Grant Agreement no: 829157

TopSpec

Project Deliverable Report

D8.2 Draft Exploitation and Dissemination Plan

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1.0	12 Dec 2019	First release	Remco Swart, MS Vision
1.1	19 Dec 2019	Final version for submission	Remco Swart, MS Vision
1.2	11 Jan 2023	Updated version	Susanna Lundström, KI

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EXECUTIVE SUMMARY

This document provides an overview of the planned dissemination and exploitation activities for the TopSpec project, funded by the European Commission under Horizon 2020 – the Framework Programme for Research and Innovation (2014-2020), Grant Agreement number: 829157

TopSpec is a three-year project that started in January 2019, with a one-year extension granted due to COVID pandemic disturbance It aims to develop a ground-breaking TOPdown tandem mass SPECtrometry (MS/MS) platform to solve the challenge of unravelling the sequence repertoire of human antibodies and their respective antigens.

The TopSpec consortium comprises 8 participants from 7 countries who bring together a mix of stakeholder organisations and corresponding expertise. The participants include instrument manufacturers, technology SME's, universities and research institutes.

In this document, which is a Deliverable in WP8 titled 'Dissemination, Communication & Exploitation', the dissemination and exploitation activities are described.

This report contains Annexes that are indicative of how the dissemination and exploitation are kept track of by the project consortium. Annexes 1 and 3 was intended to be treated as 'live' document throughout the duration of the project to reflect the most up to date information, accessible from the TopSpec website for all project collaborators. However, Remco Swart, MS VISION, left the project shortly after this document was prepared and no new person was assigned to ensure that it would be up to date. However, the TopSpec website has been used and updated regularly, hence fulfilling the purpose of this document.

CONTENTS

1 Project background

TopSpec is a three-year project that started in January 2019. The project was extended by one year due to COVID pandemic, making it a four-year project (without additional financing). A major and growing challenge in the EU health system is the cost of drugs and targeted therapies. Reducing time taken to develop novel therapies will reduce costs to the health system. To address this grand challenge, it is imperative to better understand how the human organism defends itself against diseases. The biggest mystery is the human immune system and understanding this ultimately requires knowledge of the sequence repertoire of human antibodies and their respective antigens.

The purpose of the TopSpec project is to be the first in the world aiming to solve this challenge, opening up opportunities in medical research and drug development that are today only dreamt about. We will create a breakthrough technology that will revolutionize academic, clinical and industrial proteomics and dramatically advance the development of new generation antibody- and protein-based therapeutics.

This complex and ambitious project brings together 8 participants from 7 countries and funded by the European Commission under Horizon 2020 – the Framework Programme for Research and Innovation (2014-2020), Grant Agreement number: 829157.

2 Introduction

The Exploitation and Dissemination Plan describes activities that are aimed to i) ensure successful uptake for the TopSpec technologies, ii) integrate all technologies developed in work packages 1-7 into a TopSpec platform and iii) apply the integrated TopSpec platform for Abs analysis.

This draft document describes dissemination and exploitation activities that have been completed or planned for project TopSpec. In the early phase of the project the emphasis is on the dissemination of the project and its results. For the following project duration the value of the obtained knowledge and technology will be exploited. The following type of dissemination activities are taken into consideration:

- TopSpec website and social media - **achieved**
- Scientific presentations - **achieved**
- Scientific publications – **achieved**
- Conferences – **achieved**
- Tradeshows – **achieved**
- Patent applications - **achieved**
- Collaborations - **achieved**

The communication and dissemination of results can be categorized according to the target audience group. In the table below the targeted audience groups are listed and the planned communication/dissemination actions given. In the third column "Accomplished" it is indicated which of the target groups have been reached over the course of the project.

Target groups	Communication/Dissemination action	Accomplished
Website	Publicly accessible website with a closed partner access section.	Yes
Proteomics research community	Collaborations, scientific reports. Open access publication in relevant journals such as: Analytical Chemistry, J American Society for Mass spectrometry, J Am Chem Soc, Molecular & Cellular Proteomics, J of Proteomics, Nature Methods and Nature Biotechnology	Yes
Young scientists	Young scientists will be encouraged and promoted. Exchange of young researchers will be organised. Summer schools and workshops.	Yes
Healthcare providers	Focused meetings to bring technology developers and end users together. Video demonstrations accessible through YouTube and through partner websites	-
Diagnostics and pharma industry	Ongoing collaboration with Amgen, Astra-Zeneca, Bayer, Sanofi, other EU (bio)pharma companies. International conferences: Bio, EuPA and HUPO meetings, IMSC and ASMS, European FTMS, BIT congresses, PittCon, Analytica. National meetings, CASSS-meetings.	Yes

General public and broader audience	Information through website, social platforms (LinkedIn, Twitter) mass media (newspapers, TV, radio) popular science journals, press releases. Open exhibitions.	Yes

3 Dissemination of results

This section describes the activities and tools to communicate and disseminate foreground results of project TopSpec. During the course of the project, as well as after its completion, the available foreground knowledge will increase and thereby also the communication and dissemination activities.

3.1 TopSpec public website and social media

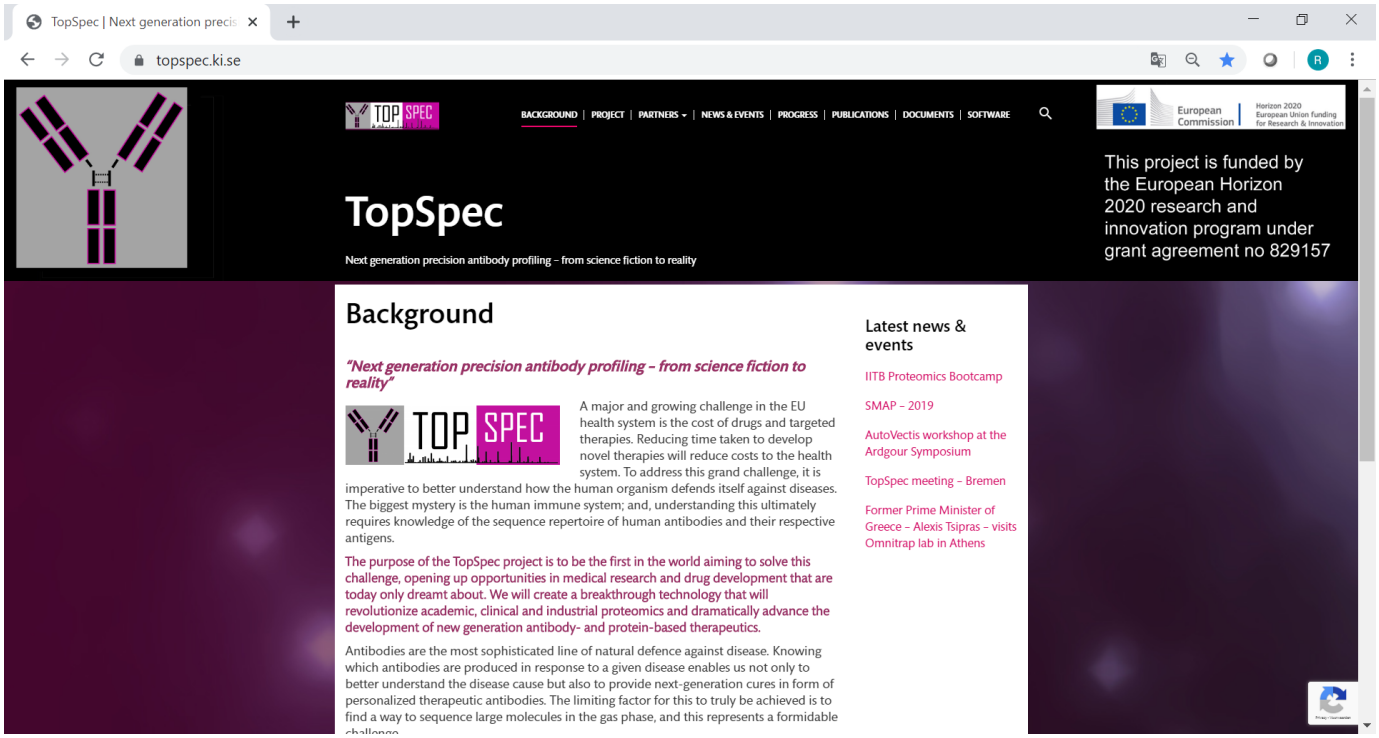
Under WP8, a project webpage (https://topspec.ki.se/) has been designed and launched. The TopSpec website contains current information related to the project, news, obtained results and organized/attended events and will be updated on a regular base. Further is contains the following information:

- Description of project
- Individual work-packages
- Public documents
- Objectives and milestones
- Profile of researchers and project partners
- Events related to the project implementation

The project webpage contains the following clause: “This project is funded by the European Horizon 2020 research and innovation program under grant agreement no 829157.” The website is actively maintained and updated using materials from events organized by the collaboration partners, delivered lectures, workshops. All reports that have the “PUBLIC” status can also be found on the webpage.

To make the project more visible a logo of the project has been designed and uploaded to the project webpage. This logo will be used in all public communication activities (tradeshows, presentations).

The TopSpec webpage has been regularly updated during the course of the project in the public sections “News&Events”, “Progress” and “Publications&Patents”, as well as in the password protected “Documents” section. Up to this date the project webpage has been visited by approximately 20 000 visitors.



Besides the website, a Twitter and a LinkedIn project account have been created with the following links:

https://topspec.ki.se/

https://twitter.com/TopSpecMS2

https://www.linkedin.com/company/topspecms/

3.2 Scientific presentations

In total, 19 scientific presentations (seminars and posters) have been delivered by the TopSpec collaboration partners as described in the deliverable D8.4 "Public Demonstration of TopSpec Technology".

3.3 Scientific publications

Result obtained in the TopSpec project have been and will be published in scientific journals in the field of analytical chemistry. In case technology requires patent protection the publication cycle may be delayed. The articles have been and will be published in open access publication in relevant journals:

- Analytical Chemistry,
- J American Society for Mass spectrometry,
- J Am Chem Soc
- Molecular & Cellular Proteomics

- J of Proteomics,
- Nature Methods
- Nature Biotechnology

Publications do and will consist of the clause in the acknowledgements section:

“This project is funded by the European Horizon 2020 research and innovation program under grant agreement no 829157.”

In total, 12 publications have been delivered by the TopSpec collaboration partners as described in the deliverable D8.5 “Scientific reports and publications”.

Publications are also listed on the TopSpec homepage.

3.4 Conferences

The results and data from project TopSpec will be presented at industrial and academic conferences, user meetings, immunology, proteomics and MS conferences. In total, 12 conferences have been attended and the TopSpec project promoted by the partners as described in deliverable D8.4 "Public Demonstration of TopSpec Technology".

3.5 Tradeshows

Dissemination of foreground results at fairs and international tradeshows such as ASMS, Analytica, and IMSC have been accomplished. In order to promote the TopSpec project among the scientific community at conferences and meetings we have created a Banner.

3.6 Patent applications

In the course of the project that the foreground knowledge has been generated. The project consortium is striving to obtain patent protection of inventions/solutions which may result in business opportunities taken up by one or more collaboration partners. The IP strategy as well as the dissemination of foreground knowledge has been described detail in in deliverable D8.1 TopSpec Intellectual Property Protection Strategy.

Similar to other results of the TopSpec project, patent applications should consist of the following clause in the acknowledgements section: "This project is funded by the European Horizon 2020 research and innovation program under grant agreement no 829157."

In total, up to now, 4 main patents have been accomplished and are listed at the TopSpec webpage.

3.7 Collaborations

It is expected that the resulting technology will be of the utmost importance to researchers that are tasked to identify protein structures and interactions. In order to access the potential of the technology we have organized demonstration workshops for selected stakeholders. They have been and will be invited to analyze project results in order to evaluate the scientific relevance, performance and transferability of the technology. Existing research partners in industry and academia have been invited to such workshops. In the 4th column "Accomplished" it is indicated which of the collaborations have been reached over the course of the project. Importantly, several high profile PIs have shown interest in the TopSpec technology and the promotion of the technology will continue beyond the timeline of the project deadline. Furthermore, Fasmatech has entered into agreements with MSVision (EU) and Zefsci (US) to support and market the omnitrap technology.

Investigator	**Institution**	**Country**	**Achieved**
Dr. Sophia Hober	Swedish National Centre for Biological Mass Spectrometry (Bio-MS)	Sweden	
Prof. Michael Nielsen	Proteomics centre of the Copenhagen University	Denmark	
Prof. Frank Kjeldsen	Proteomics centre, University of Southern Denmark, Odense	Denmark	
Dr. Kim Haselmann	Protein analysis laboratory of Novo Nordisk AS, Copenhagen	Denmark	

Dr. Pavel Bondarenko	Protein analysis laboratory of Amgen	USA	
Dr. Bogdan Budnik	Wyss Institute, Harvard University	USA	Yes
Dr. Chris Adams	Bruker	USA	Yes
Dr. Kathrin Breuker	Top-down protein analysis laboratory of Innsbruck University	Austria	
Prof. Dr. Catherine Costello	Glycoproteomics laboratory at Boston University	USA	Yes
Dr. Logan C. Mackay	Scottish Instrumentation and Resource Centre for Advanced Mass Spectrometry University of Edinburgh	UK	Yes
Prof. dr. Manfred Wuhrer	Leiden University Medical Center	Netherlands	
Prof. Dr. Joseph A. Loo	University of California	USA	Yes
Dr. Laure Menin	Swiss Federal Institute of Technology	Switzerland	Yes

4 Exploitation of results

The objective of the TopSpec project is to develop a ground-breaking top-down tandem mass spectrometry platform to solve the challenge of unravelling the sequence repertoire of human antibodies and their respective antigens. Thus, the activities within the project required tools to be developed by the participants and/or third parties and then integrated into a comprehensive and customised platform. TopSpec is set to greatly expand our knowledge of the human immune system, which may have a dramatic impact on the field of personalized, precision medicine. TopSpec may facilitate the development of new diagnostics and treatments for infectious diseases including global diseases and the problem of treatment resistance, ageing related diseases (e.g., AD) and other big killer diseases. Another significant impact will be in the field of MS instrument design. Specific impacts:

- Increase in the speed of diagnosis and in the speed of drug development
- Increase knowledge on an individual´s antibody response to disease
- Contribute to the growth and expansion of 4 European SMEs
- Expand scientific research around proteomics
- Create new business opportunities within and outside the project

Expected results from the TopSpec project are summarized in the table below. In the 5th column "Accomplished" it is indicated which of the expectations have been reached over the course of the project.

Expected Result	**Target Industry**	**Use within the project**	**Use outside the project**	**Accomplished**
Novel MS/MS platform	MS instrumentation	Adopted by TF	Adopted by other MS manufacturers	Yes (within project)
Top-down Ab sequencing assay	Biotechnology, Clinical diagnostics	Proof of principle, biomarkers of AD and bacterial infection	Quality control in mAb production, biosimilars and biobetters, clinical diagnostics	Yes (within project)
Library of Ab repertoire as immune system response to challenge	Immunology, Bioinformatics	Proof of principle	Large EU projects to collect Ab sequence libraries for specific diseases	-
Top-down data analysis software	Analytical, biotechnology, pharmaceutical	Proof of principle	Open source and commercial versions for industrial and academic analytical scientists	Yes
Novel data acquisition and realtime data processing system	MS instrumentation	Adopted by Spectroswiss	Adopted by other MS manufacturers, including TF	Yes (within project)

The project partners are keen to bring the technology to the market. This can be as a complete LC-MS platform for antibody sequencing including hardware, software and consumables. Also the possibility to commercialize parts of the developed technology will be explored. The strategy to commercialize products and services will be discussed in a dedicated workshop with TopSpec project partners. The TopSpec partner, SPS, acquired the FET Innovation Launchpad funding (project A2MSTools, number 101034703, Tools to access and analyze unreduced mass spectrometry data to accelerate access to biotherapeutics) to establish the market viability of selected hardware and

software solutions developed within the initial period of the TopSpec project. The A2MSTools project was successfully completed and reports accepted by the EU commission. Other TopSpec consortium partners, have submitted an EIC Transition proposal (AURORA) and reached the interview stage. Other applications are planned for 2023, including for the EIC Transition and Booster projects. Ultimately, the TopSpec consortium will apply for the EIC Accelerator funding, once the TRLs will be increased to the corresponding levels.

Based on the market potential of the foreground technology and its application a detailed business strategy document was prepared and published (CONFIDENTIAL) for the consortium partners, detailing the market size and potential. See for more details task 8.7 in annex 3.

5 Concluding remarks

This deliverable provides a draft plan for communication, dissemination and exploitation of the foreground results.

Annex 1

TopSpec Consortium exploitation and dissemination activity tracker

Person	Institution	Activity	Type of activity	Status	Result	Date of completion	Comments	Link (DOI)
David Kilgour	Nottingham Trent University, UK	Dissemination	Promotional collateral	In-progress				
Susanna Lundström	Karolinska Institutet, Stochholm, Sweden	Dissemination	Website contribution	In-progress				
Susanna Lundström	Karolinska Institutet, Stochholm, Sweden	Dissemination	Twitter post	In-progress				
Susanna Lundström	Karolinska Institutet, Stochholm, Sweden	Dissemination	LinkedIn post	In-progress				
Susanna Lundström	Karolinska Institutet, Stochholm, Sweden	Dissemination	Presentation at scientific conference	Completed				
David Kilgour	Nottingham Trent University, UK	Dissemination	Promotional collateral	Completed		3-12-2019	Created promotional banner for TopSpec	
David Kilgour	Nottingham Trent University, UK	Dissemination	Peer-reviewed publication	Completed	Published	21-10-2019		https://doi.org/10.1080/19420862.2019.1682403
David Kilgour	Nottingham Trent University, UK	Dissemination	Workshop	Completed	Published	28-9-2019	Taught at MS Proteomics Bootcamp Workshop at IITB in Mumbai. Discussed TopSpec Project with attendees.	https://topspec.ki.se/new-events/
David Kilgour	Nottingham Trent University, UK	Dissemination	Workshop	Completed	Published	20-9-2019	Presented aspects of top-dopwon sequencing software development at Ardgour Sympoium	https://topspec.ki.se/new-events/
Dimitris Papanastasiou	Fasmatech, Athens, Greece	Dissemination	Presentation at scientific conference	In-progress		jun-20	Multiple-stage Top-Down MSn analysis of antibodies in the Omnitrap Platform	
Dimitris Papanastasiou	Fasmatech, Athens, Greece	Exploitation		In-progress		Running	Demo lab established in Athens for top-down analysis of proteins	
Dimitris Papanastasiou	Fasmatech, Athens, Greece	Dissemination	Peer-reviewed publication	Completed	Published		JACS paper in Thermal H gun published in 2018 together with R Zubarev - Karolinska	

Dimitris Papanastasiou	Fasmatech, Athens, Greece	Dissemination	Peer-reviewed publication	In-progress			Main article introducing the omnitrap platform (Karolinska-Thermo)	
Julia Chamot-Rooke	IP, Paris, France	Dissemination	Peer-reviewed publication	In-progress			Main article introducing the first results achieved by the omnitrap for the analysis of light chains extracted from clinical samples	
Julia Chamot-Rooke	IP, Paris, France	Dissemination	Presentation at scientific conference	Completed		11/05/2022	Keynote lecture at the ProteoVilamoura meeting in which Omnitrap results on light chains have been presented for the fist time	
David Kilgour	Nottingham Trent University, UK	Dissemination	Presentation at scientific conference	Completed	Published	1/31/2020	Bottom-up requirements for big data David Kilgour (Nottingham Trent University, UK)	https://kuleuvencongres.be/htc16/programme
David Kilgour	Nottingham Trent University, UK	Dissemination	Video/Film	Completed	Published	21/10/2022	You tube video decribing some output of NTU progress	https://youtu.be/cypEkw9Fhuc
David Kilgour	Nottingham Trent University, UK	Dissemination	Video/Film	Completed	Published	21/10/2022	You tube video decribing some output of NTU progress	https://youtu.be/LDTgg1gk_qQ
David Kilgour	Nottingham Trent University, UK	Dissemination	Poster presentation	Completed	Published	28/8/2022	2x Posters on protein fragmentation and analysis at IMSC	
Jonathan Dhenin	IP, Paris, France	Dissemination	Website contribution	In-progress			Advertisement for TopSpec on website of Institut Pasteur	
Mathieu Dupré	IP, Paris, France	Dissemination	Presentation at scientific conference	Completed		9/17/2019	Advertisement for TopSpec at SMAP2019, Strasbourg, France	
Julia Chamot-Rooke	IP, Paris, France	Dissemination	Promotion of project in other meetings	Completed		12/6/2019	Advertisement for TopSpec to the committee of Region Ile-de-France responsible for project investments in human health and infectious diseases	
Julia Chamot-Rooke	IP, Paris, France	Dissemination	Presentation at scientific conference	Completed		12/3/2019	Advertisement for TopSpec at Journées Utilisateurs Orbitrap, Paris, France	
Julia Chamot-Rooke	IP, Paris, France	Dissemination	articipation in activities organised jointly with other H2020 project	Completed		25-26/04/2019	Advertisement for TopSpec during the kick-off meeting of EPIC-XS, Amsterdam, Netherlands	
Julia Chamot-Rooke	IP, Paris, France	Dissemination	Promotion of project in other meetings	Completed		4/10/2019	Advertisement for TopSpec to multiple pharma companies (potential collaborators)	
Julia Chamot-Rooke	IP, Paris, France	Dissemination	Organisation of a conference	Completed		12-14/02/2019	1st European Top-Down Proteomics Symposium, Paris, France	

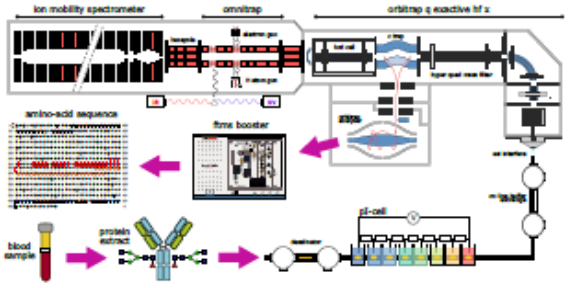
Roman Zubarev	Karolinska Institutet, Stochholm, Sweden	Dissemination	Presentation at scientific conference	Completed		15/6/2021	Electronic / Research and Innovation Summit, Summer 2021	
Roman Zubarev	Karolinska Institutet, Stochholm, Sweden	Dissemination	Presentation at scientific conference	Completed		3/8/2020	Electronic / High-tech medicine - Summer school - PhysBio	
Roman Zubarev	Karolinska Institutet, Stochholm, Sweden	Dissemination	Presentation at scientific conference	Completed		18/6/2021	Electronic/ Workshop on Interaction between Proteins/Cells and Materials	
Roman Zubarev	Karolinska Institutet, Stochholm, Sweden	Dissemination	Organisation of a Conference	Completed	Organized	16/1/2022	Janeiro-na-Madeira Winter Summer School 2022	https://janeiro-na-madeira.mozello.com/
Susanna Lundström	Karolinska Institutet, Stochholm, Sweden	Dissemination	Organisation of a Conference	Completed	Organized	16/1/2022	Janeiro-na-Madeira Winter Summer School 2022	https://janeiro-na-madeira.mozello.com/
Zhaowei Meng	Karolinska Institutet, Stochholm, Sweden	Dissemination	Organisation of a Conference	Completed	Organized	16/1/2022	Janeiro-na-Madeira Winter Summer School 2022	https://janeiro-na-madeira.mozello.com/
Dimitris Papanastasiou	Fasmatech, Athens, Greece	Dissemination	Twitter post	In-progress			Presentation advertisement	
Dimitris Papanastasiou	Fasmatech, Athens, Greece	Dissemination	Website contribution	In-progress			News/Presentation	
Dimitris Papanastasiou	Fasmatech, Athens, Greece	Dissemination	Presentation at scientific conference	Completed		29/9/2022	Intact mAb top down MS talk at IMSC	
Dimitris Papanastasiou	Fasmatech, Athens, Greece	Dissemination	Poster presentation	Completed			Poster on MS4 experiments with intact mAbs at the IMSC	
Dimitris Papanastasiou	Fasmatech, Athens, Greece	Dissemination	LinkedIn post	In-progress				
Dimitris Papanastasiou	Fasmatech, Athens, Greece	Dissemination	Poster presentation	Completed			Poster on MS4 experiments with intact mAbs at the ASMS	
Yury Tsybin	SpectroSwiss, Lausanne, Switzerland	Dissemination	Twitter post	In-progress			News/Presentation	
Yury Tsybin	SpectroSwiss, Lausanne, Switzerland	Dissemination	Website contribution	In-progress			News/Presentation	
Alexander Makarov	Thermo Fisher Scientific, Bremen, Germany	Dissemination	Peer-reviewed publication	Completed	Published		Exploring frontiers of Orbitrap performance for long transients, Int. J. Mass Spectrom., 466 (2021) 116607	
Jan Commandeur	MS Vision, Almere, Holland	Dissemination	LinkedIn post	In-progress				

Jan Commandeur	MS Vision, Almere, Holland	Dissemination	Non-scientific and non-peer-reviewed publication (popularised publication)	Completed	Published		https://doi.org/10.54050/PRj1519532	
Jan Commandeur	MS Vision, Almere, Holland	Dissemination	Non-scientific and non-peer-reviewed publication (popularised publication)	Submitted				
Julia Chamot-Rooke	IP, Paris, France	Dissemination	Presentation at scientific conference	Completed		May 2022	PROTEOVILAMOURA, 2nd Joint Meeting of Spanish, French and Portuguese Proteomics Societies	
Julia Chamot-Rooke	IP, Paris, France	Dissemination	Presentation at scientific conference	Completed		Sept 2022	EPIC-XS Workshop, Tarty (Estonia)	
Julia Chamot-Rooke	IP, Paris, France	Dissemination	Presentation at scientific conference	Completed		April 2022	EUPA Meeting, Leipzig (Germany)	
Julia Chamot-Rooke	IP, Paris, France	Dissemination	Presentation at scientific conference	Completed		16/1/2022	Janeiro-na-Madeira Winter Summer School 2022	https://janeiro-na-madeira.mozello.com/
Roman Zubarev	Karolinska Institutet, Stochholm, Sweden	Dissemination	Presentation at scientific conference	Completed		Feb 2019	Gordon Research Conference (GRC) in Ventura, CA (USA)	
Roman Zubarev	Karolinska Institutet, Stochholm, Sweden	Dissemination	Presentation at scientific conference	Completed		Feb 2019	Research seminar in Amgen, Thousand Oaks, CA,	
Roman Zubarev	Karolinska Institutet, Stochholm, Sweden	Dissemination	Presentation at scientific conference	Completed		Apr 2019	North American FT MS workshop in Key West, FL (USA)	
Roman Zubarev	Karolinska Institutet, Stochholm, Sweden	Dissemination	Presentation at scientific conference	Completed		Oct 2022	Pathway Analysis in Proteomics (PathProt) conference, Oeiras, Portugal	

Annex 2

TopSpec Consortium banner for display at conferences

TOP SPEC



"Next generation precision antibody profiling – from science fiction to reality"

Members of the TopSpec research project consortium:

biomotif
PlasmaTECH
Karolinska Institutet
MSVision
Spectroswiss
NOTTINGHAM TRENT UNIVERSITY
Institut Pasteur
ThermoFisher SCIENTIFIC
European Commission

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Annex 3

Overview of WP 8 – Dissemination, communication and exploitation of results

Task	Activity	Period
8.1	**Dissemination activities** • Creating and publishing the public dissemination material (Website, posters, brochures, videos), • Adapting the dissemination support to the target, • keeping track of publications and public disclosures by creating a database.	M1-36
8.2	**Knowledge Management and IPR** • Management of the pre-existing knowledge needed to achieve the work (background), the knowledge created during the project (foreground), and the knowledge created in parallel to the project (side-ground) by either partners or other parties that might impact the project.	M1-36
8.3	**Exploitation strategy of the results** • Identification of the internal and external stockholders. • Determining the synergies between them to integrate the results, identify the weak points, assess the usability of the results. • Identify the competing technical approaches • Analyze the evolving socio-economic context including user needs, overall market trends.	M1-36
8.4	**Demonstration workshop** • The stakeholders identified and presented in 8.3 will be invited to analyze project results in order to evaluate the scientific relevance, performance and transferability of the technology.	M22
8.5	**Management of patent strategy and freedom to operate (FTO)** • Develop an IP protection strategy at the start of the project (M3). • Monitor that the newly created IP falls under the Consortium Agreement.	M1-36
8.6	**Public engagement** • Create articles with easy public access through project website • Publish popular articles in general science magazines • Giving interviews to news reporters (newspapers, TV, radio etc.)	M1-36
8.7	**Develop and implement a common business strategy for market introduction** • Develop a common business strategy for market introduction through consultations within Consortium. • Implement the developed business strategy for market introduction.	M12-36
8.9	**Organizing relevant conferences** • CO-organizing a conference of the UppCon series (Uppsala conference on Electron Capture Dissociation and related phenomena, run since 2003). • Organizing a conference on Top-down analysis of proteins; • Organizing a summer school on Electron Capture Dissociation and related phenomena Top-down analysis of proteins, as part of the annual MSBM (MS in biotechnology and medicine) summer school in Dubrovnik, Croatia. • Organizing hands-on course will be arranged at KI, and will be open to European students.	M6-36
8.10	**Communication to commercial research organizations** • As we anticipate significant interest in TopSpec from the Pharma industry, we will act through technical media channels, B2B, fairs and conferences.	M12-36