



[Specifications for NETCOACH Web]

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Platform development in NETCOACH

Work package 3 of the Leonardo da Vinci transfer of innovation project NETCOACH is "Platform development". The aim of this work package is to develop and launch a NETCOACH website which includes basic information about the project and its background as well as the training material. The training material is one of the main products of NETCOACH.

According to the results of WP2 and WP5 content and results from other projects will be transferred and presented in a user friendly and well-structured way. Main objective is to provide a tailored solution for the target group.

The work on platform development includes:

- The access to the learning material chosen to be transferred from selected projects and sources
- Publish additional learning material provided by the partnership members, tools and other resources that cannot be integrated within the self-learning material
- Provide possibilities to the users to interact and contribute to the NETCOACH platform (leave comments, get in contact with authors and other readers, check knowledge by means of an assessment tool)

The workflow of platform development contains process from the determination of requirements over the development of the prototype up to the launch of the final release and documentation. The steps of work are in particular:

- Gathering usage scenarios and user requirements
 - o User requirements and scenarios are results of WP 2 and have been discussed within the partnership in detail.
- Research on suitable technologies
 - o After a detailed research the WP leader suggested a content management system which follows all requirements. The system was presented to the partnership, references were shown. An assessment of different systems took place and a decision in favour of an open-source solution was made. The open-source solution even was made with regards to the usage of the platform after the funded project period. There will be no costs and fees for software (purchase and maintenance).
- Design of a visual prototype and a second prototype
 - o The visual prototype is about the layout and the basic structure of the platform can be seen
 - o The website and the basic structure were developed. The second prototype allows starting with content production.
 - o The graphic below shows the second prototype of the home page of NETCOACH with its structure and areas.



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Home

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Business Coach

Internet Based Business Coach (NETCOACH)

The Internet Based Business Coach (or NETCOACH) is a new project, promoted by WESTBIC Business Management Centre with the support of Learnado Da Vinci Lifelong Learning Programme.

NETCOACH aims to help SME managers, Entrepreneurs and the Self Employed in the day to day running of their business by addressing an identified skills gap in the SME sector. The main aim of the project is to provide this target group with an online 'Business Coach' via a state of the art web platform, which will structure relevant information and training material on a broad range of relevant topics in a way that becomes a valuable tool for the user in the day to day business of SME management.

The project started in October 2010 and will fulfill all its goals until October 2012. The consortium consists of 6 European countries (Austria, Bulgaria, Germany, Ireland, Norway and Portugal).



19.05.2011

Results of the needs analysis conducted in SME

In preparation for the development of the NETCOACH online content, a survey was conducted with small business owners/managers in five EU countries. [more](#)

21.04.2011

Second partner meeting in Sofia - April 28th/29th

Hosted by ITD Sofia [more](#)

09.03.2011

Conducting a survey in all partner countries just now

In order to ensure that the project outputs adequately meet the need of enterprises, we ask companies in all partner countries to take part in a survey. [more](#)

Print

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The Internet based business coach is presented in the following way:



Business Coach > Welcome

Home

Welcome

How to find the information you need?

1 Creativity & Innovation

2 Knowledge Management

3 E-Business

4 Integrated Management Systems

Welcome to NETCOACH,

The Internet-based Business Coach. In this area of the platform you will find resources designed to help you manage specific aspects of your business.

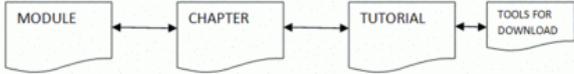
Currently NETCOACH offers resources on the following subjects:

1. Creativity & Innovation
2. Knowledge Management
3. E-Business
4. Integrated Management

The platform is still growing. New material will be added as it is developed in response to your needs.

Business Coach Resource Structure

To help you navigate the NETCOACH resources, the content of each subject is similarly structured as follows:



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graph LR;
  MODULE[MODULE] <--> CHAPTER[CHAPTER];
  CHAPTER <--> TUTORIAL[TUTORIAL];
  TUTORIAL <--> TOOLS[TOOLS FOR DOWNLOAD];
```

The numbering format is as described in the following example;

- 1.0 Innovation & Creativity (Module)
- 1.1 What Is Innovation? (Chapter)
- 1.1.1 Four Steps to Start Innovation (Tutorial)
- 1.1.1a Culture Check List (Tool)

Search

Resources

- Further development of second prototype will be according to pre-pilot testing and feedback gathered.
- Learning modules Creativity & Innovation and Integrated Management Systems have been developed by authors. These two modules have been designed as e-learning content appropriate for informal online learning.
- The graphic underneath illustrates a tutorial out of the module Creativity & Innovation. The content is presented in a user friendly way. Tools are available for download and resources for further reading are attached. Tools belong to a single tutorial; resources for further reading are additional materials from other sources.



Business Coach > 1 Creativity & Innovation > 1.5 Tools for developing innovative solutions 1.5.4 Using the technique Attribute Listing

Home

Welcome

▶ 1 Creativity & Innovation

1.1 What is innovation?

1.2 Characteristics and types of innovation

1.3 Creating a company culture for continuous innovation

1.4 How to identify the innovation needs of a business problem?

▶ 1.5 Tools for developing innovative solutions

1.5.1 How to conduct a brainstorming session

1.5.2 Additional brainstorming techniques

1.5.3 Brainstorming success factors

▶ 1.5.4 Using the technique Attribute Listing

1.5.5 Attribute Listing technique success factors

1.5.6 Developing a Mind Map

1.5.7 Create a Mind Map

1.5.8 Mind Map success factors

Using the technique Attribute Listing

Attribute listing is a creative technique used to find new ideas, solve problems and find innovative products and services. Attribute listing involves breaking the problem down into smaller parts and looking at alternative solutions.

i The attribute listing technique is often used in the Research & Development (R&D) department of many companies, especially those who are constantly producing innovative products in order to have an advantage over their competitors.⁶ It is one of the best ways to generate ideas, whereby there are many parts to the problem / challenge faced. The usual procedure is to take an existing product or service for example and list all of its attributes.

e For example,

a flashlight may be described as a long, round tube made of plastic using batteries to light a bulb which shines through a clear plastic shield when the user pushes a switch. Examining each of the attributes could lead to new ideas. Why is it round? Why plastic? Could it be turned on in a different way, or be powered by a different source? This kind of questioning could lead to new products which would address entirely new markets.⁷

Steps of the process:

- Identify the product/process/service or the components of the product/process/service you are dissatisfied with or wish to improve.
- Make a list of elements of a product or a service or a list of elements of an organizational strategy of the company. List all of the elements (e.g. material, colour, weight, use of the product, design) that can be described

Search 

Resources

Tools

[154a case study attribute-listing.pdf](#)

Further Reading

<http://www.innosupport.net>

Apart from the already existing areas the platform will contain the following features:

- Extended search
- Tag cloud search
- "make your comments" features; possibility for users to give feedback
- Contact form; possibility for users to get in touch with authors and leave questions about various issues of the content
- Assessment; "Five questions assessment" for each module; motivating entrance for users before studying the material; user gets an overview about what is in the module and how deep the own knowledge about the various topic is
- Implementation of search engine optimisation features

These features will be online before starting piloting actions in NETCOACH.