

CONCEPT OF COLLABORATION TOOLS

Deliverable D.T2.4.2
Creative Industry Košice

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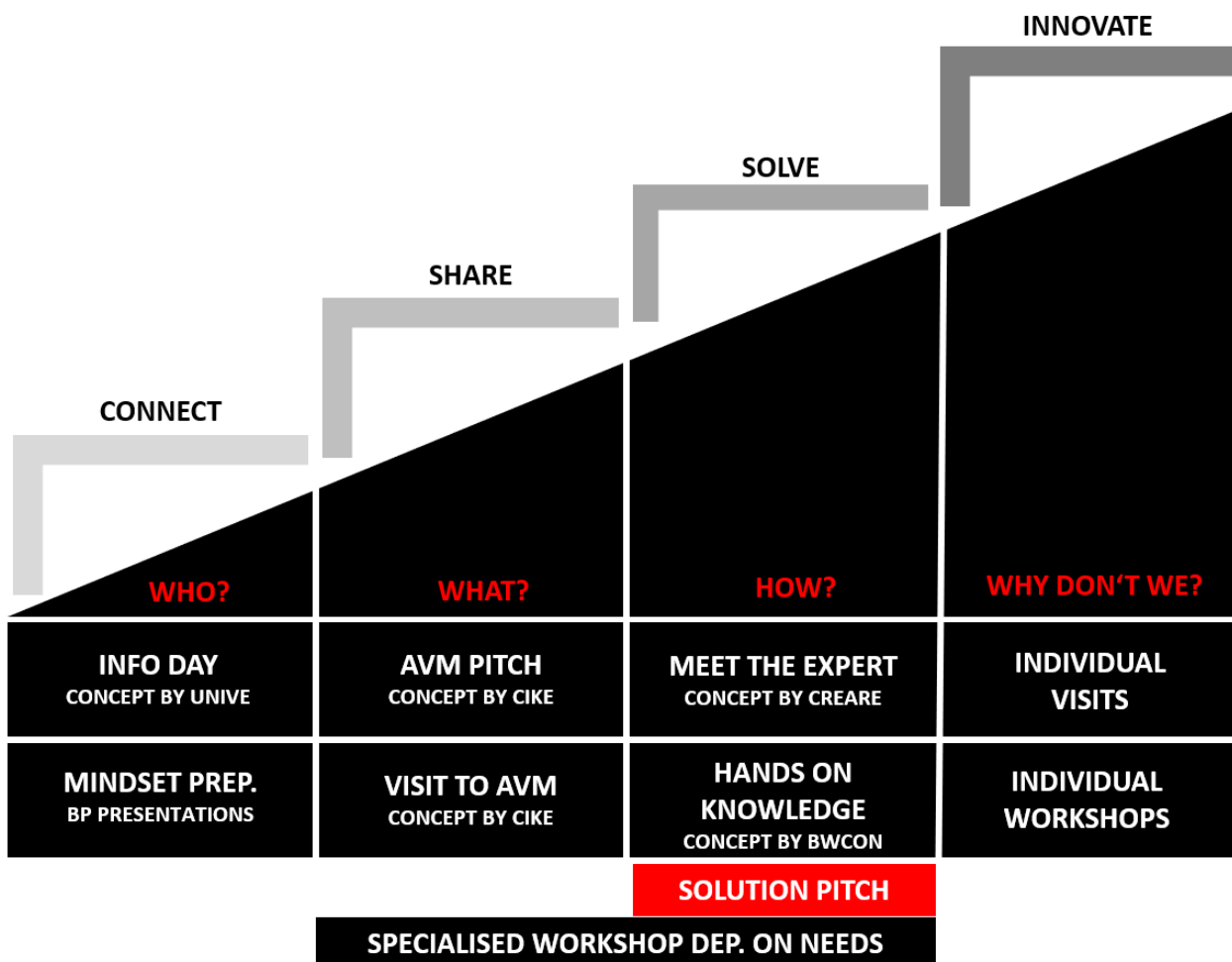


Introduction

The goal of the collaboration tools is to support new collaboration between creative (CCI) and advanced manufacturing sector. This concept for match-making workshops aims at initiating collaboration between CCI and AVM. It consists of two parts:

- AVM challenge pitch workshop
- Idea pitch workshop

The collaboration workshops are involved in the process of COCO4CCI offer for CCI, that consists of 4 steps - Connect, Share, Solve and Innovate.





1. Results of the questionnaire collecting best practice among COCO4CCI partners

In May 2020, CIKE prepared a questionnaire for COCO4CCI partners. The aim was to collect best practice of the partners on the field of preparing a company challenge pitch event.



90% of the partners already have had an experience with company challenge. Partners listed criteria for a suitable company challenge in the context of the COCO4CCI project:

Company:

- be considered as an AVM company
- be open-minded, forward-thinking and ready to enter a partnership with CCI representative(s)
- have allocated budget for such cooperation - future collaboration is expected
- has to offer its cooperation in terms of mentoring or support

Challenge:

- inspiring for CCI
- current topic, real problem
- as detailed as possible but also open enough to get out of the box ideas
- used to collect first idea and concept (it is not a final solution or prototype)
- to foster a cooperation and understanding between CCI and AVM

In the question on what information should a good brief contain, partners came to an agreement on these:

- ✓ Description of the challenge

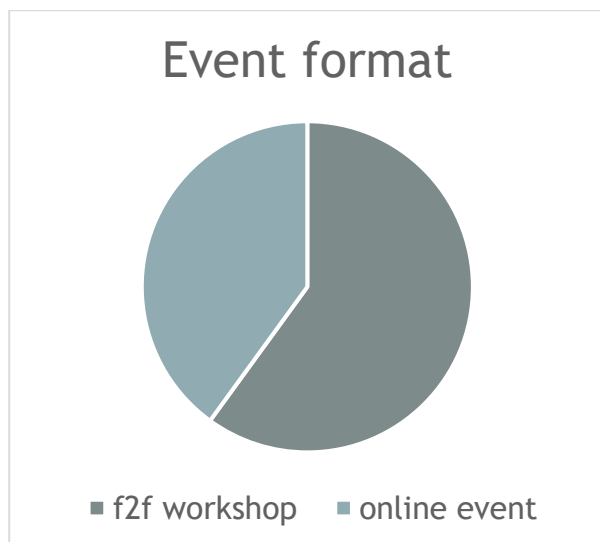


- ✓ Contact for responsible person
- ✓ Company information
- ✓ Short description in one sentence
- ✓ Requirements on the solution

Additional information might be:

- ✓ Themes (tags)
- ✓ Evaluation criteria
- ✓ Company expectations
- ✓ Allocated budget, if any
- ✓ The problem area addressed and why this is relevant for CCI
- ✓ A perspective for the participants
- ✓ Team of experts to work with CCI on the challenge
- ✓ Requirements on the outcome

CIKE asked the partners, what event format would they prefer for the collaboration workshops. Most of the partners, at that time (May 2020) already preferred an online format. Due to continuing COVID-19 restrictions, this would probably be the format all of the partners will choose for the piloting round.





2. AVM challenge pitch workshop

First part of the collaboration workshops is the AVM challenge pitch workshop - an event, where selected AVM companies present their challenge in a structured brief to a group of CCIs.

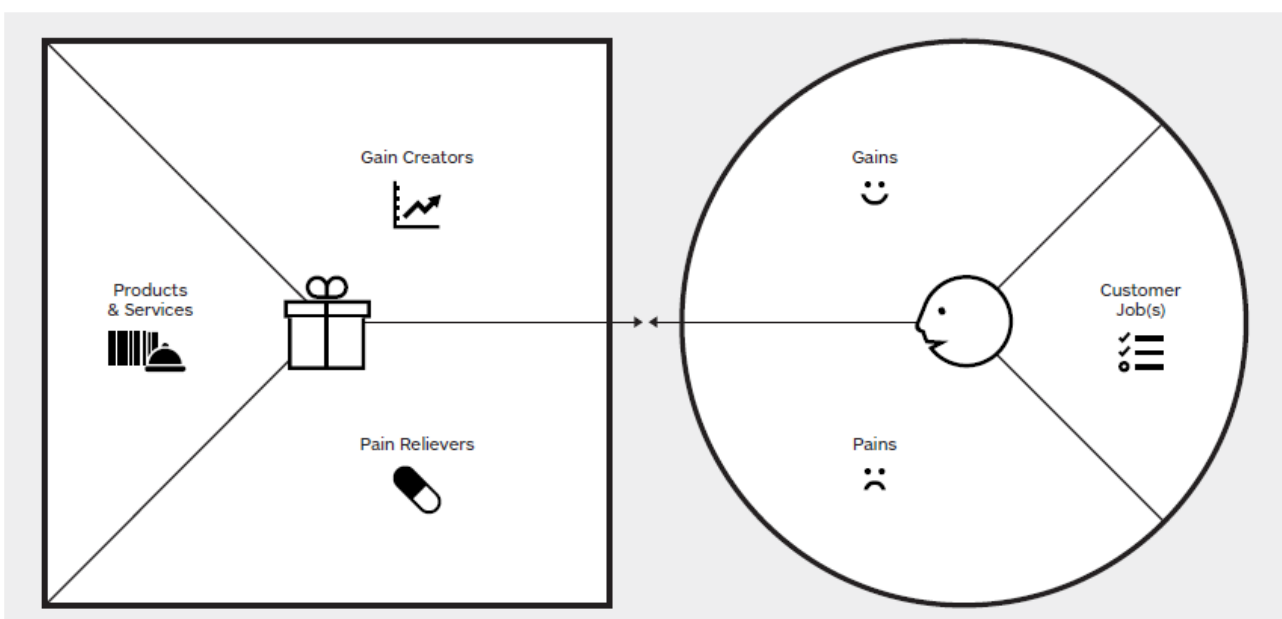
HOW TO SELECT A SUITABLE AVM COMPANIES

Company should:

- Be considered as an AVM company
- Be open-minded and forward-thinking
- Ready to enter a partnership with CCI
- Ideally, have allocated budget for such cooperation
- Offer its cooperation in terms of mentoring or support

COCO4CCI partners can invite AVM companies into this process directly or prepare an open call for companies to join this process. Selecting a specific sector within the AVM sector (for example plastics, circular economy,...) or a specific topic of the AVM challenge pitch round (for example ecologic packaging, ...) could be useful.

To structure the AVM pitch in the same way, COCO4CCI partners agreed to use the Value proposition canvas as a template.





“The Value Proposition Canvas is a tool which can help ensure that a product or service is positioned around what the customer values and needs. The Value Proposition Canvas was initially developed by Dr Alexander Osterwalder as a framework to ensure that there is a fit between the product and market. It is a detailed look at the relationship between two parts of the Osterwalder’s broader Business Model Canvas; customer segments and value propositions. The Value Proposition Canvas can be used when there is need to refine an existing product or service offering or where a new offering is being developed from scratch.”
(<https://www.b2binternational.com/>)

In the means of the COCO4CCI project, customer is the AVM company and CCI prepare a value proposition to their needs.

THE CHALLENGE BRIEF FROM THE AVM COMPANY SHOULD CONTAIN:

- ✓ Title
- ✓ Short description in one sentence
- ✓ Description of the challenge (based on right part of The Value Proposition Canvas)
 - ✓ Job-to-be-done - What is the job you want to get done?
 - ✓ Gains - What would make your work and the job-to-be-done easier?
 - ✓ Pains - What is annoying or troubling you? What is preventing you from getting the job done?
- ✓ Company information
- ✓ Contact for responsible person

CCIs should have information about the companies in front, before the event. The briefs from AVM companies can be collected via Google form. Every brief should be presented with a Powerpoint / PDF presentation that is visually attractive - minimum of texts, maximum of pictures (video).

TOOLS (ONLINE & OFFLINE) THAT COULD HELP PREPARE A GOOD BRIEF

Within the questionnaire, COCO4CCI partners pointed out different online and offline tools that could be useful while preparing a good brief from the AVM company. This is a list of them:

- #TISDD METHOD LIBRARY



- Mural.Co
- Slack
- Sli.do
- Cover Story + Backcasting Roadmap
- The Challenge Canvas
- The Problem Statement Canvas
- Double Diamond Model
- Balint method
 - AVM companies presented challenges to a group of experts with different backgrounds
 - Participants divided into 2 groups
 - Structure of discussion:
 - The presentation of the challenge
 - The phase of Inquiry - Q&A
 - The „Push-back phase“ (formulation of the thesis) - participants discuss the challenge and additional information, they might come to re-definition of the challenge
 - End of the session - the facilitator summarises the discussion and/or makes statements about what has been achieved

Good examples on how to structure a good AVM company brief might be find here:

<https://www.blockchain-hackathon.de/blog/challenges2019-finance/>

<https://www.industrymeetmakers.com/infineon-sensing-the-world-with-radar>

GUIDELINE FOR THE F2F WORKSHOP

LENGHT

2 hours

STRUCTURE

- Opening (information on COCO4CCI project)
- Keynote (best practice)
- Pitch round - 5 companies
 - Presentation of the challenge (7 min.)



- Q&A (5 min.)
- Summary and next steps

GUIDELINE FOR THE ONLINE WORKSHOP

LENGHT

1 hour

STRUCTURE

- Opening
- Pitch round - 5 companies
 - Presentation of the challenge (5 min.)
 - Q&A (5 min.)
- Summary and next steps

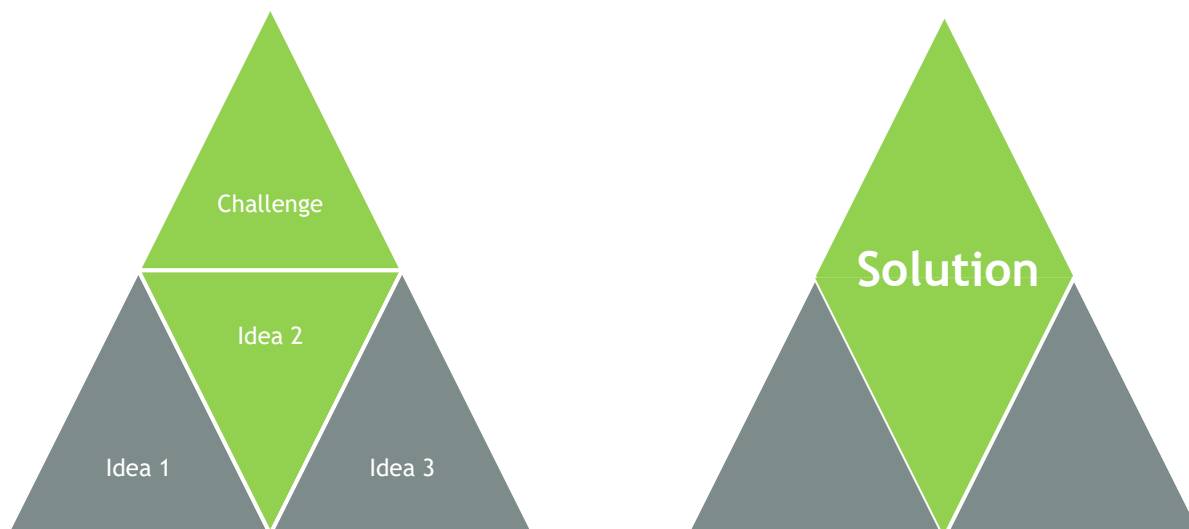
GUIDELINE FOR THE FOLLOW UP ACTIVITIES

- Pitch videos available online
- COCO4CCI contact person
- AVM contact person
- Slack channels / fix online appointments
- Visits to AVM
- COCO4CCI workshops
- Solution pitch workshop



3. IDEA PITCH WORKSHOP

The second part of the collaboration workshops is CCI idea pitch workshop. Within the process of preparation of this concept we realized that after the AVM challenge pitch the CCIs can come with the idea for the solution, but not with a complex solution. To find a solution to the AVM challenge, the cooperation between AVM and CCI on it`s development is crucial.



SELECTING THE SUITABLE CCI FOR THE PROJECT

After the COCO4CCI partners get to know the challenges of the participating AVM companies (after filling out the brief, before the AVM challenge pitch event), we recommend to prepare an open call for CCI with specified topic (e.g. circular economy).

Information about the CCI that should be collected:

- Name
- Contact details
- Sector of creative industry
- Freelancer/company
- Portfolio
- Motivation



After the open call, individual visits or meetings with selected CCIs should be held. Within these, the COCO4CCI partners should find out, if the CCI is:

- Open-minded and forward-thinking
- Able to react to the AVM challenge
- Experienced and ready to enter a partnership with AVM

THE IDEA PITCH STRUCTURE

The Idea pitch should react on the Challenge pitch, so we recommend to use again the structure of the Value proposition canvas, it`s left part.

- ✓ Products/services - What are the products and services you can offer to AVM company so they can get their job done?
 - ✓ Benefits - What does your product / service do?
 - ✓ Features - How does your product / service work?
 - ✓ Experience - What does it feel like to use your idea?
- ✓ Gain creators - What can you offer to AVM to help them achieve their gains?
- ✓ Pain relievers - How can you help AVM to relieve their pains?

The pitch should be made using Powerpoint / PDF, with emphasis on visualisation. Any tangible sample is a big benefit! In the presentation, at least these information should be offered:

- ✓ Title
- ✓ Product / service
 - ✓ Benefits
 - ✓ Features
 - ✓ Experience
- ✓ Gain creators
- ✓ Pain relievers
- ✓ Portfolio
- ✓ Contact information

GUIDELINES FOR THE IDEA PITCH WORKSHOP

LENGHT

4 hours



STRUCTURE

- Opening
- Pitch round - 5 AVM challenges x at least 3 ideas for each challenge (expected result - 20 participants per workshop)
 - Presentation of the ideas (5 min. per pitch)
- Break-out sessions
- Decision making session
- Results announcement - every participating AVM company should choose CCI whose idea was the most interesting for them and offer a collaboration on the solution