

COPENMIND Matchmaking application / Exhibitors

Introduction

What is the Matchmaking application?

- The COPENMIND Matchmaking application is a web-based system devoted to facilitate meetings between exhibitors at COPENMIND and participating companies
- Through the COPENMIND Matchmaking application one to one meeting can be arranged that way facilitate valuable preparation and knowledge exchange towards new partnerships.
- The Matchmaking application automatically matches company requests for new partnering opportunities with the exhibitor profiles. Inter-exhibitor searches and personal profile searches are also available through the application.

What is the value for you?

- The Matchmaking application is for exhibitors (universities & research institutes) that want to maximize their chances of finding partners in the corporate sector at COPENMIND.
- The application gives an exhibitor the opportunity to set up an online profile before the COPENMIND event. This means that universities that use the Matchmaking application effectively get one more show case window in addition to the COPENMIND exhibition floor.
- The Matchmaking application is designed to automatically direct companies to you and your university/research institutes in case the companies needs match your research, expertise and interests.
- Through the Matchmaking application the representatives of your university/research organisation are given the opportunity to gain insight in company's interest prior to COPENMIND.

How does it work?

- Exhibitors (Universities and research institutes) register/upload a profile consisting of an overview of their competencies, research areas and technologies together with commercial contacts of interest. In addition the Matchmaking application provides a categorisations of each exhibitors publications from 2002-2008.
- The Matchmaking application automatically matches all requests from companies with the profiles of the exhibitors. Thus, providing the companies with a shortlist of exhibitors that matches the specific request.
- The shortlist enables the company to forward the content of the technology/research request as well as a meeting proposal to the exhibitors of choice.

Exhibitor profiles

- The exhibitor profiles are partly based on a categorisation of the exhibitor's publications¹ within the last 5 years and partly based on a free text summary providing exhibitor's own introduction/upload to key competences, research areas and technologies together with commercial contacts of interest.
- All parts of the profile are contained in the matchmaking-system available for both exhibitors and participants at COPENMIND.
- In the free-text profile an exhibitor may provide a brief and focused presentation of the exhibitor's organisation. The presentation has a maximum of 750 words comprising primary competences and interests of research, collaboration and commercialisation.
- In addition, the exhibitors can supplement the free-text summary in 10 keywords about "*What are the key competences/areas presented at COPENMIND*" and 10 keywords about "*What are the exhibitor's key interests at COPENMIND*".
- Furthermore each exhibitor can upload up to 10 downloadable documents of the exhibitor's choice and up to 10 links to other websites of the exhibitor's choice adding to your presentation.

¹ Each exhibiting university or research institute has been categorised based on academic articles published in English journals in the period 2002-2008. The publication data is retrieved from ISI Web of knowledge and all publications are assigned subject categories and keywords. Statistics are based on the number of publications, the share of publications in subject categories, frequency of keywords in each subject category and finally weighted by citation rates.

Practicalities

What an exhibitor should do

- Appoint an exhibitor contact person that can be in charge of register/uploading the profile. Furthermore the contact person must be able to receive and handle meeting request from companies etc. Hence, the person should have an insight to the organisation and activities of the exhibitor in order to forward meeting request and other information demands.
- Once the contact person has been appointed the exhibitor should start working on the free text profile. As soon as possible the contact person should upload the free text profile online.
- In addition to the free text profile exhibitors must remember to sign-up representatives for COPENMIND. Each signed-up exhibitor representative will be given an individual password to access and upload personal profile in the match aiming application.

When to do it

- From the 27th of May, exhibitors can upload the profiles.
- To maximise the value of the Matchmaking application exhibitors should upload the free text profile as soon as possible. (Changes can be made to the profile prior to COPENMIND).

What to expect

- Through the Matchmaking application exhibitors will be presented with detailed meeting request from Companies. The request will contain specifications of the interest of the company together with a call for a meeting.
- The companies' sending the request will be anonymous until an exhibitor has accepted a meeting and the acceptance has been confirmed by the specific company.

Matchmaking results

- The Matchmaking application automatically matches requests from companies with exhibitor profiles
- Upon commitment from both parties to a search the COPENMIND Matchmaking application automatically sets up a meeting in the Matchmaking area.
- Apart from automatic matches, exhibitors and companies can also manually search by reading exhibitor profiles, personal profiles and specific technology/research request from companies.

To get the full benefit of COPENMIND in terms of partnering, exhibitors at COPENMIND (universities and research institutes) should use the Matchmaking system actively.

Make sure that your profile describes your areas of interest at COPENMIND and your key competences. Also make sure that the people representing you at COPENMIND have signed-up. Only signed-up persons receive personal access to the Matchmaking application at COPENMIND 2008 (For access, use the same name and password as to the COPENMIND sign up).