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***Knowledge Transfer Community to bridge the gap between research, innovation and business creation***

**The Guide**

**How the build a Company Profile**

#

# Abbreviations:

EC – European Commission

EU – Europe Union

IP - Intellectual Property

IPR - Intellectual Property Rights

HR - Human Resources

KTOs - Knowledge Transfer Offices

KTT - Knowledge and Technology Transfer

TTI – Technology Transfer and Innovation

TO – Technology Offer

TR – Technology Request

EoI – Expression of Interest

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# Introduction

This Guide aims to develop a methodology and a form for a **company profile** base on internationals Best Practices.

A **company profile** is a way to introduce your company or your entity. It provides detailed and clear explanations about your activities, abilities, aim and assets with the goal to create partnerships.

The general objective is that the partners know better each other, to understand the expertise and experience of the potential partners for business innovation, knowledge and technology transfer.

A **company profile** contains basic information about the business and technical aspects with the objective to address a specific potential partner.

A **company profile** provides an outline of the intentions of the business by descriptively defining and describing what the business purpose is and what it entails.

Before writing your company profile, you need to know who it is for. This determines your format, the elements of the company profile, and—above all—your pitch.

Keep in mind that the readers are potential investors; you need to be persuasive in order to raise funds or to create partnerships base on expertise and experience.

# The possibility to cooperate at international level without grants or other external funds

Are you looking for with a specific skill? For a partnership? In a cluster? In a particular country? Who speaks a certain language?

This tool “Company Profile” can help you! You can search all Network partners based on the criteria above. There are a large number of areas of expertise to search, from technical skills, finance and funding to intellectual property and partnerships.

This methodology must be the one at European level, not only a local or regional level. In the near future we will present our interest - new equipments, systems, services, and the methodology to promote our interests must to be understood by others in different countries.

The message to give to our clients (members of the cluster) is that we bring them into contact with good potential partners. So it is our responsibility to do a first quality check of our “Company Profile”. This starts with the way we organize the dissemination of the partnership profiles.

We must send the message that companies that are interested in those profiles have to deliver a minimum amount of information about themselves and their activities. They must explain why they are interested in the profiles (or why they want to fill in a “Company Profile” form).

A good company with real interest in a profile will see it as an advantage to provide this information because it wants to come into contact with the profiled company.

This approach will give the opportunity of improving the efficiency of the existing R&TI plans and programs and of assessing a first basis for further co-operation.

# Company Profile - aim

Writing a company profile is useful **for introducing your company to the partner and creating a positive impression**. The partner must know who you are, whether you're the company that best fits to its necessity, and if it can trust you. So you've got to be very persuasive and differentiate yourself from the others.

Your aim is to present the expertise and experience, the field of interest, to create a complete picture of the company profile, your client's ambitions and abilities. When you meet an entrepreneur, ask for access to his promotion material (brochure, website…) and, if possible, his patents.

Remember that you could be the person with the answers to someone else's question so do make sure that your profile is as complete as possible.

The text and selected collaboration types should refer to collaboration offers in business offer profiles, while collaboration requests should only be found in a company profile.

It can sometimes be difficult to know whether to insert a company profile. A good 'rule of thumb' is to ask the following question: which way is the money going to flow?

* **If your client has to pay** to get what he is looking for, it is probably a company profile for a Request.
* **If your client is going to receive money or financial gain** from the partner he looks for, it is probably a company profile for an Offer.

Example:

Offer: Your client would like to export products or extend their services. They have a service or product that they would like to offer in order to gain a foothold within the new region.

Request: Your client is looking for a like-minded company that supplies a particular product or service in order to complete their product or service range.

Search for trade partners/distributors is a business offer. Search for products to distribute is a business request.

**The most important part of the profile is the description-the abstract.** Whenever possible, provide background information or a short introductory text about the business, its field of activity, its experience/status in the market (market leader, distributor, and involvement in internationalization activities) to be able to enable people to understand exactly what the company is **offering.**

It is important to realize that profiles should be **readable by non-specialists**: Network Partner staff expert in other fields, or target companies who are potential users of a given product/service but not specialized in it.

It therefore is vital that the information presented in the title and summary be understandable by generalists and give a clear indication as to who is targeted by the information. The information given in the "Description" part can then be slightly more in-depth.

It should, in any case, be sufficiently detailed and clear enough to raise interest in potential partners.

By creating a data base, you can search for profiles matching your partnering needs.

# The Form for a Company Profile

**Please note:**

* Fields that can be ticked should only have one selection when drafting the profile unless specified under the field title.
* Fields marked with asterisk (\*) are mandatory

**Title**

Make sure you have all the necessary information about the company or individual and their business require­ments however are sure that you never refer to the client, brand or products by name in the profile or attached images. The profile should be written so that your client cannot be identified directly.

Example: A Ukrainian market leader in the engineering of gas turbine engines based on stream-niche technology seeks partners for development of a new product

**Internal Reference**

The number that you register in yours internal reference journal – as example: 0001. In the near future we will insert here the number from the Network data base.

**Summary**

* Write with the reader in mind: the summary should be understood by other Network partners so they can target relevant companies in their region.
* Take your time writing the summary and title: these are the first thing potential partners or your client will see and, as a result, is one of the most important aspects of the profile.
* The profile should be written so that your client cannot be identified.

**Advantages and Innovations**

It is necessary to write expertise in field - advantages.

Please refer more at the company (advantages and innovation of the company) that search partners. Why is better to work with this company / University – experience, expertise in the field, more technologies developed for the business environment, market oriented.... The technology will be presented in the Technology Offer.

**Description**

The full description should provide sufficient technical details to attract potential partners for your client but not be too technical so that potential clients are deterred.

**Contact**

Usualy the contact data of the owner of the “profile” are not provided. Only the contact data of the regional contact point. If a client are interested in a focus form, they write to the coordinator/regional responsible, asking for more details and the responsible put them in direct contact with the provider of the form. In this way are in contact only the interested parties (offer and request).
When the interested person write they present the title of the form and the number of the form.

Here you have two options:

1. You are provider of services for the entity that present the profile and you will assist the entity in diverse stages – you insert yours contact data
2. You realize short training and recommendation for the entity that present the profile – you insert the company contact data. From this moment they are on the own route. Can they manage themselves?

At the final, please put you in the role of the partner that you search and analyze:

* Why to be partner with the described profile? They give you more expertise? It is relevant? Will add value and benefits to your company?
* The partnership can give you benefits in yours company?
* The information is enough / well presented to have a decision and commitment to cooperate?

# References

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