

The [ARTIST Club](#) is the driving force behind the successful ARTIST Project. The main aim of the ARTIST Club is to promote and extend ARTIST's outcomes, namely the open source tools, the ARTIST approach and the methodology. The ARTIST Club is governed by a legal contract, signed by most of ARTIST partners, who have already defined, and agreed, a roadmap for both upcoming marketing and technical related activities in order to keep the ARTIST results available to the community as well as sustainable.

The road to achieve the ARTIST Club was long and it needed a lot of analysis, both from the outside and the inside. The analysis of the external forces included a deep study of who the competitors are, what they are doing now and what the market is expected to demand. The internal reflection followed another line of thought. First, the consortium needed to understand what the project's value chain was, namely, the main activities that comprise the project and their interrelationship. Once this was clear, the next step was to analyse the different business scenarios identifying which activities of the ARTIST value chain generate revenue, which of these activities generate costs, and finally, which activities are carried out by third parties, that is, they are outside the ARTIST consortium. This exercise, carried out in a workshop at a general assembly with the whole consortium, led to the identification of eight different business scenarios, extended later on with a study of their pro's and con's, coverage of the value chain and the verdict (retain as potential business scenario / reject as potential exploitation means).

These business scenarios were in a second step contrasted with the individual interests of the partners in terms of set up costs, risks, more beneficial, and so on, in order to select the joint exploitation and sustainability strategy. During the discussions held at consortium level, it was agreed that anyone involved in the value chain could stand to benefit from an open ARTIST project, and that given the individual interests in the partners' individual exploitation plans, it was the ARTIST consortium members the most interested ones in continuing the sponsoring, promotion and maintenance of the ARTIST outcomes. Consequently, the selected joint exploitation strategy has been based on forming a perpetual ARTIST consortium, initially with members of the original ARTIST consortium but open to anyone interested in the added-value of the ARTIST tools and vision, and realized in the form of the ARTIST Club.

For the feasibility of the ARTIST Club, the Business Model Canvas was used. The consortium analysed the key activities of the ARTIST Club (based on the value chain), the key customers, costs and revenues, and defined the mission and value proposition of the club.

As mentioned beforehand, the ARTIST Club has a governance structure, namely a managing director, a technical director and a marketing director, who are in charge of defining and carrying out the business plan of the ARTIST Club, taking into consideration the market needs and the technical roadmap defined for the ARTIST assets.