



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):

- **Najbolja tehnološka inovacija – Promotion, raising awareness, creation of a digital plan**

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)

- The purpose of this competition is to promote entrepreneurial spirit among young innovators in Serbia and to aid existing high-tech entrepreneurs and/or researchers who are ready and capable to transform their ideas into valuable innovations. NTI is founded by a group of government institutions lead by the Ministry of education, science and technological development of the Republic of Serbia and a few tech faculties. With faculty innovators being it's primary target group, NTI has a lot of it's promotional effort directed towards the students. The competition is regional and involves territories of the Republic of Serbia, and the Republic of Srpska.

More information:

About project NTI: <http://inovacija.org/>





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)*

- Competition analysis
- *Make an analysis of the most important business partners that can provide contestants and/or promotions*
- *Creating a promotion plan on digital platforms*

These task led to more people gaining knowledge of the contest and more people applying.

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. Programing language etc), what are the asset (as knowledge, materials) will be given to the team*

- We expect that team to create a strategy for promotional activities on digital platforms, especially social media, given that the primary target group are students who spend time on social media. Also, the team should compose a plan that can be used in the future with small adjustments. The goal of all activities is to promote entrepreneurship and that should be kept in mind when creating the plan.

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
- Understanding the functioning of the market
- Works in MS Office



- Fluent in English
- Knowledge of social media

5. About the Seeker:

- *Description of company/institution:*

NTI is a competition dedicated to the promotion of entrepreneurial spirit among young innovators in Serbia and to aid existing high-tech entrepreneurs and/or researchers who are ready and capable to transform their ideas into valuable innovations.

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

Our vision is to promote entrepreneurial spirit among young innovators in Serbia and to aid existing high-tech entrepreneurs and/or researchers who are ready and capable to transform their ideas into valuable innovations.

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?*