Create and manage your own co-branded open innovation network with InnogetCloud

Leveraging Online Open Innovation To Foster Technology Scouting and Technology Transfer
Our Understanding Of The Current Situation In A Global Context

- Increase of the adoption of new ways for engagement by using digital means
- Forecasted reduction of the business travel spending
- Increase of digital trends
- Increase of telecommuting

**Opportunity:** Build up and manage your proprietary community where to connect industry partners, researchers, startups, and other innovation players, all in one place, to safely foster open innovation online

- Promote the technology portfolio at international level
- Generate new collaborative R&D and innovation projects
- Identify new funding opportunities
- Promote entrepreneurship and innovation
- Map your internal knowhow and capabilities
- Build trust and communicate better
About InnogetCloud

THE TRUSTED OPEN INNOVATION SOFTWARE TO SAFELY BUILD UP AND MANAGE YOUR OWN ONLINE INNOVATION NETWORK

Your Organization
Non-Digitalized Stakeholders

- Startups
- Large Corporations
- SMEs
- Research Institutes
- Research Groups
- Researchers

Your Digital Innovation Ecosystem Based On InnogetCloud

- Promote the technology portfolio at international level
- Generate new collaborative R&D projects
- Identify new funding opportunities
- Promote entrepreneurship and innovation
- Map your internal knowhow and capabilities
- Build trust and communicate better
- Disseminate innovation jobs and innovation events

External Networks

- Innoget.com Global Network
- Other InnogetCloud Platforms
- Trusted External Networks

New Business & Projects

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# About InnogetCloud

**Built Upon Your Digitalization Strategy**

<table>
<thead>
<tr>
<th>Easy To Manage and Scale</th>
<th>Fully Co-branded</th>
<th>Technology Transfer Oriented</th>
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</thead>
<tbody>
<tr>
<td>InnogetCloud is created with non-technical users in mind. Just define your preferred settings to easily launch, manage and invite your stakeholders to the co-branded open innovation platform.</td>
<td>Customize your InnogetCloud so it adopts the look and feel of your organization. Benefit from a dedicated landing page to better engage with your audience and integrate it with your existing website.</td>
<td>InnogetCloud is defined to efficiently dynamize industry needs, funding opportunities, innovative technologies, knowhow and startups from your owned community.</td>
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<table>
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<tr>
<th>Foster Collaboration</th>
<th>innoget.com Connected</th>
<th>Secure and Reliable</th>
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<tbody>
<tr>
<td>Invite internal and external stakeholders to foster online collaboration, generate more projects and identify new business opportunities in one single place.</td>
<td>Being connected to the largest open innovation network, your members will have access to unique opportunities and postings they will find nowhere else.</td>
<td>InnogetCloud uses the most advanced security protocols to grant every data byte flows through a secure and confidencial environment.</td>
</tr>
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</table>
Key Features

**Built Upon Your Digitalization Strategy**

- 4 levels of membership:
  - Administrator
  - Managers
  - Users
  - Subusers
- Full control over your community: manage who is part of the network
- Content management and content creation support
- Privacy and confidentiality
- Custom registration form and process
- 100% custom landing page
- Platform connected to innoget.com global network
- Communication and advertising support
- Secure and reliable technical infrastructure
- General Data Protection Regulation (GDPR) Compliant
InnogetCloud Implementation Process

**OVERALL TIMELINE**

- Project definition: Objectives, target audiences, content, marketing strategy
- Landing page production
  - Training session
  - Cloud setting review
  - Users' invites definition
- InnogetCloud launch
- First evaluation
  - Areas of improvement
  - New requirements

- Landing page Draft review
- InnogetCloud setup
- Content creation
  - Community building
  - Marketing campaign preparation
- Community management
  - Business cases
  - Marketing campaigns

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Solid Digital Footprint

Effectively Innovate, Engage and Communicate Online

Tailored landing page using the organization brand guidelines

Personal feed with tailored results, including Innovation Calls, Technology Offers and Members suggestions

Direct access to the publication forms as well as professional and organization profiles

My Network section to build up your network of connections within the Cloud, including experts, organizations and research areas of interest
Solid Digital Footprint

Effectively Innovate, Engage and Communicate Online

- Dashboard to manage publications and evaluate incoming contacts
- Replies dashboard to manage submitted contacts
- Saved posts functionality to save publications of interest
- Activity report to track account performance
- Notifications center to stay up to date with latest connections, contacts and updates

Proprietary publication forms for both Innovation Calls and Technology Offers
Solid Digital Footprint

Effectively Innovate, Engage And Communicate Online

Conversion-oriented Organization profiles to showcase published opportunities

Conversion-oriented listings for both Innovation Calls and Technology Offers

Proprietary submission forms for both Solution Proposals and Requests for Information with dedicated fields

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Solid Digital Footprint

Effectively Innovate, Engage And Communicate Online

Conversion-oriented listings for both Innovation Calls and Technology Offers

Extended Management tools to set up and manage the platform based on your preferences

Integrated Chat tool to securely initiate conversations within the platform
Marketing The Community

DIFFUSION STACK CORNERSTONES. GLOBAL REACH. DESIRED IMPACT.

Content Creation
Co-create communications with Innoget or let our specialists word them for you. Boost your Innovation Program's exposure.

Worldwide distribution through proved news and PR outlets to reach those who matters and increase visibility.

WHAT IT INCLUDES?

• Press Release
• Innovation Insider
• Business Case
• Innovation Program Dissemination
• Challenges Dissemination
• Innovation Branded Content
Marketing The Community

DIFFUSION STACK CORNERSTONES. GLOBAL REACH. DESIRED IMPACT.

Email Marketing
Professionally designed eye-catching emails to maximize engagement with your target audience.

Dedicated emails delivered to Innoget’s global innovation network and trusted external database of research and innovation organizations.

WHAT IT INCLUDES?

- Dedicated Emails
- Press Releases
- Innovation Insider
- Business Case
- Innovation Program Dissemination
- Challenges Dissemination
- Innovation Branded Content
Marketing The Community

DIFFUSION STACK CORNERSTONES. GLOBAL REACH. DESIRED IMPACT.

Social Engagement

Banners and updates delivered to Innoget’s continuously growing social media audience.

Reach thousands of professionals on a daily basis, creating a continuous and direct engagement with your target audience.

WHAT IT INCLUDES?

• Design of Creatives and Copies
• Regular Updates
• Content Management
• Community Management
• Tailored Open Innovation Events Attendance
As a pioneer in open innovation, innoget.com is the partner of choice for over 9,900 organizations for the digitalization of their open innovation process, enhancement of the collaboration in R&D and innovation and business development.

Established from the integration of a group of professionals in the fields of open innovation and technology transfer, Innoget offers a wide range of tools, methods and services to accelerate innovation and help you reach your defined goals.
Innoget’s Network Breakdown

Our Members Represent The Best In Innovation

175+k
Experts reached

700+
Research areas covered

9,900+
Organizations actively looking for partners

25,000+
Connections Provided

4,500+
Technology offers listed

300+
Unique Business Opportunities / Year

180+
Countries of origin from registered members

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Benefits

OF TRUSTING INNOGET’S SERVICES

Inside your organization’s innovation ecosystem:

- Better overview of demand and supply of knowledge, technologies and innovations
- Easier to connect your organization members
- Map your internal knowhow and capabilities
- Quicker technology transfer and business creation
- Accelerate development of the innovation ecosystem towards global leadership
- Communicate better with your network of stakeholders

Outside your organization’s innovation ecosystem:

- Profiling to a global network; bring technologies and innovations faster to the market
- Access to over 9,000 industrial companies, research organizations, startups, research groups, universities and funding institutions; extend the innovation ecosystem
- Benchmark the uniqueness of particular knowledge, technologies and innovations
- Create many more options to fulfill a need for knowledge, technology or innovation
- Accelerate attracting best-in-class players to your network
InnogetCloud and Innoget, Trusted brands

Already in use at thousands of organizations:

Awarded and recognized:

Innoget is one of the Gartner 2015 Cool Vendors in R&D for Manufacturers named by the leading research and advisory firm Gartner

Implemented in EU-funded projects:

€2.8M EU-Funded project! The consortium consists of 18 organizations based in 7 European countries. The 3-year project will engage with 50 universities and research organizations, 30 industries and 100 small businesses to assess the mechanisms through which players listed before collaborate to create value.
Interested?

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HTTPS://WWW.INNOGET.COM