

MATCH-MAKING VIA OPEN INNOVATION - IDEA+SHOP

SLOVAKIA
D.T3.3.2

Version 1
09 2021

Author(s): CIKE

Contributor(s): SBA





MATCH-MAKING VIA OPEN INNOVATION

Date	AVM challenge pitch	CCI solution (idea) pitch	Location	Participants	
				AVM	CCI
6.5.2021		x	Zoom	2	4
7.5.2021		x	Zoom	1	3
12.5.2021		x	Zoom	3	3
24.5.2021		x	Zoom	1	3
9.6.2021		x	Zoom	2	1
9.7.2021		x	Zoom	1	1
19.7.2021		x	Zoom	1	3
TOTAL				11	18

Project relevance:

These events are based on the concept for the three dimensions workshops (D.T2.3.2). The piloting is described in D.T3.2.1.

Agenda:

All events had the same Agenda

1. Opening of the event and welcoming the participants
2. Information about the event
3. Presentation of solutions and discussion
4. Presentations of the next steps in the project and obtain feedback
5. End of the event



Idea+Shop KakawCo+ 6.5.2021

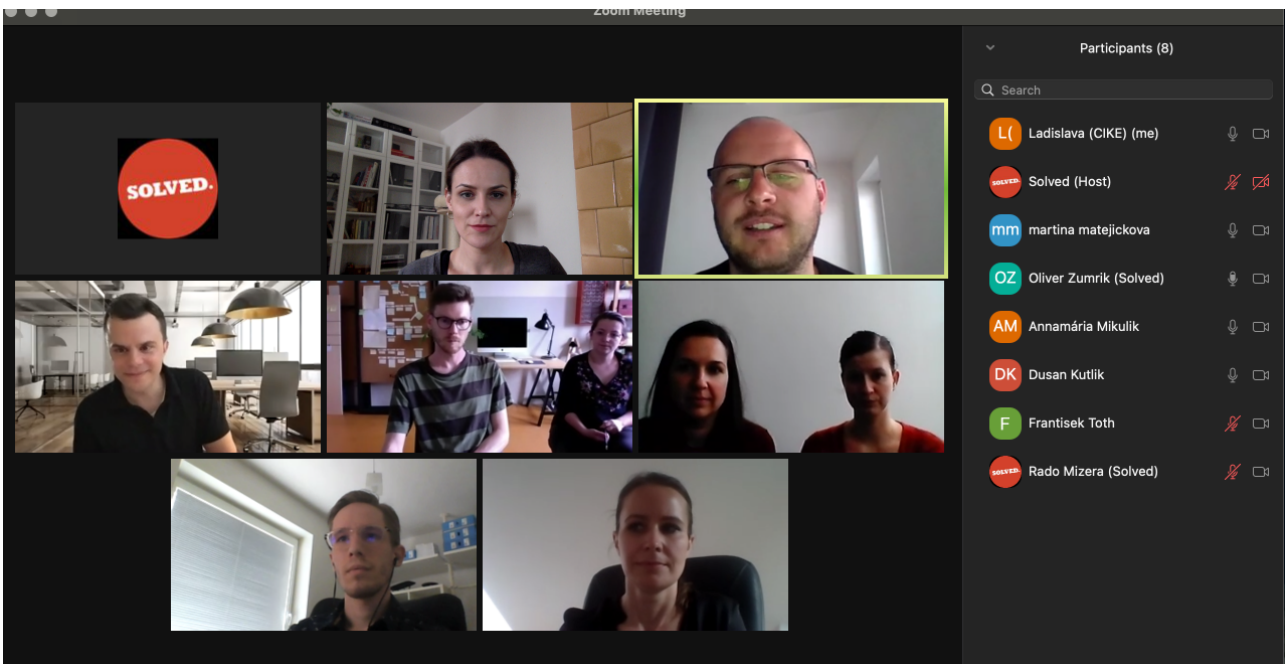
DESCRIPTION

The company has challenged the creation of recyclable packaging for the products they offer. Three solutions were presented to address the challenge. The company decided not to approach the solution for financial reasons.

FEEDBACK

AVM and CCIs weren't asked to fill in a feedback form. Still, according to the follow-up communication, they were satisfied with the quality of the event, professional coordination and a fruitful discussion.

PHOTOS





Idea + Shop Faurecia Košice 7.5.2021

DESCRIPTION

Company Faurecia: has defined the challenge as the need to find a solution to reuse 13 tons of high-quality waste leather, which they use to produce premium quality car interiors. Three representatives of CCI's took part in the call. The primary representation was the rake of small leather products and bags. The company eventually chose the solution from Wakivaky, which designed the production of seat bags.

FEEDBACK

AVM and CCI's weren't asked to fill in a feedback form. Still, according to the follow-up communication, they were satisfied with the quality of the event, professional coordination and a fruitful discussion.

PHOTOS

Riešenie
 Výroba sedacích vakov

Riešenie
 collaboration, cooperation, connection

Kľúčový partner	Kľúčové aktivity	Poskytnutá hodnota	Výzvy so záujemcom	Segregovaný záujemcom
Automobilová firma Dodávateľ materiálu COLLABORATION COLLABORATION COLLABORATION	Ručne vyrobené materiály Návrhový a výrobný proces na šití materiálu a výrobku	Výroba prenosných sedacích vakov Kvalitný materiál L&D s inžinierskou podporou	Záujemcom získa prídavnú hodnotu Návrhová podpora Viac ako kúpil ďalšie upcyklované produkty	Kvalitný záujemcom - náhľad - osobitné služby - ďalšie služby
Výkonný pracovník Akademik, šitá žena Inštalácia techniky výskumu kože	Kľúčové služby Výkonný pracovník Akademik, šitá žena Inštalácia techniky výskumu kože	Udržanie pre dané využitie Udržanie	Marketingové kampanie Marketingové kampanie Marketingové kampanie Marketingové kampanie Marketingové kampanie	Marketingové kampanie Marketingové kampanie Marketingové kampanie Marketingové kampanie Marketingové kampanie
Náklady Materiál, marketing, marketing		Záujemca Máme dobrú komunikáciu s komunikovanými príbuznými zamestnancami Sociálny podnik - príjem z predaja Ekologické - technické		

Profil riešiteľa výzvy
 Dominika Podolanová / WAKIVAKY j. s. a.

Volám sa Dominika Podolanová a v roku 2014 som založila firmu s názvom WAKIVAKY, ktorá sa venuje upcyclingu odpadových a zvyškových materiálov veľkých výrobných firiem, najmä automobilového a nábytkárskeho priemyslu.

Okrem pozitívneho ekologického dopadu má naša spoločnosť aj sociálny rozmer - pracujeme v medzigeneračnom tíme - dávame prácu seniorom a ľuďom na dôchodku, ktorí sú zruční v krajkárskom remesle a vyrábajú pre nás kvalitné, ručne šité produkty.

Špecializujeme sa aj na edukáciu a osvetu, ponúkame analýzu odpadového hospodárstva, prednášky či workshopy na témy ako recyklácia a znižovanie tvorby odpadu.



Idea+Shop U.S.Steel Košice 12.5.2021

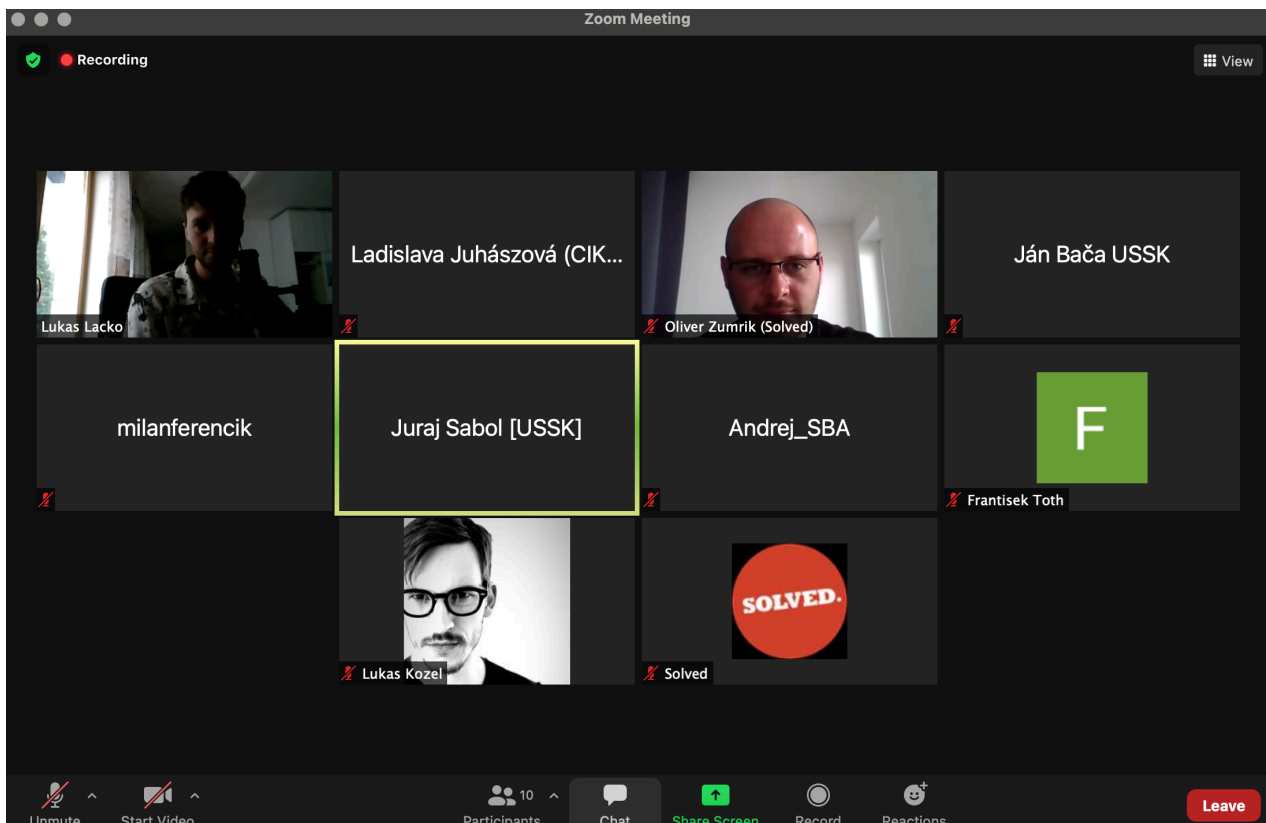
DESCRIPTION

The USS challenge aimed to make the metallurgical industry more attractive and increase the company's awareness and attractiveness of employment. Three CCIs presented their marketing campaign proposals, and the company chose one solution.

FEEDBACK

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PHOTOS





Idea+Shop Chistee 24.5.2021

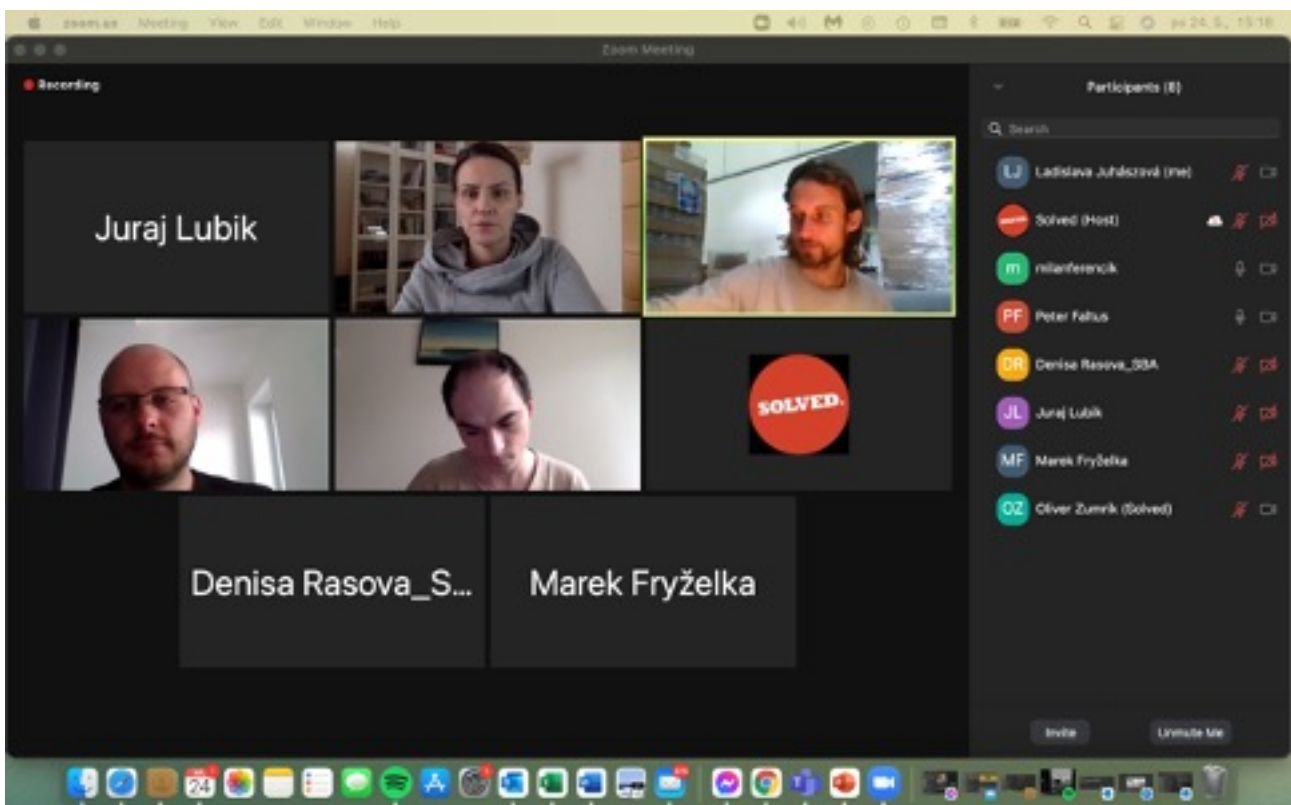
DESCRIPTION

They were looking for a new advertising campaign for ecological cleaning products. Of the two solutions, Milan Ferencik was approached for cooperation. Milan invented the brand's story and designed a campaign on social networks.

FEEDBACK

AVM and CCI's weren't asked to fill in a feedback form. Still, according to the follow-up communication, they were satisfied with the quality of the event, professional coordination and a fruitful discussion.

PHOTOS





Idea+Shop Ekoservis 9.6.2021

DESCRIPTION

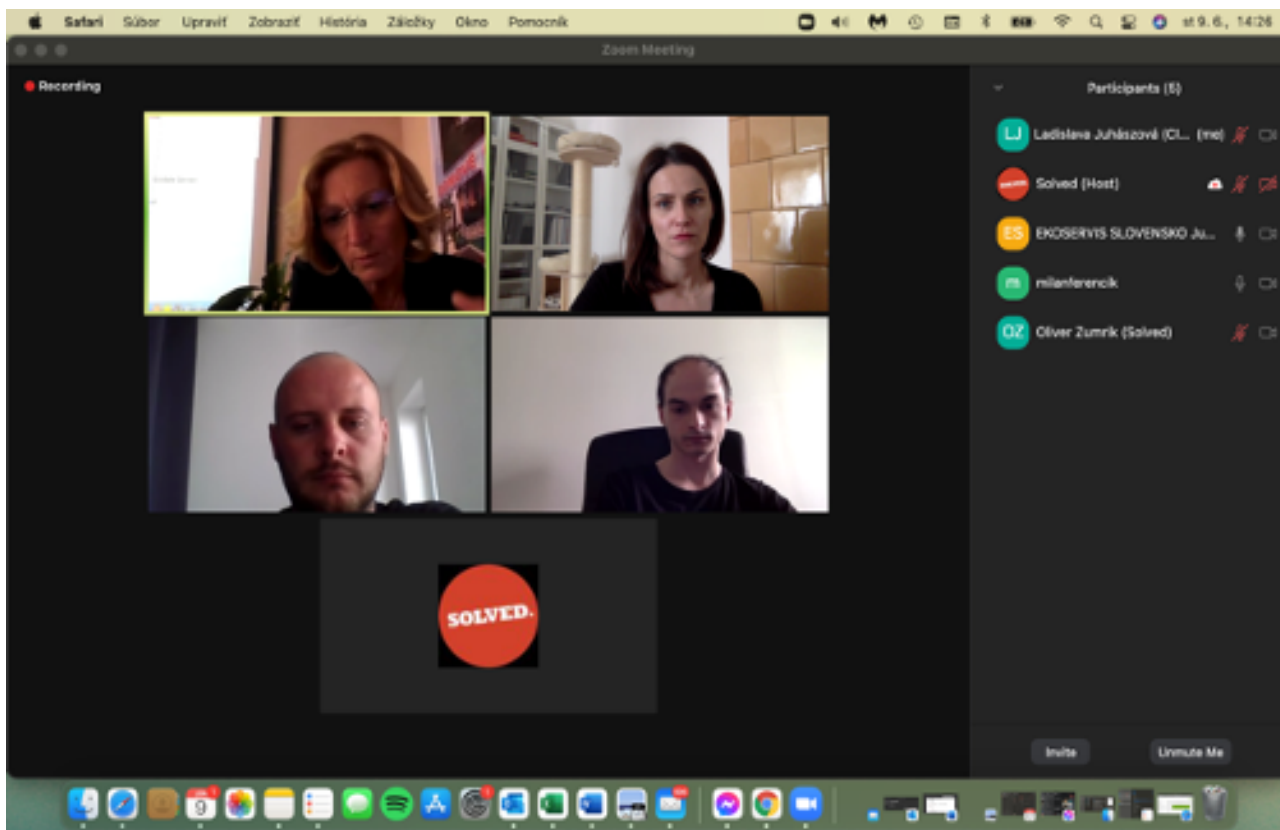
Ekoservis looking for a unique selling proposition for a wastewater recovery system. In cooperation with Milan Ferencik, they developed a marketing campaign.

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FEEDBACK

AVM and CCIs weren't asked to fill in a feedback form. Still, according to the follow-up communication, they were satisfied with the quality of the event, professional coordination and a fruitful discussion.

PHOTOS





Idea+Shop Peelo 9.7.2021

DESCRIPTION

They were looking for a new advertising campaign for ecological reusable food packaging. In cooperation with Jaro Zacko, they invented the brand's story and designed a campaign on social networks.

FEEDBACK

AVM and CCIs weren't asked to fill in a feedback form. Still, according to the follow-up communication, they were satisfied with the quality of the event, professional coordination and a fruitful discussion.

PHOTOS



The screenshot shows a Zoom meeting interface. On the left, a presentation slide is displayed with the following content:

- Riešenie** (Solution)
- Expertný tím** (Expert team)
- V tejto fáze prinášate prvotný nápad na riešenie výzvy a na validáciu a rozvoj Vášho nápadu môžete môžu byť potrební experti z iných oblastí. Preto uveďte, akých expertov z ktorých oblastí by ste k rozvoju Vášho nápadu na riešenie potrebovali.
 - Väčšinu projektu zvládne samotný tím Peelo. Budeme potrebovať pomoc s grafikou a mediálnym nasadením kampaní.

At the bottom of the slide, there is a logo and the text "TAKING COOPERATION FORWARD".

On the right side of the Zoom window, there are three video thumbnails of participants:

- Top: A man with a beard and short hair.
- Middle: A woman with dark hair.
- Bottom: A woman with long blonde hair.



FOLLOW-UP

Further communication and networking among participants were initiated via the COCO4CCI online matchmaking platform, via email and phone. Based on collected feedback and lessons learned our COCO4CCI tandem came with updated follow-up piloting activities:

- AVM companies uncover their budget to be allocated for the idea development and enter into an agreement with CCIs,
- Successful match was born, and tandem partners provide tailor-made support to matched couples,
- support for the Idea development process, which aims to find a Proof of solution concept (D.T3.3.1).

OUTPUT

Video testimonial:

This events was recorded and provided to AVM companies and CCIs. The recording is not freely available.