



Persistent Personal Data Vaults Empowering a Secure and Privacy
Preserving Data Storage, Analysis, Sharing and Monetisation Platform

D7.3

DataVaults Marketing Pack

Editor(s)	Nikos Achilleopoulos
Lead Beneficiary	MAGGIOLI
Status	Final
Version	1.00
Due Date	30/09/2022
Delivery Date	03/10/2022
Dissemination Level	Public



DataVaults is a project co-funded by the European Commission under the Horizon 2020 Programme (H2020-ICT-2019-2) under Grant Agreement No. 871755 and is contributing to the BDV-PPP of the European Commission.

Project	DataVaults – 871755
Work Package	WP7
Deliverable	D7.3 – DataVaults Marketing Pack
Editor(s)	Nikos Achilleopoulos, George Boukis (MAGGIOLI)
Contributor(s)	All Partners
Reviewer(s)	Christina Tsiligkiri (OLYMPIACOS) Detlef Houdeau (IFAG)

Abstract	The DataVaults Marketing Pack is a digital website that will be used for supporting exploitation activities, aiming at delivering a high-level message on how DataVaults works to attract the interest of potential adopters (e.g. operators of the solution).
Disclaimer	<p>The information and views set out in this publication are those of the author(s) and do not necessarily reflect the official opinion of the European Communities. Neither the European Union institutions and bodies nor any person acting on their behalf may be held responsible for the use which may be made of the information contained therein.</p> <p>© Copyright in this document remains vested with the DataVaults Partners</p>

Version	Date	Partner	Description
0.1	04/04/2022	MAGGIOLI	Initial Deliverable ToC
0.2	02/05/2022	MAGGIOLI	Initial Design of Marketing Pack Structure
0.3	19/05/2022	MAGGIOLI, ALL	Refinement of Structure
0.4	02/09/2021	MAGGIOLI, SUITE5	Graphical Design of Pack
0.5	16/09/2021	MAGGIOLI, SUITE5	Insertion of General Text for DataVaults
0.6	22/09/2022	MAGGIOLI, ANDAMAN7, OLYMPIACOS, PIRAEUS, PRATO, MIWENERGIA	Insertion of Demonstrators Material
0.7	23/06/2022	MAGGIOLI, SUITE5	Improvement of Graphics and UI
0.8	26/07/2022	MAGGIOLI, SUITE5	Refinement of the material
0.9	27/09/2022	MAGGIOLI	Final Draft
0.95	30/09/2022	OLYMPIACOS, IFAT	Peer Reviewed Versions
1.0	03/10/2022	MAGGIOLI	Final Version to be submitted to the EC

Executive Summary

The DataVaults Marketing Pack is a digital website that will be used for supporting exploitation activities, aiming at delivering a high-level message on how DataVaults works to attract the interest of potential adopters (e.g. operators of the solution).

The digital pack, consists of the website that can be found on the following URL

<https://get.datavaults.eu>

The present deliverable is provided as an auxiliary document for the delivery of marketing pack of DataVaults, as D7.3 is a deliverable of type DEC (“Websites, patent fillings, videos, etc.”).

Table of Contents

1	Introduction.....	7
1.1	Scope of the Deliverable	7
1.2	Document Structure	7
2	DataVaults Marketing Pack	8
2.1	Main Contents and Usage	8
2.2	Screenshots.....	9
2.3	Demo Contents	10

List of Figures

Figure 1: Marketing Pack Website Screenshot – Main hero Video.....	9
Figure 2: Marketing Pack Website Screenshot – Short, Clickable Testimonials	9
Figure 3: marketing Pack Website Screenshot – Demo Request Section	10

1 INTRODUCTION

1.1 SCOPE OF THE DELIVERABLE

The DataVaults Marketing Pack is a digital website that will be used for supporting exploitation activities, aiming at delivering a high-level message on how DataVaults works to attract the interest of potential adopters (e.g. operators of the solution).

The present deliverable is provided as an auxiliary document for the delivery of marketing pack of DataVaults, as D7.3 is a deliverable of type DEC.

1.2 DOCUMENT STRUCTURE

This document starts with an introduction in Section 1

Section 2 provides an overview of the different components included in the marketing pack website, alongside with some screenshots, and lists the content of the demo session.

2 DATAVAULTS MARKETING PACK

The marketing pack of DataVaults has been decided to follow a full digital format, acting as a “product” website that reveals high-level information to interested stakeholders that would like to acquire and operate the DataVaults solution.

As such, the intention of the overall pack is, that of acting as the reference point, where one should redirect stakeholders in case, they are interested to find more about the DataVaults product, targeting mostly organisations that would like to host instances of DataVaults and become the “brokers” between the data of their clients (or of individuals of their sector) and of their collaborators.

The marketing pack can be found under the following URL.

<https://get.datavaults.eu>

At the bottom of that website, a link to the project website of DataVaults is available, as well as to the social media used by the project, while the attribution to the EC funding is also present.

2.1 MAIN CONTENTS AND USAGE

As identified above, the overall aim of the website is to convey to potential adopters for the solution only high level and digestible information and motivate them towards requesting a demo where a detailed presentation of the platform, its offerings is to be done.

The main contents of the marketing pack include the following:

- High Level information about the platform and its offerings, without going into details.
- Short Videos of how Data Seekers and Data Users operate over the DataVaults platform, to allow interested parties to better understand how it works
- Short Testimonials of Organisations that work with DataVaults. These are testimonials taken from the five demonstrators, briefly explaining their experience with the platform and the added value for them.
- Placeholders for uploading other marketing material such as presentations, etc.
- Simple form to request a demo of the whole platform, where the user provides very simple details and a request for a demo is sent to the DataVaults team, which then will come back to the requestor.

2.2 SCREENSHOTS

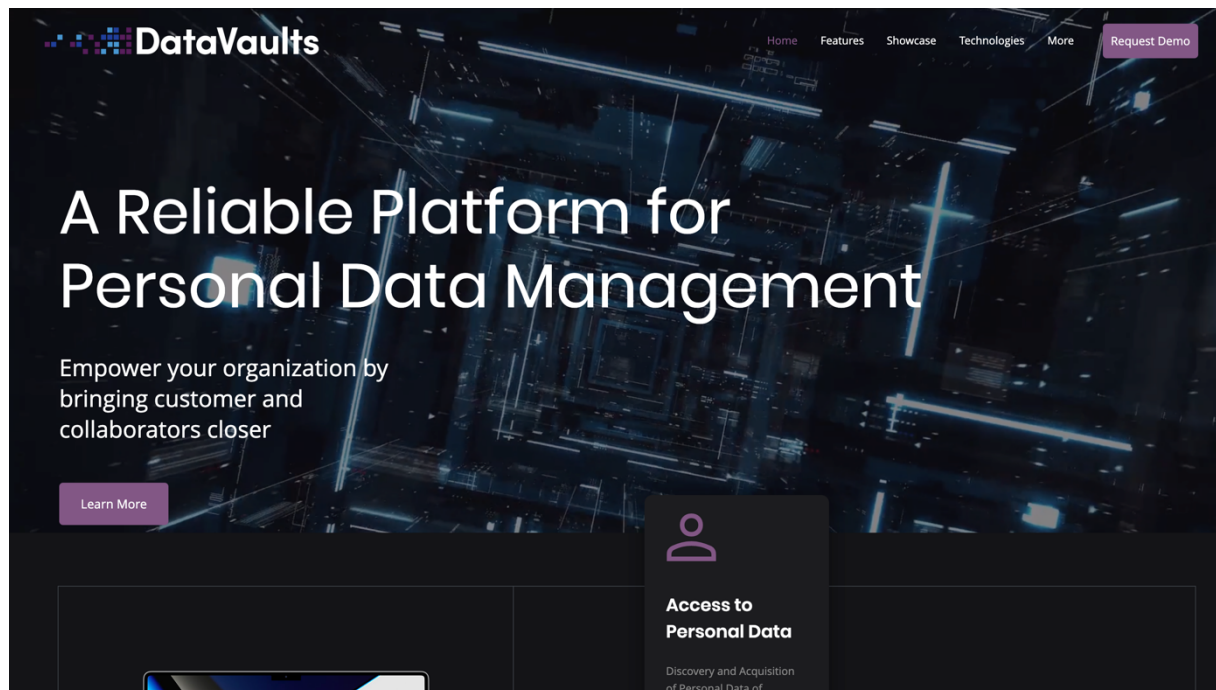


Figure 1: Marketing Pack Website Screenshot – Main Video

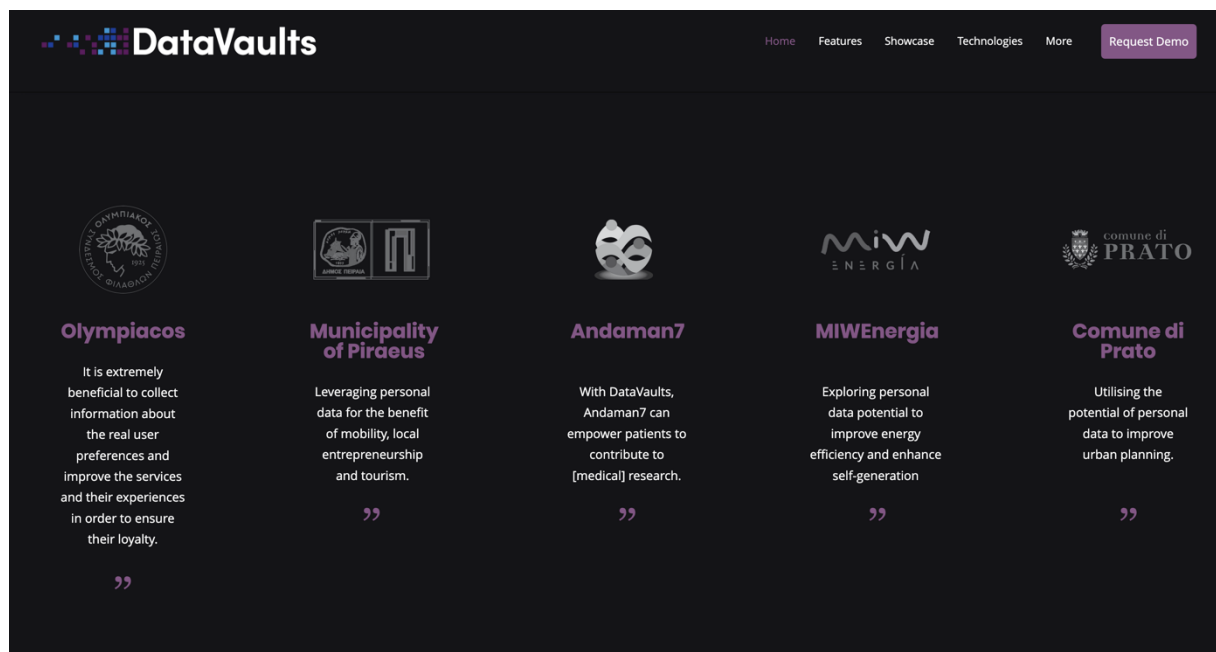


Figure 2: Marketing Pack Website Screenshot – Short, Clickable Testimonials

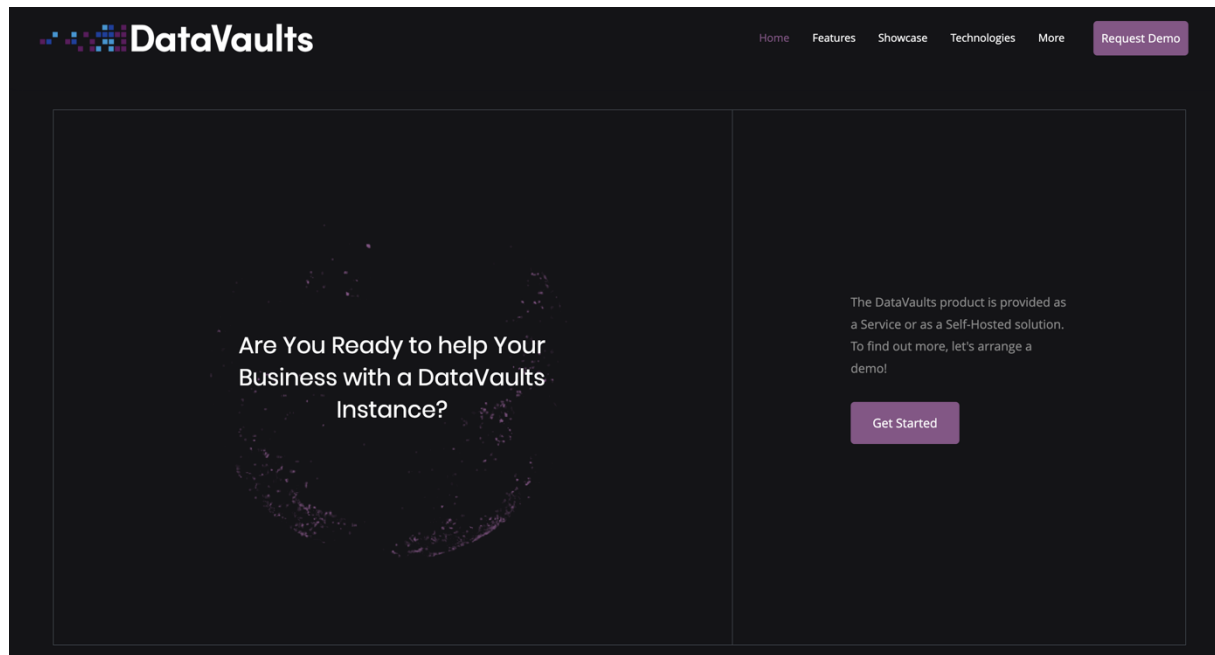


Figure 3: marketing Pack Website Screenshot – Demo Request Section

2.3 DEMO CONTENTS

Upon Requesting a demo, the DataVaults team will come back to the requestor providing him with a list of presentations that are included in the demo, and which will be provided to the requestor via an online teleconference.

Those include:

1. Brief Introduction on what DataVaults is, how it Operates and DataVaults as an EC co-funded project – 10min
2. Walkthrough of the PersonalApp and of the Cloud Platform – 20min
3. Scenarios and KPIs achieved in the demonstrators (optional slot) – 10min
4. Dealing with legal and ethics over the DataVaults platform (optional slot) – 10min
5. Technical Requirements for the DataVaults platform – 5min
6. Pricing and Operational costs for the DataVaults platform – 5min
7. Types of Services and Modules offered aside the DataVaults platform – 5min

Of the list placed above, points 3, 6 and 7 will be made available right after the end of the project once the demonstrators would be final and once the final exploitation plan of DataVaults will be delivered.

In any case, following the end of the project, all the aforementioned material will be also made available for download via the marketing pack website.