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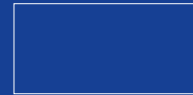
Danube Transnational Programme

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):

- **BlogIn (HNS Media) – Forecasting the market potential and 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)*

- BlogIn is a platform that allows organizations to have their internal blog and information and promote company's culture. BlogIn was created out of our own need for an internal tool that's simple and fun to use, easy to set up, and that enables us to improve internal communication and information flow inside our team. We initially tried and experimented with different models and formats and ultimately chose the "internal blog" as the format for our new tool. The internal blog is a simple concept and is inherently easy to use, so everyone can quickly get on board, which is one of the reasons why it works so well as an internal communication tool. At the same time, it is flexible and powerful so that it can be used to host various types of rich content and media. Internal blog effectively becomes the easy-searchable, central information hub that opens a new, transparent, two-way communication channel inside an organization.

More information:

About BlogIn: <https://blogin.co/index.php>

About HNS Media: <http://hnsmedia.net/>

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
- Make an analysis of the most important business partners that can be users
- Creating a promotion plan

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

- As said, Blogin is a platform that offers a unique value to organizations. Given that, we need from the team to spread the word. To write content, promote the platform and its features.

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 marketing
- Readiness for teamwork
- Ability of analysis and observation
- Fluent in English
- Knowledge of digital marketing and content planning and writing

5. About the Seeker:

- *Description of company/institution:*
- *We are web development agency with more than 15 years of experience in different fields of IT industry — the Web is our craft. We are passionately engaged in developing our own web projects and also at times we work on selected projects for clients worldwide. We are based in Novi Sad, Serbia.*

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?*



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- *What is interesting for YOU or your team?*
- *Challenges/problems or ideas/concepts you want to test out?*

