OCOVA AlpMedNet FORUM
GENOVA / GÊNES
VILLA CAMBIASO
5-6 GIUGNO/JUIN 2014

OCOVA
ALPMEDNET

dove la tecnologia è opportunità
là où la technologie est une opportunité

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Four Round Tables:
- Technologies and Services for Health
- Interaction among Port, City and Territory
- Environmental and Energetic Sustainability
- Regional Innovation and Competitiveness

Two conferences:
- Vision of ICT Technologies and Products
- Start-up & SMEs: Lessons Learned, Guidelines and Trends"

Key figures

Participants: *204*

B2B meetings:
- Networking buffet June 5th: 109
- Participants to B2B meetings: 54 (46 from Italy and 8 from France)
- B2B meetings on June 6th: 172

Exhibition Stands
- 35 Elevator pitches on June 5th
- 25 Elevator pitches on June 6th

Ocova Web Platform

Current status and Roadmap

Platform design guidelines

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➢ an entry point for users looking for specific OCOVA content (forum programs and venues, technologies, training, …);

➢ an "aggregator" of information already created in different places;

➢ an entry point for the share and the creation of specific content on LinkedIN (pages, groups), that will be branded with the OCOVA name and will have a degree of openness that could be decided and configured (e.g. Restricted to forums participants, open to the community…);

➢ a collection of tools that will be enabled by the underlying repository of information provided by LinkedIN (e.g. matching of skills, job search...)

➢ a data collection / analytics tool, to identify "OCOVA trending topics" and help to focus training, B2B and marketing initiatives
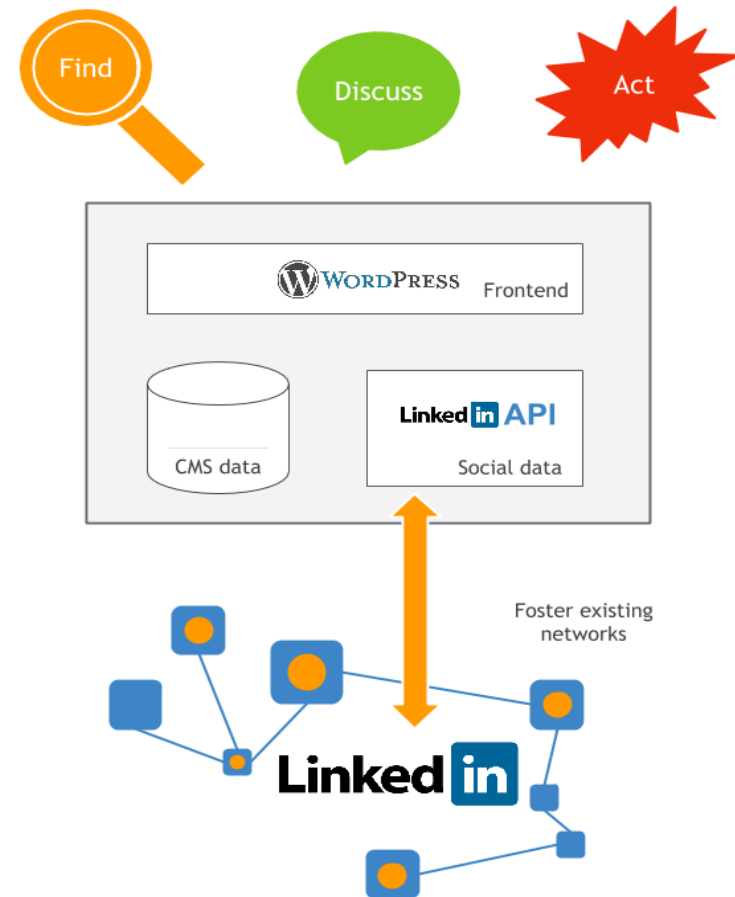
Available services

Web presence for Ocova project

Current/Next event content: logistics, B2B exhibits materials (project lab), …

Previous events contents

Integration with Eventbrite (allows to show forum participants)

In test: LinkedIn authentication / integration

Roadmap status

❖ Static project site / current event information site
❖ Events repository / past forum contents
❖ Previous events presentations
❖ Directory of companies / products and participants
❖ Visibility / showcasing

➢ "Searchable databases" (searchable company datasheets / Product datasheets)
➢ LinkedIn integration to enable: authentication / subscription, User profile / company profile

❑ "Matchable databases" B2C / B2B services (offers /demands matching): Products & services , Skills & partnerships, Job offers (to be decided: not to overlap with existing tools)
❑ News aggregation of external sources & republishing using also social tools (e.g. Twitter channel)
❑ Data analytics: Strategic analysis reports

Going social: risk/benefit

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By using / integrating LinkedIN we:

- avoid overlaps with other tools

- increase user engagement avoiding additional accounts / profiles to be maintained

- exploit an existing amount of contacts, skills description

- are able to create matching tools and define metrics

- *educate* the average user to be socially active also in B2B networks

However we are bounded to LinkedIN

We still think benefits > risks. *Discussion welcome!*