



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):

- **EYE (Erasmus for Young Entrepreneurs) – Raising awareness and connect potential clients with the local office in Serbia**





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)*

Erasmus for Young Entrepreneurs is a cross-border exchange programme which gives new or aspiring entrepreneurs the chance to learn from experienced entrepreneurs running small businesses in other Participating Countries. The exchange of experience takes place during a stay with the experienced entrepreneur, which helps the new entrepreneur acquire the skills needed to run a small firm. The host benefits from fresh perspectives on his/her business and gets the opportunities to cooperate with foreign partners or learn about new markets. New entrepreneurs can participate, firmly planning to set up their own business or have already started one within the last three years as well as experienced entrepreneurs who own or manage a Small or Medium-Sized Enterprise in one of the Participating Countries.

More information:

About project EYE in Serbia: <http://inkubator.biz/erasmus-za-mlade-preduzetnike/>

About EZE: <https://www.erasmus-entrepreneurs.eu/>

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)*

- *Make an analysis of the most important business partners that can be clients or lead to them*
- *Creating a promotion plan on digital platforms*



- *Raise awareness*
- *Make a content plan*

Our goal is to increase the number of people sent abroad to

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*

- Our goal is to increase the number established connections across the continent. To do so we need the team to raise awareness, to let people know we exist and what we can do for them. We need them to create a content plan with necessary information, and a promotional plan to get more people talking about our project.

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 social media and other digital platforms

5. About the Seeker:

- *Description of company/institution:*
- Erasmus for Young Entrepreneurs is a cross-border exchange programme which gives new or aspiring entrepreneurs the chance



to learn from experienced entrepreneurs running small businesses in other Participating Countries.

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?*