials (i.e. where and what) represent just a preliminary collection. As soon as new opportunities and information will be available, partners will be informed in a timely fashion and the materials/list of events will be always available through the reference pages of project website; specifically:

- Project home page: https://www.nimble-project.org/
- SEED Programme dedicated page: https://www.nimble-project.org/seed-programme/
- Platform dedicated page: https://www.nimble-project.org/software-documentation/

2 Introduction to the SEED Programme

As introduced in D8.2 (Dissemination Plan), alongside the self-sustaining Ambassador Programme that aims to attract potential users of the reference NIMBLE platform (i.e. the one that will be released and hosted by the project partners), the SEED programme will foster the creation of a federation of NIMBLE platforms owned/managed by distinct organisations and serving distinct sectors and/or geographical areas.

In this view, the SEED programme will implement a strategic mix of targeted networking, presentations, training and promotional campaigns that will target intermediaries and potential platform owners and/or developers that are keen to create a new seed of the NIMBLE platform, rather than become a user of the reference instance.

At the core of the SEED programme, there will be a **dedicated roadshow** where the NIMBLE solution will be opportunely presented, as well as the steps to become a NIMBLE platform provider and the expected benefits. In order, to optimise the organisation and foster participation, the events will be mainly co-located with other events, conferences or meetings. However, specific meetings could be arranged for single interested contacts.

However, before starting with the roadshow a few preparatory steps have been planned:

1. *Definition of the roadshow manual and materials package* (this deliverable) at M15, which will prepare the baseline information material for the roadshow and inform the project partners about the programme targets and scheduling.
2. *Feasibility and Impact Assessment Toolkit* (D8.9) at M24, which will report an assessment of the reference business cases enabled by NIMBLE, in order to demonstrate the platform benefits and, thus, facilitate the engagement with possible third-parties interested to create a new platform seed. The document will be used in presentations/pitch during the roadshow and to potential funders and business partners.
3. *NIMBLE Business Plan* (D8.11, D8.12) at M12 and M24, which will identify the target stakeholders, the respective benefits and the business model that will drive the NIMBLE federated approach.
4. *NIMBLE Federated Platform Launch Manual* (D8.10) at M30, which will take potential platform developers through every step from concept to launch.

The roadshow is planned to start in October 2018 and the scheduling/material introduced in the present deliverable will be continuously enriched/updated with the outcomes of the aforementioned, intermediary deliverables and by collecting input and contents (e.g. new platform releases and associated demo) from all project partners.

Finally, the SEED programme will be concluded at M36 in Brussels with a **dedicated conference**. During the conference to reach the best visibility, project results will be presented and key actors (industrial stakeholders, SW communities, SMEs, public sector, citizens) will be invited. It is expected to involve at least 100 invitees from EU.

In the remainder of the document, we provide a structured description of the envisioned SEED programme: why we need a dedicated programme (Section 3), who we will target (Section 4), where we will meet them (Section 5), and what we will present (Section 6).

It is worth highlighting that the reported events, contents and materials (i.e. where and what) represent just a preliminary collection. As soon as new opportunities and information will be available, partners will be informed and the materials/list of events will be always available through the internal Confluence system.

3   NIMBLE Federated Approach (Why)

This section motivates the need and scope of the SEED Programme, linking to the outcomes of the preliminary business planning activities.

3.1   Roles

As introduced in D8.11 (Business Plan v1), NIMBLE will be a <u>multi-sided</u> - i.e. bringing together vendor and buyer communities -, <u>federated</u> – i.e. linking local and/or sectorial verticals -, <u>open</u> – i.e. open source - digital platform, and the following main roles and interactions can be taken into consideration:
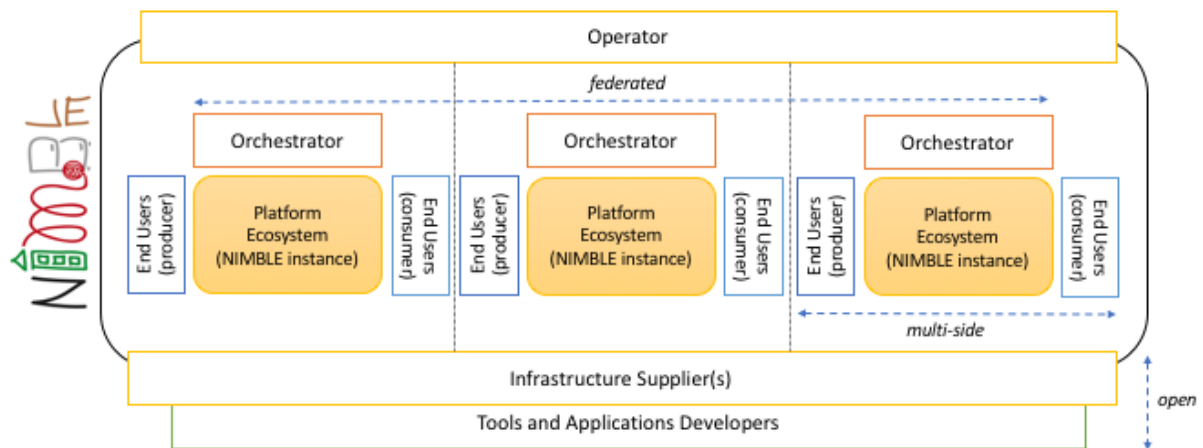

Figure 1 - Platform ecosystem(s) roles and interactions

Platform orchestrator(s): the manager of the platform driving the strategic and operational framework, stakeholder interactions and the architecture of the platform and the resulting ecosystem. In view of a *federated approach*, we may expect multiple platform orchestrators, each focusing on dedicated industrial region, cluster or branch.

Therefore, we can also expect the role of **Platform operator**: the actual NIMBLE service provider, hosting the platform and enabling multiple orchestrators to run their businesses independently and, if relevant, linking among them (multi-tenancy, PaaS approach).

Platform infrastructure supplier(s): the technical infrastructure providers (communication, IT, software, systems integration, and developers) who build, manage, monitor and deploy the underlying technology of the platform. They can or cannot correspond to the platform operator and generally there could be many of them, each focusing on different technical aspects.

Moreover, in view of an *open platform*, we can also expect the role of **Platform tool and service developers**: technical organisations that are interested in the creation of added-value tools and applications to be added to the platform (e.g. starting from the platform core services/APIs).

Platform end-users: i.e. manufacturing companies – in particular SMEs, but also OEM (Original Equipment Manufacturers), large manufacturers, service providers - connecting to the platform to seek (consumers) or offer (producers) services or products.

In this view, the <u>main objective of the SEED Programme</u> is to engage with and support organizations that can play the role of **Platform Orchestrators** aiming to exploit the NIMBLE capabilities and serve a specific area/industry sector with a novel B2B platform.

In addition, the SEED Programme will target any organization that could be interested to become **Platform Operator** and/or **Infrastructure Supplier,** i.e. aiming to develop a more extended business (e.g. PaaS provider), based on the NIMBLE solution.

An overall description of the identified target group(s) is reported in Section 4.

3.2 Governance

We propose the following framework for NIMBLE Platform Governance – the text defines the constitutional setup of the NIMBLE ecosystem.

3.2.1 Governance Rules for the Federation of NIMBLE Platforms

(1) the NIMBLE ecosystem is a FEDERATION of independently managed B2B internet platforms based on the NIMBLE platform software or derivatives thereof.
(2) each NIMBLE B2B internet platform may develop its own governance structure within the following constraints
    a. to be NIMBLE compliant, the NIMBLE Open API has to be fully supported.
    b. to be NIMBLE compliant, commercial activities conducted on the platform must be in line with EU legislation.
    c. to be NIMBLE compliant, commercial activities must respect human rights, principles of equality, and fairness.
(3) As a person registered on a NIMBLE platform, you are responsible for respectful and trustworthy behaviour of the organisation you represent
(4) As a company registered on a NIMBLE platform, you are contractually bound to respectful and trustworthy behaviour of the people that represent the organisation.
(5) The OWNER of a NIMBLE platform is legally responsible for compliance of the platform with EU GDPR legislation of 2018 or later.
(6) Use of the NIMBLE identity for non-NIMBLE activities: we reserve the right to withdraw your right to use the NIMBLE branding of your platform if you are proven to violate any of the principles above (2) to (5).

The last point "withdrawing the right to use the NIMBLE branding" requires a legal entity that is capable of conferring or withdrawing such a right and it also requires the creation of a NIMBLE brand that can be conferred upon a requesting platform provider.

3.2.2 Governance Rules for the Initial NIMBLE Platform instance

These rules apply in particular for the platform as it will be run and supported via the NIMBLE project consortium, for the duration of the project. They refer to paragraph (2) of the federation rules – "each NIMBLE B2B internet platform may develop its own governance structure".

Whereas the federation rules are written by the NIMBLE association to govern the behaviour of platforms, the platform rules govern the behaviour of users and their organisations on a particular NIMBLE platform. Rules 1 to 3 connect the federation rules with the platform rules.

(1) *As a person registered on a NIMBLE platform, you are responsible for respectful and trustworthy behaviour of the organisation you represent. We may deactivate your account if your organisation is found to break this rule.*

(2) *As a company registered on a NIMBLE platform, you are contractually bound to respectful and trustworthy behaviour of the people that represent the organisation. We may deactivate your organisation's account if your personnel break this rule.*

(3) *We, as the OWNER of this NIMBLE platform are legally responsible for compliance of the platform with EU GDPR legislation of 2018 or later.*

Further rules can now be specified by the platform owners, depending on the business objectives of the platform. For NIMBLE releases R1 to R8, which will come online during the research phase of the project, the following platform rules are proposed, but are subject to change at the consortium's discretion:

(4) *NIMBLE R1 is a prototype B2B supply chain platform that can be used by interested parties for free while it is still under active development within the scope of a European research project. You are using it at your own risk and at this stage we cannot give guarantees for how the platform will be maintained beyond the lifetime of the project.*

(5) *NIMBLE is like a telephone – it is useless if only one organisation has it, but it becomes very useful when everybody uses it. Therefore, the more partners you bring to the NIMBLE platform the better it gets for everybody.*

(6) *NIMBLE wants for all groups to share its benefits. If one group starts losing out in the game then the platform is at risk, too. So this is called the fair play rule – It holds in particular for the platform owner, who is potentially in a position of power w.r.t. the customers of the platform.*

(7) *There are no further rules at present – if we can keep it that way, and everybody is happy, then NIMBLE will become a success.*

The current governance rule (4) includes the fact that we cannot guarantee a professional continuation of the platform once the project is over, and this may be a serious obstacle to success. The conclusion from this is that setting up a clear roadmap towards a professionally run platform is a matter of great importance to the project.

At the same time, it should be clear to potential platform owners that a successful NIMBLE ecosystem could offer significant returns on investment, so this should be a potent incentive.

4   SEED Programme Target groups (Who)

A Stakeholder Analysis for the NIMBLE platform has been reported in D8.11 (Business Plan). Therefore a detailed analysis of the target groups (expectations, benefits, barriers, etc.) is not included in the present deliverable (please refer to D8.11 Business Plan).

This section introduces the stakeholders that can be the target of the SEED programme roadshow and for each of them it provides the expected value propositions, that can be used as key messages to be passed during the roadshow.

This will drive the NIMBLE partners when seeking opportunities to arrange SEED Programme events.

It is worth pointing out that since the beginning of the project (as defined in D8.2 - Dissemination Plan), we have been managing and continuously updating, a shared repository that contains contacts of organisations that belong to the listed target groups.

4.1 Manufacturing B2B service providers and intermediaries

This target group includes all organizations (profit and non-profit) that facilitate companies (particularly SMEs) in growing their business. They can offer middleman/brokering services at different levels, for example including:

- Promotion and internationalization activities for their customers/members.
- Fostering communication and matchmaking among different business organizations.
- Support their customers/members in developing new supply networks (e.g. sourcing, supplier, logistic management).
- Support the digitalization (and generally the skills development) of business organizations.

The following table identifies **main segments** in this group.

Table 1 - Manufacturing B2B service providers and intermediaries

Segment	Description
Private B2B service and platform providers, such as http://holz.fordaq.com/ http://www.mercateo.it/ https://www.3dhubs.com/ https://www.tradegecko.com/ https://www.wlw.de/	Their aim is to support their customers in expanding their business, by linking them to possible partner and/or develop a supply chain for them. They can be vertical (sector-specific) or horizontal. Some of them already developed a web platform for browsing organizations or, in some advanced cases, matchmaking requests with offers and added-value services. They are funded by their customers.
Industry trade associations and corporations	Their aim is to offer promotion, internationalization and business opportunities to their members. They are vertical on a specific industry sector. Usually, they are national association, but they have regional/local units that are quite autonomous. They also have EU level representatives. They are quite traditional in terms of business service offering (i.e. not using advanced ICT solutions), although the innovation level could change from region to region (e.g. North Europe countries could be more advanced on their offering). They are funded by their members.
National, Regional and Local innovation and business development agencies	They are the public funded agencies that aim to create awareness, facilitate the development and in some cases implement the EU and National policies about business development. Usually they are horizontal on many sectors (although there could be some sector-specific units).
Technology-specific (SMEs) communities and cluster	In this segment, we can consider all initiatives/networks that link different companies (in particular SMEs) that share a common industry sector or an area (e.g. technology parks). Differently to industry associations and corporations, they are less structured and usually don't have large budget to manage. Their main objective is simply to link and share information among members. In some cases, they are funded by the members (usually the fee is quite low).

NIMBLE Value Proposition for them:

- **Offer better services to their clients/members**
- **Real selling points in attracting new clients/members**
- **Enhance the underlying platform based on open source and federation capabilities**
- **Facilitate open manufacturing ecosystems**
- **A reputation for innovation and business improvement**
- **Improving use and adoption of standards in different sectors**
- **Stimulate local entrepreneurship and thus improve the economic situation of a region/area**

4.2 Digital platform and infrastructure providers

Digital platform providers are companies and organizations that offer open or private digital solutions for many classes of applications (marketplaces, supply chain management, IoT, etc.), business models (B2C, B2B and B2B2C) and verticals (manufacturing, transportation/logistic, smart cities, etc.). The responsibility of the platform provider is to manage the system to which their customers can connect, on which service providers can build their services to serve service requesters and on which technology providers can position their components for use in delivering a service. This class of stakeholders is large and heterogeneous, but mainly includes software companies that:

- could already have a platform in the manufacturing sector and aim to extend/enhance their platform offering;
- don't have yet a platform in the manufacturing sector but could be interested to enter this market.

In addition, we can consider the infrastructure providers. These are companies that provide hardware resources, communication infrastructure and other virtualized resources required for hosting digital platform solution, and supporting (on demand) the dynamic adaptation of hardware resources up to the appropriate scale. This role is performed by any company providing hosting services (IaaS), e.g. companies with big data centres, cloud and grid computing providers etc. Therefore, they usually are suppliers of platform providers, but they could decide at some point to enter such a market.

The following table identifies **main segments** in this group.

Table 2 - Platform and infrastructure providers' segmentation

Segment	Description
System Integrator	They aim at developing vertical solutions; i.e. customised solution for a customer or domain specific systems, such as ERP, Supply Chain Management, IoT and Industry 4.0 systems.
	Systems may range from limited data collection and analysis to comprehensive end-to-end application solutions.
	As a dimension, system integrators range from SMEs to Large Enterprises.
	Larger enterprises such as SAP, IBM, Oracle, etc. have been first movers in this space as they have the most to gain from automating existing complex manual processes. However, their solutions are currently mainly direct to large companies, leveraging their prior vertical applications.
Cloud Platform Provider	They offer computing resources for enabling cloud solution. They can be categorized as service providers (e.g. cloud manufacturing solutions) or infrastructure providers (e.g. AWS EC2).

Network Operator	The network operators offer the capacity of a communication network to transfer data within a company and between linked companies in the supply chain.
	They can also act as system integrators and cloud platform providers. But this platform must be clearly open to third parties, in order to provide alternative solutions using the specific telecommunications infrastructure.

NIMBLE Value Proposition for them:

- **Complement the offered platform solutions with NIMBLE open source and federation capabilities**
- **Reduced Time to market**
- **Increase average selling price and profitability margins**
- **Improved competitive advantage/market share**

4.3 Technology and Service Providers

The technology and service providers are another relevant target user group of the NIMBLE platform, since that they can develop additional modules and services that can be deployed on the platform and, thus, contribute to its continuous development. For instance, companies can develop software services and modules, based on the core services of the platform (e.g. accessible via APIs), to implement a new tool for platform customers. Moreover, technology providers can make use of the open source approach of NIMBLE to develop platform extensions (e.g. extensions of core services) and plug-ins (e.g. enabling the interconnection with specific legacy systems).

Segment	Description
Web entrepreneurs, start-ups and free-lance developers	Entrepreneurship, start-ups are a key trend in Europe now.
	Entities (people and micro-companies) in this segment usually develop applications and technologies within tight budgets, by making as much as possible use of existing resources and service (APIs) to create innovative solutions.
Established software SMEs	Many established software SME companies offer manufacturing, SCM and more recently Industry 4.0 solutions.
	They usually have their specific solutions and strongly rely on mainstream technologies.
Technology research centres and universities	Industry 4.0 and all its enabling technologies (IoT, cloud, AI, data analysis, etc.) are some of the main research interests of many research organisations across Europe.
	They study and develop innovative prototypes that could enhance and/or specialise the NIMBLE capabilities.

NIMBLE Value Proposition for them:

- **Reduce time to innovation and market**
- **Reduce service/application development costs**
- **Increase average selling price and profitability margins**
- **Improve competitive advantage/market share**
- **Improve customer satisfaction**
- **An effective showcase for business branding**

5 Events (Where)

The roadshow aims to arrange a minimum of 3 events per represented Member State. As introduced in Section 2, the events will be mainly co-located with other events, conferences or meetings. However, specific meetings could be arranged for single interested contacts.

At this stage, we identified the following possible **events where co-locating the roadshow** events, but the list will be continuously updated with the contribution of all partners.

Table 3 – List of events to target in the roadshow

Event	Short Description / Type	Date and Country	Reference Partner
One in Europe, at the Annual ETP Conference	Annual conference of the European textile manufacturers	Yearly in spring Belgium (EU) / Italy (National)	PIA, DOM (it may be co-located with a special event in Biella).
Research to Business (R2B)	Annual conference for bridging research in digital themes and the market.	Yearly in May/June	ENEA
Forum for debate in Wood-Furniture Sector	Some key managers are invited to a session where some specific items are discussed through a Moderator. Once per year	Spain	FEV
Industrial Workshop (Taller)	Industrial Workshop organised by AIDIMME with selected companies addressing specific topic. There is one monthly	Spain	AID
SP-dagarna	Annual conference of house manufacturing	Yearly in spring Sweden	LIND
Enterprise 4.0 ("Unternehmen 4.0") events	Event series on specific (varying) topics of digital transformation and industry 4.0 targeting at SMEs	Austria	SRFG
Innovation conference ("Innovationstagung")	Event with specific (varying) topics of digital innovation	Austria	SRFG
CEBIT	Global event for digital business	Germany	SRFG, UB, BAL

In addition, specific **ad-hoc events/meeting** can be arranged with the following organisations. They are part of the partners' networks and can be interested to facilitate and/or drive the creation of a NIMBLE seed.

Table 4 – List of possible facilitators and/or candidate orchestrators

Organisation	Short Description / Type	Reference Partner
INNOVHUB	Agency for Innovation of the Chamber of Commerce of Milan (Italy)	INN
Innova Camera	Agency for Innovation of the Chamber of Commerce of Rome (Italy)	INN
AFIL	Associazione Fabbrica Intelligente Lombarda	WHR
AMCHAM	American Chamber of Commerce in Italy	WHR

Organisation	Short Description / Type	Reference Partner
UNIVA	Unione Industriali di Varese	WHR
CAMARA VALENCIA	Agency for Innovation of the Chamber of Commerce	AID FEV MICUNA
CEV	Valencian Business Confederation	FEV
CIERVAL	Confederation of Business Organisations of Valencian Community	FEV
EURATEX	EU industrial association whose member federations represent in the EU some 174.000 companies	PIA
Unione Industriale Biellese	Agency for the Industrial producers of Biella	PIA, DOM
Federation of Austrian Industries	Federation of Austrian Industries ("Industriel-lenvereinigung") aiming to strengthen industry and secure employment, and representing the concerns of its members both in Austria and on the wider European stage.	SFRG
Austrian Platform Industry 4.0	The platform brings together stakeholders from society, politics, economy and science in order to form the future landscape of production and labour.	SRFG
Austrian Economic Chambers	Representing the interests of Austrian companies (with more than 450,000 member companies). Offering comprehensive services and educational facilities (WIFI, universities of applied sciences)	SRFG
REDIT	Technology Institutes Network of the Valencia Land – Spain. / Technology Transfer. The network aims to Foster and develop knowledge and transfer it to enterprises, society, and others.	AID
The Node Pole Alliance	Network of cloud, technology and construction partners	LTU
Manufacture	European Technology Platform for sustainable and competitive manufacturing	Holonix
SEIMED	The node of the Enterprise Europe Network in Eastern Spain / Innovation Ecosystem.	AID
PLATECMA – Plataforma Tecnológica de Sectores Manufactureros Tradicionales	Technology Platform of Traditional Manufacturing Sectors – Spain. / Innovation Ecosystem & Technology transfer. PLATECMA joins public and private agents to identify and prioritize technology and research needs to support technology policy makers and joint synergies among its target groups.	AID
POINTEX – Tegional textile innocation polo	At national level Piacenza will provide its introduction involving by Pointex, the Textile Innovation Pole of Piedmont which is the industrial ATS (Temporary Scope Association) promoted by the Region to join industrial needs and research centres efforts in textile and clothing fields. With more than 80 partners, including international leading fashion industries such as Zegna and Loro Piana, Pointex involves virtually all the most quali-	PIA

Organisation	Short Description / Type	Reference Partner
	fied textile industries of the area.	
EU Technology Platform for Textile/Clothing	At European level Piacenza will exploit its wide connection as member of EU industrial association EURATEX and of the research com-munity built by the participation to more than 12 EU funded projects from FP5 in 15 years. Furthermore Piacenza will dissemi-nate NIMBLE technology and its benefits to the members of H2020 Textile/Clothing UE Technology Plat-form, of which it is active member since 2006. With more than 750 active members it aims at ensuring the long-term competitiveness of the European Textile and Clothing industry and dissemination of project results is among its institutional activi-ties.	PIA
ITG Salzburg	As Salzburg's provincial innovation agency ITG coordinates and implements the tech-nology-, innovation-related policies of the regional government especially through SME support, Cluster Networks and knowledge/ technology transfer into SMEs.	SRFG
IoT-Austria	IoT Austria - The Austrian Internet of Things Network is a non-profit platform to connect people and organizations for sharing their knowledge, experiences, resources and con-tacts to start collaborations to be successful within the area of Digital Transformation in Europe.	SRFG
WKO Firmen ABC	Intermediary, platform provider (https://meinmarktplatz.wko.at/) German market place	SFRG
Wer liefert was	Platform provider (www.wlw.de - "who delivers what" - leading German B2B market place)	SFRG

6 Contents (What)

During the SEED events the following contents can be presented to the audience:

- NIMBLE objectives
- Target end-users and their needs
- Business cases and the expected value for the platform owners
- Platform functionalities and demo
- How to launch a NIMBLE platform
- Opportunities for developers
- Business models and governance
- Brand materials

Given the heterogeneity of the types of event (e.g. ad-hoc meeting with beneficiary, work-shop/session within a conference, stand/booth at a conference/fair, etc.), the partner(s) re-

sponsible to arrange the event will have the freedom of defining the structures/agenda of the event, by opportunely making use and/or refine the contents listed above.

The contents and associated materials (ppt presentations, demos, videos, etc.) will be continuously updated in agreement with the progression of the project and platform releases. Specifically, the materials will be always accessible by partners through the internal Confluence system. The relevant URLs are reported below.

6.1 NIMBLE Introduction

A reference presentation introducing the NIMBLE platform is available in the dedicated page of the SEED programme of project website:

https://www.nimble-project.org/seed-programme/

The presentation describes:

- The platform objectives;
- The target end-users and their needs;
- Reference business cases and the expected value for the platform owner.

The current descriptions of business cases will be extended at M24, when D8.9 - Feasibility and Impact Assessment Toolkit will be released. The document will in fact provide an assessment of such business cases to demonstrate their actual business value.

The resulting presentation can then be used in presentations/pitch during the roadshow and to potential funders and business partners.

6.2 The NIMBLE platform

The NIMBLE platform can be accessed for demo purposes, on:

https://www.nimble-project.org/platform

At this stage, the Release 1 of the platform has been issued and it covers the following functionalities:

- Registering as a user on NIMBLE
- Registering a company on NIMBLE
- Inviting another user to represent a company
- Publishing a single product
- Publishing Logistics Services (for transport companies)
- Publishing a whole catalogue of products
- Using search in NIMBLE
- Negotiating terms of a deal
- Ordering and fulfilling transactions

The release includes a set of supportive materials:
- NIMBLE user manual
- NIMBLE platform FAQs
- NIMBLE Platform hints for users

Such information, as well as all information about the last platform releases, is available on the project website: https://www.nimble-project.org/software-documentation/

and it is progressively extended/updated, as soon as a new platform release will be issued.

Finally, for presentation purposes, a video showcasing the main platform capabilities of the last release will be produced and made available on the SEED Programme page of the project website.

6.3 How to launch a NIMBLE platform

At the current stage, there is not yet, a clear path on how to launch a new NIMBLE platform. This will be carefully planned as part of the following two deliverables:

- *Business planning (D8.12) at M24*, which will identify the target stakeholders, the respective benefits and the business model that will drive the NIMBLE federated approach.
- *NIMBLE Federated Platform Launch Manual (D8.10)* at M30, which will take potential platform developers through every step from concept to launch.

6.4 Opportunities for developers

Some of the events (or part of some events) in the SEED programme roadshow can be dedicated to engaging with developers. For example, hackathons can be planned to validate the opportunity to create added value services on top of the NIMBLE capabilities.

To this end, the NIMBLE platform will include a comprehensive set of Open API calls.

The planned open API is described in deliverable D2.3 and this document is available at https://www.nimble-project.org/deliverables/

In addition, the core NIMBLE platform is developed and licensed as Open Source on Github, and developers are cordially invited to join this community at any time. The platform code is available for download and/or contributions at: https://github.com/nimble-platform

6.5 Business models and governance

A preliminary business plan has been defined in D8.11 (at M12), where distinct hypotheses were formulated. The following picture depicts the current vision of the NIMBLE business value chain.
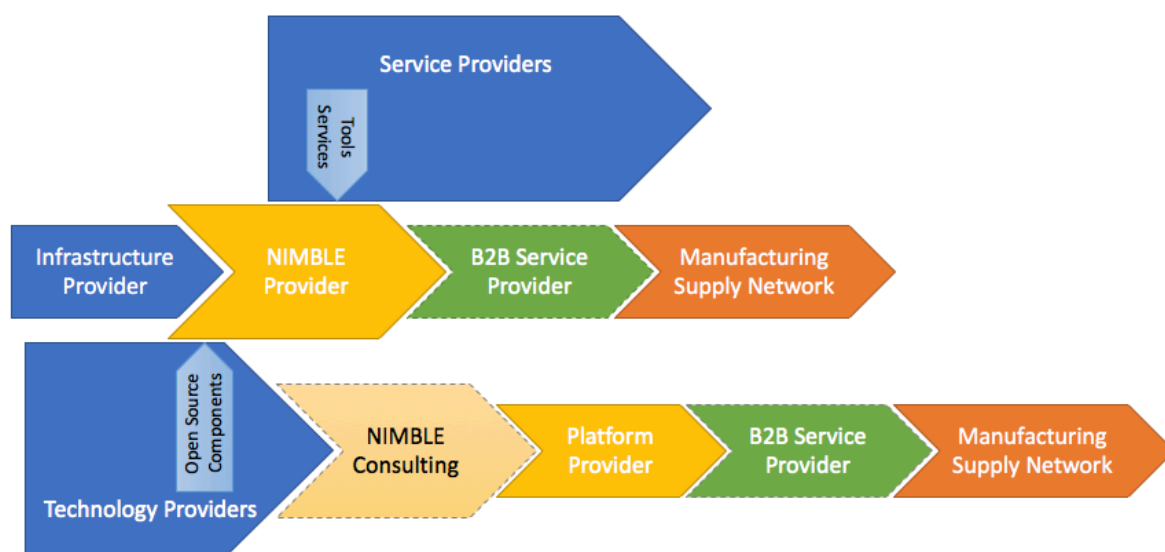

Figure 2 – NIMBLE Business Value Chain

Specifically:

- The infrastructure provider provides the cloud infrastructure (IaaS) on top of which NIMBLE runs.
- The NIMBLE provider provides the platform where Manufacturing Supply Network companies can operate their business, with (or without) the orchestration role of B2B service provider and intermediaries.
- The service providers have an important role in the value chain since they create the critical mass of NIMBLE-compliant services/tools required for commercial survival of NIMBLE as integrated solution. Their services/tools can be found and made available for B2B Service Providers and Manufacturing Supply Network stakeholders through NIMBLE platform marketplace. The number of service providers is critical also in the sense that they can provide essential revenues for NIMBLE providers in terms platform marketplace commissions.
- NIMBLE providers may need services from technology providers to upgrade, improve and add new functionalities for the platform, and to keep the solution functional. This can be achieved thanks to the open source release of the core NIMBLE components and the supporting community. Technology providers will be members of such a community and will offer new components (open source or for-profit) according to their specific business objectives.
- Other Platform Providers (e.g. system integrators) can access the open source releases of NIMBLE solution to leverage/adapt the use of NIMBLE to their specific customers' needs and requirements, such as B2B service providers or directly Manufacturing Supply Network companies.
- Other Platform Providers may need support and guidance to properly make use and extend the NIMBLE solutions. This consultancy can be provided by NIMBLE partners.

The different hypotheses are now under validation to derive the most appropriate model. A more refined version of the business model will be issued in D8.12 (at M24).

Similarly, the governance model is still under development and will be released in the coming months.

6.6 Branding materials

Currently the project brand package includes:

- NIMBLE poster and roll up;
- Brochure for the SEED programme;
- NIMBLE-specific business cards;

Specific version to support SEED programme activities are available in the dedicate page of the SEED programme of project website:

https://www.nimble-project.org/seed-programme/

In addition, a dissemination-oriented video will be created and made available on the project website and a dedicated YouTube channel.

7 Future Work

The present deliverable is the first step in the preparation of the launch of the SEED Programme and informs the partners about the main targets, means (i.e. possible events where co-locate the roadshow) and materials of the programme.

The reported contents will be continuously updated and made available in the project website, according to new platform developments, information/brand materials and opportunity that will income in the next months.

Moreover, before the actual start of the planned roadshow (planned in October 2018), the following deliverables are also expected:

• *Feasibility and Impact Assessment Toolkit* (D8.9) at M24, which will report an assessment of the reference business cases enabled by NIMBLE, in order to demonstrate the platform benefits and, thus, facilitate the engagement with possible third-parties interested to create a new platform seed. The document will be used in presentations/pitch during the roadshow and to potential funders and business partners.

• *Second version of the NIMBLE Business Plan* (D8.12) at M24, which will fix business, governance and revenue models that will drive the NIMBLE federated approach.

During the development of the programme the following deliverable will be also created:

• *NIMBLE Federated Platform Launch Manual* (D8.10) at M30, which will take potential platform developers through every step from concept to launch.