

# MATCHMAKING VIA OPEN INNOVATION - CREATIVE SPEEDATHON 2021

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Austria

Version 1  
08 2021

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Author(s): Wolfgang Gumpelmaier-Mach (Creative Region)

Contributor(s): Laura Smith (business upper Austria) / Gisa Schosswohl (Creative Region)





# CREATIVE SPEEDATHON 2021

**Date:** 08.07.2021, 16:00 - 20:00

**Location:** Tabakfabrik Linz

## Project relevance:

This event was organized as challenge pitch and solution pitch for the matchmaking via open innovation deliverable (D.T3.3.2)

## Participants:

// Number of participants: 50

// Participant structure:

10 AVM

30 CCI

10 other

Target groups: CCI, AVM, SMEs

## Event

### DESCRIPTION

The goal of the event was to further connect interested CCI with AVM, who are looking for a collaboration with creatives. The AVM were selected by their interest in innovation and the concrete need to work with external innovators and open-minded creatives. The CCI were invited to take part in this event via open call (website, social media, newsletter) and through personal contacts, the AVM were contacted directly.

In the relaxed atmosphere of the Tabakfabrik Linz, selected companies presented themselves in short pitching sessions and talked about their current challenges. During the registration, the CCI companies were mixed together in groups, who then visited the AVM on "their" table to get the chance to talk to the companies at eye level and learn in short speeddating-like sessions about how the company works, what its current and future challenges are, where the connecting factors are how innovations can be driven forward with their help. After a few minutes, they switched and started at another table, with another AVM.

Afterwards, all came together again for cool drinks, snacks and further networking. Besides we prepared boxes – one box per AVM – in which the CCI could drop their business card if they wanted to stay in



contact with the AVM. Also we took polaroid pictures during registration, pinned them on a wall and invited participants to add a business card or some facts and contact details with a marker.

The event was a great success, as both – AVM and CCI companies were really satisfied with the people, the format and the talks.

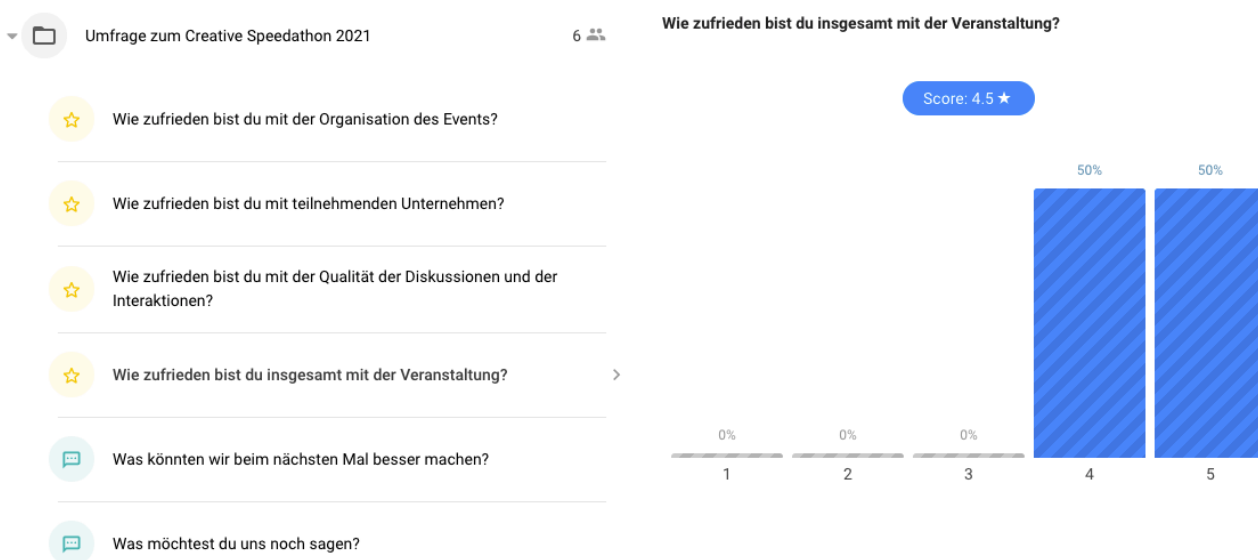
### LESSONS LEARNT

Originally we planned to have one-to-one sessions, but due to the number of pre-registrations (52 CCI), we switched to groups of CCI, but kept the initial time frame of about 7 minutes per round. Some CCI mentioned that next time we should give some more time for talks.

Also the noise in the yard of the Tabakfabrik Linz due to construction works in the area was criticised, as it was hard (at least at the beginning of the event) to talk and listen to the other speakers. Nor this was planned by us then known, so we couldn't change this fact.

### FEEDBACK

The overall feedback was good, all participants enjoyed the event and the talks/connections. Only the noise issue was mentioned a bit negatively.



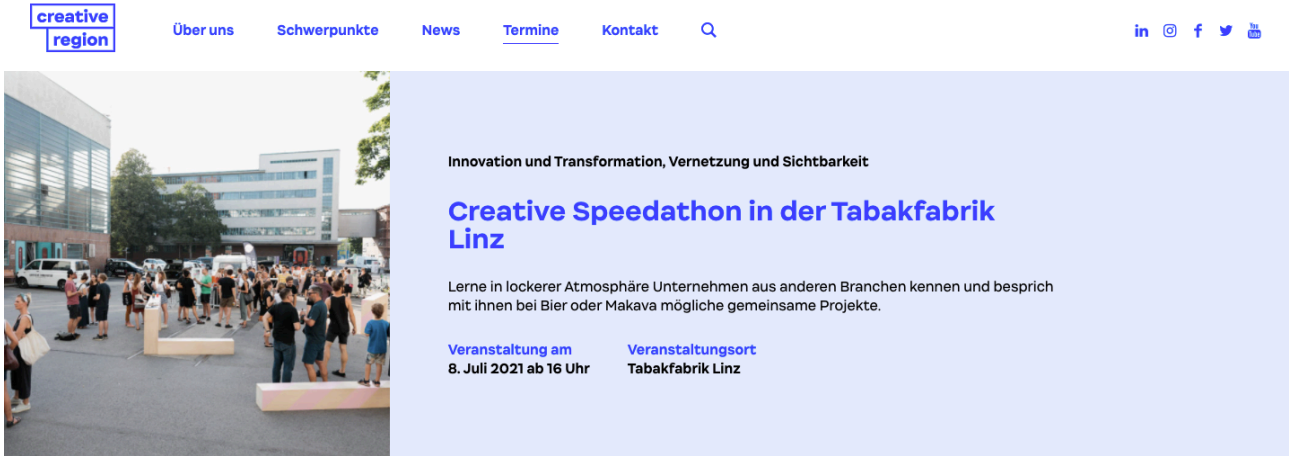
### FOLLOW-UP

Some CCI were directly exchanging business cards with AVM, but most of them stuck to our "method" by collecting them in boxes. The business cards were digitalised afterwards and then sent to the AVM. Also the CCI were invited to fill out the survey. With some of the CCI we are already in contact and invited them to take part in our Ideathon in September.

### OUTPUT



The event was published on the website of the Creative Region (as part of the regional website):  
<https://creativeregion.org/events/creative-speedathon-in-der-tabakfabrik-linz/>



Photos were published on Social Media:

Facebook: <https://www.facebook.com/CreativeRegion/posts/3584639474970767>

Instagram: <https://www.instagram.com/p/CRFAW1HIUFI/>

LinkedIn: <https://www.linkedin.com/feed/update/urn:li:activity:6819242321184350208>

**PHOTOS**





## ANNEX 1: List of registrations

<b>Attendee Summary</b>					
Total Sales: €0.00 Total Orders: 45 Total Attendees: 52					
Order #	Order Date	First Name	Last Name	Email	Quantity
1750919801	6/8/21 10:46 AM CEST	Leif	Wasmuth	leif@leifswork.at	1
1751208753	6/8/21 4:16 PM CEST	Kevin	Niedermayr	hi@augusteight.at	1
1753543817	6/10/21 9:42 AM CEST	Markus	Kaiser-Möhlecker	markus@kmfilm.at	1
1757674289	6/14/21 8:21 AM CEST	Elisabeth	Weber	elisabeth.weber@pcode.at	1
1759131853	6/15/21 12:52 PM CEST	Eva	Loidl	e.loidl@tributech.io	1
1759366507	6/15/21 4:29 PM CEST	Maximilian	Kraft	maximilian.kraft@gmx.at	1
1759831203	6/15/21 10:13 PM CEST	Romina	Hafner	romina.hafner@gmail.com	1
1759838297	6/15/21 10:19 PM CEST	Andreas	Kepplinger	a.kepplinger@gmail.com	1
1760433143	6/16/21 12:03 PM CEST	Bernhard	Kallauer	bernhard.kallauer@rosenbauer.com	1
1761583147	6/17/21 8:04 AM CEST	Mala	Emilia	me.paru@gmail.com	2
1761834499	6/17/21 1:51 PM CEST	Florian	Knogler	florian@zunder.wtf	2
1762215413	6/17/21 6:44 PM CEST	Sebastian	Berger	mail@sebastianberger.at	1
1765721455	6/21/21 10:12 AM CEST	Harald	Weinberger	harald.weinberger@anyidea.ai	1
1768116685	6/23/21 10:04 AM CEST	Florian	Holzmayr	startup.wohnraumnutzung@gmail.com	1
1769014579	6/24/21 12:48 AM CEST	Nino	Werner	nino.werner@gmail.com	1
1769508823	6/24/21 1:49 PM CEST	Alisa	Matern	alisamatern@gmail.com	1
1770111319	6/24/21 10:18 PM CEST	Tanja	Linke	office@tanjalinke.at	1
1770533685	6/25/21 8:24 AM CEST	Michael	Paffl	m.paffl@sihga.com	1
1773452621	6/28/21 2:16 PM CEST	Wolfgang	Sallaberger	wh.sallaberger@gmail.com	1
1774331439	6/29/21 9:55 AM CEST	Astrid	Arnoldner	astrid.arnoldner@gmail.com	1
1774418739	6/29/21 12:00 PM CEST	Margareta	Hofinger	m.hofinger@seholding.at	2
1774422905	6/29/21 12:07 PM CEST	Hedi	Döller	h.doeller@seholding.at	1
1774581445	6/29/21 3:33 PM CEST	Christian	Mayrhofer	christian.mayrhofer85@gmail.com	1
1774925335	6/29/21 9:04 PM CEST	Nici	Rathmayr	nicolierathmayr@gmail.com	1
1775018025	6/29/21 10:36 PM CEST	Michael	Holzer	studio@michaelholzer.at	1



## Attendee Summary

Total Sales: €0.00 Total Orders: 45 Total Attendees: 52

Order #	Order Date	First Name	Last Name	Email	Quantity
1775440287	6/30/21 10:14 AM CEST	Chanda	Ngoi	freeza@gmx.at	1
1775511307	6/30/21 11:59 AM CEST	Sarah Maria	Mayrhofer	sarah.mayrhofer2@gmail.com	1
1775610649	6/30/21 2:14 PM CEST	Sabine	Füreder	sabine@gunst.at	1
1776622077	7/1/21 11:06 AM CEST	Stefan	Hohla	stefan.hohla@gmail.com	1
1776873595	7/1/21 4:19 PM CEST	Andi	Catana	ac@gruppe-am-park.at	2
1778354349	7/2/21 9:24 PM CEST	Peter	Postlmayr	Peter.Postlmayr@gmail.com	1
1778758769	7/3/21 7:35 AM CEST	Michael	Veigl	veigmike@gmail.com	2
1778883167	7/3/21 1:16 PM CEST	Christian	Bernacki	christian.bernacki@gmx.net	1
1779910075	7/4/21 5:15 PM CEST	Lucia	Seel	luca@luciaseel.eu	1
1780360321	7/5/21 8:55 AM CEST	Lukas	Binder	lukas.binder@strobinder.at	2
1780363897	7/5/21 9:04 AM CEST	Christopher	Noelle	chris@modulux.at	1
1780568645	7/5/21 2:26 PM CEST	Stefan	Degn	degn@formquadrat.com	1
1781401587	7/6/21 9:02 AM CEST	Ernst	Demmel	ernst@cucocu.com	1
1781402977	7/6/21 9:05 AM CEST	Wolfgang	Preisinger	labor@fabrikanten.at	1
1782107111	7/6/21 9:08 PM CEST	Serhii	Nahornyi	nagornyj.sergel@gmail.com	1
1782970237	7/7/21 4:05 PM CEST	Ricardo	Gonzalez	info@rizagodesign.com	1
1783035083	7/7/21 5:02 PM CEST	Markus	Franz-Riegler	markus.franz-riegler@bergardi.at	2
1783429387	7/7/21 10:43 PM CEST	romana	hausleitner	romana@hausleitner-cc.at	1
1783817921	7/8/21 7:56 AM CEST	Marcel	Mairhofer	marcel.mairhofer98@gmail.com	1
1784208059	7/8/21 3:30 PM CEST	Christiane	Roither	artist.nevereven@gmail.com	1

## ANNEX 2: List of participants

**creative linz and upper austria region** **Interreg CENTRAL EUROPE COCO4CCI** **business upper austria**

**Creative Speedathon 2021**

Vorname	Nachname	Anzahl	getestet	geimpft	genesen	NOTES
Astrid	Arnoldner	1				
Margareta	Hofinger	2				
Hedi	Doller	1				
Christian	Mayrhofer	1				
Nici	Rathmayr	1				
Michael	Holzer	1				
Chanda	Ngoi	1				
Sarah Maria	Mayrhofer	1				
Sabine	Füreder	1				
Stefan	Hohla	1				
Andi	Catana	2				
Peter	Postlmayr	1				
Michael	Veigl	2				
Lucia	Schramm-Kaineder	1				
Christian	Bernacki	1				
Lucia	Seel	1				
Lukas	Binder	2				
Christopher	Noelle	1				
Christof	Huemer	2				

Creative Region Linz & Upper Austria GmbH  
 Peter-Servans-Park 9-8, 4020 Linz  
 office@creativeregion.org  
 AT49670004, LE Linz, FN 354547y  
 Interreg Central Europe COCO4CCI Linz

**creative linz and upper austria region** **Interreg CENTRAL EUROPE COCO4CCI** **business upper austria**

**Creative Speedathon 2021**

Vorname	Nachname	Anzahl	getestet	geimpft	genesen	NOTES
Leif	Wasmuth	1				
Kevin	Niedermayr	1				
Markus	Kaiser-Mühlecker	1				
Elisabeth	Weber	1				
Eva	Loidl	1				
Maximilian	Kraft	1				
Romina	Hafner	1				
Andreas	Kepplinger	1				
Bernhard	Kallauer	1				
Maia	Emilia	2				
Florian	Knogler	2				
Sebastian	Berger	1				
Harald	Weinberger	1				
Florian	Holzmayr	1				
Nino	Werner	1				
Alisa	Matern	1				
Tanja	Linke	1				
Michael	Palfi	1				
Wolfgang	Sallaberger	1				

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 business upper austria

Vorname	Nachname	Anzahl	getestet	geimpft	genesen	NOTES
Stefan	Degn	1				
Ernst	Demmel	1				
Wolfgang	Preisinger	1				
Serhii	Nahornyj	1				
Ricardo	Gonzalez	1				
Markus	Franz-Riegler	2				
romana	hausleitner	1				
Marcel	Mairhofer	1				
María	Tepwenker-Schum	1				
Marcene	Haibberger	1				
Thomas	Riesler	1				
Hessert	KOSCHAMMER	1				
Margarete	Hofinger	1				
Guillaume	CLEMENT	1				

Creative Region Linz & Upper Austria GmbH  
 Peter-Behrens-Platz 8-9, 4020 Linz  
 office@creativespeedathon.org  
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Ricardo	Gonzalez	1				
Markus	Franz-Riegler	2				
romana	hausleitner	1				
Marcel	Mairhofer	1				
Ronald	Kepplinger	1				
Maia	Parussel	2				
Martina	Haibberger	1				
Flidacta	Baibberger	1				
Stefan	Greifendorfer	1				
CHRISTIANE	RÜTHEK	1				

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