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Perfect Business Match Corporate Challenge DOaccelerate 2022

About Perfect Business Match

EFF DEE Commerce & Consulting GmbH has 30 years of proven know-how in the electrical appliance industry and combines all services regarding technology innovation, business model development and market launch in the DACH region under the brand "Perfect Business Match".

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 USP for manufacturers and users.

Challenge Intro

The goal of the Challenge is the realization / customization of a digital platform that enables a matching of companies with new products & product ideas in a (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.

Challenge Details

Part of PBM's service is the placement of new technologies in existing markets, especially the DACH region. Here, startups from different sectors play a very decisive role, as they can offer fully comprehensive products as well as partial components or specialized features which as a add on can revolutionize existing markets.

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. Last but not least, the profiles and the data behind them should be used for the matching process.

We are looking forward to your application and your solutions from other areas that are already on the market. Of course, we will be happy to answer any questions you may have during the application phase and are looking forward to working with you in September.