Improved Robotic Platform to perform Maintenance and Upgrading Roadworks: The HERON Approach

Grant Agreement Number: 955356

D9.3: Market Analysis and Business Plan (first version)

Work package	WP9: Exploitation of Results, Standardization and Sustainability Activities
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Executive Summary

This document aims to carry out a market study and business plan in order to provide a comprehensive analysis of the products and services, competitive landscape, potential consumers, stakeholders, environment, and internal and external factors related to the HERON project and the sector in which its research outcomes are developed: the maintenance and improvement of road infrastructure.

The market analysis and business plan are the tools to determine the communication, dissemination and exploitation actions of the HERON project from its inception to its conclusion. The European Commission's website informs about the importance of distinguishing between these three work verticals:
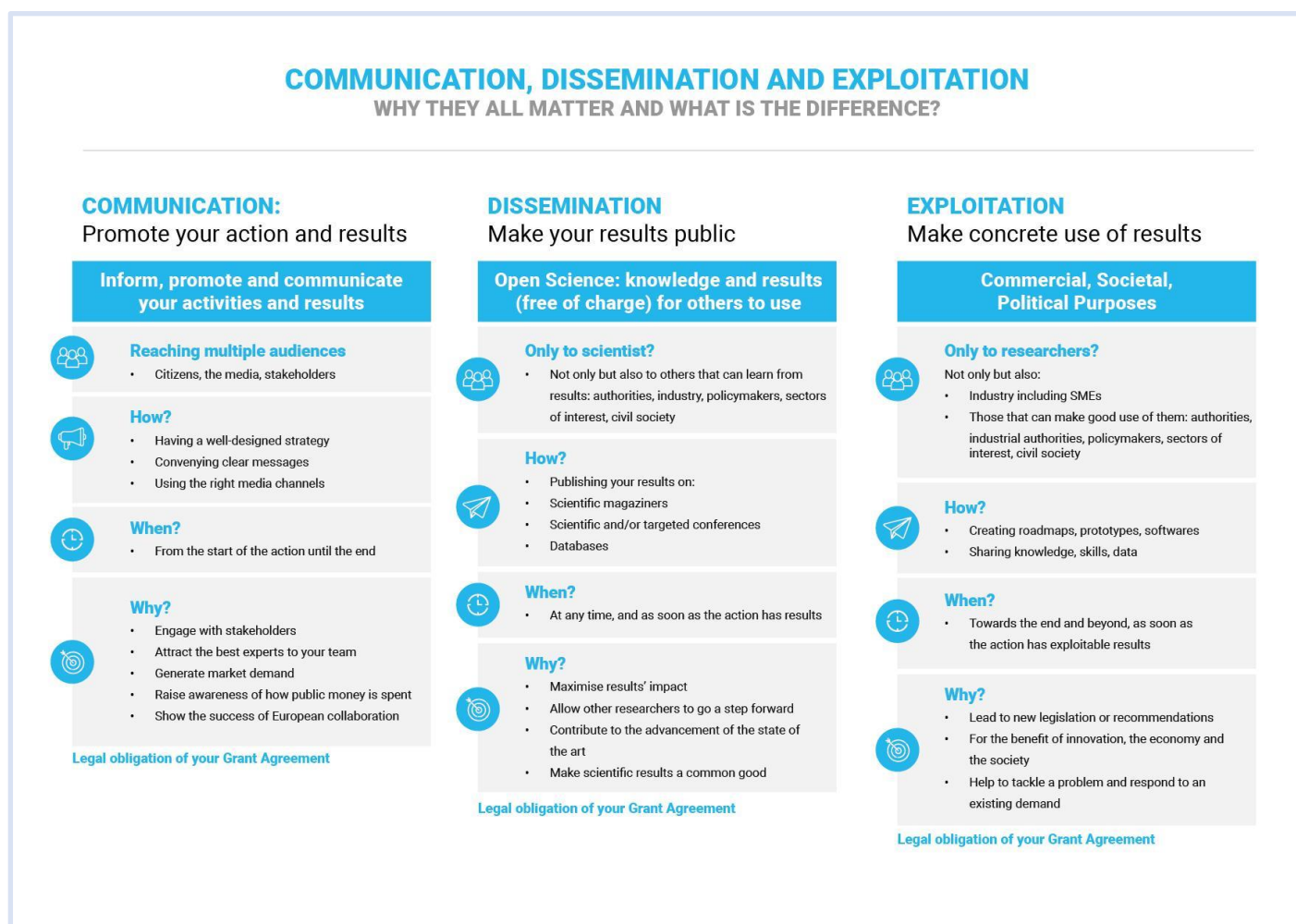

Fig 1. Communication, dissemination and exploitation.

Since results and progress will be achieved during HERON in the different research areas covered by the project, this document is subject to be extended, supplemented and/or partially modified until its completion in May 2025, depending on the results obtained.

HERON (Enhanced robotic platform for road maintenance and improvement works) is an EU-funded project. It has been initiated in the framework of HORIZON 2020 and focuses on the development of an improved robotic platform capable of autonomously performing road maintenance works.

Thus, road infrastructure is the market field to be analyzed in the present deliverable. It is one of the main public goods, key to the development and economic growth of a country. The maintenance, repair and improvement of roads contributes to and facilitates access to education, health, and employment.

The HERON project will develop an integrated (semi-)automated system for the proper maintenance of road infrastructure. This will reduce human accidents, high maintenance costs, and increase the capacity and efficiency of the road network. To coordinate maintenance work, the project will design an autonomous robotic ground vehicle supported by autonomous drones. Sensors and scanners for 3D mapping as well as artificial intelligence toolkits will be used to help coordinate road maintenance and improve workflows.