

D 3.5.4: Developing marketing strategies for Cis operators

Each project will work on promotion market orientation for culture-based products/services.

(AF) Each Nest has to organize a **market place** where Cis operators will present their projects to an audience of public agencies and private firms in view to check their market orientation and expand the domain of stakeholders interested to cooperate.

The suggested **frame** was a market place made in partnership with another event dedicated to culture, entrepreneurship, innovation or creative industries/cultural sectors with an innovative storytelling to pitch the projects. Potential coordination is possible with the 3.6.1 Pitching event.

Target: 10 + 5 projects holders

Expected Deliverable: 7 reports (one for each project area).

As task leader, TVT is collecting information on the way and the outputs of the local implementation of the activity with the following report format.

General information - Overview

3.5.4 REPORT Developing marketing strategies for Cis operators	
PARTNER Name + logo:	Friuli Venezia Giulia Autonomous Region 
PROJECT AREA :	Friuli Venezia Giulia Region
Name of market place and brief description?	As Covid-19 restrictions took place all around the Country, our marketplace was composed of virtual meetings, in which beneficiaries exposed their project presentation, to a panel of experts. During the three weeks before marketplace, beneficiaries made their own presentation, which received support and feedback by the tutor.
Date(s) of implementation :	11, 12, 13 of May
Location?	Online, Zoom platform
Number of Projects presented?	7

Qualitative / quantitative indicators

How was done the Developing marketing strategies for Cis operators?

Marketing strategies came directly from the work the seven projects were already doing on Business Model.

The seven projects reached different development degrees: we had some of them already able to test a first delivery within the market, deepen knowledge about the target and adjusting prizes. Others are strengthening partnerships in order to improve their marketing strategies.

Comments and feedbacks coming from the panel of experts during the marketplace were considered very precious and enlightening by the beneficiaries.

What was the format of the market place? Was it linked to another event ?

We managed marketplace as the final event of the “first iteration” of the Business Modelling phase: for every project, the tutor suggested a structure to build a presentation, in which the beneficiary could expose the object of the project, value proposition, target chosen, an idea about marketing strategy, costs and revenues, team and competences, next steps.

Please describe the audience? Was there public agencies? And private firms?

The panel of experts was composed by entrepreneurs, angel investors, mentors, Tech Pole Directors, incubation and acceleration experts, innovation managers, social enterprise founders, funding experts.

Please describe if interesting links / networking / partnerships were created?

Stefano Parisotto from UNIS&F, panel member, after the presentations gave the opportunity to attend startup labs, for free.

A lot of names and potential partners were suggested during the marketplace.

Were this activity linked with other activities of WP 3.5 *Enhancing managerial capabilities of cultural engines?*

Yes of course. The marketplace was strictly linked to other activities of WP 3.5., in particular with the Coaching assistance path, during which the Nest projects have been coached in various management skills essential for the strong and successful implementation of the idea, and with the activity 3.5.4. “Developing marketing strategies for Cis operators” that represented for the project ideas the occasion to work on their business plan and investment plan. The Marketplace was somehow conceived as the test bench during which the projects could present themselves, and the improvements done thanks to SMATH, to an audience of experts in view to check their market orientation and expand their network and domain of stakeholders interested to cooperate.

Any issue faced or best practice to share?

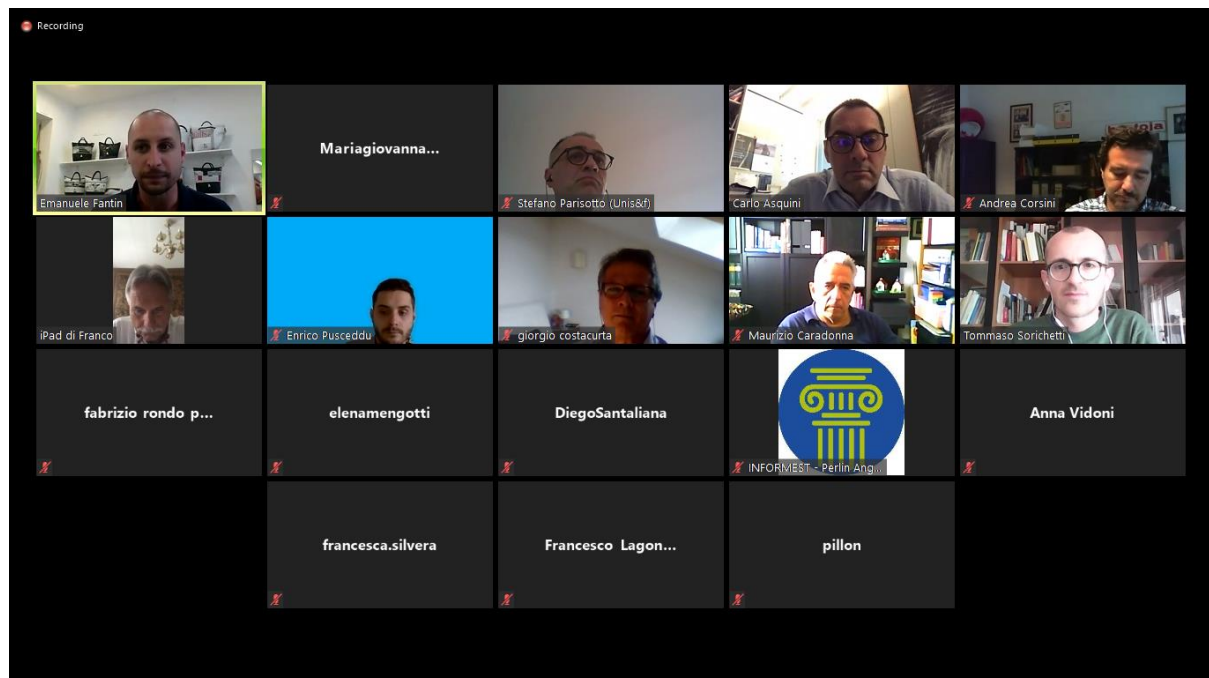
Very well scheduled virtual meetings (1), with an engaged panel of experts (2) and trained projects (3) were the crucial ingredients to reach useful outputs.

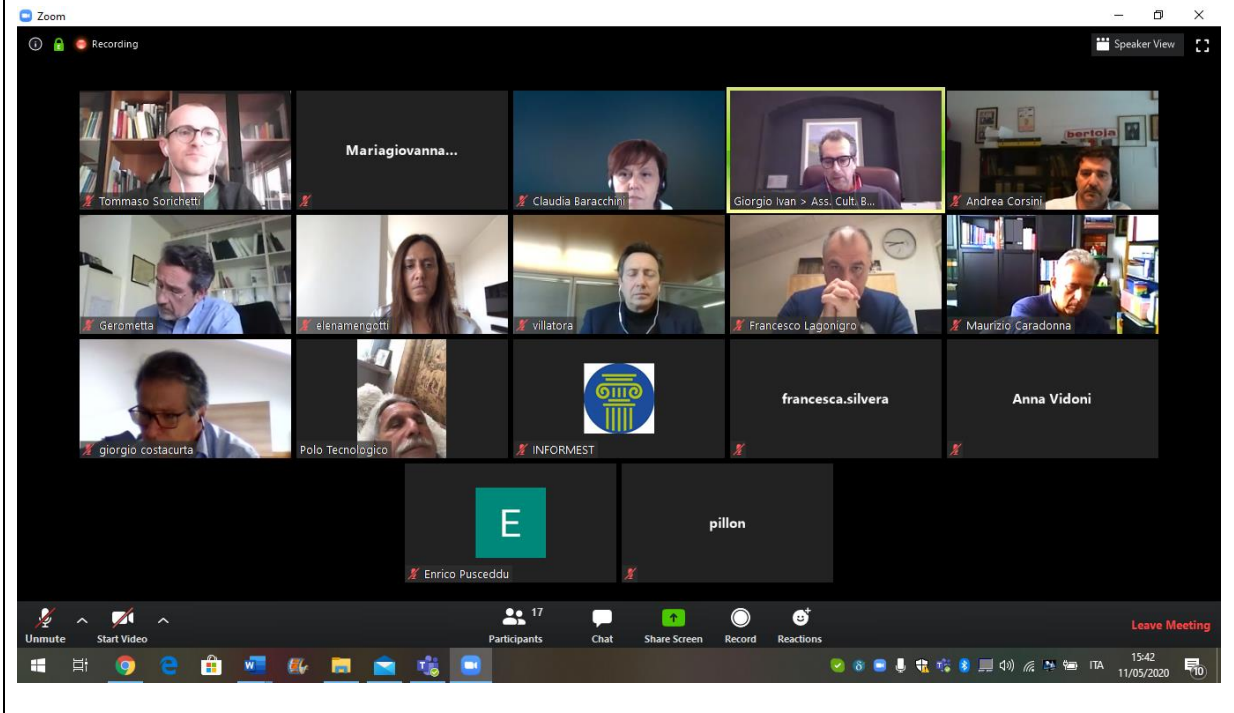
With beneficiaries was shared the idea that marketplace would have been an occasion to test presentations and to collect insights about the project idea and Business model. All the project teams were daily supported by our tutor, with User Experience Design approach and tools.

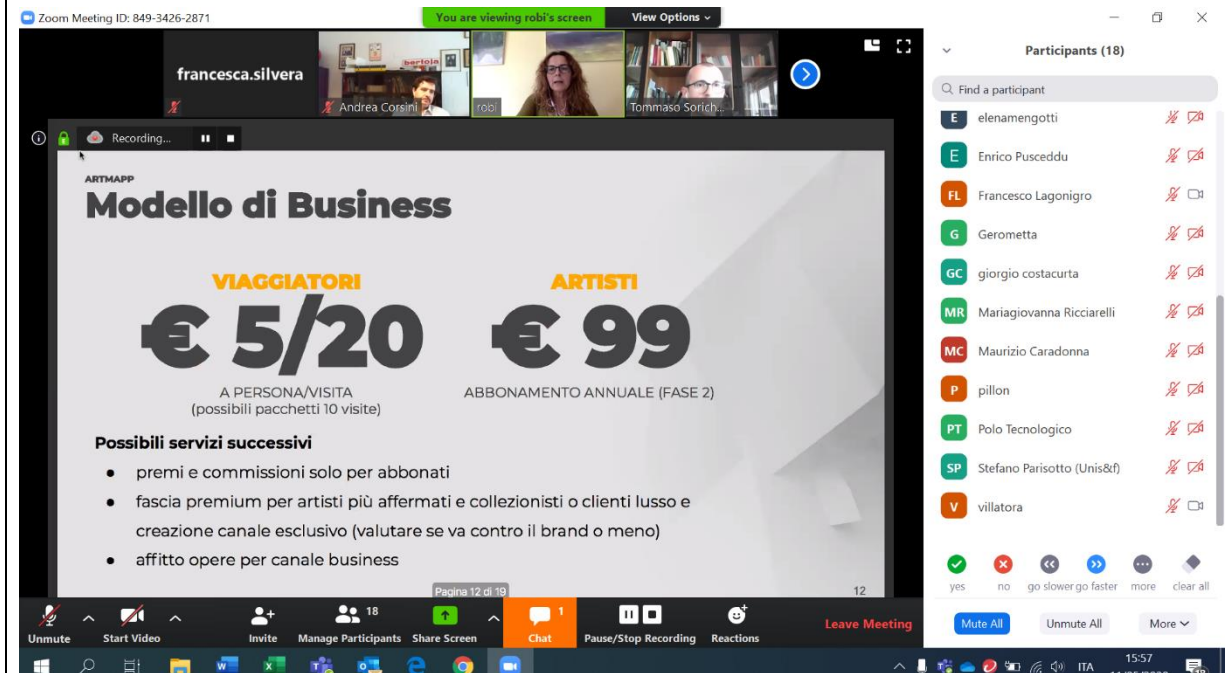
Reporting materials

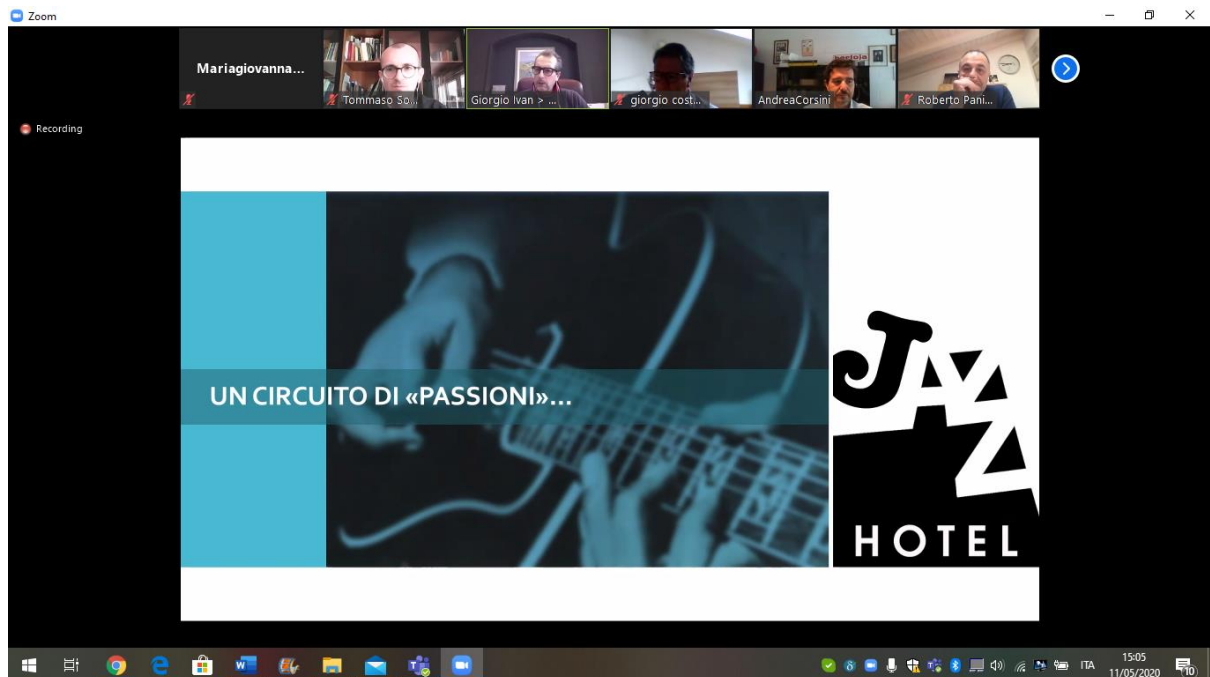
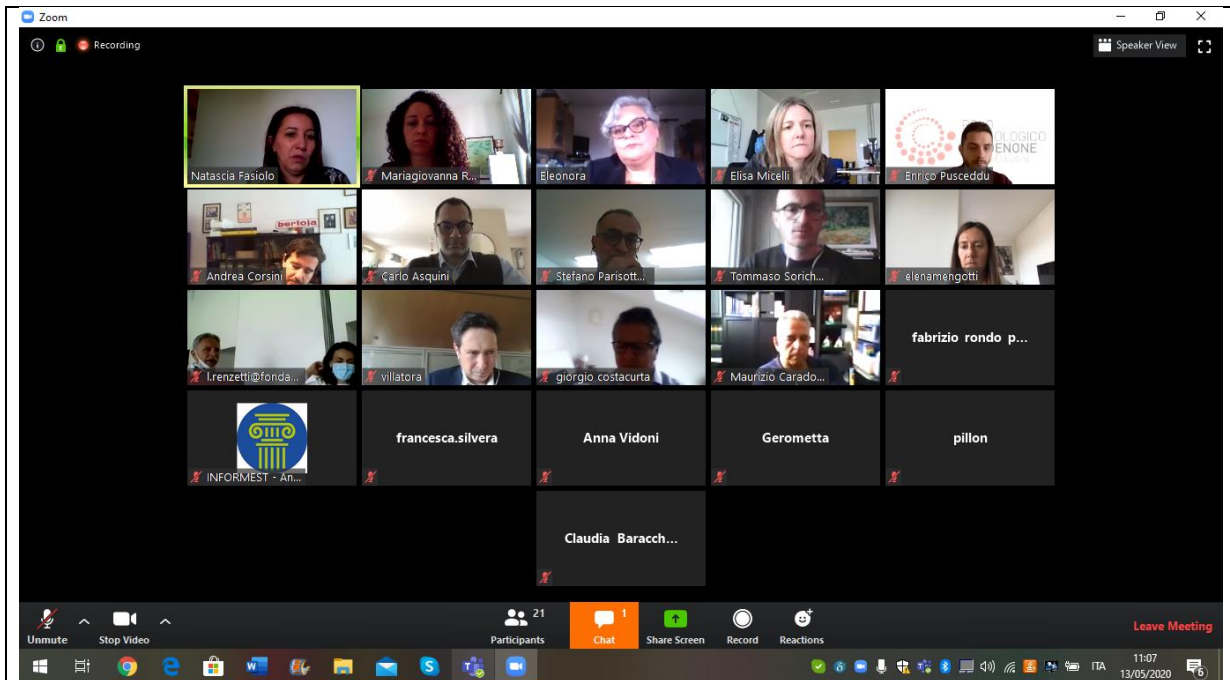
AVAILABLE DOCUMENTATION? yes

Do you have **pictures or videos of the market place** to share? yes









Please specify if they can be published on the SMATH Creative Nest Platform.

FOR COMMUNICATION			FOR REPORTING	
FLYER	PHOTO/VIDEO	OTHERS	ATTENDANCE SHEET	AGENDA

- ❓ Please upload the material on the SMATH 3.5 files in the Smath Dropbox or send them to europa@tvt.fr or paste them below.

- ❓ Dropbox folder WP 3 Task 3.5
<https://drive.google.com/drive/folders/1nRAgoUw7mOR48qdKaZp0f9CxivGyptok>