



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):

- **reChocolize – Forecasting the market potential and creating successful digital 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)

- reChocolize is a company that offers a fresh, new way to try chocolate. Particularly hot chocolate in different flavors. The different formula and an innovative way of consummation and serving gives it competitive advantage on domestic markets. The goal is to become a recognizable brand of chocolate in all catering institutions such as restaurants, coffee shops, bars etc. Given that it is a new product with a specific process of serving it is imperative to be precepted as a brand with high quality ingredients with a formula designed to give ultimate pleasure.

More information:

About reChocolize: <http://rechocolize.com/>





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 the products
- Competition analysis
- *Make an analysis of the most important business partners that can be early users (restaurants, hotels, bars, coffee shops etc).*
- *Creating a promotion plan on digital platforms*

Solving these tasks is very important for further progress of the reChoclize brand. We give the market a new way to consume chocolate and simultaneously keep the pace with other countries and their way of consumption. A modern and innovative way to experience treats should be the way of the majority, and so new markets should be explored and increase the visibility and brand building.

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 carry out a detailed market analysis and its willingness to accept our innovative product. Within this challenge, we want to do a detailed analysis of the domestic and regional markets. The obtained data need to be statistically processed and graphically presented. Also, participants will be involved in creating social networks campaigns(Facebook, Instagram, Twitter, YouTube, etc) and other digital acitivites in order to raise awareness and work on brand management.

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
- Fluent in English
- Knowledge of social media
- Brand management

5. About the Seeker:

- Description of company/institution:

Rechocolize is a chocolate manufacturing company. It is a young company but with a very specific goal. To be recognizable as a brand of high quality chocolate.

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

To be in every catering institution in the region as well as a recognizable brand of high quality chocolate.

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?*