Guideline for Portfolio and Services

Promoting academia-industry alliances for R&D through

collaborative and open innovation platform

Project reference number: 598719-EPP-1-2018-1-MK-EPPKA2-CBHE-JP

**Project duration:** 15 November 2018 – 14 November 2021

**EU funding instrument:** European Neighbourhood Instrument (Erasmus+: KA2 CBHE)

**Erasmus+ (CBHE) grant amount:** 531,165.00 €

**Partner countries:** Armenia, Bosnia and Herzegovina, North Macedonian, Austria, Germany, Finland

**Target groups:** University management and students, companies, research institutions, intermediaries.

**Grant holder:** Ss. Cyril and Methodius University in Skopje, North Macedonia

**Coordinator:** Prof. Elena Dumova-Jovanoska, Ss. Cyril and Methodius University in Skopje

This project has been funded with support from the European Commission. This document reflects the views only of the author, and the Commission cannot be held responsible for any use which may be made of the information contained therein.

https://licensebuttons.net/l/by-nc-sa/3.0/88x31.png

This document is licensed under Creative Common

Attribution-NonCommercial-ShareAlike 4.0 International.

|  |  |
| --- | --- |
| Document information | |
| Workpackage | WP2 – Capacity building of Cooperative R&D Units |
| Workpackage leader | UKIM and IECE |
| Due date | July 19, 2019 |
| Revision | Version 1.0 |
| Authors | Slavica Trajkovska, Ana Tomikj |
| Contributors |  |

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| Version | Name, Partner | Status[[1]](#footnote-1) | Date | Summary of changes |
| 1.0 | IECE | First version | 05.07.2019 |  |
|  |  |  |  |  |
|  |  |  |  |  |
|  |  |  |  |  |

DELIVERABLE REVIEW HISTORY

**Disclaimer**

This project has been funded with support from the European Commission. This deliverable reflects the views only of the author, and the Commission cannot be held responsible for any use which may be made of the information contained therein.

Contents

[Services 4](#_Toc13233597)

[Portfolio of Services 5](#_Toc13233598)

[Service and goal roadmap 5](#_Toc13233599)

[Service Blueprint 6](#_Toc13233600)

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

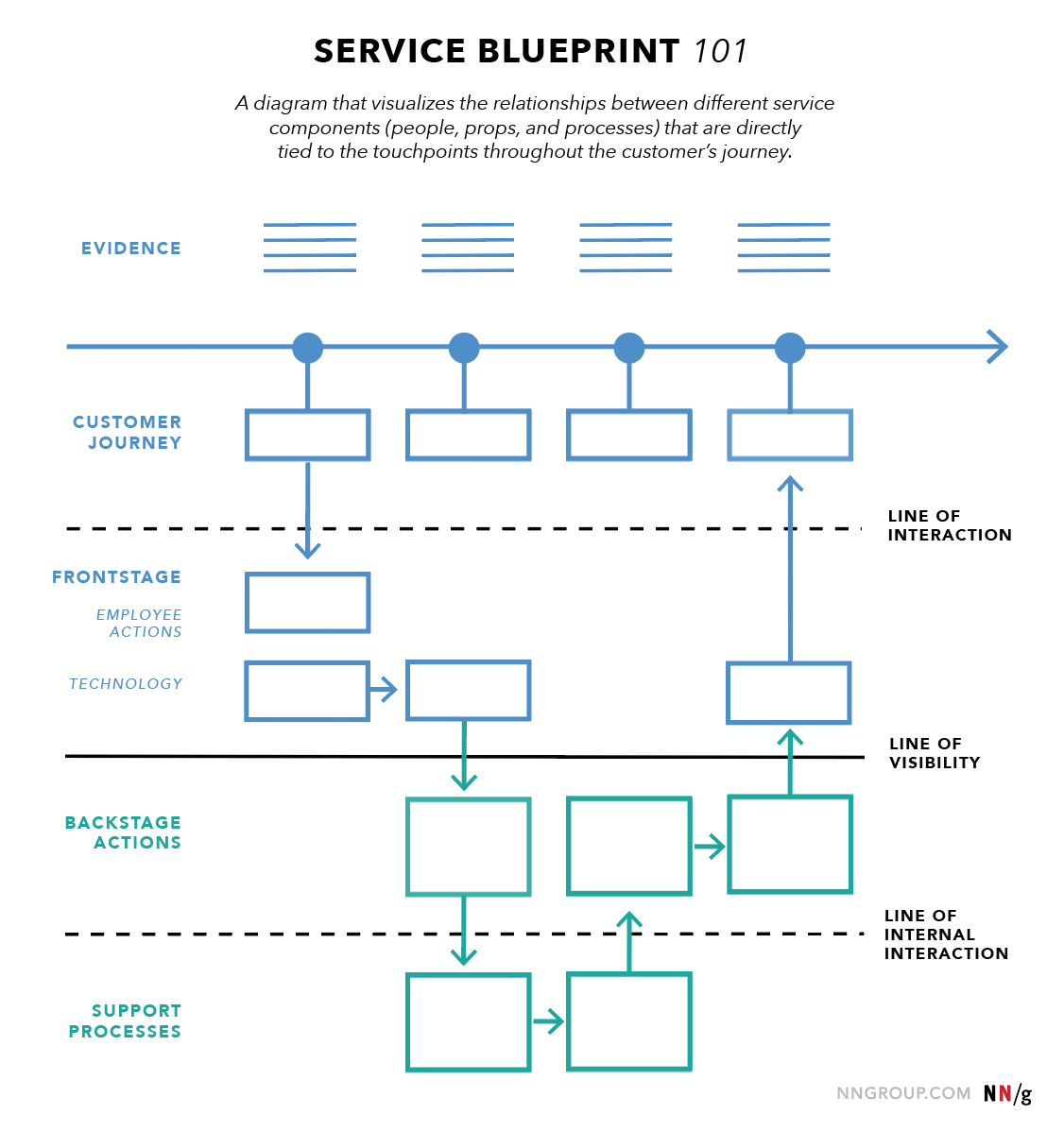
|  |  |  |
| --- | --- | --- |
| **Name of services** | **Type of services** | **Price** |
| Service 1 | Education | - |
| Service 2 | Research | - |
| Service 3 | Consultancy | - |
| Service 4 | Education | - |
| Service 5 | Research | - |
| Service 6 | Consultancy | - |
| Service 7 | Education | - |
| 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

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **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)