

CONCEPT FOR INDIVIDUAL MATCH-MAKING

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Creative Industry Košice

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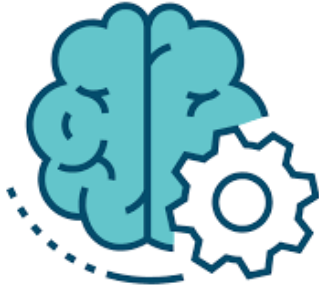




Introduction

The aim of individual match making is to establish a successful cooperation between AVM and CCI.

How to do it successfully?



Risk definition

- building trust and reputation
- communication
- expectations
- finance

With the help of the questionnaire, we found out the experience with IMM, risks, suggestions for the successful implementation of IMM.

Do you have experience with individual match-making between companies and CCI? If so, what was the best or smoothest case / result? *

Your answer

What do you think are the benefits of individual match-making? *

Your answer

What do you consider to be the disadvantages of individual match-making? *

Your answer

What do you think are the characteristics of the suitable challenge / project for individual match-making in terms of COCO4CCI project? *

Your answer

What do you think are the key characteristics / competencies we as the "match-makers" should have? *

Your answer

Is there any proven tool (online, methodology) you would recommend for individual match-making? *

Your answer

What follow up activities would you recommend? *

Your answer

Is there anything else, you would like to share on this topic?

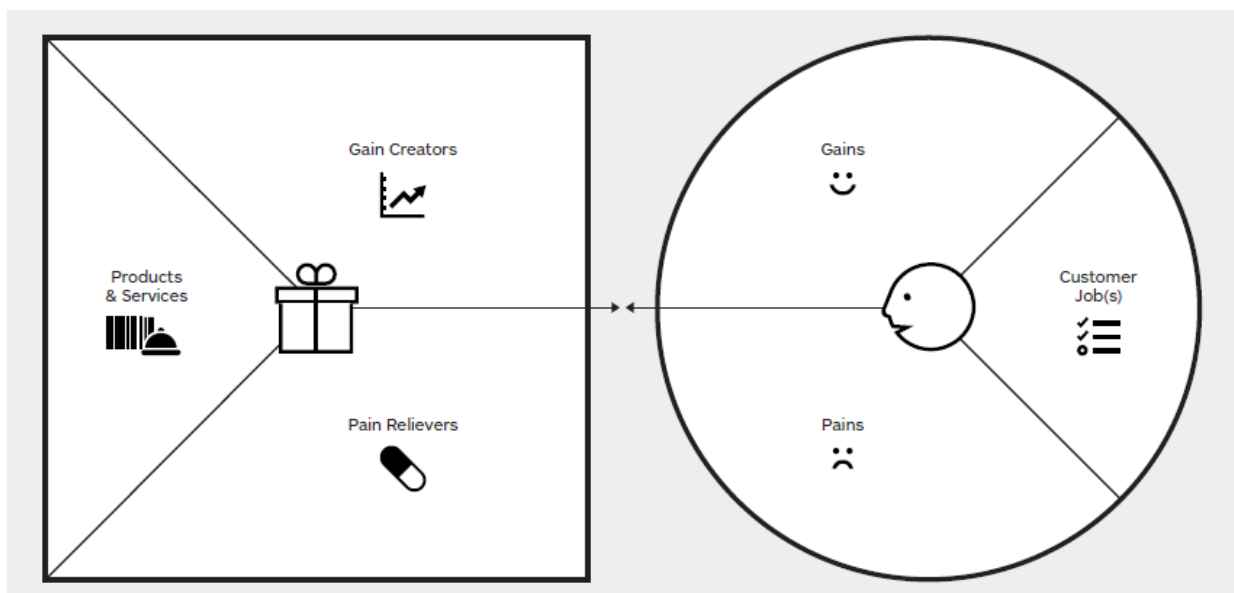
Your answer



Facilitator *noun*. someone who helps a person or organization do something more easily or find the answer to a problem, by discussing things and suggesting ways of doing things [Cambridge Dictionary].

For a successful IMM result, the facilitator acts as a translator between the left-brainer (AVM) and the right-brainer (CCIs).

The main support activity for AVM is to help define **expectations** and **challenges**. A suitable tool is Value proposition canvas.



Properly defined challenge is the basis for choosing the right CCI. Working with CCI databases that allow sectioning based on available information (Motivation, Business sector, Preferences, Terms, etc.).

Provides assistance in identifying possible financial sources.

<https://vytvor.me/galeria>

<https://www.siea.sk/inovacie/podpora-kreativneho-priemyslu/zoznam-realizatorov/>



STRUCTURE OF INDIVIDUAL MATCH MAKING

1. Meeting Facilitator x AVM Company

- definition of challenges and expectations
- facilitator tries to understand the needs of the AVM company and at the same time explain the possibilities of cooperation
- Duration: Individually as needed

2. Meeting Facilitator x CCI

- facilitator identifies a suitable the CCI based on a previous meeting
- to acquaint the CCI with the AVM company and the challenge
- Duration: Individually as needed

3. Meeting Facilitator x AVM x CCI

- linking AVM company and CCI
- the facilitator acts as a translator, guiding the discussion and helping to reach a mutual agreement
- The CCI proposes a solution
- concluding an agreement or arranging another meeting
- Duration: Individually as needed