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 usefull 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**:

   - *To add Juca's shop to the touristic map of Novi Sad!*

2. **Context**:

   - *Create connections to all relevant subjects involved in touristic organizations of Novi Sad*

3. **Problem:**

   - *How to make a god approach to all types of touristic groups visiting Novi Sad?*

4. **Additional info (for internal use):**

   - **We expect different types of ideas, along with the plan, as well as the reasons why they believe that the idea should be adopted**

   - **Tools:** *All Marketing tools*

5. **Skills of the team (for internal use):**

- creativity, curiosity, well organised, good at planing

5. About the Seeker:

- Description of company/institution: **Juca's Schop is a small private gallery containnig different handmade products, inspired by tradicional and urban culture from Serbia. Gallery exist since June 2016.-th.**

- Vision: **We are trying to succeed in continually existing small art gallery which is established as a schop for only handmade products.**

- Description of the specific unit/department/function that opens the challenge and how the challenge will be integrated in the company vision: **All suggestions about our problems will bi very important for the solution of them.**

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 interes ting for YOU or your team?
- Challenges/problems or ideas/concepts you want to test out?