

Research project

Market Analysis

Objective

The market analysis aims to assess the market potential and exploitation of the IMAGE LIFE innovation in the feed production sector, with particular attention to the replicability of the solution in a sorghum production area other than the pilot area.

The analysis also aims to strengthen the catalytic potential of the proposed solution, highlighting its environmental, technical and economic benefits throughout the livestock supply chain.

Methodology

The market analysis integrates **quantitative and qualitative approaches** in order to provide a comprehensive and solid framework to support the subsequent development of the business plan. In particular, the activity includes:

- Analysis of the market context of the **dairy sector**, with a focus on the demand for sustainable feed and the evolution of animal feeding practices;
- Assessment of **sorghum production dynamics** in the target areas for replication, considering agronomic, logistical and economic aspects;
- Analysis of the main **stakeholders** (farms, feed mills, cooperatives, farmers) and their needs;
- Identification of **market barriers and drivers** for the adoption of the IMAGE LIFE solution;
- Analysis of the competitive positioning of the innovation compared to conventional solutions.

Expected results

The results of the market analysis should provide:

- an estimate of the **market potential** of the IMAGE LIFE solution;
- indications on **scalability and replicability** in different production contexts;
- key information to support strategic decisions and the definition of the business model.

Business Plan with Replication Component

Objective of the activity

The Business Plan activity aims to define a **complete and detailed business plan** for the IMAGE LIFE innovation, with particular emphasis on the **replicability of the model** in other sorghum production areas and different market contexts.

The business plan will highlight the innovative benefits introduced by the solution in environmental, technical and economic terms, assessing its **technical and economic feasibility and long-term sustainability**.

Methodology

The business plan will be developed based on the results of the market analysis and will include:

- Analysis of **costs and benefits** along the supply chain;
- Assessment of **environmental impacts**, in coordination with Life Cycle Assessment (LCA) activities;
- Definition of the **business model** and possible exploitation strategies;
- Analysis of the risks and conditions necessary for **replicating the model** in other geographical and production contexts.

Expected results

The business plan will make it possible to:

- demonstrate the **economic and technical validity** of the IMAGE LIFE innovation;
- support investment decisions and exploitation strategies;
- provide a model that can be replicated and adapted to different production contexts, strengthening the overall impact of the project.