Business Offer - Profile

|  |  |
| --- | --- |
| Field | To be completed |
| Title \*  Enter the title of the profile. Remember that this is the very first section to be read. The title should be clear and meaningful for non-experts in the technology or application field.  It should be:   * Clear AND Concise (It is not an advert, and there is room in the abstract and description for further details) * Attractive (Avoid “marketing speak”: remain as matter-of-fact as possible).   Important: Stand-alone acronyms, product names or trademarks are not allowed in the title and that there is a character maximum of 256 characters (including spaces). |  |
| Internal Reference  Add an internal reference for the profile |  |
| Summary \*  Add a summary of the offer/request. It should be a short overview (max. 500 words) and aim to answer the following questions:   * Where (geographically) is the offer/request from? * What sort of organization is doing the offering/requesting? * What is being offered/requested (put the emphasis on the “what”, not the “how”)? * What are the main advantages for the user? * Who are the targeted partners? * What sort of deal is sought?   The summary is usually the first – and sometimes only – thing potential partners will see.  Please note that a space and punctuation marks each count for one character. |  |
| Advantages and Innovations \*  In this field describe clearly the innovative aspects, economic advantages/benefits of the profile (50-2000 characters).   * Consider elements such as performance, ease of use, need of specific know-how, or expertise to adopt your technology. * Avoid generalities such as “best” or “unique”, but try to specify innovation by comparison with prevailing technologies. * Whenever possible, quantify the innovative aspects or advantages of your technology/product, putting the emphasis on explaining the “what” and not the “how”.   Please note that a space and punctuation marks each count for one character.  It maybe useful to add a bullet list of other main advantages related to the product i.e. Potential innovative product aspects, novelty, performance, ease of use, economic benefits, comparison to competitive products already on the market. etc. |  |
| Stage of Development  Select the appropriate stage of development of the technology/product. Choose one of the following stages: | * Already on the market * Available for demonstration * Concept Stage * Field Tested / Evaluated * Project Already Started * Project in Negotiations - Urgent * Proposal under development * Prototype available for demonstration * Under development / lab tested |
| Comments regarding Stage of Development  Add any additional comments regarding the stage of development, if applicable. It may be useful to clarify in greater detail the exact stage of development and/or any factors that require consideration. Be sure to check for spelling, typos and grammar. The text should be clear and understandable and not contradict statements made elsewhere in the profile. |  |
| Description \*  This is the most important field of the profile. In this field, describe the relevant results or characteristics of the offer (max. 4,000 characters). Please note that a space and punctuation marks each count for one character.  Whenever possible, provide background information or a short introductory text to the technology described.   * Describe the technology or product; try to indicate clearly the innovation you propose (provide quantitative data if possible and put the emphasis on explaining the “what” and not on the “how”). * Elaborate on points covered in your summary. If possible back up descriptions with data to support any claims. * Provide information about the expertise or know-how of the proposer. * Do not include a sales promotion of your technology or product. * Do not include the advantages of the technology / product, it will come below. * Do not write your description with a specific market in mind: concentrate on the business/technological aspects of the technology/product you are requesting/offering. * If you use abbreviations, please make sure that full names are given, as well as further explanation (if necessary). * Pay particular attention to spelling and grammar. No spelling mistakes should be present in the profile so be sure to use a spell checker   Important: Stand-alone acronyms, product names or trademarks are not allowed in the description. Always avoid the use of “we/our” and never reveal company names, brand information or other information. It should answer the most obvious questions they would ask. Important components may include an accurate description of the product and market context, etc. The final text should read well and make clear the business opportunity. |  |
| IPR Status  Select the status of the organization Intellectual Property Rights (IPR). You can select one (or more) of the following statuses: | * Copyright * Design Rights * Exclusive Rights * Other (registered design, plant variety, etc.) * Patent(s) applied for but not yet granted * Patents granted * Secret Know-how * Trade Marks |
| Comments Regarding IPR Status |  |
| Technology Keywords  Choose a maximum of five keywords applicable to the organization.  Focus on the technology itself, not on its market application(s). |  |
| Market Keywords \* |  |
| Sector Group | * Auronautics & space * Agrofood * Automotive, transport and logistics * Bio Chem Tech * Creative Industries * Environment * Healthcare * ICT Industry and Services * Intelligent Energy * Maritime Industry and Services * Materials * Nano – and Microtechnologies * Services and Retail * Sustainable Construction * Textile and Fashion * Tourism and Cultural Heritage * Women entrepreneurship |
| Restrict Dissemination to specific countries |  |
| Type and Size of Client \*  Indicate the type and size of your organization. Select one of the following which matches the current size of organization: | * Industry SME <= 10 * Industry SME 11-49 * Industry SME 50 – 249 * Industry 250-499 * Industry >500 * Industry MNE >500 * Inventor * Other * R&D institution * University |
| Year Established \* |  |
| NACE keywords \*  Choose a maximum of five keywords applicable to the organization. |  |
| Turnover \*  Indicate the approximate annual turnover of the company. Select one of the following which matches the turnover of the organization (Euros – Millions): | * <1M * 1-10M * 10-20M * 20-50M * 50-100M * 100-250M * 250-500M * >500M |
| Already Engaged in Trans - national Cooperation? | * Yes * No |
| Additional Comments  Provide any additional comments regarding the organization experience. Be sure not to repeat any information that you have included elsewhere in the profile while always making sure that the grammar and spelling is of a high standard. |  |
| Certification Standards  Add any approved certificates or standards that the organization possesses. All major global standards can be selected including major variants of: AS, BS, DIN, ECOCERT, ELOT, EMAS, EN, FSC, GOST, ISO, OHSAS, MGIP, SA, SO, SPWG, TCO, TS, TSE and VESA standards. |  |
| Languages Spoken \*  Indicate the languages which are suitable for you. You can enter as many languages as required. |  |
| Client Country  Select the country where the organization is located. |  |
| Type and Role of Partner Sought \*  This is one of the most important fields when creating a profile. Insert information regarding the type and role of Partner sought. Enter as much detailed information as possible as this allows prospective partners.  As a rule the following information should be addressed as a minimum:   * The type of Partner Sought (industry, academic, research organization, business etc.) * The tasks to be performed by the partner sought (you should state clearly what you expect from your partner.   Remember multiple types of partners and partnerships can be considered but at least some of the tasks to be performed should be consistent with the type of partnership you are discussing in the Summary, Description and other sections of this profile. Everything should conform. |  |
| Type and Size of Partner Sought  Select one of the following which matches the current size of organization: | * SME < 10 * SME 11-50 * SME 51 – 250 * 251-500 * >500 * MNE >500 * Inventor * R&D institution * University |
| Type of Partnership Considered \*  Indicate the type of partnership agreement that your organization is interested in. Select from one (or more) of the following list:  Note: The following list of partnership types differs dependent on the type of profile you are creating. | * Acquisition Agreement * Commercial Agency Agreement * Distribution Services Agreement * Financial Agreement * Franchise Agency Agreement * Joint Venture Agreement * License Agreement * Manufacturing Agreement * Outsourcing Agreement * Services Agreement * Subcontracting |
| Attachments  Add photos of product / service or certificates |  |