

Draft Service Portfolio of a Business Development Platform (BDP)

Draft Concept – Conceptual Considerations

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For discussion purposes only

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0. Introduction

The Business Development Platform (BDP) is an integrated combination of an internet based portal and all related organizational structures and processes needed to produce, manage, communicate or disseminate services to the dedicated users, companies or organizations. The BDP should be established, intending to enable the transnational provision of services by Regional Development Agencies (RDA's) / Business Development Agencies (BDO's), aggregating existing portals and platforms, disseminate news and information and initiate early-stage collaboration between OEM's and SME's.

Within the conceptual process of the BDP definition a framework of potential service categories had to be set up and subsequently to be filled with particular described service items. For this purpose, a survey within the project partners had been carried out, collecting information about existing services of the respective BDO / RDA as well as requirements for prospective services. This information was compiled in a so called "Master Grid", containing additional information such as valuations of the services or Best Practice examples.

The key purpose of the at hand Service Portfolio is to develop innovative tools and services for the BDP for BDO's as well as RDA's to support SME's in gaining competitiveness and access to international supply markets. The combination of the presented potential services should together form the content of the BDP. This does not imply that all services provided on the platform are considered as "e-business services" in a very narrow sense. At least at the beginning of the availability of these services on the BDP, the majority of the offerings will be disseminated offline ("face-to-face"). But even then, the platform can generate additional value by making the obtainable services transparent and creating (technical) processes to access these services (or at least the persons in charge for the services, respectively) more efficiently (e.g. by direct links to service organizations or convenient search functions).

The potential offering of services and content can be differentiated into the following main service categories: 1. Network and Communication, 2. Collaboration, 3. Innovation, 4. Tendering and Procurement, 5. Consulting, 5. Finance and Funding, 7. Information and News, 8. Events, 9. Trainings and Workshops and 10. Company Register.

The Service Categories define the structure for the Service Portfolio. Basically, all services can comprise an Online and Offline approach. Existing services of the project partner network are providing the initial set-up of the service portfolio. The respective services shall be integrated among each other and made available by collaboration of the project partners. The services are specified in the Service Descriptions.

The at hand Service Portfolio shall be the foundation for discussion and coordination of the product /service definitions with the project partners, compilation of the initial set of services for the BDP and the resulting organizational prerequisites. As a result there should follow the preparation of a technical description as a basis for the BDP realization, the preparation of a business model and the calculation of the financial requirements and finally the process definition and arrangement of the piloting phase.

What has to be done to make it available in the mentioned way, is to educate and train the participating partners to be able to conduct the services, to elaborate product descriptions and marketing materials, to define technical processes and functions for the internet presentation and dissemination and to test and prototype the services in order to generate feedback for product / service improvements.

At the beginning of this portfolio you will find one template which describes the content of each field, followed by the proposed service descriptions. Questions to be asked are:

- ▶ Try and describe the Service Offering in your own words and compare with the other partners in the group.
- ▶ Which kind of existing offerings and experiences does your organization have to provide to this Service Offering?
- ▶ Which Service-Types (Offline-Service, E-Business Service or Combination) would you like to establish?
- ▶ Which existing tools (Online or Offline) would you suggest to use for the implementation of the Service Offering?
- ▶ Do you have existing service descriptions or marketing material about the service offering within your organization?
- ▶ How do you judge the proposed "Potential Extensions"?
- ▶ How would you further specify the Service, e.g. cluster-specific, company-specific, or topic-specific?
- ▶ Which workflows / organizational structures are necessary for the implementation of the Service? (see: Steps for Introduction)
- ▶ Which Benefits/Business challenges do you see for this Service?
- ▶ How would you assess the service? Should this service be put into practice immediately (pilot phase of the BDP) or later on?
- ▶ Which qualifications / competences are necessary in your organization to contribute to this service?
- ▶ Are there legal / political guidelines which should be considered for the implementation of this service?
- ▶ Which kind of responsibility would you be willing to take for this Service Offering?

After the proposed services you find a free template for inserting your own ideas!

Explanation of the contents of the Service Portfolio

Status In processing by Dennyso; In processing by responsible partner; For joint consultation; Approval

Responsible Partner Who is responsible for operating the described service

0. Service Category	10 Service Categories of the Master Grid
0. Service Offerings	Short explanation / name of the service
	Core Service or Promotion Service
0.1. Short Description	Short description of the service What is the main effect of the service What does the service provide
0.2. Service-Types	
0.2.1. Offline-Service	What has the service to offer offline
0.2.2. E-Business-Service	What has the service to offer online
0.2.3. Combination between Offline and E-Business Service	Is there a possible combination of the possible offline and e-business-services
0.2.4. Individual Service / General Service?	Is the service to be provided to just one single company or to all companies on the BDP
0.2.5. Pricing	Is the service chargeable? If yes, how (e.g. one-time payment or membership fee)
0.3. Steps for Introduction	
0.3.1. Step 1	What steps has to be at least taken to offer the service on the BDP
0.3.2. Step 2	

0.4. Potential Extensions (on functional and technical base)

0.4.1 Is there any further capacity or content the service could offer?
These are contents which don't have to be combined with the service in the first place, but when the service itself is manageable and gets accepted, it is a completion of the service.

0.5. Benefits / Business challenges

0.5.1 Companies What advantages do companies have from the service or with which hurdles do they have to deal where the service could help with

0.5.2. Service Provider How can the Service Provider help the companies with this service

0.6. Best Practices

Links to already existing websites where an example can be seen, how the service can work

0.7. Comments

Where else could the service fit in the Service Portfolio
Is the service rated in the Master Grid

Legend

Types of Status: (to be discussed)

- In processing by Dennyso/ Responsible partner
- In processing by responsible partner
- For joint consultation
- Approval

Service Descriptions

Status In processing by Denenso/ Responsible partner
Responsible Partner ?

I.	Service Category	Network and Communication
1	Service Offerings	Social Media (Blogs, Twitter etc.)
		Core Services
1.1	Short Description	Improve Customer service, public relations, collaboration and innovation through blogs and other social media (twitter etc.)
1.2	Service-Types	
1.2.1	Offline-Service	--
1.2.2	E-Business-Service	Providing a SME blog for news about the company (e.g. new products, promotion campaigns, services etc.) Providing an online communication platform like "twitter" to "follow" the company's ongoing processes Providing online company "facebook"
1.2.3	Combination between Offline and E-Business Service	--
1.2.4	Individual Service / General Service?	General Service
1.2.5	Pricing	No pricing

1.3 Steps for Introduction

- | | | |
|-------|--------|--|
| 1.3.1 | Step 1 | Providing platforms |
| 1.3.2 | Step 2 | Promotion of the platforms on the BDP, at conferences etc. |

1.4 Potential Extensions (on functional and technical base)

- | | |
|-------|--|
| 1.4.1 | Testing and getting feedback on new products |
| 1.4.2 | Product/Service alerts via "tweets" |

1.5 Benefits / Business challenges

- | | | |
|-------|------------------|---|
| 1.5.1 | Companies | Easy way to get broad presence and reaching a broad range of potential collaboration partners
Low cost alternative for marketing campaigns |
| 1.5.2 | Service Provider | Helping SMEs and their products to get recognized and to recognize others |

1.6 Best Practices

<http://www.sme-blog.net/>

1.7 Comments

Related to: News
Master Grid required services Value 4 (Specialized Networks; News)

Status In processing by Denna/ Responsible partner

Responsible Partner ?

II. Service Category		Collaboration
1. Service Offerings		Collaboration Exchange
		Promotion Service
1.1.	Short Description:	Co-operation with relevant business partners in acquiring new business opportunities Joint participation Find strategic business partners
1.2. Service-Types		
1.2.1.	Offline-Service	--
1.2.2.	E-Business-Service	A web-based discussion forums on the BDP gives special interest groups the opportunity to discuss a specific topic in an internal customer area
1.2.3.	Combination between Offline and E-Business Service	--
1.2.4.	Individual Service / General Service?	General Service
1.2.5.	Pricing	Free of charge
1.3. Steps for Introduction		
1.3.1.	Step 1	Promotion if desired / Creating the needs

1.4. Potential Extensions (on functional and technical base)

1.4.1. Reports about successful co-operations; available on the BDP

1.5. Benefits / Business challenges

1.5.1. Companies Concentration on core competencies
Best chance of submitting a winning response
Strengthening of market position in comparison to other competitors

1.5.2. Service Provider Interactive exchange / cooperation between qualified partners

1.6. Best Practices

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1.7. Comments

Related to: Tender and Procurement
Master Grid required services Value 4 (Matchmaking...)

Status In processing by Denna/ Responsible partner

Responsible Partner ?

II. Service Category	Collaboration
2. Service Offerings	Information about companies in the area
	Promotion Service
2.1. Short Description:	Providing catalogue of companies in the area / country – Promotion Service
2.2. Service-Types	
2.2.1. Offline-Service	Company list sorted by cluster and region with special competencies by email
2.2.2. E-Business-Service	Providing information about innovative companies in the BDP Company and innovation search function
2.2.3. Combination between Of-line and E-Business Service	--
2.2.4. Individual Service / General Service?	General Cluster-specific service
2.2.5. Pricing	Free of charge
2.3. Steps for Introduction	
2.3.1. Step 1	Publishing information and search function on the BDP

2.4. Potential Extensions (on functional and technical base)

2.4.1. Direct links to company websites

2.5. Benefits / Business challenges

2.5.1. Companies Dispersed information about innovative companies get centralized

2.5.2. Service Provider Active support for new contract negotiations

2.6. Best Practices

<http://www.inovacijos.lt/gate2inno>

2.7. Comments

Related to: Innovation
Master Grid required services Value 4 (Datapool and Award)

Status In processing by Denna/ Responsible partner

Responsible Partner ?

II.	Service Category	Collaboration
3.	Service Offerings	Access and connection to academic organizations
		Core Service
3.1.	Short Description:	Bringing companies and academic organizations together through special events or announcements
3.2. Service-Types		
3.2.1.	Offline-Service	List of academic organizations with specializations in specific topics and innovative research with interest in connecting with companies
3.2.2.	E-Business-Service	Providing a search function for companies and academic organizations
3.2.3.	Combination between Offline and E-Business Service	--
3.2.4.	Individual Service / General Service?	General Services
3.2.5.	Pricing	Free of charge
3.3. Steps for Introduction		
3.3.1.	Step 1	Providing a list of academic organizations
3.3.2.	Step 2	Help with contact and connecting

3.4. Potential Extensions (on functional and technical base)

3.4.1. --

3.5. Benefits / Business challenges

- | | | |
|--------|------------------|---|
| 3.5.1. | Companies | Get together with academic organizations |
| 3.5.2. | Service Provider | Combining company and academic organization promotion |

3.6. Best Practices

www.forum-innovation.de
www.oske.net/en/?x193104=266335
 EEN:
<http://www.europalink-bb.de/forschungsfoerderung.php>
 (7.Forschungsrahmenprogramm der Europäischen Union)

3.7. Comments

Related to: Innovation
 Master Grid required services Value 4 (necessary for knowledge transfer...)

Status In processing by Denna/ Responsible partner

Responsible Partner ?

III.	Service Category	Innovation
1.	Service Offerings	Partnership Exchange - Information about innovative companies in the area Promotion Service
1.1.	Short Description:	Providing catalogue of innovative companies in the area / country – Election: “Innovative company of the month” Promotion Service
1.2.	Service-Types	
1.2.1.	Offline-Service	Company list sorted by cluster and region with special competencies by email Newsletter with “Innovative company of the month”
1.2.2.	E-Business-Service	Providing information about innovative companies in the BDP Company and innovation search function
1.2.3.	Combination between Of-line and E-Business Service	--
1.2.4.	Individual Service / General Service?	General Cluster-specific service
1.2.5.	Pricing	Free of charge
1.3.	Steps for Introduction	
1.3.1.	Step 1	Publishing information and search function on the BDP
1.3.2.	Step 2	Election of the “innovative company of the month”

1.4. Potential Extensions (on functional and technical base)

1.4.1. Direct links to company websites

1.5. Benefits / Business challenges

1.5.1. Companies Dispersed information about innovative companies get centralized

1.5.2. Service Provider Active support for new contract negotiations

1.6. Best Practices

<http://www.inovacijos.lt/gate2inno>

1.7. Comments

Related to: Collaboration
Master Grid required services Value 4 (Datapool and Award)

Status In processing by Denna/ Responsible partner

Responsible Partner ?

III. Service Category		Innovation
2. Service Offerings		Partnership Exchange - Company “Xing”
		Core Service
2.1.	Short Description	Providing a platform for companies, presenting themselves and their products with possibility to connect
2.2. Service-Types		
2.2.1.	Offline-Service	Company list sorted by cluster and region with special competencies
2.2.2.	E-Business-Service	Platform for company-"Xing" where all participating companies can present themselves and connect for registered users
2.2.3.	Combination between Of- fline and E-Business Ser- vice	Sending Feeds/News e.g. about new members and special news by email and post it on the “xing” news wall
2.2.4.	Individual Service / General Service?	General Services
2.2.5.	Pricing	Free of charge for general applications, small monthly fee for further detailed company information and applications
2.3. Steps for Introduction		
2.3.1.	Step 1	Developing a “xing” platform
2.3.2.	Step 2	Inviting first companies and make suggestions for new companies
2.3.3.	Step 3	Promotion of the platform on the BDP, events etc.

2.4. Potential Extensions (on functional and technical base)

- 2.4.1. Possibility for connecting on the platform
- 2.4.2. Secured area for idea exchange
- 2.4.3. Possibility for tendering

2.5. Benefits / Business challenges

- 2.5.1. Companies Easy way to connect with other companies, advertising and marketing to right audience
- 2.5.2. Service Provider Efficiency in connecting companies
Marketing and advertising platform

2.6. Best Practices

www.addpublic.com
www.xing.com/companies
www.facebook.com

2.7. Comments

Related to: Network and Communication
 Master Grid required and existing services Value 3 and 4

Status In processing by Denna/ Responsible partner

Responsible Partner ?

III.	Service Category	Innovation
3.	Service Offerings	Partnership Exchange - Access and connection to academic organizations
		Core Service
3.1.	Short Description:	Bringing innovative companies and academic organizations together through special events or announcements
3.2.	Service-Types	
3.2.1.	Offline-Service	List of academic organizations with specializations in specific topics and innovative research with interest in connecting with companies
3.2.2.	E-Business-Service	Providing a search function for companies and academic organizations
3.2.3.	Combination between Offline and E-Business Service	--
3.2.4.	Individual Service / General Service?	General Services
3.2.5.	Pricing	Free of charge
3.3.	Steps for Introduction	
3.3.1.	Step 1	Providing a list of academic organizations
3.3.2.	Step 2	Help with contact and connecting

3.4. Potential Extensions (on functional and technical base)

3.4.1. Think Tanks (closed room/forum to discuss and try out the ideas for innovation; if initiated by a company as a kind of tender partner search)

3.5. Benefits / Business challenges

3.5.1. Companies Get together with academic organizations
3.5.2. Service Provider Combining company and academic organization promotion

3.6. Best Practices

www.forum-innovation.de
www.oske.net/en/?x193104=266335
EEN:
<http://www.europalink-bb.de/forschungsfoerderung.php>
(7.Forschungsrahmenprogramm der Europäischen Union)

3.7. Comments

Related to: Collaboration
Master Grid required services Value 4 (necessary for knowledge transfer...)

Status In processing by Dennso/ Responsible partner

Responsible Partner

?

III. Service Category

Innovation

4. Service Offerings

Partnership Exchange - Innovation branch office

Promotion Service

4.1. Short Description: Expert discussions, exchange of experience and ideas for joint projects and cooperation

4.2. Service-Types

4.2.1. Offline-Service Invitation and presenting possible topics via email

4.2.2. E-Business-Service Presenting results of discussions on platform

4.2.3. Combination between Offline and E-Business Service --

4.2.4. Individual Service / General Service? General Services

4.2.5. Pricing Fee for attendance

4.3. Steps for Introduction

4.3.1. Step 1 Searching for possible innovative topics (questionnaire, news, fairs...)

4.3.2. Step 2 Invitation, realization and posting results

4.4. Potential Extensions (on functional and technical base)

4.4.1. Online innovation branch office – cluster or topic specific – for registered users

4.5. Benefits / Business challenges

4.5.1. Companies Informal get together and idea exchange

4.5.2. Service Provider Active support for acquiring new business
Qualitative results

4.6. Best Practices

<http://www.innovationsstiftung.de/netzwerk/innovationskontor.html>

4.7. Comments

Related to: Network and Communication

Master Grid required services Value 4 (Matchmaking and knowledge transfer...)

Status In processing by Dennso/ Responsible partner

Responsible Partner ?

III.	Service Category	Innovation
5.	Service Offerings	Partnership Exchange - OEM Innovation Partnership Program – Innovation market
		Core Service
5.1.	Short Description:	Providing a platform for OEMs searching for patented innovative SME products, which fit to their product portfolio
5.2.	Service-Types	
5.2.1.	Offline-Service	Sending out OEM Partnership Programs by email (general or individual, cluster-specific)
5.2.2.	E-Business-Service	Publishing Partnership Programs on BDP with direct links to OEMs
5.2.3.	Combination between Offline and E-Business Service	--
5.2.4.	Individual Service / General Service?	Individual Service
5.2.5.	Pricing	Fee for effective junction
5.3.	Steps for Introduction	
5.3.1.	Step 1	Collecting possible Partnership Programs and Publishing

5.4. Potential Extensions (on functional and technical base)

5.4.1. Innovation-market (company is searching an innovation)
<http://www.innovationmarket.de/liste.php?rubrik=3>

5.4.2. Open innovation platform
<https://www2.innocentive.com/>

5.5. Benefits / Business challenges

5.5.1. Companies Finding of patented SME ideas

5.5.2. Service Provider Active support for acquiring new business
Qualitative results

5.6. Best Practices

<http://www.henkel.de/innovation/henkel-innovation-partnership-program.htm>
<https://gw.innocentive.com/ar/challenge/9932612>

5.7. Comments

Related to : Network and Communication/ Collaboration
Master Grid required services Value 3 and 4 (Matchmaking, partnership exchange...)

Status In processing by Denna/ Responsible partner

Responsible Partner ?

III.	Service Category	Innovation
6.	Service Offerings	Partnership Exchange - Financial Advice and Partnership
		Core Service
6.1.	Short Description:	Sourcing the right support for innovations: venture capital and loans; public financial aid; tax credits
6.2.	Service-Types	
6.2.1.	Offline-Service	Providing information about possible financial help for innovations Consulting how to find and how to get the right financial support and partnerships for innovations
6.2.2.	E-Business-Service	Links to existing program websites
6.2.3.	Combination between Of-line and E-Business Service	--
6.2.4.	Individual Service / General Service?	Individual Service
6.2.5.	Pricing	Free of charge
6.3.	Steps for Introduction	
6.3.1.	Step 1	Introduction of possibilities for financial help
6.3.2.	Step 2	Consultation of SMEs for innovation financing
6.3.3.	Step 3	Bringing SMEs together with possible financial partners

6.4. Potential Extensions (on functional and technical base)

- 6.4.1. Distinction between thematic EU-programs, research- innovation- and technology-programs, EU guarantees for SMEs, or structural funds
Valuation of possible success in getting support or partnerships
Search-Platform: Innovation is searching capital; capital/company is searching innovation

6.5. Benefits / Business challenges

- 6.5.1. Companies Finding possibilities for financial help and financial consulting regarding to innovation
6.5.2. Service Provider Active support for acquiring new business
Qualitative results

6.6. Best Practices

<http://www.innovationmarket.de/liste.php?rubrik=1>
<http://www.zpt.de/zpt/Integrale?SID=EFAF4DC7AF3014448D38B58FBB841501 &MODULE=Frontend&ACTION=ViewPage&Page.PK=49>
EEN:
<http://www.enterprise-europe-network.ec.europa.eu/services/access-finance>
<http://www.europalink-bb.de/eu-foerderprogramme.php>
<http://www.een-hessen.de/index.php?id=3>

6.7. Comments

Related to: Consulting; Finance and Funding
Master Grid required services Value 3 and 4

Status In processing by Denna/ Responsible partner

Responsible Partner ?

III.	Service Category	Innovation
7.	Service Offerings	Networks - Innovation (web) fairs
		Core Service
7.1.	Short Description:	Idea generating / exchange via (web) fairs (virtual trade shows) Providing information about SMEs and their products who search for partners and potential customers
7.2. Service-Types		
7.2.1.	Offline-Service	Printed toolkit to get familiarized with the process of putting on a web fair Printed version of topic and company lists for cooperation
7.2.2.	E-Business-Service	Providing cluster-specific information about SMEs and their products (Search function) Providing communication platform (web fair / virtual trade show)
7.2.3.	Combination between Of- fline and E-Business Ser- vice	--
7.2.4.	Individual Service / General Service?	Individual Service
7.2.5.	Pricing	Small fee
7.3. Steps for Introduction		
7.3.1.	Step 1	Newsletter about current web-fairs open to participation
7.3.2.	Step 2	Providing cluster or topic specific web fairs on BDP

7.4. Potential Extensions (on functional and technical base)

7.4.1. Get to know potential partners in advance (before the fair) and organize a meeting on the fair

7.5. Benefits / Business challenges

7.5.1. Companies Inexpensive means to promote themselves and share information

7.5.2. Service Provider Inexpensive with a wide range of reached companies

7.6. Best Practices

<http://www.businessglobal.com/>

<http://www.b2fair.de/deutsch.asp>

EEN:

<http://www.e-trade-center.com/>

<http://www.europalink-bb.de/kooperationsboersen.php>

7.7. Comments

Related to: Network and Communication

Master Grid required services Value 4

Status In processing by Denna/ Responsible partner
Responsible Partner ?

III. Service Category	Innovation
8. Service Offerings	Networks - Innovation panel
	Core Service
8.1. Short Description:	The aim of the innovation panel is to discuss innovational topics (e.g. technology export) and cooperation potentials with different speakers (from science and research institutions)
8.2. Service-Types	
8.2.1. Offline-Service	Newsletter, description and invitation of upcoming innovation panel
8.2.2. E-Business-Service	Providing videos of the speeches and of the results on BDP
8.2.3. Combination between Offline and E-Business Service	--
8.2.4. Individual Service / General Service?	Individual Service
8.2.5. Pricing	Participation fee
8.3. Steps for Introduction	
8.3.1. Step 1	Sending newsletter to possible participants
8.3.2. Step 2	Initiating the panel, inviting speakers

8.4. Potential Extensions (on functional and technical base)

8.4.1. Providing E-Panel Platform

8.5. Benefits / Business challenges

8.5.1. Companies Information about new technologies and trends
Getting contact to innovators
Getting contact to research institutions

8.5.2. Service Provider Providing effective and efficient tool for information and interaction

8.6. Best Practices

http://www.wirtschaftskalender-a3.de/wordpress/wp-content/plugins/a3network/files/event/doc1355_Flyer_Zukunftforum_21_10_10.pdf

8.7. Comments

Related to: Network and Communication
Master Grid required services Value 4 (Knowledge transfer...)

Status In processing by Denna/ Responsible partner

Responsible Partner ?

III. Service Category	Innovation
9. Service Offerings	Networks - Technology and information transfer
	Core Service
9.1. Short Description:	Platform for accessing national and international patented technologies and innovative solutions (requested by OEMs, offered by SMEs)
9.2. Service-Types	
9.2.1. Offline-Service	Email newsletter about latest offerings and requests
9.2.2. E-Business-Service	Online search (cluster-specific, company, country etc.), e-database with technologies and innovations
9.2.3. Combination between Offline and E-Business Service	Links in email to offering companies
9.2.4. Individual Service / General Service?	Individual Service
9.2.5. Pricing	Fee for advertisement of own technologies and for requests if it gets to a transfer
9.3. Steps for Introduction	
9.3.1. Step 1	Promoting the technology-transfer-platform to OEMs and SMEs
9.3.2. Step 2	Providing the transfer-platform

9.4. Potential Extensions (on functional and technical base)

- 9.4.1. Combining technology-transfer-platform with web-fairs
- 9.4.2. Regional and supra-regional and international
- 9.4.3. Technology newsletter
- 9.4.4. Attendance at innovation/technology fairs

9.5. Benefits / Business challenges

- 9.5.1. Companies Accessibility to new technologies
Getting an idea of already existing technologies
- 9.5.2. Service Provider Inexpensive way to bring together new technologies or ideas (from SME or research organizations) with each other or OEMs

9.6. Best Practices

<http://www.tt-netz-bayern.de/tt-netz/>
<http://www.uni-saarland.de/de/info/wirtschaft/kontaktstelle-fuer-wissens-und-technologietransfer/technologietransfer-kooperationsangebot.html>
 EEN:
<http://www.enterprise-europe-network.ec.europa.eu/services/technology-transfer>
<http://www.enterprise-europe-network.ec.europa.eu/services/technology-market/maritime-industry-services>
http://www.europalink-bb.de/technologiekooperationen.php?PHPSESSID=2883eb3ae07aec25e25a26d_9ec89f8c8

9.7. Comments

Related to: Collaboration
 Master Grid required services Value 3 and 4 (transfers; closed forum...)

Status In processing by Denna/ Responsible partner

Responsible Partner ?

III. Service Category	Innovation
10. Service Offerings	Projects - Supporting Innovation in SMEs
	Core Service
10.1. Short Description:	The guide will be improved using more media elements that support and motivate learning and will include examples, checklists and instructions for implementing innovative practices
10.2. Service-Types	
10.2.1. Offline-Service	PDFs by email Answering special individual questions
10.2.2. E-Business-Service	Providing information about innovation stimulating practices for SMEs Podcasts for special topics
10.2.3. Combination between Of-line and E-Business Service	--
10.2.4. Individual Service / General Service?	Individual and General Service
10.2.5. Pricing	Fee for individual services
10.3. Steps for Introduction	
10.3.1. Step 1	Providing information about innovation stimulating practices
10.3.2. Step 2	Answering individual case questions

10.4. Potential Extensions (on functional and technical base)

- 10.4.1. Innovation Rooms for exchange of ideas to solve problems within a closed user group
Space for user generated content (knowledge, experiences, hints, additional resources) using web 2.0 technologies like wikis and blogs
- 10.4.2. Individual case solutions
Consultants go into the companies to identify innovation potentials

10.5. Benefits / Business challenges

- 10.5.1. Companies Problem how to deal with new ideas and how to implement innovative elements into the company
- 10.5.2. Service Provider Qualitative help for expanding innovativeness of SMEs

10.6. Best Practices

<http://www.westbic.ie/innovation-management-platform.html>
www.innosutra.net
<http://www.wtsh.de/wtsh/de/innovationen/beratung.php#tabs-1>

10.7. Comments

Related to: SME Consulting; Network and Communication
Master Grid required services Value 4 (Support for SMEs and Business Start-ups...)

Status In processing by Denna/ Responsible partner

Responsible Partner ?

III. Service Category	Innovation
11. Service Offerings	Projects - Trade mark rights
	Core Service
11.1. Short Description:	Information how to save ones innovations / ideas
11.2. Service-Types	
11.2.1. Offline-Service	PDFs with Information about trade mark rights Email answer to questions
11.2.2. E-Business-Service	Search function Links to responsible institutions
11.2.3. Combination between Of- fline and E-Business Ser- vice	PDFs as download
11.2.4. Individual Service / General Service?	Individual Service for individual questions/ General Service for infor- mation
11.2.5. Pricing	Fee for individual help/information
11.3. Steps for Introduction	
11.3.1. Step 1	Collecting and publishing of information about existing trade mark rights
11.3.2. Step 2	Individual Consulting

11.4. Potential Extensions (on functional and technical base)

11.4.1. Individual service for the whole process on request (full service)

11.5. Benefits / Business challenges

11.5.1. Companies Security and knowledge about how to save their ideas/innovations

11.5.2. Service Provider Signal for respectability and secure and secret handling with intangi-
ble goods
More participation of companies cause of security

11.6. Best Practices

<http://www.wtsh.de/wtsh/de/schutzrechte/index.php>

EEN:
<http://www.enterprise-europe-network.ec.europa.eu/services/intellectual-property-and-patents>
http://www.europalink-bb.de/geistige_eigentumsrechte.php
<http://www.nrweuropa.de/index.php?id=132&L=1%27%2Frubrik.php%3Fid%3D%27>

11.7. Comments

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Status In processing by Denenso/ Responsible partner
Responsible Partner ?

III.	Service Category	Innovation
12.	Service Offerings	Projects - Innovation Audit
		Core Service
12.1.	Short Description:	Measuring of the innovativeness of the company
12.2. Service-Types		
12.2.1.	Offline-Service	Self-test (questionnaire) per email Consultants go into the company to identify potentials Drawing innovation profile Innovation and technology audit Potential analysis
12.2.2.	E-Business-Service	Questionnaire on BDP Online SWOT analysis
12.2.3.	Combination between Of- fline and E-Business Ser- vice	--
12.2.4.	Individual Service / General Service?	Individual Service
12.2.5.	Pricing	Fee for full consulting service
12.3. Steps for Introduction		
12.3.1.	Step 1	Self-test
12.3.2.	Step 2	Consulting

12.4. Potential Extensions (on functional and technical base)

12.4.1. --

12.5. Benefits / Business challenges

12.5.1. Companies Consulting about how to innovate and where their potentials are
12.5.2. Service Provider Increase of innovativeness of the companies

12.6. Best Practices

<http://www.wtsh.de/wtsh/de/innovationen/innovationsaudit.php#tabs-3>
EEN:
<http://www.nrweuropa.de/index.php?id=134>

12.7. Comments

Related to: Consulting – Self assessment

Status In processing by Dennso/ Responsible partner
Responsible Partner ?

III. Service Category	Innovation
13. Service Offerings	Projects - Real world laboratories
	Promotion Service
13.1. Short Description:	Create a real world laboratory for systemic experimentation, where solutions, services and business models can be developed and tested within an integrated and functional cluster specific system.
13.2. Service-Types	
13.2.1. Offline-Service	Call for participation on request of an interested company
13.2.2. E-Business-Service	Web based laboratory
13.2.3. Combination between Offline and E-Business Service	--
13.2.4. Individual Service / General Service?	Individual Service
13.2.5. Pricing	Fee
13.3. Steps for Introduction	
13.3.1. Step 1	Establish a strong foundation of knowledge around user experience and attitudes
13.3.2. Step 2	Create a functional laboratory environment, generate a prioritized list of innovation opportunities to be further developed and tested within the lab, build broad visibility for the lab and its partners in the cluster-specific market

13.4. Potential Extensions (on functional and technical base)

13.4.1. --

13.5. Benefits / Business challenges

13.5.1. Companies Real world research, cooperation with research institutes
13.5.2. Service Provider Effective and efficient innovation processing

13.6. Best Practices

<http://www.businessinnovationfactory.com/projects/code-green>

13.7. Comments

Master Grid required services Value 3 (Knowledge and Technology Transfer...)

Status In processing by Denna/ Responsible partner

Responsible Partner ?

III. Service Category Innovation

14. Service Offerings Projects - Success Stories Database

Promotion Service

14.1. Short Description: Showing success stories to motivate other companies to innovate and joining the network

14.2. Service-Types

- 14.2.1. Offline-Service Sending monthly success stories as PDF
- 14.2.2. E-Business-Service Success search function (country, service, cluster)
- 14.2.3. Combination between Offline and E-Business Service --
- 14.2.4. Individual Service / General Service? General Service
- 14.2.5. Pricing No charge

14.3. Steps for Introduction

14.3.1. Step 1 Providing success stories on platform

14.4. Potential Extensions (on functional and technical base)

14.4.1. Further information about success companies and participating organizations

14.5. Benefits / Business challenges

- 14.5.1. Companies Possible opportunities as models
- 14.5.2. Service Provider Promotion for BDP

14.6. Best Practices

EEN:
<http://www.enterprise-europe-network.ec.europa.eu/success-stories/list>

14.7. Comments

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Status In processing by Denenso/ Responsible partner

Responsible Partner ?

IV. Service Category

Tendering and Procurement

1. Service Offerings

Information – Tender Monitoring & Tender Alert by E-Mail

Core Services

1.1. Short Description: Providing comprehensive qualitative / quantitative research services for new business opportunities

1.2. Service-Types

1.2.1. Offline-Service Research, analysis and pre-selection of tenders by searching through different tender portals
Matching the business requirements
Notification of new tender opportunities by weekly / monthly email alerts

1.2.2. E-Business-Service Providing information about current tendering and procurement activities on the BDP (sorted by cluster, region,...)

1.2.3. Combination between Of-line and E-Business Service --

1.2.4. Individual Service / General Service? Individual Service

1.2.5. Pricing Different price models (monthly fee, per order)

1.3. Steps for Introduction

1.3.1. Step 1 Publishing information & links – relevant addresses (tender portals) are listed on the BS / NSSC websites

1.4. Potential Extensions (on functional and technical base)

1.4.1. Establishing a search function on BDP

1.4.2. Tender client profile on the BDP which contains the business opportunities on the BDP

Possibility to customize and refine the own profile by selecting features like keywords, location and contract types

1.4.3. Collaboration with specific tender portals

1.4.4. Service can be expanded by general tender information, tender volume

1.5. Benefits / Business challenges

1.5.1. Companies Oversupply of tender portals

1.5.2. Service Provider Active support for acquiring new business
Qualitative results

1.6. Best Practices

http://europa.eu/policies-activities/tenders-contracts/index_en.htm

http://www.enterprise-europe-scotland.com/sct/services/tender_information.asp?ContentID=015&BackTo=0&savemsg=&CustomMessage

1.7. Comments

Master Grid required services Value 4

Status In processing by Denna/ Responsible partner
Responsible Partner ?

IV. Service Category	Tendering and Procurement
2. Service Offerings	Information - Advertising & Publishing Tender Notices
	Promotion Service
2.1. Short Description:	This section is for purchasing authorities (e.g. government departments, associations) who wish to publish and manage tender notices
2.2. Service-Types	
2.2.1. Offline-Service	Tender notices will be send out per email by purchasing authorities Notification of new tender opportunities by weekly / monthly email alerts Intranet promotion
2.2.2. E-Business-Service	Registration on the platform as purchasing / contracting authority Publishing tender notices on BDP by the purchasing authorities
2.2.3. Combination between Of-line and E-Business Service	--
2.2.4. Individual Service / General Service?	Individual Service / General Service
2.2.5. Pricing	Free of charge
2.3. Steps for Introduction	
2.3.1. Step 1	Identification of purchasing authorities
2.3.2. Step 2	Promotion on the existing websites of BS / NSSC

2.4. Potential Extensions (on functional and technical base)

2.4.1. --

2.5. Benefits / Business challenges

2.5.1. Companies Complete and updated information
2.5.2. Service Provider Added value for the customers and partners

2.6. Best Practices

http://www.publiccontractsscotland.gov.uk/register/register_start.aspx

2.7. Comments

Related to: News; Networking and Communication
Master Grid required services Value 3 and 4

Status In processing by Denna/ Responsible partner

Responsible Partner ?

IV. Service Category Tendering and Procurement

3. Service Offerings Information - Tender Glossary

Promotion Services

3.1. Short Description: Short explanation of the most important terms and abbreviations within the tender process and contracts

3.2. Service-Types

- | | |
|---|--|
| 3.2.1. Offline-Service | Glossary of tender terminology as pdf.- file
Sending out by email |
| 3.2.2. E-Business-Service | Alphabetical glossary of tender terminology on the BDP |
| 3.2.3. Combination between Offline and E-Business Service | Tender terminology can be downloaded as pdf.- file from the BDP |
| 3.2.4. Individual Service / General Service? | General service |
| 3.2.5. Pricing | Free of charge |

3.3. Steps for Introduction

3.3.1. Step 1 Creation of a glossary can be downloaded as pdf.- file from the BS / NSSC website

3.4. Potential Extensions (on functional and technical base)

3.4.1. Wiki(pedia) - Online encyclopedia – a website that allows users to contribute and edit content on them
Flexible web application for collaborative working; internal documentation within the community

3.5. Benefits / Business challenges

- | | |
|-------------------------|--|
| 3.5.1. Companies | Cross-location use
Without time-consuming research
Reliability of data sources |
| 3.5.2. Service Provider | Added value for the customers and partners |

3.6. Best Practices

<http://www.tendermatch.co.uk/glossary.html#A>

3.7. Comments

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Status In processing by Denna/ Responsible partner
Responsible Partner ?

IV. Service Category	Tendering and Procurement
4. Service Offerings	Information - Cluster-specific Tender Journal
	Promotion Service
4.1. Short Description:	Publication of the latest information notices, new business opportunities, tenders invited and contracts awarded
4.2. Service-Types	
4.2.1. Offline-Service	Tender Journal as pdf.- file Sending out per email
4.2.2. E-Business-Service	Tender Journal on the BDP
4.2.3. Combination between Of- line and E-Business Ser- vice	--
4.2.4. Individual Service / General Service?	General Service
4.2.5. Pricing	Annual fee
4.3. Steps for Introduction	
4.3.1. Step 1	Cluster-specific research

4.4. Potential Extensions (on functional and technical base)

4.4.1. --

4.5. Benefits / Business challenges

4.5.1. Companies Bundled information
4.5.2. Service Provider Information of participating companies

4.6. Best Practices

<http://www.maritimecontracts.com/>

4.7. Comments

Related to: News
Master Grid required services Value 4 (Information on new suppli-
ers...)

Status In processing by Denna/ Responsible partner

Responsible Partner ?

IV. Service Category

Tendering and Procurement

5. Service Offerings

Training - Tender Coaching & Mentoring (Individual Training)

Promotion Services

5.1. Short Description:

Specialist team will guide through the tender process with advice and practical services

Scope is to prepare a professional, convincing bid

First ideas for possible training content:

- General tendering guides
- Understanding terminology of tender specification
- Developing Advice on technical and creative writing
- Advice on effective company presentation for the tender
- Quality review of the documents

5.2. Service-Types

5.2.1. Offline-Service

Newsletter / Magazines announcement

Training documents will be provided

5.2.2. E-Business-Service

E-trainings

5.2.3. Combination between Of-line and E-Business Service

--

5.2.4. Individual Service / General Service?

Individual Service

5.2.5. Pricing

One-month free trial, included in a membership fee, one-time participation fee

5.3. Steps for Introduction

5.3.1. Step 1

Promotion of the trainings on the websites of BS / NSSC

Intranet promotion

5.4. Potential Extensions (on functional and technical base)

5.4.1.

In a customer area specific checklists and documents can be downloaded on the BDP by registered users

Integrated online helpdesk (download forms, live chat, video tutorials,...)

5.5. Benefits / Business challenges

5.5.1. Companies

Individualized training / support (matched precisely to customer needs) – learning how to win more new business

5.5.2. Service Provider

Comprehensive range of services

5.6. Best Practices

http://www.tendermatch.co.uk/features_support.html

5.7. Comments

Related to: Trainings and workshops

Master Grid required services Value 3 and 4

Status In processing by Dennyso/ Responsible partner

Responsible Partner ?

IV. Service Category	Tendering and Procurement
6. Service Offerings	Training - One-Day Tender Workshop (General Training)
	Promotion Services
6.1. Short Description:	<p>Trainings / Workshops should contain the following essential components:</p> <ul style="list-style-type: none"> - Developing a bid strategy for responding to tenders - Better understanding of tenders / procurement process - Guide to planning, writing and winning tenders <p>First ideas for possible training content:</p> <ul style="list-style-type: none"> - Recognizing potential new growth areas - Pre-tender business development strategy - Planning your bid strategy, resources and skills - Writing skills and language use
6.2. Service-Types	
6.2.1. Offline-Service	<p>Newsletter / Magazine announcement</p> <p>Training documents will be provided</p>
6.2.2. E-Business-Service	E-training
6.2.3. Combination between Offline and E-Business Service	--
6.2.4. Individual Service / General Service?	General Service
6.2.5. Pricing	Included in a membership fee, one-time participation fee

6.3. Steps for Introduction

6.3.1. Step 1 Promotion of the trainings on the websites of BS / NSSC
Intranet promotion

6.4. Potential Extensions (on functional and technical base)

6.4.1. In a customer area specific checklists and documents can be downloaded on the BDP by registered users
Integrated online helpdesk (download forms, live chat, video tutorials,...)

6.4.2. Online-Training

6.5. Benefits / Business challenges

6.5.1. Companies Support in new business growth

6.5.2. Service Provider Comprehensive range of services

6.6. Best Practices

<http://www.europroc.eu/en/agenda/interregional-training-seminar---how-to-submit-to-a-europeaid-tender/64/>
<http://www.publiccontractsscotland.gov.uk/events/events.aspx>
<https://www.tenderlink.com/educate.htm>

6.7. Comments

Related to: Trainings and Workshops
Master Grid required services Value 3 and 4 (Training and advice ...)

Status In processing by Dennyso/ Responsible partner

Responsible Partner ?

IV. Service Category Tendering and Procurement

7. Service Offerings Training - Tender Management Roadshow

Promotion Service

7.1. Short Description: Bringing industry experts (construction, engineering, energy and government sector) to examine the key challenges in managing tenders
Focus on addressing the importance of pre-planning and pre-evaluation of tenders

7.2. Service-Types

7.2.1. Offline-Service Newsletter / Magazine announcement
Training documents will be provided
Registration per phone / email

7.2.2. E-Business-Service Promotion on the BDP
Online Registration

7.2.3. Combination between Offline and E-Business Service --

7.2.4. Individual Service / General Service? General Service

7.2.5. Pricing Included in a membership fee, one-time participation fee

7.3. Steps for Introduction

7.3.1. Step 1 List of all forthcoming events within the partner network

7.3.2. Step 2 Publication on the existing websites / intranet
Registration via phone / email

7.4. Potential Extensions (on functional and technical base)

7.4.1. Participation via video conference

7.5. Benefits / Business challenges

7.5.1. Companies Overview of coming events; fast overview

7.5.2. Service Provider Bringing focus to pre-planning

7.6. Best Practices

http://www.engineersaustralia.org.au/colleges/structural/events/event.cfm?obj_uuid=7EAAC4E8-D30A-BA32-2782-2FA92521088F
<http://www.supply2.gov.uk/events/s2grs08/agenda.htm>

7.7. Comments

Master Grid required services Value 3 and 4 (Training and advice...)

Status In processing by Dennso/ Responsible partner

Responsible Partner ?

IV. Service Category Tendering and Procurement

8. Service Offerings Training - Public Procurement Training Toolkit – Practice Guide

Promotion Service

8.1. Short Description: Collection of relevant resource materials
General guidance on procurement issues
Overview of various procurement strategies and techniques that entrepreneurs can utilize
Examples: Risk management in procurement

8.2. Service-Types

8.2.1. Offline-Service Providing procurement practice guides per email

8.2.2. E-Business-Service Procurement practice guides can be downloaded as pdf.- files on the BDP

8.2.3. Combination between Of-line and E-Business Service --

8.2.4. Individual Service / General Service? General Service

8.2.5. Pricing Membership fee

8.3. Steps for Introduction

8.3.1. Step 1 Identification of relevant practice guides for the project partners

8.3.2. Step 2 Promotion on the existing websites of BS / NSSC

8.4. Potential Extensions (on functional and technical base)

8.4.1. Search function

8.4.2. Cluster-specific

8.5. Benefits / Business challenges

8.5.1. Companies Practice-related examples

8.5.2. Service Provider Comprehensive range of services

8.6. Best Practices

http://ec.europa.eu/environment/gpp/toolkit_en.htm

8.7. Comments

Related to: Trainings and Workshops
Master Grid required services Value 4

Status In processing by Denna/ Responsible partner

Responsible Partner ?

IV. Service Category Tendering and Procurement

9. Service Offerings Collaboration - Tender Collaboration Exchange

Promotion Service

- 9.1. Short Description: Co-operation with relevant business partners in acquiring new business opportunities
Joint participation
Invitations to tender → "Developing a project team" from different companies to bundle competencies
Find strategic business partners

9.2. Service-Types

- 9.2.1. Offline-Service --
- 9.2.2. E-Business-Service A web-based discussion forums on the BDP gives special interest groups the opportunity to discuss a specific tender request in an internal customer area
- 9.2.3. Combination between Offline and E-Business Service --
- 9.2.4. Individual Service / General Service? General Service
- 9.2.5. Pricing Free of charge

9.3. Steps for Introduction

- 9.3.1. Step 1 Promotion if desired / Creating the needs

9.4. Potential Extensions (on functional and technical base)

- 9.4.1. Reports about successful co-operations; available on the BDP

9.5. Benefits / Business challenges

- 9.5.1. Companies Concentration on core competencies
Best chance of submitting a winning response
Strengthening of market position in comparison to other competitors
- 9.5.2. Service Provider Interactive exchange / cooperation between qualified partners

9.6. Best Practices

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9.7. Comments

Related to: Collaboration
Master Grid required services Value 4 (Matchmaking...)

Status In processing by Denna/ Responsible partner

Responsible Partner ?

V. Service Category Consulting Services

1. Service Offerings SME consulting – General SME Consulting

Core Services

1.1. Short Description: Consulting services especially for SMEs in strategy, preparation, resources, funding etc.

1.2. Service-Types

1.2.1. Offline-Service Assessment of companies possibilities and SWOT-analysis
Individual consulting

1.2.2. E-Business-Service Consultant search function (cluster and topic specific)
Consultation for small initial questions via request form

1.2.3. Combination between Offline and E-Business Service --

1.2.4. Individual Service / General Service? Individual service

1.2.5. Pricing Free initial assessment, individual charge for consulting (e.g. Premium Support)

1.3. Steps for Introduction

1.3.1. Step 1 Promotion of consulting possibilities on website

1.4. Potential Extensions (on functional and technical base)

1.4.1. Premium Support (which covers all themes) vs. specific support for special topics like marketing, funding etc.

1.4.2. General guide

1.4.3. Showing best practices on website

1.5. Benefits / Business challenges

1.5.1. Companies Getting individual consulting for optimizing their business

1.5.2. Service Provider Optimizing and strengthening participating companies

1.6. Best Practices

<http://www.westbic.ie/entrepreneur-assistance.html>

1.7. Comments

Master Grid required services Value 3 and 4

Status In processing by Dennso/ Responsible partner

Responsible Partner ?

V.	Service Category	Consulting Services
2.	Service Offerings	General Consulting - Formula service & support
		Promotion Services
2.1.	Short Description:	Information about and providing of necessary formulas and help with filling them (e.g. export / import topics)
2.2.	Service-Types	
2.2.1.	Offline-Service	Sending list of country and cluster-specific formulas Sending needed formulas per email or post Sending filled formulas per email or post
2.2.2.	E-Business-Service	Secure online formula request center Possibility to send in all important documents to get consultancy about which formulas needed and how to fill them out
2.2.3.	Combination between Of-line and E-Business Service	--
2.2.4.	Individual Service / General Service?	General service with information / individual service with formula help
2.2.5.	Pricing	No charge for general service Individual service charge
2.3.	Steps for Introduction	
2.3.1.	Step 1	Providing list of formulas or links to formulas
2.3.2.	Step 2	Providing consultancy

2.4. Potential Extensions (on functional and technical base)

2.4.1. Full formula service

2.5. Benefits / Business challenges

2.5.1. Companies Wide range of unknown needed formulas

2.5.2. Service Provider Correct contracts and new businesses

2.6. Best Practices

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2.7. Comments

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Status In processing by Dennyso/ Responsible partner

Responsible Partner ?

V.	Service Category	Consulting Services
3.	Service Offerings	General Consulting - Support for Business Start-ups
		Promotion Services
3.1.	Short Description:	Consultation in business planning, tax and legal systems, human resources, market research etc. Registration of companies, associations Market research
3.2.	Service-Types	
3.2.1.	Offline-Service	Email information Direct consulting
3.2.2.	E-Business-Service	Online questionnaire
3.2.3.	Combination between Of- line and E-Business Ser- vice	--
3.2.4.	Individual Service / General Service?	Individual service
3.2.5.	Pricing	Individual service charge
3.3.	Steps for Introduction	
3.3.1.	Step 1	Providing information on platform
3.3.2.	Step 2	Direct contact

3.4. Potential Extensions (on functional and technical base)

3.4.1. --

3.5. Benefits / Business challenges

3.5.1. Companies Help with getting started

3.5.2. Service Provider New development of companies

3.6. Best Practices

<http://www.bicc-sandanski.org/en/services>

3.7. Comments

Master Grid existing Services Value 4

Status In processing by Denna/ Responsible partner

Responsible Partner ?

V.	Service Category	Consulting Services
4.	Service Offerings	Specialized Consulting - Benchmarking consultancy
		Promotion Services
4.1.	Short Description	On-site, in-depth review of how companies currently conduct their business: formal benchmarking studies, competitive assessments industry trend analysis, market research and surveys
4.2.	Service-Types	
4.2.1.	Offline-Service	Topic specific benchmarking Providing information about industry trends and competitors (e.g. report)
4.2.2.	E-Business-Service	Providing information about industry trends and competitors on BDP
4.2.3.	Combination between Offline and E-Business Service	--
4.2.4.	Individual Service / General Service?	General service for overall information/ individual service for individual consulting
4.2.5.	Pricing	Chargeable
4.3.	Steps for Introduction	
4.3.1.	Step 1	Providing information about industry trends and competitors

4.4. Potential Extensions (on functional and technical base)

4.4.1. Individual cluster-specific benchmarking

4.5. Benefits / Business challenges

4.5.1. Companies Help to performance best in their area
4.5.2. Service Provider Providing information to strengthen participating companies

4.6. Best Practices

<http://www.benchmarkinternational.com/>

4.7. Comments

Master Grid required services Value 3 and 4

Status In processing by Dennyso/ Responsible partner
Responsible Partner ?

V.	Service Category	Consulting Services
5.	Service Offerings	Specialized Consulting - E-Services Business Support
		Promotion Services
5.1.	Short Description:	Designing webpages Development and maintenance of virtual databases Electronic subscription - Information services E-consultation and information, graphic and Web design
5.2.	Service-Types	
5.2.1.	Offline-Service	Practical help with all e-services the company wants to provide
5.2.2.	E-Business-Service	E-Questioning-Box : Possibility to ask questions concerning e-services
5.2.3.	Combination between Of-line and E-Business Service	--
5.2.4.	Individual Service / General Service?	Individual Service
5.2.5.	Pricing	No charge for E-Questioning-Box; Charge for individual help
5.3.	Steps for Introduction	
5.3.1.	Step 1	Announcing Service on website
5.3.2.	Step 2	Starting the E-Questioning-Box

5.4. Potential Extensions (on functional and technical base)

5.4.1. --

5.5. Benefits / Business challenges

5.5.1. Companies Support with all e-service questions
5.5.2. Service Provider Advancement of companies offers and services

5.6. Best Practices

<http://www.bicc-sandanski.org/en/services>

5.7. Comments

Related to: Network and Communication: Social Media

Status In processing by Dennso/ Responsible partner
Responsible Partner ?

V.	Service Category	Consulting Services
6.	Service Offerings	Specialized Consulting - Support for Access to International Markets Promotion Services
6.1.	Short Description:	Information about legislation and administrative procedures in other countries Organization and support for the participation of companies in fairs, exhibitions and matchmaking events
6.2.	Service-Types	
6.2.1.	Offline-Service	Information per email, organization and support of participation (visa service, cheapest ways to get there, which matchmaking events are the best for the company, what is to do on the fair or exhibition etc.)
6.2.2.	E-Business-Service	Questioning tool for country specific question e.g. how to behave, which formulas needed, visa questions etc.
6.2.3.	Combination between Of-line and E-Business Service	--
6.2.4.	Individual Service / General Service?	Individual Service
6.2.5.	Pricing	Charge depending on individual service
6.3.	Steps for Introduction	
6.3.1.	Step 1	Providing information about legislation and administrative procedures in other countries
6.3.2.	Step 2	Providing special procedures on special events, visa etc.

6.4. Potential Extensions (on functional and technical base)

6.4.1. --

6.5. Benefits / Business challenges

6.5.1. Companies Minimization of the reserve against other countries and support with administrative procedures
6.5.2. Service Provider Better participation to fairs, congresses etc.

6.6. Best Practices

<http://www.bicc-sandanski.org/en/services>

6.7. Comments

Master existing services Value 4

Status In processing by Denna/ Responsible partner

Responsible Partner ?

V. Service Category

Consulting Services

7. Service Offerings

Specialized Consulting - Innovation consulting

7.1. Short Description Information about EU-programms, scientific institutes, patents etc.
Support for the participation at technology transfers , trade mark rights etc.

7.2. Service-Types

7.2.1. Offline-Service Providing consultation for all formal innovation questions
Providing information about innovation relevant topic as PDFs or handouts

7.2.2. E-Business-Service E-Questioning-Box

7.2.3. Combination between Of-line and E-Business Service --

7.2.4. Individual Service / General Service? Individual and general Service for e-questioning

7.2.5. Pricing General information free of charge

7.3. Steps for Introduction

7.3.1. Step 1 Providing information and consultation

7.4. Potential Extensions (on functional and technical base)

7.4.1. Consultation for financial aids

7.4.2. Full "innovation" Service

7.5. Benefits / Business challenges

7.5.1. Companies Support with innovations and divers regulations

7.5.2. Service Provider Providing widespread help and advance innovations

7.6. Best Practices

http://www.europalink-bb.de/innovationen_und_technologietransfer.php?PHPSESSID=3ad3af7565c8c3fbf30e5d723fb562d7

7.7. Comments

Related to: Innovation

Status In processing by Dennso/ Responsible partner

Responsible Partner ?

V. Service Category

Consulting Services

8. Service Offerings

Specialized Consulting - Financial Consulting

Core Services

8.1. Short Description: Preparation of business plans and economic research;
Assistance in negotiations with banks and other financial institutions;
Information on financial programs and mechanisms;
Information on existing credit lines and international financial institutions

8.2. Service-Types

8.2.1. Offline-Service Information in financial programs, credit possibilities and financial institutions per email
Preparation of individual business plans
Negotiations with financial institutions
Overall financial advice

8.2.2. E-Business-Service Blog about new financial programs and possible aids
Links to financial institutions
E-Service calculation of financial risks and possibilities

8.2.3. Combination between Offline and E-Business Service --

8.2.4. Individual Service / General Service? Individual Service/ general Service for general information

8.2.5. Pricing No fee for general service but for individual

8.3. Steps for Introduction

8.3.1. Step 1 Announcement of the Service on the website

8.3.2. Step 2 PDFs and links on website

8.4. Potential Extensions (on functional and technical base)

8.4.1. Full financial service

8.4.2. Negotiations with financial institutions

8.5. Benefits / Business challenges

8.5.1. Companies Financial advice

8.5.2. Service Provider Securing companies

8.6. Best Practices

EEN:

<http://www.een-hessen.de/3.0.html>

<http://www.een-bayern.de/een/inhalte/startseite.html>

8.7. Comments

Related to: Finance and Funding
Master Grid existing services Value 4

Status In processing by Dennyso/ Responsible partner

Responsible Partner ?

VI. Services Category	Finance and Funding Services
1. Service Offerings	EU-loan / financial aid programs information and help
	Core Services
1.1. Short Description:	Providing information about EU-loan/financial aid programs and participation possibilities
1.2. Service-Types	
1.2.1. Offline-Service	E-Mail Services about (new) EU-loans/financial aid
1.2.2. E-Business-Service	EU-loan search, providing formulas (sorted by country or cluster)
1.2.3. Combination between Offline and E-Business Service	--
1.2.4. Individual Service / General Service?	General Service Information
1.2.5. Pricing	No pricing
1.3. Steps for Introduction	
1.3.1. Step 1	Providing information about EU-loans/financial aid on website
1.3.2. Step 2	Links to websites and document download

1.4. Potential Extensions (on functional and technical base)

- 1.4.1. Consulting for getting EU-loans/financial aid
- 1.4.2. E-Self test for getting loans

1.5. Benefits / Business challenges

- 1.5.1. Companies Getting knowledge about financial aids
- 1.5.2. Service Provider Promoting companies

1.6. Best Practices

http://cordis.europa.eu/home_de.html
EEN:
<http://www.eu-service-bb.de/eu-foerderprogramme.php>
<http://www.een-hessen.de/index.php?id=3>

- 1.7. Comments Related to: Consulting

Status In processing by Denna/ Responsible partner
Responsible Partner ?

VI. Services Category

Finance and Funding Services

2 Service Offerings

Venture Capital

Promotion Services

2.1 Short Description

Providing information and help how to satisfy investors and providing contact to possible investors

2.2 Service-Types

- 2.2.1 Offline-Service Information about possibility of venture capital per email
Evaluating of the company to find chances to attract an investor
- 2.2.2 E-Business-Service Information about venture capital
- 2.2.3 Combination between Of-
fline and E-Business Ser-
vice --
- 2.2.4 Individual Service /
General Service? Individual Service
- 2.2.5 Pricing No pricing for general information/ Fee for further individual help

2.3 Steps for Introduction

- 2.3.1 Step 1 Providing information about possibilities on website
- 2.3.2 Step 2 Providing individual help

2.4 Potential Extensions (on functional and technical base)

2.4.1 --

2.5 Benefits / Business challenges

- 2.5.1 Companies Getting contact to possible investors
- 2.5.2 Service Provider Promotion of companies

2.6 Best Practices

EEN:
<http://www.enterprise-europe-network.ec.europa.eu/services/access-finance>

2.7 Comments

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Status In processing by Dennyso/ Responsible partner

Responsible Partner ?

VI. Services Category Finance and Funding Services

3 Service Offerings Individual financial advice

Core Services

3.1 Short Description:

Individual advice beginning with finding the right financial aid or partner, over information how to get financial aid and filling formulas

3.2 Service-Types

3.2.1 Offline-Service Email service about existing and new potential financial advice
Individual company evaluation for getting possible financial aids
Help with filling formulas

3.2.2 E-Business-Service Providing information as PDFs
New-ticker about new financial programs
Providing needed formulas

3.2.3 Combination between Offline and E-Business Service --

3.2.4 Individual Service / General Service? Offline Individual Service /Online general Service

3.2.5 Pricing Small fee

3.3 Steps for Introduction

3.3.1 Step 1 Providing information on BDP

3.3.2 Step 2 Individual help

3.4 Potential Extensions (on functional and technical base)

3.4.1 Complete Service during whole process from searching right financial aids, over getting these aids and possible paybacks

3.5 Benefits / Business challenges

3.5.1 Companies Getting individual help with financial issues

3.5.2 Service Provider Promoting companies with their financial possibilities

3.6 Best Practices

http://cordis.europa.eu/eu-funding-guide/home_de.html

3.7 Comments

Related to: Consulting

Status In processing by Denna/ Responsible partner

Responsible Partner ?

VI. Services Category Finance and Funding Services

4 Service Offerings General financial advice

Promotion Services

4.1 Short Description:

Providing general information and help with all financial issues from how to work best with capital over how to correspond with banks and other financial institutions over help with tax and accounting issues and

4.2 Service-Types

4.2.1 Offline-Service Email information and help

4.2.2 E-Business-Service Providing information about all issues as PDF
Topic specific e-search function

4.2.3 Combination between Offline and E-Business Service --

4.2.4 Individual Service / General Service? Offline individual service/ Online general service

4.2.5 Pricing No charge for general service/ medium charge for individual service

4.3 Steps for Introduction

4.3.1 Step 1 Providing information on platform

4.3.2 Step 2 Individual service

4.4 Potential Extensions (on functional and technical base)

4.4.1 Whole consulting services

4.4.2 Online help

4.5 Benefits / Business challenges

4.5.1 Companies Gaining knowledge about general financial topics

4.5.2 Service Provider Promoting companies

4.6 Best Practices

4.7 Comments Related to: Consulting

Status In processing by Dennso/ Responsible partner

Responsible Partner ?

VII. Service Category	Information / News
1. Service Offerings	Market Research
	Core Services
1.1. Short Description	Cluster-specific market information Individual company market research (buying structure, competitive assessments, industry trend analysis) Help how to do own market research
1.2. Service-Types	
1.2.1. Offline-Service	Email information Providing information about cluster specific market trends like industry trends and buyers and competitors (e.g. report) Individual company market research and help for own market research
1.2.2. E-Business-Service	Providing information about industry trends and competitors on BDP with cluster/topic-specific search function
1.2.3. Combination between Offline and E-Business Service	--
1.2.4. Individual Service / General Service?	General Service for general information/ Individual Service for individual help
1.2.5. Pricing	No pricing for general service/ fee for individual help

1.3. Steps for Introduction

- | | |
|---------------|--|
| 1.3.5. Step 1 | Providing information on platform |
| 1.3.6. Step 2 | Conducting individual market researches |
| 1.3.7. Step 3 | Providing information and help for own market researches |

1.4. Potential Extensions (on functional and technical base)

- | | |
|--------|--|
| 1.4.5. | Individual cluster-specific benchmarking |
|--------|--|

1.5. Benefits / Business challenges

- | | |
|-------------------------|--|
| 1.5.5. Companies | Help to performance best in their area |
| 1.5.6. Service Provider | Providing information and help to strengthen participating companies |

1.6. Best Practices

<http://www.smetoolkit.org/smetoolkit/en/content/en/196/Market-Research-Techniques>

1.7. Comments

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Status In processing by Denna/ Responsible partner

Responsible Partner ?

VII. Service Category Information / News

2. Service Offerings SME self-assessment tool

Core Services

2.1. Short Description:

Self-assessment tool whether the organization and the organization's culture is suited to collaboration, whether collaboration is worthwhile for the business and what the potential benefits may be

2.2. Service-Types

- | | |
|---|---|
| 2.2.1. Offline-Service | Assessment of companies current situation and possibilities through questionnaire via E-Mail; further personal advice |
| 2.2.2. E-Business-Service | E-assessment tool |
| 2.2.3. Combination between Offline and E-Business Service | E-assessment tool; analysis via E-Mail |
| 2.2.4. Individual Service / General Service? | Individual service |
| 2.2.5. Pricing | Free initial assessment, individual charge for consulting (e.g. Premium Support) |

2.3. Steps for Introduction

- | | |
|---------------|---|
| 2.3.1. Step 1 | Providing self-assessment tool on BDP website |
| 2.3.2. Step 2 | Promotion of assessment possibilities on website; events etc. |

2.4. Potential Extensions (on functional and technical base)

- | | |
|--------|--|
| 2.4.1. | Providing further help with dealing with the assessment results (e.g. how to optimize the companies structure; working out collaboration opportunities etc.) |
| 2.4.2. | Providing information about possible collaboration partners |

2.5. Benefits / Business challenges

- | | |
|-------------------------|---|
| 2.5.1. Companies | Getting insights into their own company structure and possible collaboration advantages and opportunities |
| 2.5.2. Service Provider | Optimizing and strengthening participating companies and support of collaborations |

2.6. Best Practices

<http://smecollaborate.com/?p=selfassessment>

2.7. Comments

Status In processing by Dennyso/ Responsible partner

Responsible Partner ?

VIII. Service Category	Events
1. Service Offerings	Business Speed Dating
	Core Services
1.1. Short Description:	<p>Business Speed Dating is a method of making potential business contact by briefly talking to a series of entrepreneurs at an organized event and exchanging contact details.</p> <p>The participants are given 10 minutes or less to talk to other potential partners.</p>
1.2. Service-Types	
1.2.1. Offline-Service	Announcement about forthcoming business speed dating events in the newsletter / magazines
1.2.2. E-Business-Service	<p>Publication of speed dating events on the BDP which are organized by other partners</p> <p>Planning and organization of business speed dating events on request</p>
1.2.3. Combination between Offline and E-Business Service	--
1.2.4. Individual Service / General Service?	General Service for information/ Speed Dating itself is an individual Service
1.2.5. Pricing	Free of charge
1.3. Steps for Introduction	
1.3.1. Step 1	Publication about current events on the websites of BS/NSSC

1.4. Potential Extensions (on functional and technical base)

- 1.4.1. **Online speed dating**, where users meet online for video, audio or text chats. The advantage is that users can go on dates from home as it can be done from any internet enabled computer. The disadvantage is people don't actually meet one another
- 1.4.2. Introduction in a calendar of events

1.5. Benefits / Business challenges

- 1.5.1. Companies New ideas and business contacts for potential co-operations or business opportunities
Knowledge transfer
- 1.5.2. Service Provider Expansion of companies network
Increasing the regional / interregional business transactions

1.6. Best Practices

http://cordis.europa.eu/fetch?CALLER=EN_NEWS_EVENT&ACTION=D&DOC=9&CAT=NEWS&QUERY=01278c9e171b:60ac:40796916&RCN=32126
http://www.regionet-aktiv.eu/index.php?id_seite=7648&pagelang=de

1.7. Comments

Related to: Network and Communication
Master Grid required services Value 4 (Matchmaking, round table...)

Status In processing by Dennso/ Responsible partner

Responsible Partner ?

VIII.	Service Category	Events
2.	Service Offerings	Matchmaking Events
		Core Services
2.1.	Short Description:	Common promotion, coordination or facilitation of (cluster-specific) network events. One partner, acting as a lead facilitator, works in close cooperation with one or more others in order to leverage the event effects Exchange of best practice experiences for matchmaking events
2.2.	Service-Types	
2.2.1.	Offline-Service	Current matchmaking events will be published in Newsletters / Magazines Invitation by post / email / personal contact within the partner network Mutual coordination of speakers or visitor groups
2.2.2.	E-Business-Service	Short explanation of events on BDP
2.2.3.	Combination between Of- fline and E-Business Ser- vice	--
2.2.4.	Individual Service / General Service?	General Service
2.2.5.	Pricing	Free of Charge

2.3. Steps for Introduction

2.3.1. Step 1 Announcement & short explanation of events on the existing websites (BS / NSSC / partner websites)

2.3.2. Step 2 Coordination of the events

2.4. Potential Extensions (on functional and technical base)

2.4.1. Posting on event calendar

2.4.2. Online registration / Mail registration form

2.4.3. Event results / pictures / documents on the websites

2.5. Benefits / Business challenges

2.5.1. Companies Meet potential business partners, share the experience of companies and organizations from other countries
Fostering business co-operation

2.5.2. Service Provider Encourage & support entrepreneurs

2.6. Best Practices

EEN:

http://www.enterpriseeuropenetwork.at/index.php?option=com_content&view=article&id=89&Itemid=99

<http://www.europe-innova.eu/web/guest/cluster-cooperation/cluster-innovation-platform/ecoclup/matchmaking-events.jsessionid=28CBBCCB97C6066DE2B1953849487325>

2.7. Comments

Related to: Network and Communication

Master Grid existing services Value 4

Status In processing by Denna/ Responsible partner

Responsible Partner ?

VIII.	Service Category	Events
3.	Service Offerings	Conference facilities
		Promotion Service
3.1.	Short Description:	Providing facilities for conference, meetings and business events Access to local knowledge and expertise
3.2.	Service-Types	
3.2.1.	Offline-Service	Request by email / phone Information guide on the organization possibilities by email / post / fax
3.2.2.	E-Business-Service	Promotion on the BDP Online request Information guide on the organization possibilities can be downloaded
3.2.3.	Combination between Offline and E-Business Service	--
3.2.4.	Individual Service / General Service?	General Service
3.2.5.	Pricing	Fee for attendance

3.3. Steps for Introduction

3.3.1. Step 1 --

3.4. Potential Extensions (on functional and technical base)

3.4.1. Schedule of the bookable rooms

3.5. Benefits / Business challenges

3.5.1. Companies Saving time & money when planning and operating events

3.5.2. Service Provider Promoting companies

3.6. Best Practices

<http://www.businesslithuania.com/en/ConferenceFacilities.html>

3.7. Comments

Status In processing by Denna/ Responsible partner

Responsible Partner ?

VIII. Service Category		Events
4. Service Offerings		Event Calendar
		Promotion Service
4.1.	Short Description:	Information on forthcoming events
4.2. Service-Types		
4.2.1.	Offline-Service	--
4.2.2.	E-Business-Service	Event calendar provides information about upcoming and past events on the BDP Online Registration for any upcoming events Download event agendas and other documents related to these events
4.2.3.	Combination between Offline and E-Business Service	--
4.2.4.	Individual Service / General Service?	General Service
4.2.5.	Pricing	Free of charge
4.3. Steps for Introduction		
4.3.1.	Step 1	Promotion on the existing websites / newsletters / intranets

4.4. Potential Extensions (on functional and technical base)

- 4.4.1. Different search options (sorted by topics, actions and country)
Actions (Meetings, Press Conference,...)
- 4.4.2. Support email
- 4.4.3. Add new events – designated users can add new events to the event calendar

4.5. Benefits / Business challenges

- 4.5.1. Companies Fast overview of all forthcoming events
- 4.5.2. Service Provider Promoting companies

4.6. Best Practices

<http://europa.eu/euacalendar/>

4.7. Comments

Related to: News
Master Grid existing services Value 4 (Membership event schedule)

Status In processing by Dennso/ Responsible partner

Responsible Partner ?

VIII. Service Category		Events
5.	Service Offerings	Links of Events
Promotion Service		
5.1.	Short Description:	Links to forthcoming events / trade fairs / exhibitions / conferences / roadshows / meetings of different institutions & organizations Classification by industry sector
5.2. Service-Types		
5.2.1.	Offline-Service	Providing current events per email
5.2.2.	E-Business-Service	Publishing events with direct links to the organization on the BDP
5.2.3.	Combination between Of- fline and E-Business Ser- vice	--
5.2.4.	Individual Service / General Service?	General service
5.2.5.	Pricing	Free of charge
5.3. Steps for Introduction		
5.3.1.	Step 1	Publishing on existing websites / newsletters / intranets

5.4. Potential Extensions (on functional and technical base)

5.4.1. Search function

5.5. Benefits / Business challenges

5.5.1. Companies Fast information

5.5.2. Service Provider Promoting companies

5.6. Best Practices

http://europa.eu/media-centre/events/index_en.htm

5.7. Comments

Master Grid required services Value 4 (General information events)

Status In processing by Denna/ Responsible partner

Responsible Partner ?

IX. Service Category		Trainings / Workshops
1. Service Offerings		E-learning via audio and video podcasts
		Core Services
1.1	Short Description:	Cluster-specific trainings, topic specific trainings (e.g. tender strategy, tender writing, new technologies, regional information)
1.2. Service-Types		
1.2.1	Offline-Service	Training documents as pdf.- file; send out by email / on request; direct trainings ("Brigg and mortar")
1.2.2	E-Business-Service	Providing podcasts / videos on the BDP; web-seminars (live), further information on request / potential for user-interaction
1.2.3	Combination between Offline and E-Business Service	Training documents can be downloaded on the website
1.2.4	Individual Service / General Service?	General service at the beginning
1.2.5	Pricing	Charge depends on the training content
1.3 Steps for Introduction		
1.3.1.	Step 1	Developing a training concept
1.3.2.	Step 2	Promotion on the BS / NSSC websites, announcement in Newsletter

1.4. Potential Extensions (on functional and technical base)

1.4.1. Interactive tools for online chatting / comments

1.5. Benefits / Business challenges

1.5.1. Companies Independently of location and time; cost efficiency
1.5.2. Service Provider Fast transfer of knowledge; reach more audience; cost efficiency

1.6. Best Practices

[itunes](#) → [listening to university courses by podcast](#)

1.7. Comments

Master Grid existing services Value 3

Status In processing by Dennso/ Responsible partner

Responsible Partner ?

IX. Service Category

Trainings / Workshops

2. Service Offerings

Business Mentoring / SME Mentorship Program

Promotion Services

2.1 Short Description: Start-up SME entrepreneurs (mentees) can be guided by experienced and accomplished professionals (mentors), which assisted in building the capacity of the mentees to lead their business effectively and efficiently during a certain mentorship period.

Identification of the mentors and mentees by a responsible team

The program included different training components which covered for example Strategic Planning, Financing, Marketing practices

2.2 Service-Types

2.2.1	Offline-Service	Whole mentoring programm
2.2.2	E-Business-Service	Online-Registration
2.2.3	Combination between Of-line and E-Business Service	--
2.2.4	Individual Service / General Service?	Individual Service
2.2.5	Pricing	Membership fee

2.3 Steps for Introduction

2.3.1	Step 1	Identification of potential mentors / participation condition
2.3.2	Step 2	Publication on the websites of BS / NSSC / intranet

2.4 Potential Extensions (on functional and technical base)

2.4.1 Online Mentorship Network including a business advisory forum which provides an opportunity for past and prospective mentors / mentees to collaborate, share insights and gain information

2.5 Benefits / Business challenges

2.5.1	Companies	Personal and individual response to the own needs
2.5.2	Service Provider	Active Support

2.6 Best Practices

<http://www.businessmentoringscotland.co.uk/rodger.html>
<http://www.bdc.co.tt/bbs.php?page=81>
http://www.success.tid.gov.hk/english/con_ser/sme_men_pro/mentorship08.html
http://www.lidere.lv/en_mentorings.html

2.7 Comments

Related to: Consulting
Master Grid existing services Value 4

Status In processing by Dennyso/ Responsible partner

Responsible Partner ?

IX.	Service Category	Trainings / Workshops
3	Service Offerings	Online Self-Study Course
		Promotion Services
3.1	Short Description:	<p>Providing self-study course in cooperation with other service providers (e.g. public organization)</p> <p>Comprehensive manual, time-limited access to interactive online learning</p> <p>Online assessment</p>
3.2	Service-Types	
3.2.1	Offline-Service	CD based self-study courses
3.2.2	E-Business-Service	E-self-study courses
3.2.3	Combination between Offline and E-Business Service	--
3.2.4	Individual Service / General Service?	General Service
3.2.5	Pricing	Charge for CD and other courses
3.3	Steps for Introduction	
3.3.1	Step 1	Promoting courses on BDP
3.3.2	Step 2	Preparation of CDs and e-courses

3.4 Potential Extensions (on functional and technical base)

3.4.1 --

3.5 Benefits / Business challenges

3.5.1 Companies Reduction of training costs

3.5.2 Service Provider Promotion of participating companies

3.6 Best Practices

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3.7 Comments

Master Grid required services Value 4 (overall training needs)

Status In processing by Denna/ Responsible partner
Responsible Partner ?

IX.	Service Category	Trainings / Workshops
4	Service Offerings	Management Trainings / Management Training Program
		Promotion Services
4.1	Short Description:	Building up skills at the personal and professional level Gain comprehensive insight into different areas of business (e.g. customer service, marketing, logistics, finance,...) Trainings should consist of interactive elements: discussions, work out case studies in teams, prepare presentations
4.2	Service-Types	
4.2.1	Offline-Service	Providing information about trainings as PDFs or handouts Apply by email / fax
4.2.2	E-Business-Service	Providing information about trainings on the BDP Apply on the BDP
4.2.3	Combination between Offline and E-Business Service	--
4.2.4	Individual Service / General Service?	General Service
4.2.5	Pricing	Included in a membership fee, one-time participation fee
4.3	Steps for Introduction	
4.3.1	Step 1	Publishing of existing programs on the websites of BS / NSSC
4.3.2	Step 2	Preparing Trainings and Programms

4.4 Potential Extensions (on functional and technical base)
4.4.1 The courses are offered full-time, part-time or executive.

4.5 Benefits / Business challenges

4.5.1 Companies Information about training opportunities within the partner network
Improvement of key knowledge
Development of individual, social and intercultural skills
Exchange of business experience
4.5.2 Service Provider Encourage & support entrepreneurs

4.6 Best Practices

<http://www.ed.ac.uk/business/training>

4.7 Comments

Master Grid required and existing services Value 4

Status In processing by Dennyso/ Responsible partner

Responsible Partner ?

IX. Service Category		Trainings / Workshops
5 Service Offerings		General SME Toolkit
		Promotion Services
5.1	Short Description:	<p>Providing tools, instruments and checklist to develop professional skills and knowledge of SMEs</p> <p>Using best practices, sample lessons and video examples</p> <p>SME Toolkit contains for example a guide for presenters,...</p>
5.2 Service-Types		
5.2.1	Offline-Service	All documents will be delivered as pdf.– files on a CD-ROM (user can print any or all documents as well view the slides on the monitor)
5.2.2	E-Business-Service	Information available on the platform
5.2.3	Combination between Offline and E-Business Service	--
5.2.4	Individual Service / General Service?	General Service
5.2.5	Pricing	Included in a membership fee
5.3 Steps for Introduction		
5.3.1	Step 1	Searching for existing trainings documents; analyzing and evaluation the documents
5.3.2	Step 2	Publishing the CD-ROM version

5.4 Potential Extensions (on functional and technical base)

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5.5 Benefits / Business challenges

5.5.1 Companies Useful hand tools for the companies

5.5.2 Service Provider Promotion of SMEs

5.6 Best Practices

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5.7 Comments

Related to: SME Consulting
Master Grid required services Value 4 (general need for training)

Status In processing by Denna/ Responsible partner

Responsible Partner ?

X.	Service Category	Company Register
1	Service Offerings	Company promotion through Enterprise Europe Network (EEN)
		Core Services
1.1.	Short Description	Cooperation with EEN via the BDP Searching for international business partners Providing company / market information
1.2.	Service-Types	
1.2.1.	Offline-Service	Provision of necessary forms for enquiries by email Direct Contact to local EEN contact points via the BDP Guided assistance to find contacts / to develop new business opportunities by email / phone
1.2.2.	E-Business-Service	Integration of online registration on the BDP
1.2.3.	Combination between Of-line and E-Business Service	--
1.2.4.	Individual Service / General Service?	General service
1.2.5.	Pricing	Free of charge
Steps for Introduction		
1.2.6.	Step 1	Services of EEN posted / promoted on the websites / newsletters

1.3. Potential Extensions (on functional and technical base)

- 1.3.1. Web-based search database with advanced search criteria (e.g. keywords, specific cluster search, technology & innovation offers or possibilities) on the BDP
- 1.3.2. Short company presentation via podcast & online video - position your company by presenting your knowledge and expertise in multi-media format

1.4. Benefits / Business challenges

- 1.4.1. Companies Efficient, rapid access to specific information
- 1.4.2. Service Provider Utilization of the EEN without need for own infrastructure and resources and immediate availability
New dissemination channel for the well-established and functioning network infrastructure
Possibility to extend the EEN database with BS / NSSC specific information (cluster, regional, etc.)

1.5. Best Practices

[http://www.euresearch.ch/index.php?id=623&L=1&tx_ttnews\[tt_news\]=2314&cHash=a5b8d2372e](http://www.euresearch.ch/index.php?id=623&L=1&tx_ttnews[tt_news]=2314&cHash=a5b8d2372e)
http://www.een-northeast.co.uk/3_pages/technology-database/

1.6. Comments

Master Grid required and existing services Value 4

Status In processing by Denna/ Responsible partner

Responsible Partner ?

X.	Service Category	Company Register
2.	Service Offerings	Business Contact List
		Core Services
2.1.	Short Description	Dissemination of contact details for relevant people within the partner network (e.g. Public organizations, BDOs, RDAs, etc.) Establishing an informal network by promoting the existing personal relationships
	Service-Types	
2.2.1.	Offline-Service	Sending printed version as a pdf.- file per email on request Introducing the existing relationships to others in the home organization
2.2.2.	E-Business-Service	Providing the information in the Intranet as a pdf.- file Structured presentation of the partner organizations on the webpages (short portraits)
2.2.3.	Combination between Offline and E-Business Service	--
2.2.4.	Individual Service / General Service?	General Service
2.2.5.	Pricing	Free of charge
2.3.	Steps for Introduction	
2.3.1.	Step 1	Establishing a contact list

2.4. Potential Extensions (on functional and technical base)

- 2.4.1. Online version with search function (and links to the partner organizations)
Different search options (sorted by organization form, industry,...)
Establishing bilateral cooperation groups for common (operational) topics
- 2.4.2. E-Book

2.5. Benefits / Business challenges

- 2.5.1. Companies Easy contact details of potential partners or customers
- 2.5.2. Service Provider Promotion of Networking

2.6. Best Practices

<http://www.scottishchambers.co.uk/ebook/>
http://www.habq.nl/organisations/find_a_partner

2.7. Comments

Related to: Network and Communication
Master Grid existing services Value 4

Status In processing by Dennyso/ Responsible partner

Responsible Partner ?

X.	Service Category	Company Register
3.	Service Offerings	Short Company Presentation Video
		Promotion Service
3.1.	Short Description	Presenting your company's products and services, introducing company's core competencies and yourself
3.2.	Service-Types	
3.2.1.	Offline-Service	Company presentation will be sent out on request
3.2.2.	E-Business-Service	Video podcast on the BDP
3.2.3.	Combination between Offline and E-Business Service	--
3.2.4.	Individual Service / General Service?	General Service
3.2.5.	Pricing	Free of charge
3.3.	Steps for Introduction	
3.3.1.	Step 1	Creation of guidelines – key steps to an effective presentation
3.3.2.	Step 2	Creating of company profiles

3.4. Potential Extensions (on functional and technical base)

3.4.1. Video Gallery – with Drop-Down List Box (videos of all partners) → interested persons chose the playlist they would like to view

3.5. Benefits / Business challenges

3.5.1. Companies Personal impression of the company
Permitting a better evaluation of the company's services and products

3.5.2. Service Provider Providing uniform database and information basis

3.6. Best Practices

<http://www.hanse-parlament.eu/UNIQ129613758432489/doc375A.html>

3.7. Comments Related to: Network and Communication, Social Media

Status In processing by Denna/ Responsible partner
Responsible Partner ?

X.	Service Category	Company Register
4.	Service Offerings	Online Virtual Tour
4.1.	Short Description	Online Virtual Tours allows users to view the company environment and find out more about services and products as well as to learn about the current work and history of the company. Allowing users to navigate the tours by clicking on the maps or integrated floor plans.
4.2.	Service-Types	
4.2.1.	Offline-Service	--
4.2.2.	E-Business-Service	Online Tours available on the BDP
4.2.3.	Combination between Offline and E-Business Service	--
4.2.4.	Individual Service / General Service?	General Service
4.2.5.	Pricing	Free of charge
4.3.	Steps for Introduction	
4.3.1	Step 1	Providing a platform for the virtual tours

4.4. Potential Extensions (on functional and technical base)

4.4.1. Consulting how to make an own virtual tour

4.5. Benefits / Business challenges

4.5.1. Companies Personal impression of the company
Permitting a better evaluation of the company's services and products
4.5.2. Service Provider Promotion of companies

4.6. Best Practices

<http://www.parliament.uk/visiting/online-tours>

4.7. Comments Related to: Network and Communication, Social Media

XI. For own ideas

Service Category

Service Offerings

Short Description

Service-Types

Offline-Service

E-Business-Service

Combination between Offline
and E-Business Service

Individual Service /
General Service?

Pricing

Steps for Introduction

Step 1

Step 2

Step 3

Potential Extensions (on functional and technical base)

Benefits / Business challenges

Companies

Service Provider

Best Practices

Comments