




Pilot application of innovation marketing digital platform

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- Objectives.
- Key elements of Incubation Management.
- Focus of pilot applications.
- Pilot Application of Innovation Marketing.

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Objectives


Apply and evaluate two of the digital platforms developed within the MEDICUBE project:

1. Incubation management digital platform
2. Innovation marketing digital platform

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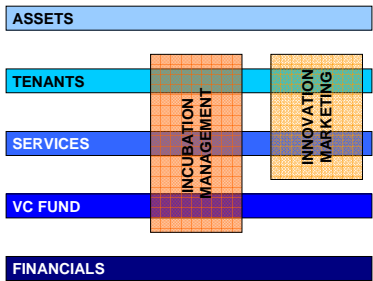

Key Elements of Incubation

- Assets (Leasing contracts, Office space management, Maintenance, Common used facilities, ITC)
- Tenants (Candidates, Residents, Graduates)
- Services provided (Management Consulting, Innovation management, Sales promotion - Marketing, Operational Support, etc)
- Seed/VC Fund (Valuation, Investment, Monitoring, Exit)
- Financials



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Focus of pilot applications

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Pilot Application Marketing Innovation Platform.

- Analyze Objectives and Architecture of platform developed
- Evaluate web presence of i4G Incubated Companies
- Test platform capabilities
- Develop i4G Web Portal (www.i4g.gr) using the platform developed
- Develop prototype web site for an incubated company
- Train personnel of i4G and Incubated Companies
- Circulate questionnaires among i4G Incubated companies.



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Objectives

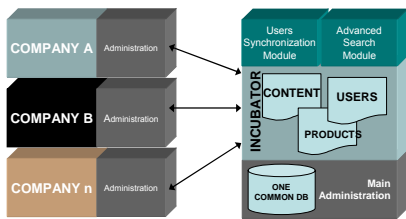
The creation of a content management system, able to support the Incubator and the Incubated Companies, with the following features

- ▶ Automated templates
- ▶ Easily editable content
- ▶ Scalable feature sets
- ▶ Web standards upgrades
- ▶ Workflow management
- ▶ Document management



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Medicube Innovation Marketing Platform Architecture



Advantages

- Interaction of content creates **added value** to Both Parties
- Advanced Search module an asset.

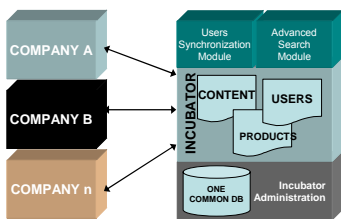
Concerns

- Web presence is a company asset.
- Web hosting cost, choice and capabilities.**
- Companies having already presence.
- Content and capabilities of individual portals.**



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Architecture variations (1)

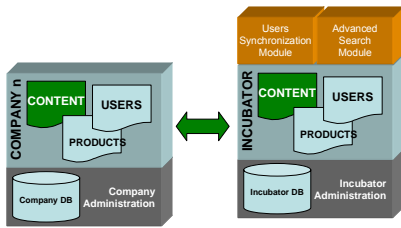


Easy solution for **new entries and companies with limited presence** using the prototype incubatee web site developed.



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Architecture variations (2)



For incubated companies having independent Web Sites **developed with Joomla** (hosted in the same Web Server)



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Joomla Advantages

Why choosing Joomla as Medi-Cube Incubator Innovation Marketing Platform?

- ▶ Under the GNU GPL License (costs €0)
- ▶ Works in any operating system
- ▶ Uses the MySQL database (also free)
- ▶ Great support (free and commercial) and strong community
- ▶ **Multilingual with UTF-8 support**
- ▶ Clean and simple with powerful administration interface
- ▶ Plenty of free and commercial templates that are very easy to modify
- ▶ **Easy install of add-ons and easy to submit news, articles and products and job openings**
- ▶ Offers great flexibility and is fully customizable
- ▶ More extensions than any other CMS available in the market



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Conclusions

- Interaction between Incubator and Incubated Companies creates added value to both organizations
- **Limited interest for E-commerce.**
- Architecture should be adjusted depending mainly on status and choices of the Incubated company
- **Ideal to provide no-cost, easy solutions to new incubator entries.**
- Sound base for the further development of a complete Web Based Incubator Management Toolbox.



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Thank you for your attention

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