

MATCH-MAKING VIA OPEN INNOVATION

UPPER AUSTRIA

Version 1
03 2022

Author(s): Wolfgang Gumpelmair-Mach, Gisa Schosswohl, Laura Smith

Contributor(s): Business Upper Austria, CREATIVE REGION LINZ & UPPER AUSTRIA





MATCH-MAKING VIA OPEN INNOVATION

Date	AVM challenge pitch	CCI solution (idea) pitch	Location	Participants	
				AVM	CCI
08.07.2021	x	x	Tabakfabrik Linz	10	30
06.09.2021	x	X	Eternit, Vöcklabruck	1	8
15.09.2021	x	x	Hali, Eferding	1	8
TOTAL				12	46

Project relevance and summary:

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.

The open innovation matchmaking events were conceptualized to be miniature hackathons which includes the AVM challenge pitch as well as a CCI solution pitch.

We tried two different formats: Speedathon and Ideathon

Speedathon: an open networking session, resembling the concept of “Speed Dating”. Each AVM came prepared with a challenge and had the chance to discuss this challenge with several groups of creatives, to get their input, ideas and how the CCI would try to solve it and get to know potential collaboration partners in an informal setting.

Ideathon: Ideathons were events dedicated specifically to have CCIs exclusively work on one AVM challenge. The resulting solution pitches were not fully phrased concepts on how to address the challenges, but rather represented ideas on potential collaborative projects which eventually result in a solution.

The goal of these “Ideathons” and “Speedathon” were to let the AVM and CCI meet, network, understand their ways of operating and point out collaboration potential.