



New tool to test business impact

I3 project created an online tool, that allows companies to assess their business model against socio-economic and technological impacts. Self-Assessment Toolkit was presented on a webinar that took place February 3rd, 2017.

The goal of the webinar was to introduce newly developed toolkit, explain its use-cases, features and advantages. Webinar was moderated by Francesco Bellini and Iana Dulskaja from Eurokleis. Francesco opened the session by introducing European Commission funded I3 project - its objectives and activities. Following I3 presentation, Iana Dulskaja demoed Self-Assessment Toolkit, explained basic principles of using it and showed use-cases how does Self-Assessment Toolkit supports companies in optimizing their business plans for maximum impact.

To use the toolkit, users first need to few basic questions, related to impact of innovation, economic and social areas. The Toolkit combines entered information and, once engaged in the assessment, replies from the users. Tool consists of 5 main sections, which are presented at the top of each page: INPUT, OUTPUT, IMPACTS, ASSESSMENT, REPORT. The areas of impact considered are three: innovation, economic and social. Each area of impact is composed of different dimensions.

The Self-Assessment Toolkit stands out since entrepreneurs are able to see results in real time. "Being able to professionally assess impact opportunities at any place and any time is another great advantage of the Toolkit", - said Iana Dulskaja, one of creators of the tool. Toolkit reports main outcomes along with strengths and weaknesses. Report is detailed and can be used in actual deliverables or be translated in real actions to be implemented to enhance projects. Tool also gives possibility to see business model canvas that helps in managing overall business plan and strategy.

Webinar was attended by 13 participants, mainly from European Commission funded projects, and included one and a half hour interactive presentation that concluded with Q&A session. "Self-Assessment Toolkit received really good feedback, participants were impressed by its usability and usefulness, and they want to recommend it to other projects" - said Francesco Bellini after the webinar, he continued: "Suggestions were also made, which gives us an opportunity to improve the toolkit."

Both webinar and the Self-Assessment Toolkit are organised by European Commission funded I3 project. Main objective of the project is to coordinate efforts of already funded projects in social media convergence domain, address how such efforts of research can increase outreach, improve connection within the ecosystem and raise the excellence of Convergence and Social media research outcomes.

Self-Assessment Toolkit can be accessed by going to the following link <http://toolkit.i3project.eu>

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