



Interreg



Danube Transnational Programme

DA-SPACE

GUIDELINES FOR THE PILOT PHASE OF THE DA-SPACE PROJECT:

THE OPEN INNOVATION LAB

Annex 4 – Challenge Template



This document has been developed in the frame of the Interreg Danube Transnational Programme for the DA-SPACE Project under the Creative Commons Attribution + Non commercial Licence

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:

- *Prove that you can do creative Marketing!*

2. Context:

- *Create a Marketing strategy for placing Applications to end-users*

3. Problem:

- *How to activate users to buy Info Team Logistics solution?*

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):

- Basic knowledge of CLOUD solutions and Social Media,
- Creativity, curiosity, well organised, good at planning





5. About the Seeker:

- *Description of company/institution:*

Info Team Logistics is a company inspired by the Industrial Revolution 4.0, and its business is oriented towards new technologies and means of business. Info Team Logistics represents a market of agricultural information, which enables its clients to offer their products for sale, to make buying repro-materials and raw materials easier and in one place, and to be able to get any and all important information at any time and any place. It enables following the prices of agricultural products on the Serbian market in real time. Access to complete data for buyers and sellers of agricultural products is available at any time.

- *Vision:*

Our vision is to improve and expand the current system in countries in the region and beyond. We want for our solution to become the basic tool for modern business.

- *Description of the specific unit/department/function that opens the challenge and how the challenge will be integrated in the company vision: Marketing team of Info Team Logistics opens the challenge and if the plan is directed towards the vision of the company, our developers will be able to work on developing new, more innovative solutions to the problems that agriculture and economy meet in daily work.*

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?*



Interreg



Danube Transnational Programme

DA-SPACE

- *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?*

