

FAIRiCUBE – F.A.I.R. INFORMATION CUBES

WP6 Dissemination

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1. Introduction

This deliverable presents the process and context related to the development of business plan for one of the FAIRiCUBE Key Exploitable Results (KERs) “Habitat Prediction Mapping” produced by Use Case 5 (UC5). The UC5 business plan outlines the strategic and operational pathway for transforming the Habitat Prediction Mapping tool into a sustainable, scalable solution. It includes a high-level description of the product and its core functionalities, a proposed business model, and an exploration of its potential value in both academic and commercial contexts. The plan identifies target user groups and outlines a revenue strategy built on a freemium model, with free access offered to academic users and subscription-based services for commercial entities. It also presents a proposed technical development roadmap and discusses opportunities for partnerships, licensing, and grants. In addition, it includes a preliminary risk assessment and suggests governance and organisational structures that would support the long-term maintenance and evolution of the tool.

This deliverable is closely linked to deliverable D6.10 Dissemination and Exploitation Plan and D6.7 Upscaling Plan, since upscaling and business planning are important components of the overall exploitation of the FAIRiCUBE results (see Figure 1). Upscaling is meant as the phase in which a project result is widely adopted, following a preliminary roll-out phase marked by early adoption of the prototype by few users/customers. Business planning is meant as the phase in which a business plan of the widely adopted project result is provided, containing also a provisional profit and loss account simulated for a period generally variable from 3 to 5 years.

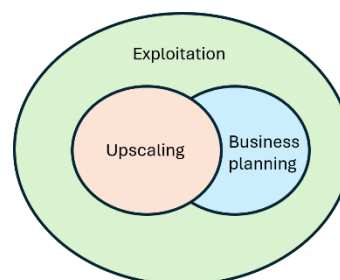


Figure 1: Exploitation, upscaling and business planning

While D6.10 contains an exploitation and dissemination strategy and plan for all project KERs (the FAIRiCUBE Hub and the KERs produced by the other use cases) and D6.7 describes a possible upscaling for the KERs produced by use case 1 and use case 2, a detailed business model and a full business plan for the KER produced by use case 5 was developed, representing also a template for the business planning of the other FAIRiCUBE KERs.

Please note: The full UC5 Business Plan is confidential and contains commercially sensitive information, including financial projections, competitive analysis, and commercialization strategies. While this deliverable is publicly accessible, the full Business Plan is restricted to internal project stakeholders and cannot be made publicly available for the time being.



2. Context and objectives

The business plan has been developed to support the transition of the “Habitat Prediction Mapping” tool from a research outcome to a product with real-world application and potential for market adoption. In the context of the FAIRiCUBE project, business planning refers to the structured process of preparing a given result—already validated in a research or pilot setting—for broader deployment, long-term sustainability, and potential commercialisation. This work contributes directly to FAIRiCUBE’s exploitation and sustainability strategy by ensuring that one of its tools is positioned for uptake by relevant stakeholders and markets. The business plan provides a roadmap for identifying the most suitable value propositions, customer segments, revenue models, development steps, and governance arrangements necessary to sustain the tool’s long-term impact.

3. Development Process

The business plan was developed in collaboration with a group of students from Wageningen University & Research (WUR) as part of the Academic Consultancy Training (ACT) programme. ACT is the largest consultancy-oriented course at WUR, in which student teams address real-world challenges from external stakeholders. It is a compulsory component of many Master's programmes and is designed to offer both interdisciplinary collaboration and hands-on experience. The ACT team working on this deliverable engaged with Use Case 5 stakeholders to analyse the value of the KER, assess potential market applications, and design a suitable business model. Their work included research on user needs, technology positioning, delivery mechanisms, and long-term governance. The result of their efforts is a complete business plan that reflects both the scientific foundations of the product and the practical considerations required for its operationalisation.

4. Overview of the Business Plan

UC5 has developed an AI-based habitat classification and biodiversity assessment tool that combines machine learning and remote sensing technologies. This tool provides high-level ecological insights and supports predictive modelling, ecosystem mapping, and species classification. The tool is currently designed with a freemium model, ensuring free access for academic institutions while offering premium services for commercial clients, creating a scalable and inclusive business model. To support the further development and commercialisation of this tool, the business plan recommends expanding NHMW’s revenue stream by offering licensed datasets that users can export and integrate into their own workflows. By providing tiered access—including free tiers for academic users and paid subscriptions for commercial organisations—NHMW can serve a wide range of stakeholders while generating sustainable income. The availability of a free version stimulates demand for premium updates and value-added features. The sales strategy will be based on a free-tier model for academic users and a subscribing model for commercial clients. The project plans to make the product scalable, develop the features of the product continuously, and remain competitive in the market. Profit will be made from selling premium subscriptions, partnerships, and grants. This strategy aligns with a growing market. The habitat classification and biodiversity assessment sector is expanding rapidly, driven by advances in artificial intelligence, the increasing availability of remote sensing data, and heightened global environmental awareness. The environmental technology market, valued at \$600 billion in 2022, is



projected to grow at a 5.3% annual rate, creating substantial opportunity for FAIRiCUBE and related initiatives. In parallel, the market for AI-enabled Earth observation and remote sensing continues to grow, increasing the demand for high-quality biodiversity information.

Despite competition from tools like MaxEnt and Bioclim, the NHMW script holds a competitive advantage due to its broader capabilities, lack of typical limitations found in existing tools, and ease of use. To maintain this edge and scale impact, a web-based platform will be developed. This platform will enable real-time environmental data access, improve user experience, and support a clear commercialisation plan. To advance the project, a web-based platform will be developed. This platform will offer the convenience of access, real-time environmental data, and a clear commercialisation plan to ensure growth. This is the estimated investment needed for this project, covering both short-term development and long-term sustainability. The short-term plans are to focus on governance, technical development, partnership formation, and pilot testing while the long-term plans are to focus on scalability, more features, and increasing customer reach. Some of the major milestones include setting up the project governance, technical development, pilot testing, and launching the product.

5. About the KER: Habitat Prediction Mapping

Use Case 5 has produced a tool known as “Habitat Prediction Mapping,” which combines artificial intelligence and remote sensing technologies to deliver insights into habitat classification, biodiversity assessment, and ecosystem modelling. The tool is intended to support a range of users working in ecological research, environmental monitoring, and natural resource management. The solution stands out for its innovative use of machine learning techniques applied to large-scale environmental data. Its design enables predictive modelling that supports evidence-based decision-making for conservation planning, species distribution analysis, and land-use assessments. While academic users are expected to access a free version of the tool, commercial clients may benefit from enhanced features and services, supporting a dual-access model that can sustain long-term growth.

The business plan developed for this KER is a key step toward the practical exploitation of UC5 results. It demonstrates how one output can be transitioned from a research prototype into a scalable, user-oriented solution. The work done here complements the wider strategy documented in D6.10 by offering a detailed case of business model development and product positioning. It also aligns with the upscaling concepts explored in D6.7 by identifying the operational and technical milestones needed to prepare the product for wider adoption.

6. Conclusion

This deliverable confirms that a full business plan has been produced for the “Habitat Prediction Mapping” tool created by Use Case 5. While the full content of the plan remains confidential, its development represents an important step in the UC5 commitment to support real-world application and sustainable exploitation of its outputs.