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How to build a Company Profile

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 based 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.



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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.