C-TEMAlp e-platform

O.T2.1 MANAGEMENT MANUAL

Platform description, Wordpress guide for partners and data protection

PP05 Innovation Region Styria

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Platform description

Introduction

C-TEM-Alp platform is meant as a tool for SME business transfers in the project area to foster the matching among buyers and sellers at transnational level. The BT platform not only facilitates the transnational matching but it is also useful to provide support services for companies and to strengthen the innovation potential of established SMEs.

This Business Transfer platform is a meeting place for all parties concerned in business transfers and offers entrepreneurs specific services and a network of support organizations.

For investors (buyer) the platform offers the possibility to promote expertise and skills through the support of a qualified network of public and private institutions distributed in different Alpine regions. They register to the Business Transfer Platform and benefit from dedicated meetings and information relating to investment opportunities with possible visits to companies.

For seller who want to find interesting investors to acquire all or part of the company it is also a good opportunity to search for successors across national borders and to publish their profile on the platform.

BT platform is on the one hand a database of sellers and buyers and also a meeting point of buyer, sellers and experts. All profiles entered into the Business Transfer Platform and information’s are shared between the project partners. Through direct and personalized contacts with the intermediary organization of reference they get access to specialized services and meet potential buyers.

The platform C-TEMAlp is now online since January 2017 for the testing.

Total SMEs registered on the Platform until July 2018: 36

There are two domains to find the e-platform www.business-transfer.eu (main domain for the volume) and www.c-temalp.eu - this domain points to the main domain, but is also found in searches.

The database is edited with “wordpress”. This program is relatively easy to use and it has not given any major difficulties for the partners. All partners have a personal user name to access the internal area in wordpress to upload their profiles or pictures, change content as support point informations and add new profiles themselves.
**C-TEMAlp platform structure**

The main pages are structured as follows:

1. **Why transnational BT - short introduction**

   **C-TEMAlp offers entrepreneurs specific services for business transfer and a network of support organizations and experts.**

   *The services will aim to strengthen the innovation potential of established SMEs and to foster the matching among buyers and sellers at transnational level.*

   *If you want to invest in the Alpine area or find interests investors to acquire all or part of your company you can search by region or sector on this Business Transfer Platform. Through direct or personalised contact with the support points in your country you will access specialized services and have the possibility to meet potential buyers.*

2. **Support points**

   **Description of areas and organizations which support transnational BT in the project:**

   - Austria (Innovation Region Styria, Wirtschaftskammer Steiermark/Follow me)
   - France (Chambre de Commerce & d’Industrie Marseille Provence)
   - Germany (Italienische Handelskammer München, Industrie- und Handelskammer für München und Oberbayern)
   - Italy/Bolzano (Camera die Commercia, Industria, Artigianato e Agricoltura di Bolzano)
   - Italy/Lombardy (CSMT Gestione Scarl)
   - Italy/Veneto (Innovazione S.p.A., Unioncamere del Veneto-Eurosportello Veneto)
   - Slovenia (Regional Chamber of Craft and Small Business of Maribor, Development Agency)
   - Switzerland (Hochschule für Technik und Wirtschaft HTW Chur, Netzwerk KMU Next)

   All details about the personal contact for interested companies are listed and interested companies will be contacted by telephone for a first informational interview.

   The service gives companies a personalized support and strict confidentiality in relation to the information provided.

   All informations concerning services will be provided by the support point in each country. It includes specialized technical advice services which will be activated for the duration of the project from the intermediary organizations involved in the project, with a widespread capillary network at local level.
3. Marketplace - central point of BT platform

The effective transfer of businesses is clearly assisted by the existence of a efficient market place in which sellers and buyers can meet and also gather information about the necessary elements for a successful deal. The MATCHING SERVICE will be dedicated to companies interested in identifying possible partners abroad, both in order to sell (in whole or in part) their own business, or to acquire / invest in new markets.

All partners create by them self marketplace profiles based on the forms which were developed for seller and buyer. It is possible to make “textboxes” VISIBLE or NOT VISIBLE. This point is very import, because some companies want only basic information visible and privacy is an important element of the platform.

There are two ways to search for companies - On the one hand you can search for all different regions involved:

- Italy (Veneto, Bolzano, Lombardy)
- Austria (Styria)
- Germany (Upper Bavaria)
- France (Provence-Alps-Cotes d’Azur, Auvergne-Rhone-Alpes)
- Slovenia (Maribor-Podravje)
- Switzerland (Canton of Grisons)

And on the other hand you can filter by sector:

- Trade
- Services
- Tourism
- Industry
- Handcraft

For the exchange of the data among the project partners the profiles are send to each other by interest in a company and updated regularly in the tracking list. (part of the matching process)

The collection of potential companies by all PP takes place through the developed profiles for seller and buyer. The data for the input on the e-platform were collected by using the questionnaires / profiles which agreed among the partners.

4. They did it
Success Stories of already realized transnational business transfer cases
5. Contact

For a personal contact the online form can be filled out

6. Imprint

Information on this site is subject to a disclaimer, a copyright notice and rules related to personal data protection.

7. About - Challenges and goals of the project

C-TEMAlp

Continuity of Traditional Enterprises in Mountain Alpine Space Areas
Innovation and growth of enterprise, opportunity for business transfer in the alpine space.

C-TEMAlp would like to show, through entrepreneurs’ 2018 experiences and concretely pilot cases that business transfer is not only a critical issue but moreover it is an opportunity for the business renewal of the Alpine Macro Region.

The Challenge

Demographic change and rising of ageing index in Alpine Space areas could endanger the capability of territories to keep their attractiveness because of the risk that companies are not right transferred and maintained alive. Each year approximately 450,000 firms are being transferred across Europe affecting two million employees. Around 150,000 companies are not being transferred due to system inefficiencies, causing a risk of losing 600,000 jobs in Europe (European Commission 2011).

Goals

C-TEMAlp aims to support this critical company phase, offering entrepreneurs specific services and a network of support organizations.
The services will aim to:
- strengthen the innovation potential of established SMEs
- foster the matching among buyers and sellers at transnational level.
C-TEMAlp would like to show, through entrepreneurs’ experiences and concrete PILOT CASES that business transfer is not only a critical issue but moreover it is an opportunity for the business renewal of the Alpine Macro Region.

Wordpress - Login

Main domain:
www.business-transfer.eu
Second domain (refers to main domain)
www.c-temalp.eu

Path to backend:
http://www.business-transfer.eu/wp-login

<table>
<thead>
<tr>
<th>account</th>
<th>Your personal account</th>
</tr>
</thead>
<tbody>
<tr>
<td>password</td>
<td>Your personal password</td>
</tr>
</tbody>
</table>

Enter your personal username and password and klick „Log In“.
Welcome to wordpress

Find the way through the backend of C-TEMAlp platform

In MEDIA you find all pictures and charts.

PAGES contains the static content like imprint or „Why transnational BT“.

STORIES are the success stories.

MARKETPLACE is the heart of the platform.

SUPPORT POINTS shows the articles about the partner regions in order of date of last publishing.

In CONTACT you can change the contact form.

Publish your changes

Quick Edit shows helpful information

Date of last publishing

You can overrule the date of publishing. This ist important for some online order of the pages.

You can create a draft, which is not onle until you click “Publish”.

Please “Update” your settings.
Import of text

Please be careful with the import of text with formatted information. Use “Editor” with copy and paste to generate unformatted text. Otherwise wordpress might adopt other formats which aren’t part of the design / layout.

Media Library

Here you find all images you can use for the website. You also can add new images.

PLEASE NOTE!

Think of these tips when you upload a file:

1. Filetype .png
2. Correct scale: depends on the template you will use it in
3. Size: less than 1 MB
Pages

Usually there won’t be much content to change, because these pages have static content.
Success Stories
Tick the box to limit who can see the content.
Support Points

The order of the support points arises as a result of the last published date. This date is set automatically, when you click the “Update” button. It can be overruled and set per hand also in the “Quick Edit” Menu.

This is the online result.

This is the position of the text in the backend.

Please note: This order is NOT the order of online appearance.

MAP & CONTACT HEADLINE

DESCRIPTION & PICTURE

CONTACT OVERVIEW
Details to support point

This is the online result.

This is the position of the text in the backend.
Contact box support point

This is the online result.

This is the position of the text in the backend.

Click “Add Row” to generate a new Support Point Contact.
Marketplace: Seller and Buyer Profiles

The order of the profiles arises as a result of the last published date. This date is set automatically, when you click the “Update” button. It can be overruled and set per hand also in the “Quick Edit” Menu.

Marketplace overview

This is the online result.

This is the position of the text in the backend.

Please note: This order is NOT the order of online appearance.

PICTURE FOR OVERVIEW

Use a size nearly 360x240

Choose the right category.

3 facts for overview: EMPLOYEES | SECTOR | TYPE OF COMPANY

You have to decide whether these facts are shown (YES) or not (NO).
Details to profiles

This is an example for a profile. To create a new Marketplace-Profile: Click „add new“.

This is the online result.

This is the position of the text in the backend.

Short description and Long description can be published in the profile info (click YES).
**Complete profile info in fact box**

This is an example for a profile. To create a new marketplace-profile: Click „add new“. If you add a new profile: always categorize them (buyer or seller)

This is the online result.

This is the position of the text in the backend.
Details to profiles

This is an example for a profile. To create a new Marketplace-Profile: Click „add new“.

This is the online result.

This is the position of the text in the backend.

SL-Short description and SL-Long description are always published in the profile.
Additional textbox

You have an additional textbox for all the information only for partners. These information won’t be visible in the frontend of the e-platform.
Data protection

The imprint of the platform has a static character and cannot be changed by the project partners. In the course of the project, the new data protection regulation came into force and the changes have been taken into account in the imprint. In cooperation with data protection experts and lawyers, all documents relevant to data protection were revised again.

In addition to a new processor contract with the web agency Rubikon and a separate data protection contract for all project partners, this was taken into account.

The publication of profiles on the platform is closely linked to data protection and the confidentiality requirements of the customers.

It is generally recommended that all project partners only publish anonymised data on the platform.
Support Contact

If you have any problems with the C-TEMAlp platform, please contact:

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