



Interreg



Danube Transnational Programme

DA-SPACE



GUIDELINES FOR THE PILOT PHASE OF THE DA-SPACE PROJECT:

THE OPEN INNOVATION LAB

Annex 4 – Challenge Template



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Please fill the Challenge Template in each part together with the seeker. It could be useful to organize a workshop with the seeker to help them understand better how the challenge should look like and the possible output of DA-SPACE lab. Please use the DA-SPACE official document template

1. **Name of the challenge**(short, powerful and inspiring description):

- **Startup Weekend Novi Sad –creating successful social media campaign**





2. **Context:** *(what is the background information behind the challenge, what is the state of the art of the sectors, the role of the organization in this context, the target group to whom the solution need to be addressed, etc)*

- Startup Weekend Novi Sad is a startup festival, or an entrepreneurial festival. Its' goal is to promote the values of entrepreneurs and encourage people to start their own business. SWNS is for all designers, visionaries, programmers, of all ages who want to have their own business. It is a 3 day event and it was organized 7 times so far. People apply and on the first day they pitch their ideas. Only top 10 ideas go to the next phase of developing that idea into a sustainable business model. On the second day, teams work with mentors, distinguished people from certain areas of business. Chosen for their experience, the mentors are the integral part of SWNS as they help the teams minimize rookie mistakes. On the third, and final day, teams prepare their final presentation which they later present to the jury. Again, leading experts in their respected fields. The jury picks top 3 teams to win rewards supplied by the sponsors of the event.

More information:

About SWNS: <http://swns.nstarter.co/>

3. **Problem:** *(What is the problem that needs to be solved, why is important to solve, impact of this problem in the close future, impact of the problem on local or international area)*

- Analysis of market potential for SWNS as an organization
- Find potential partners for future events
- Content plan and copywriting
- Creating a promotion plan on social media



Solving these tasks is very important for further progress of our organisation and goal, that is raising awareness about startups and entrepreneurship. With SWNS we are trying to directly influence people and encourage them to start their own business.

4. **Additional info (for internal use):** *(what is expected to be delivered by the team (idea/concept/prototype), what are the specific tools & instruments that shall be used (eg. Programming language etc), what are the asset (as knowledge, materials) will be given to the team*

- We expect that team to carry out a detailed analysis. Participants will be involved in creating social networks campaigns(Facebook, Instagram, Twitter, YouTube, etc). We expect from participants to give their original ideas and suggestions, and to be actively involved in the process of developing a successful online campaign.

5. **Skills of the team (for internal use):***what specific skills shall the team have in order to address the challenge*

- Knowledge of management and social media marketing
- Readiness for teamwork
- Ability of analysis and observation
- Works in MS Office and using basic statistical tools
- Fluent in English
- Knowledge of social media

5. About the Seeker:

- *Description of company/institution:*

Cam Engineering is company to bringing innovative solutions. We have



didacted team of software developers with experience in: embedded systems, ID technologies (RFID; QR code, etc.), Internet of Things (IoT), database design, web development and mobile applications.

- Vision: where do you see the company/institution in 5 years?

Our vision is that by recognizing the needs of clients, we develop innovative solutions by applying our knowledge and experience. In this way, we want to consolidate our position as an innovative company, ready for new challenges and create solutions that make everyday life easier. Further expansion to the regional, European and world markets is our priority.

- Description of the specific unit/department/function that opens the challenge and how the challenge will be integrated in the company vision:

This challenge was created by our director and founder, with the aim of further developing the Smart egg project, and further implementation of „Keep IT fresh“ campaign.

Tip: Good questions to ask the Seeker when defining a challenge:

- *What could be the new strategic areas at your organization?*
- *What are the BIG problems your organization will solve in 5 years?*
- *What would you like to learn more about?*
- *What is interesting for YOU or your team?*
- *Challenges/problems or ideas/concepts you want to test out?*