Guideline for Portfolio and Services

Promoting academia-industry alliances for R&D through

collaborative and open innovation platform

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DELIVERABLE REVIEW HISTORY

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This Document serves as a Guideline to create and produce portfolio of service for each of the Cooperative R&D Unit. The following templates and questions will support the process of defining the services and it can be adopted accordingly to the nature of each Cooperative R&D Unit.

# Services

* **Describe your current and near-future services?**
* **What gives your services clear competitive advantage?**
* **What are the benefits and value provided to customer as opposed to 'features'?**
* **What are the environmental and social impacts and implications?**
* **What regulations, standards and codes must be complied with?**

Also consider conducting analysis and planning for this section across the following stages:

**Current Situation**

**Key Service and Market Issues**

**Fields of operation (Science and education topics)**

**Key Strategies**

**Performance Measures and Targets**

# Portfolio of Services

|  |  |  |
| --- | --- | --- |
| **Name of services** | **Type of services** | **Price** |
| Service 1 | Education | - |
| Service 2 | Research | - |
| Service 3 | Consultancy | - |
| Service 4 | Education | - |
| Service 5 | Research | - |
| Service 6 | Consultancy | - |
| Service 7 | Education | - |
| Service 8 | Research | - |
| Service 9 | Consultancy | - |
| Service 10 | Education | - |
| Service 11 | Research | - |
| Service 12 | Consultancy | - |
| Service 13 | Education | - |
| Service 14 | Research | - |
| Service 15 | Consultancy | - |

# Service and goal roadmap

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| --- |
| **SERVICE AND GOAL ROADMAP** |
| Service name | Release | Q1 | Q2 | Q3 | Q4 |
| Goal name | Goal name | Goal name | Goal name |
| Service 1 | dd.mm.yyyy | Goal 1 |  |  |  |
| Service 2 | dd.mm.yyyy |  | Goal 2 |  |  |
| Service 3 | dd.mm.yyyy |  |  | Goal 2 |  |
| Service 4 | dd.mm.yyyy |  |  |  | Goal 3 |
| Service 5 | dd.mm.yyyy |  |  |  | Goal 3 |
| Service 6 | dd.mm.yyyy |  | Goal 1 |  |  |
| Service 7 | dd.mm.yyyy | Goal 1 |  |  |  |
| Service 8 | dd.mm.yyyy | Goal 1 |  |  |  |
| Service 9 | dd.mm.yyyy |  | Goal 2 |  |  |
| Service 10 | dd.mm.yyyy |  |  | Goal 2 |  |

# Service Blueprint

A **service blueprint** is a diagram that visualizes the relationships between different service components — people, props (physical or digital evidence), and processes — that are directly tied to touchpoints in a specific customer journey.



Source: <https://www.nngroup.com/articles/service-blueprints-definition/>

1. A = Author; E = Editor; C = Contributor; REV = Reviewer; EXT = External Reviewer [↑](#footnote-ref-1)