



The technology was ready. The business side wasn't.

How widerAdvance Facility helped FORTH turn a TRL 9 research result into a clearer exploitation pathway.



MEET FORTH SMARTWATER

A smart solution for a very real problem

Water utilities lose significant amounts of water through leaks, while ageing infrastructure and limited budgets make advanced monitoring difficult – especially for smaller and mid-sized operators.

FORTH SmartWater was designed to address this challenge.

It works on top of a utility's existing SCADA system, using data that is already being collected – such as flow, pressure and water-quality measurements.



With AI-based analysis, it can:



detect leaks,



forecast pressure drops and equipment failures,



monitor water quality in near real-time,



alert operators within minutes rather than days.



the technology is already at **TRL 9** and deployed in real environments.

TRL 9 DOESN'T ALWAYS MEAN MARKET-READY

The technology **worked**.

But important pieces were still missing.

FORTH SmartWater had already achieved:

- ✓ TRL 9
- ✓ Real-world deployment
- ✓ Feedback from water utilities
- ✓ Initial traction in Greece

But the team was still facing major exploitation challenges:

- ✗ No business plan
- ✗ No Freedom-to-Operate analysis
- ✗ No structured IP strategy
- ✗ No international benchmarking against commercial platforms



As **George Tzagkarakis**, TwinODIS Coordinator, put it:

The technology is ready and the business side is not. ”



That was the moment when **widerAdvance Facility** could make a difference.

ENTER widerAdvance Facility

Turning exploitation intentions into a structured process

Through the **widerAdvance Facility**, the TwinODIS team worked directly on its own Key Exploitable Results.

The support included practical tools and methods such as:

Value Proposition Canvas



Exploitation Roadmap



Characterisation Table



4 Lean Canvas



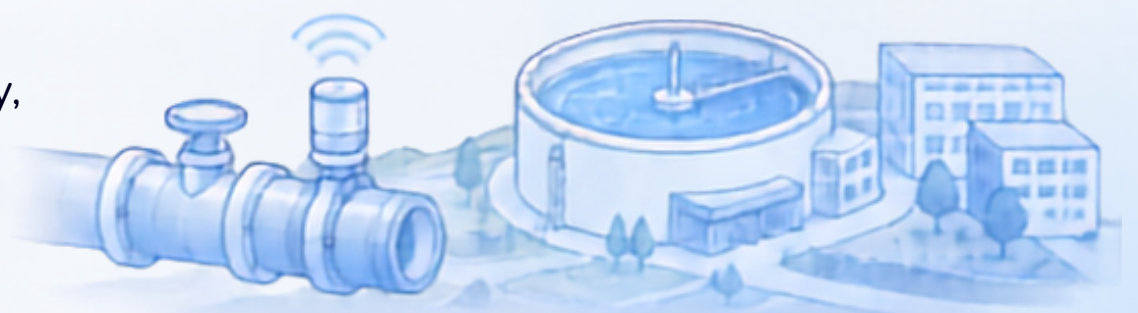
5 guidance on Freedom-to-Operate



guidance on IP strategy



Instead of discussing exploitation only in theory, the team applied these tools directly to **FORTH SmartWater**.



The objective?

To move from having a promising research result to understanding how that result can create value beyond the project.

ONE SIMPLE EXERCISE CHANGED THE PERSPECTIVE

 Who is it for?

 And what pain does it remove?

One of the most valuable exercises turned out to be surprisingly simple.

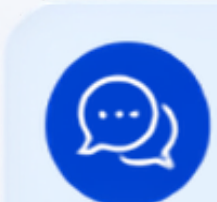
Using the Value Proposition Canvas, the team was challenged to reduce **FORTH SmartWater's** value proposition to a single AdLib sentence.



 **Why did that matter?**

Researchers naturally tend to explain:

- what the technology does,
- how the algorithm works,
- how well it performs.

 **But exploitation requires different questions:**

- Who needs this?
- What problem are they facing?
- What value does the solution create for them?

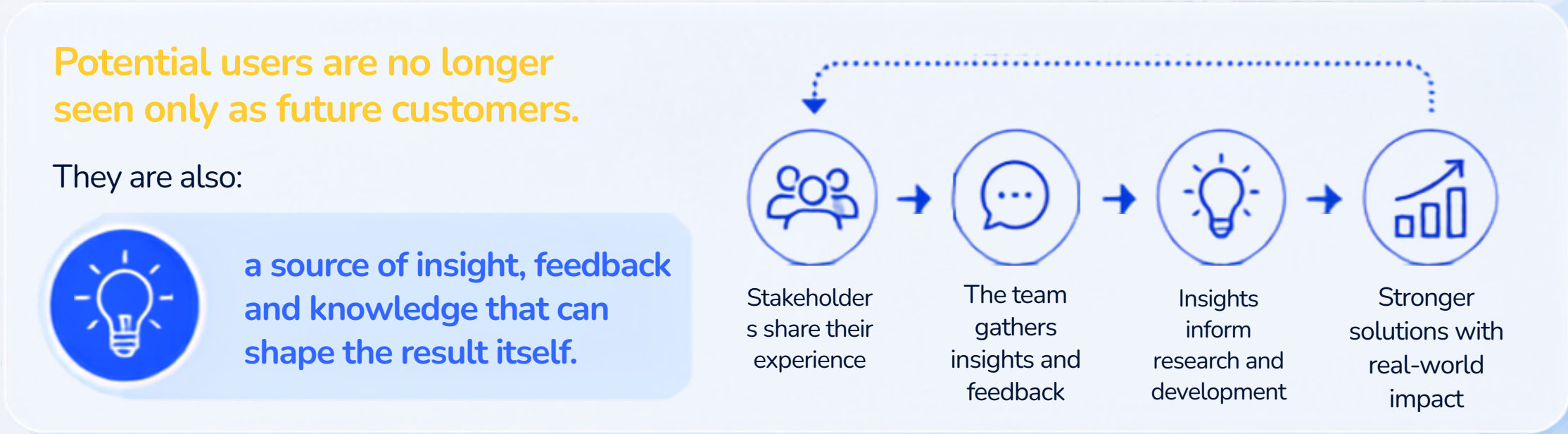
That shift helped the team look at SmartWater not only as a technology — but as a solution for a specific user.

FROM TECHNOLOGY-FIRST TO USER-FIRST

The way the team approaches stakeholders has changed too.



The timing has changed as well. Instead of approaching stakeholders when the product is almost finished, the TwinODIS team now aims to engage them **much earlier**.





That is a **significant change** in how research moves towards real-world use.

THE IMPACT WENT BEYOND ONE RESULT

Exploitation is no longer one person’s job.

Before joining the Facility, exploitation largely sat with the project coordinator while the rest of the team focused on research.

Today, the team shares:

-  common exploitation **tools**,
-  common **terminology**,
-  a clearer understanding of **users and value**,
-  and greater responsibility for thinking about **impact early**.



The Exploitation Roadmap is also treated as a **working tool** — not simply as something prepared for a project deliverable.



And the approach is already **spreading beyond SmartWater**.

The same thinking is now being applied to other TwinODIS domains, including: **maritime logistics and energy**.



Which results could become **KERs** and for **whom** could they create value?

WHAT COMES NEXT?

The roadmap is clearer.

Now it is time to act.



1. Strengthening the commercial foundations

Developing a business plan, carrying out a Freedom-to-Operate analysis and building a structured IP strategy.



2. Benchmarking internationally

Understanding how SmartWater compares with existing commercial platforms and strengthening its market positioning.



3. Returning to the market with a stronger case

Using matchmaking and pitching opportunities and re-engaging stakeholders with a clearer exploitation plan.



At the same time, **FORTH** continues to scale adoption, develop new features and apply the same approach to other TwinODIS results.

COULD YOUR PROJECT BE NEXT?

Great research results do not automatically become real-world impact.

Sometimes the technology is ready, but the route to users, markets, IP protection or further uptake is still unclear. That is where the **widerAdvance** Facility can help.



RESEARCH



INNOVATION



EXPLOITATION



IMPACT



Practical support.



Your own Key
Exploitable Results.



A clearer path towards
exploitation and
valorisation.



Ready to take your results further?
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apply.



Read the full TwinODIS Success Story at wideradvance.eu



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