

*EIT Manufacturing is looking for a*

## **Platform commercialisation consultant/consultancy**

**To support the commercialisation and roll-out of its new Open Innovation Platform**

### **Background**

EIT Manufacturing is an Innovation Community within the European Institute of Innovation & Technology (EIT) aiming to bring together Europe's manufacturing actors for a more innovative, competitive and sustainable industry.

AGORA is EIT Manufacturing's new social network and open innovation platform, launched in September 2021 to facilitate networking, collaboration, information-sharing and innovation. AGORA is open to all professionals and graduate students with a role in the manufacturing industry in Europe. Each request to join is reviewed to ensure only relevant members gain access to the platform. The platform has so far been provided free of charge, with additional services for full partners of EIT Manufacturing. EIT Manufacturing is now looking to create paid services and subscriptions on AGORA to support the development of new content and services that bring value to its members.

An introductory video of AGORA is available on: <https://www.eitmanufacturing.eu/what-we-do/innovation/opportunities/agora-social-innovation-network/>

### **Objective and scope of work**

The objective of the consultancy is to support the commercialisation strategy and operational roll-out of paid services (including subscriptions) on AGORA. The consultant is expected to work with the Innovation Community & Platform Manager to familiarise themselves with the platform (front- and backend), current and prospective use cases, and existing material and plans related to the commercialisation of AGORA (including value-added services, subscriptions and advertising). The consultant will mainly work with the Innovation Community & Platform Manager but is also expected to engage with the wider Innovation, Finance, Communications and Management teams and others as needed.

### **Expected deliverables**

EIT Manufacturing is seeking a consultant/consultancy who could deliver a **strategic action plan**, ready to be implemented and deployed, for the commercialisation of AGORA. Ideally one consultant/consultancy could deliver the full work, but we also invite proposals for one or more of the work packages outlined below. We prefer work package 2a and 2b to be collectively submitted.

**Work package 1:** Propose a strategic positioning with respect to the European manufacturing ecosystem. Formulate a solid business case for AGORA based on market benchmark/research on similar platform services and pricing.

**Work package 2a:** Prepare strategic action plan for commercialising AGORA. Tasks include:

- Analyse existing AGORA member structure and assess market potential
- Undertake product-market fit interviews with select members to identify/confirm the list of proposed AGORA services and/or subscriptions
- Create go-to-market plan, including a roadmap for when/how to add the paid services and/or subscriptions and a comprehensive marketing plan (identifying channels, key messages, collateral needed) for paid services to promote uptake among existing and new AGORA members

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- Prepare operational plan for how to organise member sign-up, payment, access and follow-up based on existing technical capabilities and identify where improvements/ new technological solutions are needed

**Work package 2b:** Propose a pricing model corresponding to the subscriptions/services identified in work package 2a, and tool(s) for determining prices for value-added services.

## Required expertise and qualifications

The consultant/consultant company is expected to be experienced in product marketing and sales, in particular, related to digital platforms/media/apps.

Required skills and experience:

- Good understanding of similar platform business models
- Good understanding of pricing models for subscriptions and paid platform services
- Price setting experience
- Product/platform marketing experience
- Excellent interpersonal communication and stakeholder management skills
- Ability to synthesise and provide actionable advice

Preferred skills and experience:

- Knowledge of the manufacturing industry, stakeholders and ecosystem
- Experience of operating in a matrix organisation and public-private partnership
- Demonstrated references/cases of similar projects

## Duration of contract and place of work

The consultancy/consultant is expected to start in February 2022 and be completed by May 2022. By work package, the timeline is expected to be as follows:

- Work package 1: February 2022
- Work package 2a: As early as possible, ideally by March 2022
- Work package 2b: As early as possible, ideally by March 2022 (depends on WP 2a)

Work will be conducted remotely.

## Request for proposals

Please send a brief proposal (max 4 pages) of how you would approach the assignment alongside CV(s) of proposed consultant(s) and a price schedule/cost estimate. Demonstrated references/cases of similar projects are optional but viewed favourably.

**Proposals are requested to be emailed in English to the following contact by January 31, 2022.** Proposals will be reviewed on a rolling basis.

**Contact name:** for the attention of Nina Näsman, Innovation Community & Platform Manager at EIT Manufacturing

**E-mail:** nina.nasman@eitmanufacturing.eu