



DT3.3.2 MATCHMAKING VIA OPEN INNOVATION

Germany

Version 1
March 2022

Author(s): Simona Pede, bwcon

Contributor(s): Magdalena Weinle, HdM





Date	AVM challenge pitch	CCI solution (idea) pitch	Location	Participants	
				AVM	CCI
26/01/2021	x		online	0	13
2/2/2021		x	online	0	5
18/06/2021	x		online	6	37
20/06/2021		x	online	6	37
12/11/2021	x		online	6	40
15/11/2021		x	online	6	40
TOTAL				24*	172*

*Challenge and Solutions pitch were integral part of each piloting round. Therefore the AVM and CCI attending the Challenge and Pitch of each round are the same. In the table they have been reported twice.

Project relevance and summary:

Within this report, we described the three piloting rounds conducted in Germany by bwcon and HdM. The first round was tested on the basis of the methodology described in DT3.2.1 in January - February 2021.

After having designed a long piloting process stretched over many months, bwcon and HdM based on the feedback of potential participants realized that the commitment required in the process represented a limit for companies wishing to participate and opted therefore for shorter piloting rounds with more replications. The opportunity to replicate the pilot offered furthermore the chance to test different formats and understand which one might work best.

The first pilot implemented in January - February 2021 was therefore a test run. The pilot was designed in form of a cooperation sprint and was furthermore accompanied and supported by additional activities as the dimension workshop and the specialized training.

Based on the experience collected, a second piloting round was organized in June 2021 in form of a Hackathon. This second format proved to be particularly engaging for AVM companies and had the advantages to concentrate in a short amount of time different activities spanning from ideation to prototyping.

Building on these results, a third round of piloting was organized again in form of a Hackathon in November 2021.

Following more detailed of each piloting rounds are provided.

1st Piloting Round: Cooperation Sprint

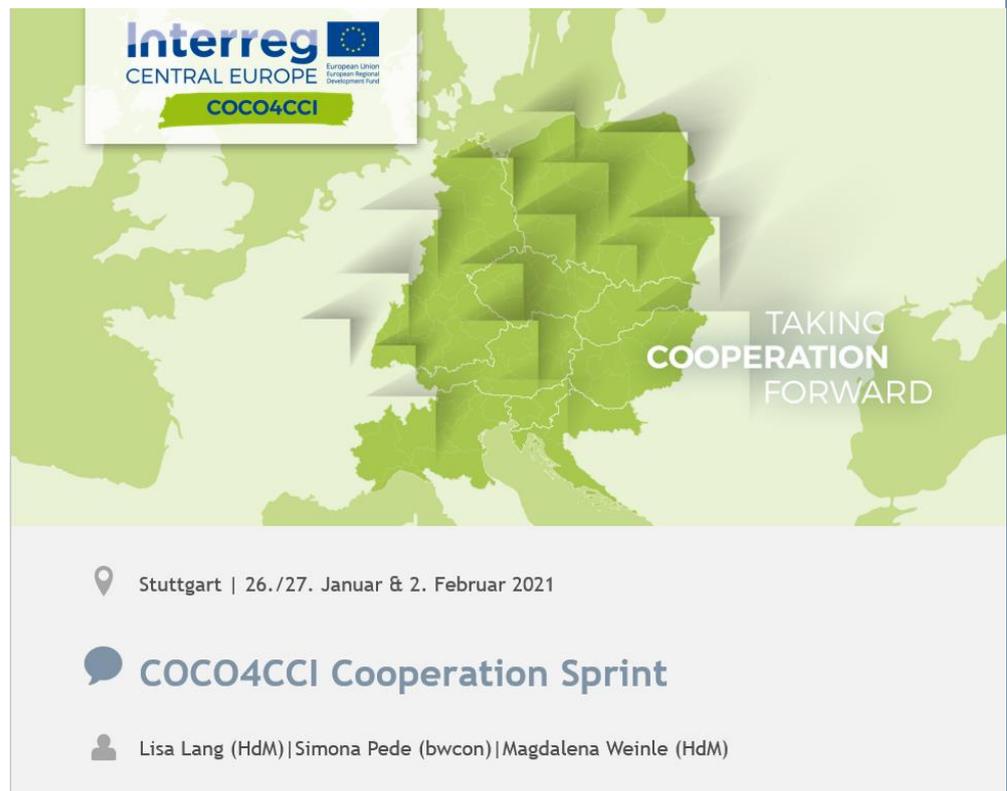
Date of Event:	26 th /27 th of January and 2 nd of February 2021
Location:	Online via Zoom
Status:	planned / underway / <u>ended</u> / other (please specify)

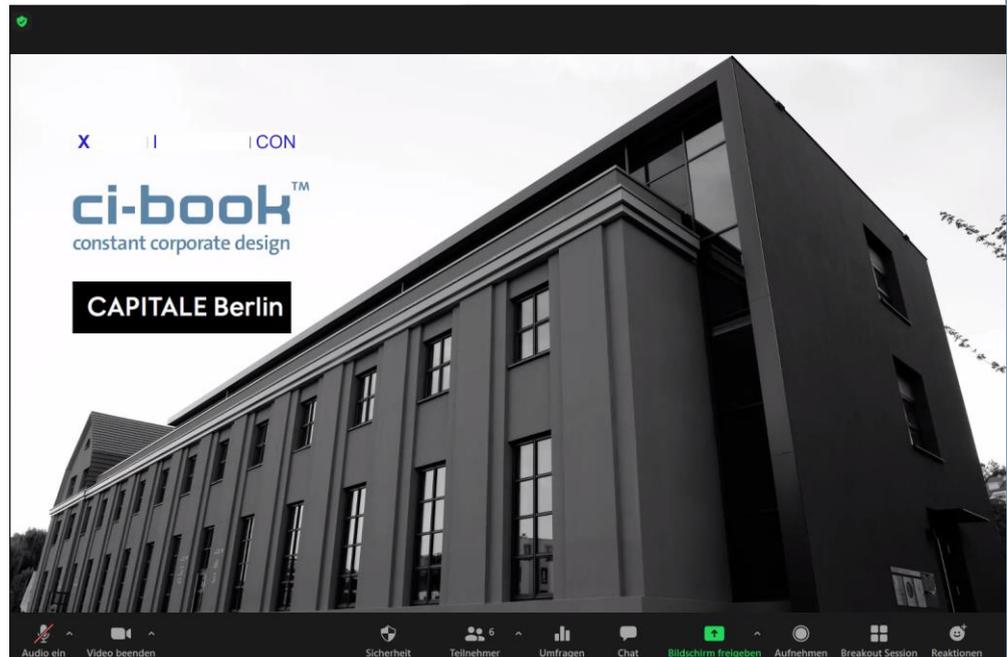


Partners Involved:	HdM Stuttgart and bwcon
Relation to Project:	partner meeting / stakeholder group / external event with participation / external event organized by a partner / other (please specify) - workshop organized as a part of an external event / <u>piloting workshop</u>
Event Website:	http://cocobw.de
Description/Details:	<p>Innovation through cooperation: When companies from different sectors work together, they are able to the right solution for all kinds of challenges. Our COCO4CCI Cooperation Sprint helps you to do just that!</p> <p>The Cooperation Sprint is a compact online event format in which players from different industries face a common challenge and find solutions in a co-creation process using design thinking and other innovation methods.</p> <p>What is it about? The Corona pandemic continues to pose major challenges for many companies. In this Cooperation Sprint, the focus lies on the following topics and issues:</p> <ol style="list-style-type: none"> 1. Digitalization and new business models: The Corona pandemic has had devastating consequences for the cultural and creative industries, which are increasingly virtualizing their offers. But how can the digitization of offers be diversified? How can the loss of revenue be compensated? What kind of new and innovative offers can be created in the creative industries? How can these be made sustainable so that they can continue to be used even after Corona? 2 Marketing and communication: Due to the crisis, many companies in a wide variety of industries have cut back sharply on their marketing and media activities. How can these companies hold their own against competitors who have invested the same or even more in advertising and communications as before? How can companies' marketing budgets, which have been cut back due to the pandemic, be used sensibly so that sales remain stable? How can companies adapt their communications during the crisis to increase their attractiveness? 3. Further training and digital skills in everyday work: New digital business models and new technologies such as AI and robotics require employees with new skills. How can companies ensure that their employees meet the challenge of digitalization through new learning and training concepts? How can companies integrate continuous learning into everyday work? <p>With our participants, we worked on creating new ideas and solutions for these challenges using Design Thinking and other innovation methods. Additionally, we paved the way for further cooperation between AVM and CCI by using a co-creation canvas and profiles of each participant for future matching possibilities.</p>



Annexes (photo,
 participant list,...)





- | | | | |
|---|---------------------------------|---|---|
|  | Lisa Lang (Co-Moderator, Ich) |  |  |
|  | Simona Pede (Host, Gast) |  |  |
|  | Magdalena Weinle (Co-Moderator) |  |  |
|  | Astrid Somer (Gast) |  |  |
|  | Dennis (Gast) |  |  |
|  | Wolfgang Himmel (Gast) |  |  |
|  | Anne Sillmann (Gast) |  |  |
| <hr/> | | | |
|  | Diana (Gast) |  |  |
|  | Dung Nguyen (Gast) |  |  |
|  | Jess Arcenas (Gast) |  |  |
|  | Karolina Hammer (Gast) |  |  |
|  | Lea Mayer (Gast) |  |  |
|  | Philipps Phone (Gast) |  |  |
|  | Philipps Phone (Gast) |  |  |
|  | Yvonne Schade (Gast) |  |  |
|  | Dung Nguyen (Gast) |  |  |



Type of audience reached (project target groups)	CCIs and AVMs
--	---------------

2nd Piloting Round in Germany

Date of Event:	18 th to 20 th June 2021
Location:	Online
Status:	<u>ended</u> /
Partners Involved:	bwcon and HdM Stuttgart
Relation to Project:	<u>piloting workshop - 2nd Piloting Round in Germany</u>
Event Website:	http://cocobw.de
Description/Details :	<p>For the second piloting round, bwcon and HdM, after the experience tested in the previous reporting period with the “Cooperation Sprint” decided to test a different format, namely the Hackathon.</p> <p>The Hackathon took place from the 18 to 20 June 2021 and had the aim to rethink art and culture, by connecting them with other digital industries and thus creating added value for both sides.</p> <p>Art and culture are a central part of social life and should therefore be taken into account in digitalisation, which also permeates all levels of society. For this, it is necessary to open up the arts and culture industry to outside programmers and digital enthusiasts.</p> <p>The format of the Hackathon consisted in a two-full-day development marathon where teams of creatives participated to create solution for challenges designed by other CCI and AVM Companies. Following challenges co-designed with companies where addressed:</p> <ol style="list-style-type: none"> 1. Sharing spaces and technology for arts and culture professionals 2. Ticketing system for arts and culture professionals 3. Art in public space 4. Signposting for cultural events in public places 5. Financial support



6. Direct feedback
7. New target groups
8. Making lost art visible

A total of 37 participants attended with six supporting companies providing input for the challenges and prizes.

The following companies have supported the event with challenges and prize money: the Haufe Group, Jedox GmbH, Volksbank Gestalterbank, highQ Computerlösungen GmbH, BZ.medien and kultwerk GmbH. COCO4CCI supported furthermore the participating teams in the further development of their ideas through mentoring and training.

In just 48 hours, 5 teams created impressive, diverse concepts and apps. The field of participants consisted of a colourful mix of people with different backgrounds, professions and fields of expertise. The teams were interdisciplinary, consisting of developers, industry specialists, creatives and others, so that not only code could be written, but comprehensive concepts could be developed.

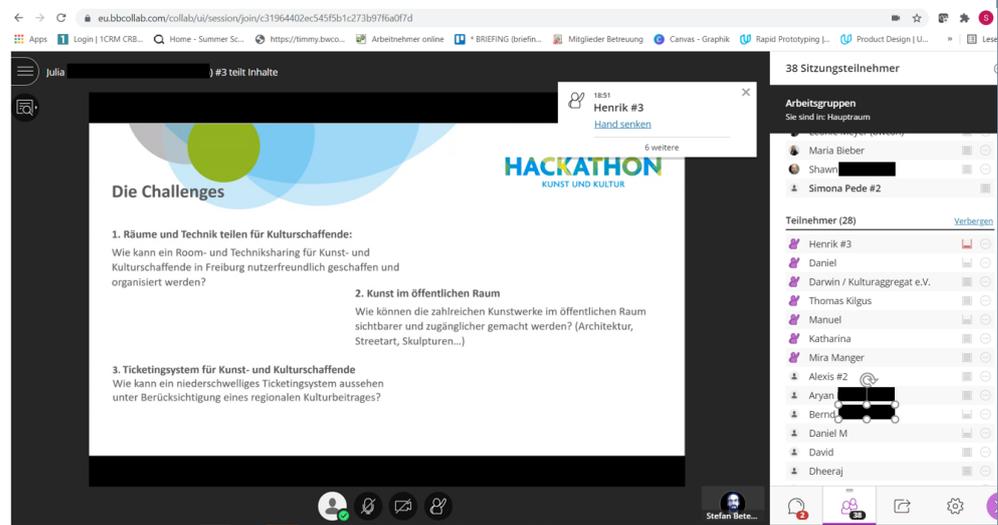
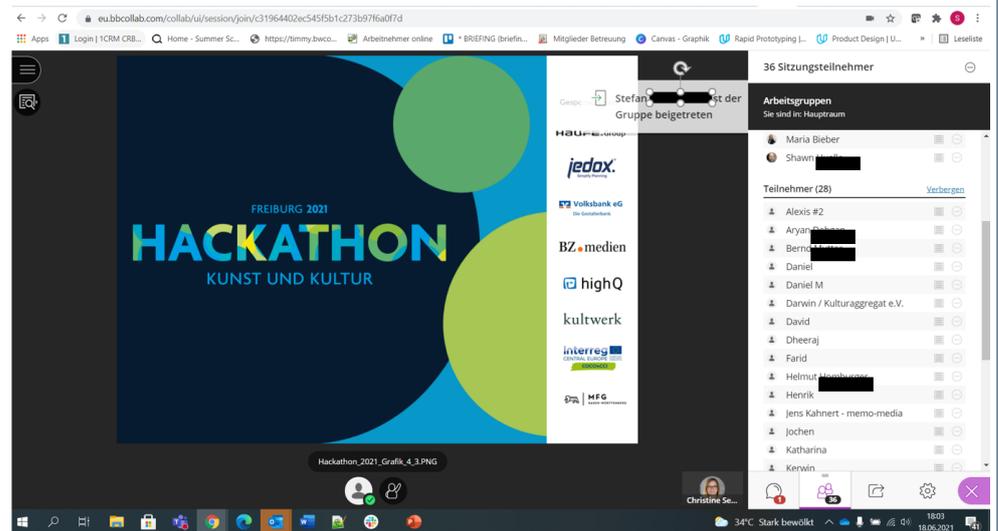
Three teams were finally awarded by an expert jury:

- Team Treye developed a solution for adapting the city's art and culture offerings to personal interests in real time and thus reaching other target groups.
- Team Kunst- und Kulturwegweiser provides low-threshold access via QR codes to background information on venues as well as art and culture professionals.
- The FreiburgArt team has developed an app for art in public spaces that provides comprehensive information, tours of artworks and, for example, donations to artists.

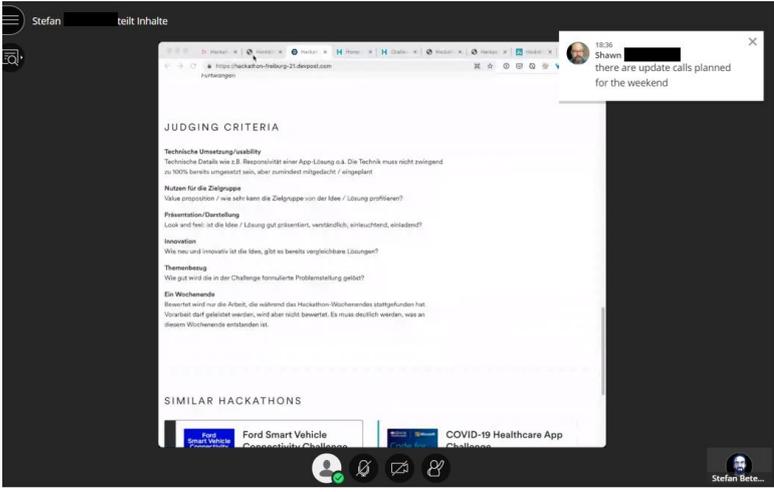
The next stage will be to design a suitable, viable business model for the developed ideas so that the designed prototype can be developed into a market-ready product. Selected teams will receive for that further support by the COCO4CCI partner bwcon and HdM.



Annexes (photo,
 participant list,...)







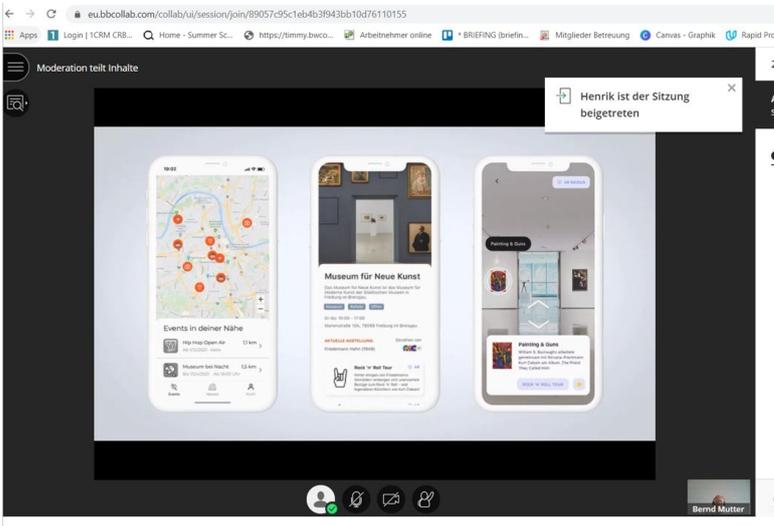
37 Sitzungsteilnehmer

Arbeitsgruppen
Sie sind in: Hauptraum

- Maria Bieber
- Shawn
- Simona Pede #2

Teilnehmer (27)

- Alexis #2
- Aryan
- Bernd
- Bernd
- Daniel
- Daniel M
- Darwin / Kulturaggregat e.V.
- David
- Dheeraj
- Farid
- Gabi
- Helmut
- Jens



28 Sitzungsteilnehmer

Arbeitsgruppen
Sie sind in: Hauptraum

Hauptraum

Moderatoren (2)

- Moderation
- Stefan

Präsentatoren (10)

- Bernd
- Christine
- Clementine
- Daniel
- Gudrun #2
- Julia
- Leonie Meyer
- Maria Bieber
- Shawn
- Tessa



Type of audience reached (project target groups)	CCIs and AVMs
--	---------------

Date of Event:	12 th - 15 th November 2021
Location:	Online
Status:	<u>ended</u> /
Partners Involved:	bwcon and HdM Stuttgart
Relation to Project:	<u>piloting workshop - 3rd Piloting Round in Germany</u>
Event Website:	http://cocobw.de
Description/Details :	<p>As the second pilot round based on a Hackathon format proved to be successful, bwcon and HdM decide to replicate again the format for a third piloting round, this time with a stronger focus on specific technologies, namely blockchain.</p> <p>The Hackathon took place from the 12th to the 15th November 2022 entirely online, with main part of the event streamed live from the bwcon offices in Stuttgart.</p> <p>Main focus of the Hackathon was Coopetition. The concept of coopetition is an approach to counteract the current developments in digital marketplaces. Coopetition means cooperation at the infrastructure level and "competition" at the application or product level. The focus is on cooperation with third parties in the development and operation of digital platforms as well as competition in terms of new products and services. This new and promising field of coopetition was explored in the Hackathon within three main challenges.</p> <p>Over 50 participants registered for the Hackathon, with 40 attending actively during the three days. Six, companies provided real uses cases and challenges to be tackled by participants under the main motto of Coopetition, these were: LBBW, bloXmove, Allianz Industrie 4.0, 1Inch Network, 51Nodes and Oli System.</p> <p>The CHALLENGE</p> <p>The hackathon had different challenges. The Industry challenge was posed by Allianz: Industrie 4.0 and had the following focus: „Redefine the current linear value chain of manufacturing system using decentralized platform economy and autonomous organization system.“</p> <p>Based in the current strictly linear value chain of manufacturing systems (e.g. in the automotive sector the OEM (Original Equipment Manufacturer) relies on Tier 1 suppliers, they in turn rely on Tier 2 suppliers, and so on), there are several new developments which may pose issues for Status Quo:</p>



The Tier status of Original Equipment Manufacturers (OEM): OEM have a very dominant role in the overall system. This system is however changing from a hardware (tangible assets) oriented approach to systems where software and data will play a more dominant role. This may lead to a change of tier status of OEM and IT platforms becoming the head of the value chain

Decentralization and autonomy: As new trends emerge, promoting decentralization and autonomous systems, current central platform operators (e.g Azure, Amazon Web Services or Google) may become redundant and disappear and the platforms in the middle, like Uber, Booking or AirBnB may lose their dominant market role as a fully distributed system is able to match and execute transactions without their central matching service. If we image to extend this trend in the manufacturing sector, we understand that This could result in the conversion of each robot / manufacturing machine to become organized as a single autonomous company acting as profit center.

The new value generation network: This means if an entity needs raw material/subcomponents, it can order those autonomously from another entity. The raw materials/subcomponents are then further elaborated and sold to the next entity and a value generation network is established. Different entities compete, and the different procurements processes are executed in a highly autonomous manner. This may also include the autonomous scheduling of maintenance processes up to the preparation of the annual tax declarations and annual balance.

Assuming a future of highly autonomous acting manufacturing systems as micro entities, solutions for the transactions between these entities are needed, which allow a highly autonomous and flexible manufacturing environment.

Based on this scenario the participants were asked to provide solutions for: procurement, buying selling the raw material/products, self-organizing maintenance processes (detecting, ordering, buying,...) and interacting dynamically in an environment where to the very large extend each robot is organized as own administrative domain (own company).

The PROCESS

The business initiative Baden-Württemberg: Connected e.V.. (bwcon) and blockLAB Stuttgart e.V., together with the partners and sponsors of the developer marathon, gave the participants various tasks to be solved in teams within three days.

Twelve teams were formed from the participants of the hackathon, which developed innovative scenarios, prototypes and ideas using blockchain technology. The resulting concepts were then presented to a jury of experts.

In each category, experienced and established companies were on hand to advise the participants - but they also addressed the teams with current challenges and use cases.

RESULTS and WINNING TEAMS

Eight teams submitted a project at the end of the hackathon. The jury selected the most promising concepts from all the submissions.

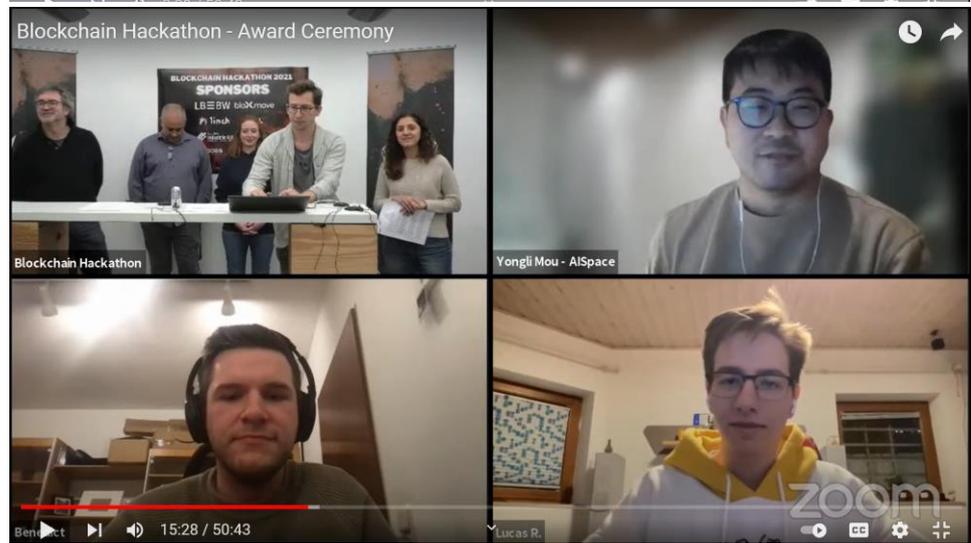


The jury considered the team AISpace to have the best technical implementation. AISpace aims to create a decentralised, collaborative, trustworthy and autonomous marketplace for AI assets by combining blockchain, semantic web and privacy-friendly computing technologies. The AISpace team also won the Industry Challenge.

Team SherGome developed a controllable, traceable and verifiable intellectual property sales platform for the fashion industry. As they are already well versed in the world of fashion, they bring the necessary know-how in the areas of fashion, sales, marketing, product development and UI/UX.



Annexes (photo,
 participant list,...)





SCHEDULE

FRIDAY <small>Livestreaming on Eventornado and Youtube</small>	SATURDAY <small>All day long team work and coding</small>	SUNDAY <small>All day long team work and coding</small>
5pm Opening & Rules of the Game	9.30am Kick-off call & mentors presentation <small>[Livestreaming on Eventornado and Youtube]</small>	9.30am Update Call with participants <small>[Livestreaming on Eventornado and Youtube]</small>
5.15pm Keynote of Sergej Kunz, Co-Founder of 1inch Network	10am Team work and coding	6pm Final call with participants <small>[Livestreaming on Eventornado and Youtube]</small>
5.45pm Introducing the Hackathon's Sponsors and challenges <small>Challenge "Finance"- Joachim Erdle, LBBW Challenge "Mobility"- Dr. Harry Behrens, bloXmove Challenge "Industry"- Dr. Jürgen Jahnert, Allianz 4.0</small>	<i>Mentoring on demand</i>	11pm Deadline for projects' submission on Eventornado
7pm Team Building <small>[on Eventornado Idea Page]</small>	4.30pm Update Call with participants	MONDAY
8pm Beginning of development	5-6pm Sponsors' speed-networking	6pm Award Ceremony <small>[Livestreaming on Eventornado and Youtube]</small>



BLOCKCHAIN HACKATHON



Type of audience reached (project target groups)	CCIs and AVMs
--	---------------