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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):

- **The way we AR (Zumoko AR/VR) – Forecasting the market potential and creating successful digital campaigns**





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)*

- Providing innovative Augmented Reality and Virtual Reality solutions with measurable cost benefits. Saving both time and money by reducing work-hours needed to perform complex tasks. With latest AR and VR technology Zumoko delivers outstanding results for clients in various industries. Among other Zumoko provides digital storytelling, time saving, personalized content, gaining relevant knowledge rapidly, interactive experience, real-time guiding, client reach improvement. AR and VR solutions can, and are, incorporated in a lot of aspects of different industries such as marketing and branding, culture and tourism, architecture and real estate, education and learning, production industries, medical and health sector. The company develops solutions compatible with all major platforms: Android, IOS, Microsoft HoloLens, desktop platforms.

More information:

About the company: <https://www.zumoko.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 places and potential market expansions for solutions provided by Zumoko
- Competition analysis
- Make an analysis of the most important business partners that can be clients
- Creating a promotion plan on social media

Solving these tasks is very important for further progress of the company. With our products we are trying to directly influence the innovation aspects of



different industries, reduce costs and time in training, manufacturing, promotional activities, and other.

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*

- 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, regional and European markets. For this purpose, the participants in the challenge will create questionnaire using a Google Forms, and try to get as many respondents as possible. 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). We expect from participants to give their original ideas and suggestions, and to be actively involved in the process of promotional activities and activities concerning an increase in conversions.

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
- Ability of analysis and observation
- Works in MS Office and using basic statistical tools
- Understanding the broad aspects of markets that AR/VR can influence



- Fluent in English
- Knowledge of social media
- WEB site design basics
- Knowledge of social media

5. About the Seeker:

- *Description of company/institution:*

Providing innovative Augmented Reality and Virtual Reality solutions with measurable cost benefits. Saving both time and money by reducing work-hours needed to perform complex tasks..

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

Our vision is that by recognizing the needs of clients, we develop innovative solutions by applying our knowledge and experience. In this way, we want to consolidate our position as an innovative company, ready for new challenges and create solutions that make everyday life easier. Further expansion to the regional, European and world markets is our priority.

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?*