Workshop *Simulated Crowdfunding*

Interreg CENTRAL EUROPE — European Union European Regional Development Fund — **SYNERGY**

13.02.2020, Steyr, 12:30 – 16:00
Registration via: office@profactor.at

Challenge

Crowdfunding revolutionizes traditional approach to the process of new product development.

Through presenting the product idea to the public, the crowdfunding has created an opportunity for engineers and designers, to receive an immediate market feedback. It can be quickly and with little effort and investment verified if potential customers are interested in the new product. What is more, the new product is easily linked to potential investors. You want to experience, how crowd funding is working in the point of view of campaign user or an investor?

What we offer

The Synergy Crowd Innovation Platform was developed to raise awareness about alternative funding ways and to give organization as well as start-ups the change to experience crowdfunding within in a simulated crowdfunding pilot action.

Campaign Giver
Try out, how a campaign can be published on the Synergy Crowd Innovation Platform (SCIP) and learn more about crowdfunding. Within the Simulated Crowdfunding Workshop investors will have the chance to invest in your project. SYNERGY project awards with the voucher the 5 first projects that have reached the assumed budget goal.
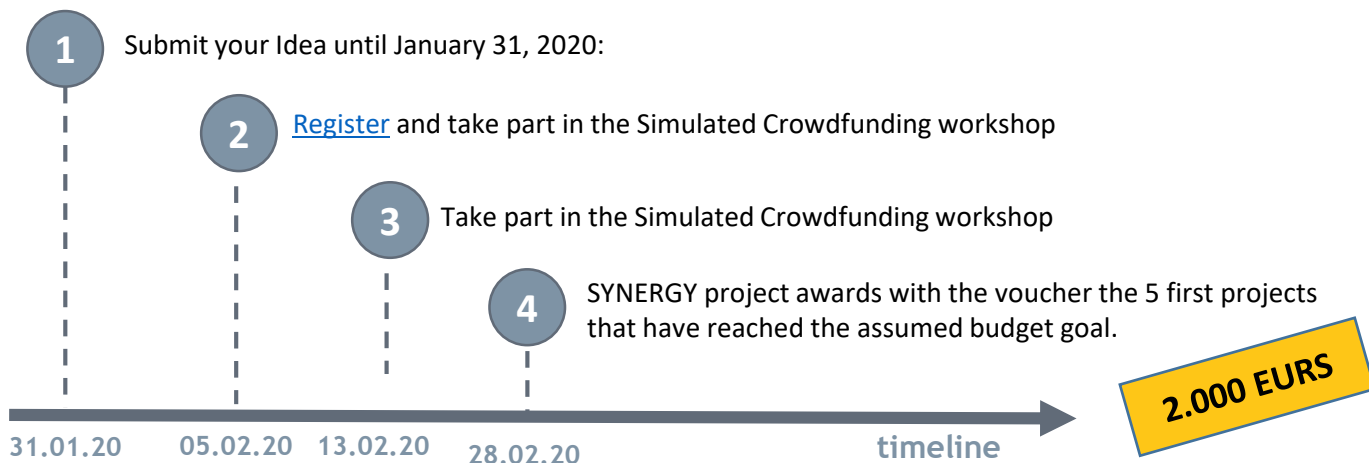
2.000 EURS

Investor
Be part of the SYNERGY Simulated Crowdfunding Workshop and invest with fake money in the best ideas. In this way use the change to experience how crowdfunding mechanism are working, how you could use it in your organization and how you can benefit from it.

How to publish a campaign

Register on the SCIP.

1 Submit your Idea until January 31, 2020:

2 Register and take part in the Simulated Crowdfunding workshop

3 Take part in the Simulated Crowdfunding workshop

4 SYNERGY project awards with the voucher the 5 first projects that have reached the assumed budget goal.

2.000 EURS

31.01.20   05.02.20   13.02.20   28.02.20   timeline

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Your benefits

Use and benefit from testing crowdfunding to not only raise money but also to get feedback from users about your project idea.

Raise money for your project	Get feedback at an early stage	Increase awareness for your project idea
Direct communication with your investors	**Decrease your risks**	**Increase chances of successful implementation**

	Agenda of the Simulated Crowdfunding Workshop		**Moderation**
12:30	Registration and Welcome	30 min	-
13:00	Presentation of Synergy Project	15 min	

13:15	Presentation the Synergy Crowd Innovation Platform
	    Crowdfunding
	    Crowd Sourcing (infrastructure sharing)
	    Micro working
		30 min	

13:45	Presentation of the schedule/rules of the game "Simulated crowdfunding"	15 min	
14:00	Game "Simulated crowdfunding"	90 min	Campaign givers are invited to present their project ideas
15:30	Snacks and Conclusion	30 min	

Up-coming crowd innovation activities

The Synergy Crowd Innovation Platform (SCIP) will offer crowdfunding and crowdsourcing for innovative solutions for the CE society. Apart from resource sharing, the platform will facilitate microworking, being an approach where community solves smaller tasks which are then reassembled into an overall result at the end and a crowdfunding mechanism to directly fund idea givers.

Upcoming services enhancing crowd innovation initiatives will be:

Crowdsourcing for research and innovation projects	Microworking for companies challenges	Crowdfunding for research projects	Resource sharing

Win a voucher

To boost crowd innovation at the SCIP, Synergy will award solution providers and a infrastructure taker with vouchers in the first pilot actions for each activity at the SCIP.

Vouchers are intended as services such as consultancy, training, business plan, law service, market analysis, renting, research ordering etc.

SHARE YOUR INFRASTRUCTURE

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Challenge

Investing in an infrastructure often poses difficulties for organizations:
1. how can we use the infrastructure properly,
2. which use cases exist in our company or research organization for this technology
3. how can we ensure that the infrastructure is fully used
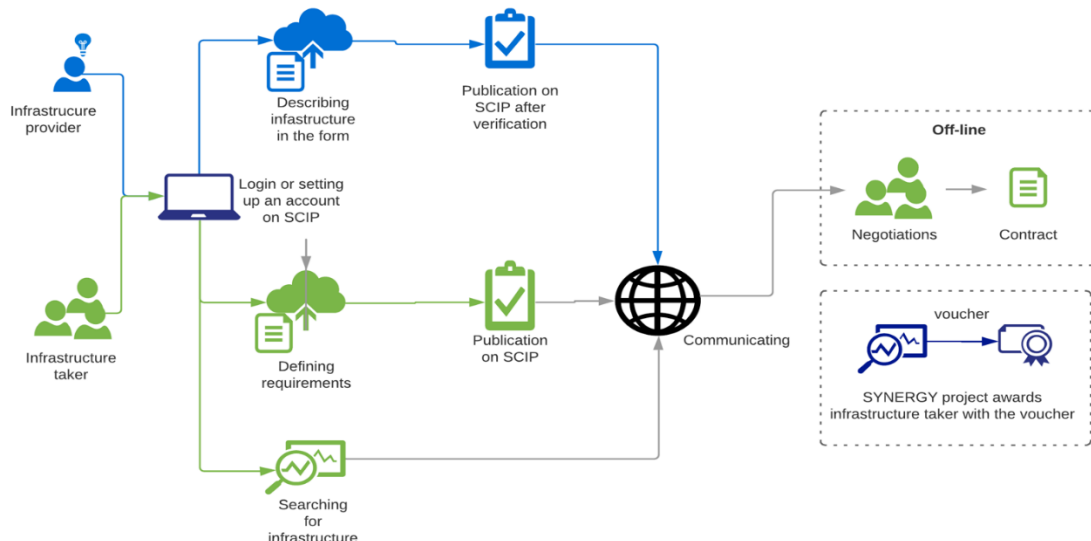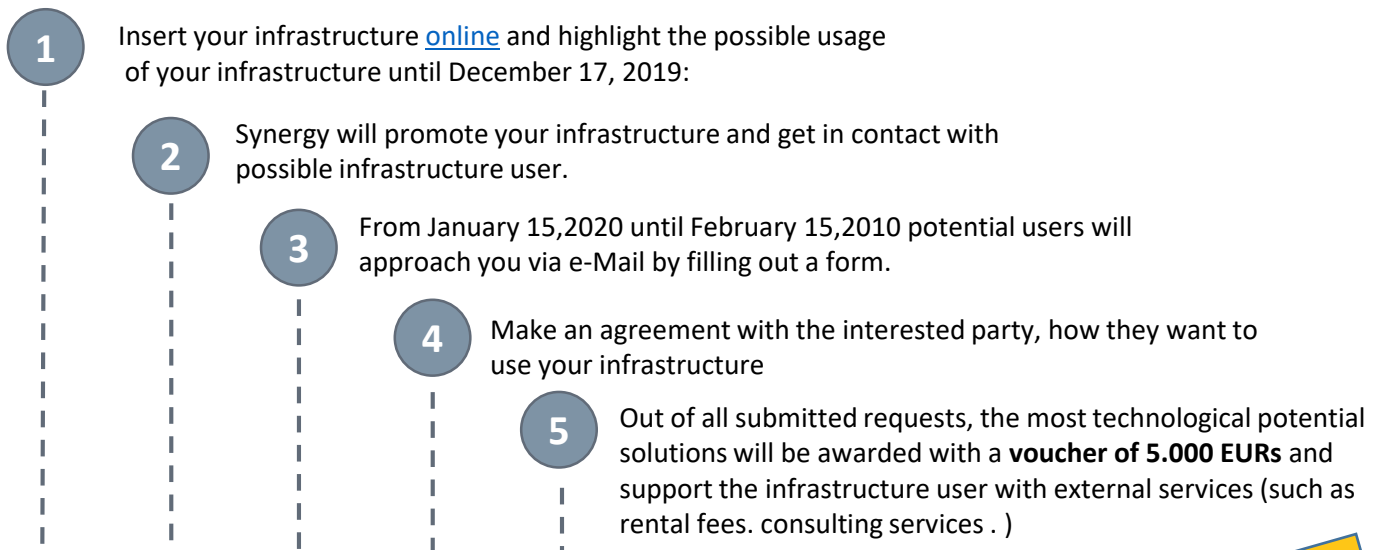
What we offer

Infrastructure sharing offers the possibility to test infrastructure/technologies and gives the possibility to better utilize and commercialize your technologies.
We develop a **Synergic Crowd Innovation Platform** to share infrastructure among companies, research institutions and universities.
https://synergyplatform.pwr.edu.pl

How to share infrastructure

Share infrastructure does not mean it is for free. You can either **rent** the infrastructure, combine it with **workshops** or any **research ser**vices.

1 Insert your infrastructure online and highlight the possible usage of your infrastructure until December 17, 2019:

2 Synergy will promote your infrastructure and get in contact with possible infrastructure user.

3 From January 15,2020 until February 15,2010 potential users will approach you via e-Mail by filling out a form.

4 Make an agreement with the interested party, how they want to use your infrastructure

5 Out of all submitted requests, the most technological potential solutions will be awarded with a **voucher of 5.000 EURs** and support the infrastructure user with external services (such as rental fees. consulting services .)

17.12.19   15.01.20   15.02.20   28.02.20   timeline

5.000 EURS

Your benefits

Use and benefit from this new business model to help companies make the right technology investment decision and increase the infrastructure utilization rate.

Promote your technology and competences	Test a new business model	Increase your turnover, reduce costs
Increasing the utilization of their infrastructure	New Partnership for your business	Synergy advertises your technologies for you

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About Synergy

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SYNERGY: What we do

The SYNERGY project will create a space for crowd innovation and building networks.
SYNERGY aims to strengthen linkages among organizations and people involved in:
- additive manufacturing and 3D printing,
- micro- and nanotechnology,
- Industry 4.0

https://www.interreg-central.eu/Content.Node/SYNERGY.html

WITHIN **SYNERGY** PROJECT YOU CAN BENEFIT BY:

Joining Synergic Networks clustering companies, researchers and intermediaries focused on modern industrial technologies	Taking part in Design Thinking workshops on developing platform dedicated to open innovation	Sharing your or using someone's infrastructure to develop innovative products	Testing and using platform with crowdfunding, crowdsourcing and microworking solutions	Winning a voucher for an expertise, market analysis or law service

RESEARCH PROJECTS	SYNERGIC CONSORTIA	SYNERGIC NETWORKS	DEFINING EXPECTATIONS OF THE PLATFORM	SYNERGIC CROWD INNOVATION PLATFORM	PILOT ACTIONS STRATEGY TRAININGS

Project 1
Project 2
Project 3
Project...
Project n

Analysis

Synergic Consortium 1
Synergic Consortium 2
Synergic Consortium ...
Synergic Consortium x

Industry 4.0

Additive Manufacturing

Micro- and Nanotechnology

Meetings Workshops

social product development
crowdfunding
open innovation
crowdsourcing
microworking

Pilot actions:
Simulated crowdfunding
Vouchers for innovation
Prototype a model
Rent a robot

Innovation strategy

Trainings