

## **Deliverable C2-2**

### **Business plan – Business model**

Commercialization of the LIFE DIANA project is among the objectives of the project and the ultimate aim of the consortium, thus to achieve that, it is important to develop a business model. The prerequisite element for defining the model is the market analysis which has been extensively presented in the DC2.1 (“Market Analysis”). The inputs from mapping the petroleum waste and understanding the competition in the market of waste treatment, were used to develop the model to create the “means” to offer customers a consolidated solution.

The methodology that was developed to evaluate the LIFE DIANA economic feasibility and to identify the commercialization perspectives towards other stakeholders consists of 4 steps: the Market Analysis, the development of the LIFE DIANA business model followed by the detailed financial plan and the transferability and replication activities.

A cost analysis of the LIFE DIANA project was performed by collecting data from the partners and then calculating the investment cost and the operational expenses for both pilot plants.