Interreg CENTRAL EUROPE

European Union
European Regional
Development Fund

SMART_watch

SMART_watch – TOWARDS THE NETWORKING

"REGIONAL BRANCH OBSERVATORIES OF INTELLIGENT MARKETS IN CENTRAL EUROPE

MONITORING TECHNOLOGY TRENDS AND MARKET DEVELOPMENTS

IN THE AREA OF SMART SPECIALIZATIONS"

INTRODUCTION

SMART_watch network supports boosting innovation in regions, in the framework of regional innovation systems, enhancing the transfer of technology as well as R&D results and improving skills for economic and social innovation of key players of innovation systems.

Business support organisations are the pillars for the innovation systems. In particular, we believe that they serve as **regional observatories** of technology and market needs and trends, i.e. the institution that monitors technology trends and market developments in the area of smart specializations or regional authorities implementing the RIS, to scrutinise upon good practices, pitfalls and bottlenecks of their activity.
The activities, we run, have been originally launched by our project partners in order to increase the efficiency of regional RIS3 observatories and to equip them with tools needed to generate products corresponding to the real needs of end-users.

Therefore, we focus on **functional business model for Regional branch observatories of intelligent markets with effective tools corresponding to the users' needs.**

We would like to help you **to analyse the business model of your BSO**. This process of 'auditing' will be a cornerstone for:

- further mapping of competences accumu-lated in various regional observatories in Central Europe

- the increase in the visibility of support offered to users and

- proposing efficient business models for regional observatories, to be dissemi-nated across the EU based on the benchmarking.

AUDIT - ADDING VALUE TO YOUR ORGANISATION

The audit, for our particular network, may be defined as:

- an input for setting/validation of the organisation's goals and a tool to review the organisation's business model

- the process of enabling self-learning experience held within the organisation and for the organisation

- an offer to position the organisation within the local/regional/Central European business support networks

Thus, we look for add-value to your organisation. In particular, you can expect the following:

- structure your knowledge on processes in your organisation

- raise the awareness of necessity for improvement in particular areas of activities

- advance the level of knowledge on other similar organisations in Central Europe

- ease to master your business model and your vision of the organisation

- boost the networking possibility with SMART_watch network

AUDIT – KEY AREAS OF INTEREST

For the purposes of SMART_watch network the Business Model Canvas is used with some adaptations. The following questions structure basically the self-learning process. Answering the questions should help you fully understand how your organisation approaches the delivery of services and how it handles the relations with your environment.

Value Propositions:
- What value is provided by the your RO to its customers and how?
- What value should be provided by the RO to its customers and how?
- What is the rationale behind the strategic focus of the RO?
- What are the key challenges related to sound delivery?
- What information is gathered by the RO?
- Which services are offered by the RO?

Key activities:
- Is your RO capable of gathering relevant information?
- Is the RO capable of producing reliable information?
- Is the RO capable of delivering quality services based upon information?

Key Resources:
- What is the structure of your RO?
- How many employees are involved?
- What are the competences of the employees?
- How does the general budget of the RO look like?
- Which tools are fundamental for the activities of the RO?

Key Partners:
- Who are the key collaborating entities of your RO?
- Who are the key sponsors?
- Who are the key subcontractors?

Customer Segments:
- Who is the recipient of the services provided by your RO?
- Who are the most important recipients of the services provided by the RO?
- Are the services targeted at the needs of certain business entities?

Customer Relationships:
- What is the level of your RO's credibility?
- What is the level of customer loyalness?
- Which tools are used to maintain customer relationships?

Channels:
- Does the location of your RO impact the performance?
- Through which channels does the RO reach customers?
- Which channels work best?
- How are the channels integrated?

Cost Structure:
- Which key resources are most expensive?
- Which key processes and activities are most expensive?

Revenue Streams:
- What is the financial status of your RO?
- For what do the customers currently pay?
- For what are the customers really willing to pay?

If, by any chance, you believe there are any problematic question you cannot answer now, it means there is still room for some actions to increase your chances to successfully perform in the market. We would strongly recommend that you join the network to find the answers.

As **we value your data**, we will use it only unless you wish us to.

AGREEMENT ON THE DATA PROCESSING

The data collected and processed would be used in different ways:

TO HELP you work on your performance during the forthcoming months

TO RAISE the visibility of your organisation by means of the competence map offered free in the web-service we provide

TO 'BENCHMARK' your organisation with some others within the network

Thus, we would like you to be aware on the following:

Limitations to process specific data that you find necessary and may wish to exclude from the public view should be listed in writing (a written form shall apply when contacted by the auditor).

No personal data is obtained by the network, only data on publicly available contact information.

To maintain the value of information offered to the public on your RO, the data provided will be revised once a year by your organisation and in case it is necessary, changes will be made exclusively with your request.

Project partners will use the data gathered during the process of the 'audit' and will maintain the quality of the information offered to the public free of charge.

Further networking and collaboration opportunities will be discussed and communicated by the project.

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Smart_watch project

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