PROJECT DELIVERABLE REPORT
D7.5 Service prospectus and business plan for Pest Risk Alert

Fruit Flies In-silico Prevention & Management
FF•IPM

Project Title:

In-silico boosted, pest prevention and off-season focused IPM against new and emerging fruit flies ('OFF-Season' FF-IPM)
SFS-2018-2

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Document Information

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Deliverable	**T7.5. Service prospectus and business plan for Pest Risk Alert**			
Work Package	WP7 – Extension of the biological knowledge of the target FF species			
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0.70	01.03.2024	CERVANTES	Editing comments from EB
1	01.03.2024	UTH	Full Version of this Deliverable will be submitted with the RP3 report
1.1	28.03.2024	CERVANTES	Development of Public Version of Deliverable
2	29.03.2024	UTH	Submission of Public Version of Deliverable

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1 Summary

Cervantes Agritech Europe P.C. is a company that was established, as an outcome of the FF-IPM project, to pursue the commercialization of pest forecasting services, including invasive fruit flies. The Fruit Fly Decision Support-Alert System (DS-Alert) toolkit was developed in the framework of the FF-IPM project to address the needs of a range of stakeholders, who collectively manage fruit fly risks across the biosecurity continuum. This business plan outlines the strategy for delivering sustainable benefits to European horticultural producers through commercialisation of the DS-Alert system.

2 Purpose and Scope

Description of products and services, readiness and first business plan for the DS-Alert system. While the stakeholder workshops held during the framework of the FF-IPM project were a form of customer discovery and product validation, they did not go as far as to confirm the willingness to pay across all product types. Hence, there remains considerable uncertainty regarding the potential income streams and so the business plan should be seen as a flexible roadmap, subject to adjustments based on market dynamics, technological advancements, and the unique needs of potential clients.

This version of the Deliverable is a publicly available document. A more detailed version is available containing commercially-sensitive material.

3 Business plan for the Fruit Fly DS-Alert System

The DS-Alert system is a complex system (Figure 1) generating eight different decision-support tools. There is a prospectus for each tool available on the FF-Management Platform.

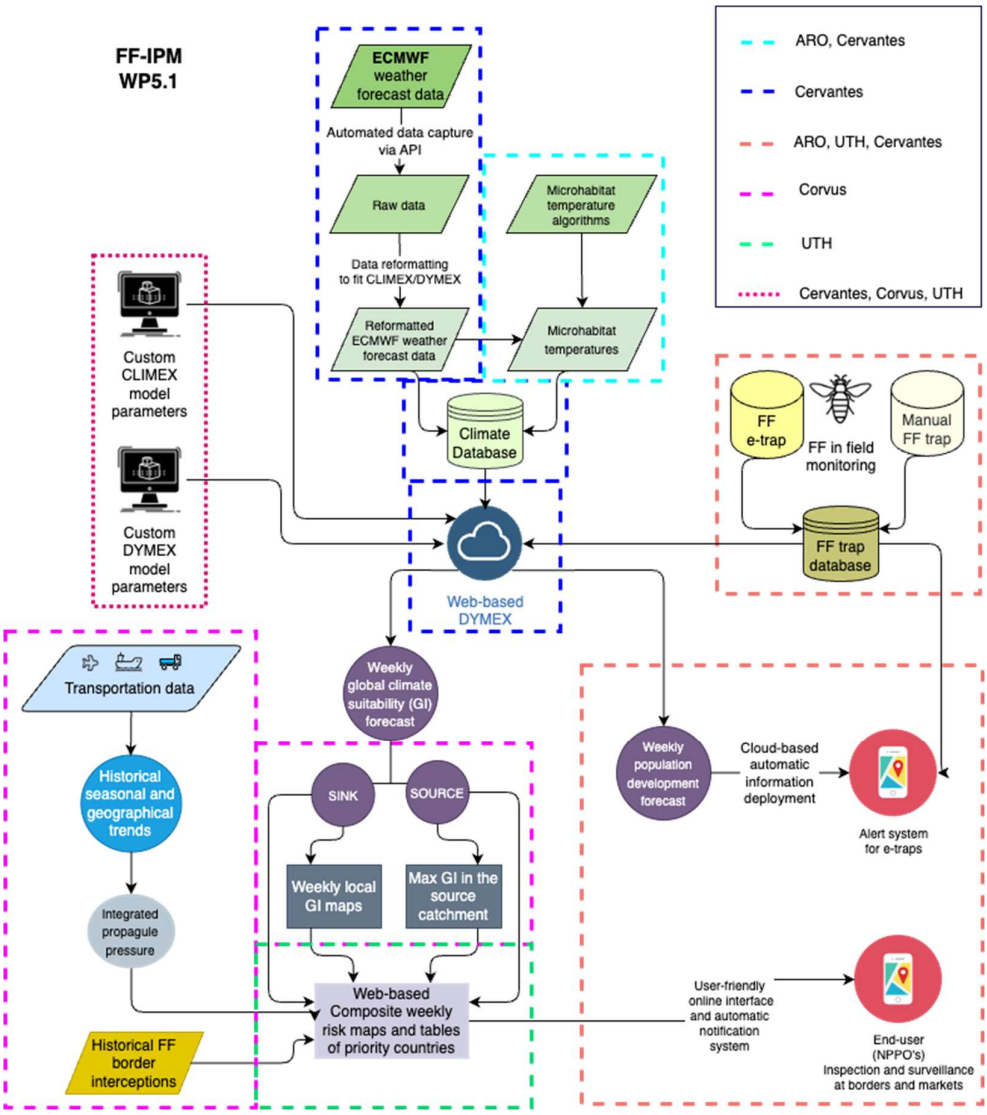

Figure 1: The Structural components of the DS-Alert system. Dashed lines group different areas of primary responsibility within WP5.

3.1 Introduction

The Fruit Fly Decision Support-Alert System (DS-Alert) is a set of eight tools designed to address biosecurity needs across the biosecurity continuum, including post-border Integrated Pest Management (IPM). This toolkit integrates advanced technological tools and services, uniquely tailored to meet the complex needs of agriculturists, researchers, and various stakeholders. In an era marked by rapid technological evolution and significant shifts in socioeconomic landscapes,

the FF DS-Alert system stands as a beacon of innovation and adaptability. The DS-Alert Toolkit is a central component of the FF Management Platform.

3.2 Readiness of the product

The toolkit's comprehensive data integration is a cornerstone of its functionality, offering users insights that are both deep and wide-ranging. This level of integration is rare in the market, providing a significant competitive advantage. The user-friendly interface enhances accessibility, making complex data understandable and usable for a broader audience, including those without extensive technical expertise.

Cloud consulting services underscore the toolkit's commitment to scalability and flexibility, addressing the growing demand for cloud-based solutions in data management. This feature is particularly appealing to organizations that handle large volumes of data and require robust, scalable solutions.

The decision-support tools embedded in the toolkit are designed to provide actionable insights, helping users make informed decisions quickly and effectively. This aspect of the toolkit is particularly beneficial for users who need to respond rapidly to changing conditions in agriculture and pest management.

The current development status and future plans of the toolkit indicate a focus on continuous innovation and adaptation. This strategy ensures that the toolkit not only meets current market needs but is also well-positioned to respond to future trends and challenges in the sector.

Overall, the DS-Alert Toolkit's combination of comprehensive data integration, user-friendly design, innovative community-building features, scalable cloud services, and practical decision-support tools make it a standout product in the market, ready to meet the diverse needs of its users.

3.3 Technological Readiness Level

Technological Readiness Level (often abbreviated as TRL) Status: TRL8

3.4 Prospectus

Each of the tools has a prospectus available on the FF Management Platform: https://platform.fruitflies-ipm.eu/product/.

4 Overall conclusions

In conclusion, the DS-Alert Toolkit is strategically positioned to become a transformative force in the agricultural sector. The comprehensive approach outlined in this business plan underscores a deep understanding of the challenges and opportunities within the realm of Integrated Pest Management (IPM). By harnessing cutting-edge technology, addressing diverse client needs, and

adopting flexible yet robust distribution and pricing strategies, the toolkit is well-equipped to navigate the complexities of the modern agricultural landscape.

Looking towards the future, the toolkit is set to not only adapt to but also shape the evolving dynamics of sustainable agriculture. The emphasis on continuous innovation, user engagement, and market adaptability is crucial in maintaining its relevance and effectiveness. As the toolkit evolves, it will undoubtedly open new avenues for growth, contribute to sustainable agricultural practices, and provide invaluable support to its varied user base.

This sustainable business plan, therefore, is more than a roadmap for the toolkit's operation and growth; it is a vision for a future where technology and sustainability converge to create more efficient, productive, and environmentally friendly agricultural practices. The ongoing development and implementation of this plan are key to realizing this vision, ensuring the DS-Alert Toolkit's long-term success and its significant impact on the field of IPM and sustainable agriculture.