

The Process of Virtual Business Matchmaking

STEP 1	STEP 2	STEP 3	STEP 4	STEP 5	EXTRA
Development of an intake profile	Identification of potential partners	Screening and selection	Organisation of virtual meetings	Business Meetings	On-site inspections of potential partners
<ul style="list-style-type: none"> • Identifying the most prospective partner profile; • Laying down detailed description of the desired partner: <ul style="list-style-type: none"> ✓ Focus on industry, sector and supply chain; ✓ Scope of partner' products and services; ✓ Requirements for organisation type, location, etc. 	<ul style="list-style-type: none"> • Market scan report including information on key players, general sector data, legal framework, etc.; • Thorough research (Long-listing) of potential partners from: internal company database; public directories; specialized periodicals; branch organizations; official institutions; desk research; • Crosschecking long-listed companies with Serdon' rating database and reference lists; • Telephone all companies to confirm accuracy of information, company suitability and partnership interest. 	<ul style="list-style-type: none"> • Narrowing suggested company list to a short list of the most prospective partners; • Collection of additional insights on the short-listed companies from market insiders; • Development of questionnaires, designed to collect additional company information: <ul style="list-style-type: none"> ✓ Company size (eg employees, turnover); ✓ Product/ service specifications; ✓ Organisational capacity and experience etc. 	<ul style="list-style-type: none"> • Finalization of the selection of companies and confirmation of meetings; • Scheduling of meetings; • Meetings preparation: materials, logistics, interpretation, etc. 	<ul style="list-style-type: none"> • Online meetings with the selected companies; • High-definition Video and high-quality sound; • Meeting facilitation, technical and logistical assistance throughout the whole program; • Observance of confidentiality and information security; • Opportunity for video recording; • Post meeting support for follow-up after the meeting. 	<ul style="list-style-type: none"> • Inspections at company' sites to ensure quality and authenticity of information; • Targeted at shortlisted companies or ones that have participated in virtual meetings; • Opportunity to verify various company data; • Deliverables include reports, photo and video materials, authenticated documentation, etc.
Indicative timeframe: 10 working days (four companies) – 15 working days (seven companies)					Within 10 working days
Logistical expenses: € 0					