INFO 4 INNOVATION ▸ FINANCIAL PROGRAMS ▸ ADVICE FOR FUNDING ▸ SIGNING UP

ONSTAGE

Touchpoints

- Strategic Partners → Call Service → Offline
- KADIN → Back-ground, Contact, Terms of condition, Feedback → Info 4 Innovation
- Persona Image → Cate-gories → Suitable F.P. → Contact to F.I. → Comment → Start-ups
- Persona Image → Cate-gories → Suitable F.P. → Contact to F.I. → Comment → SME & Revenue
- Persona Image → Cate-gories → Suitable F.P. → Contact to F.I. → Comment → Inter-national
- Persona Image → Cate-gories → Suitable F.P. → Contact to F.I. → Comment → Expanting business
- Persona Image → Cate-gories → Suitable F.P. → Contact to F.I. → Comment → Second Business
- 4 Topics → Experi-ences → Discus-sion → Blog
- 4 Topics → News → Forum
- 4 Topics → Events → Events
- Stakehol-der → Contact → Branche → Forum
- F.I. → Company Profile → Financial Program Detail Infor-mation → Financial Programs

Value Proposition

Information about the project and how stakeholders can profit by contributing
Direct feeback to KADIN about the I. P. will be possible

Suitbale F.P.:
- **Selection becomes easier by choosing the right persona**
- **Small number of clear categories support the search process**
- **After selecting F.P. the contact of the F.I is presented**
- **Stakeholders can comment which support and F.P. they found helpful**

Stakeholders get informed by KADIN and exchange knowledge about training & coaching, policies & funding, application & funding. Events can be booked via the platform.

For contributing to the I. P. the stakeholders get the chance to upload information after signing up

Line of visibilty

BACKSTAGE

- One person for network -ing & taking calls
- Writing text

Providing content and service

- Tem-plate
- Tem-plate
- Tem-plate
- Tem-plate
- Tem-plate

Search for the F.P. has to be supported

- Data of stake-holders
- KADIN
- Tem-plate

Storing & providing content

- Data of stake-holders
- Data of F.I.

Confirmation of regestration

Platform

PLATFORM FUNCTIONALITY

Information have to be easily updated.

The search steps have to be clear and simple. By choosing a persona the user becomes categorized and automatically guided to suitable F.P. Nevertheless the user can modify the search categories. The user can establish contact to the F.I. via the platform and can give feedback to the F.I. by using the comment-box.

Information have to be easily updated by the stakeholders and KADIN. We need a booking system for the events, whereby a % of the ticket-money shall go to KADIN.

Information have to be easily updated by the stakeholders. The template functionality has to be clear and simpel.

Moments of Truth

It has to be clear what KADIN´s role is and what we need from our stakeholders. The story behind the I.P. has to be emotional and presented in an attractive way. (CO-CREATION)

We promise more transparency to our user . We have to make sure that the platform supports the search process and the contact establishment with the F.I. In case of difficulties we need one person in charge to deal with the user´s problem. The personas need still some refinement hence the search categories have to be defined in depth according to the F.P. offer and the entrepreneurs´ qualities.

Creating content is the most important step otherwise the stakeholder will not visit the I.P. Therefore we have to invest time for research and blog interesting stories, articles and find promoters of events.

Convincing the F.I. to cooperate will be one of our biggest challenges.