

German commerce and consulting company seeks start-up for the development of an automated matching platform for the electrical appliance industry

Summary

Profile type	Company's country	POD reference
Technology request	Germany	TRDE20220707016
Profile status	Type of partnership	Targeted countries
PUBLISHED	Research and development cooperation agreement	• World
Contact Person	Term of validity	Last update
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General Information

Short summary

A German commerce and consulting company seeks startup companies to create a (partially) automated digital platform to match companies in the electrical appliance industry with new products and product ideas. Envisaged is a technical cooperation agreement in the framework of an innovation challenge.

Full description

The German company has 30 years of know-how in the electrical appliance industry and combines all services regarding technology innovation, business model development and market launch in the DACH region. Part of the German company's service is the placement of new technologies, especially from startups, in existing markets. Customers come from various sectors and include automotive supplies, manufacturers of batteries, producers of molded rubber parts, glass, ceramics, cooling technology, heating technology, packaging, motors, sensors, software and hardware. The focus in this context is on the following three segments: 1. Digitals, i.e. the topic of networking, 2. Mechanics, i.e. innovative materials, 3. Innovative Appliances, i.e. appliances with a clear advantage for manufacturers and users.

The company is looking for a IT startup that can develop or customize a digital platform that enables a matching of companies with new products & product ideas in an (partially) automated way. This platform is to provide companies in the electrical appliance industry with access to new features, materials and products and, based on the expressed

requirements, search for possible solutions worldwide and make suggestions for linking. At the same time, an assessment is to be made of which business models are suitable for the companies' fields of activity.

The goals of the defined matching platform are twofold. On the one hand, the platform is intended to identify potential partners for subcomponents, materials and features when established companies from the electrical appliance industry are looking for new opportunities in product development. This will accelerate innovation and make it accessible to established companies. On the other hand, (international) startups with market ready product offerings from these field should find potential partners for international product launches and marketing. Especially in the field of hardware, many young companies fail due to the classic market entry barriers and bureaucracy. However, the matching algorithm should not only establish supply and demand within the information actively entered into the platform, but should also take into account current trends and reports on new products. For this purpose, the platform should have appropriate scraping functions and prepare the collected information in an appropriately structured manner. This information can be obtained from sources such as annual reports, company start-ups, articles, product descriptions, etc. In addition, products should be evaluated using a matrix of various factors. These have to be defined in more detail in the joint development, but it is the clear goal to underpin products and the matching process with statements on Pains, Gains and Product Quality. The platform must be able to play out the data obtained to the corporate customers via a dashboard. To this end, companies should be able to create their own log-ins and profiles. The profiles and the data behind them should be used for the matching process.

IMPORTANT: This technology request refers to an innovation challenge published on an internet platform that was issued by a city in North Rhine-Westphalia. If a start-up expresses interest before the closing date of August 15, it will be guided towards this open innovation platform. The start-up company takes part in the challenge with their application. If it is selected, it will be invited to spend five working days with the region and the corporate All submissions will get feedback by the company. The challenge closes on August 15, 2022. After that, the firm will select the start-ups with whom they would like to cooperate in the development of a solution/pilot project. As this challenge promotes cross-border cooperation applications, it is not open to German companies.

Advantages and innovations

Stage of development

Sustainable Development goals

- **Goal 9: Industry, Innovation and Infrastructure**

IPR Status

No IPR applied

Partner Sought

Expected role of the partner

The partner should be an IT startup that has experience in the development or customization of similar platforms. The development of the platform will take place in the framework of an innovation challenge.

Type of partnership

Type and size of the partner

Research and development cooperation agreement

- SME 11-49
- SME <=10
- SME 50 - 249

Dissemination

Technology keywords

- **01003006 - Computer Software**
- **03004004 - Electrical Engineering/ Electrical Equipment**
- **01003011 - Electronic Commerce, Electronic Payment & Signature**

Targeted countries

- **World**

Market keywords

- **02007008 - Business and office software**
- **02007004 - Program development tools/languages**
- **03003 - Power Supplies**
- **03001009 - Other electronics related (including keyboards)**
- **03002 - Batteries**

Sector groups involved

- **ICT Industry and Services**
- **Retail**