

# LINK ASSOCIATI – Bologna Italy

- a company of strategic marketing consulting and research in the fields of innovation, company organization, trade, tourism and consulting services for small and medium-sized enterprises
  - Innovation
  - Business Consultancy
  - Communication and Web Marketing
  - ICT
  - Company Organization
  - Teaching

# eMatchIdea

is a web platform for streamlining innovation that revolutionizes the business models of immaterial knowledge assets trading;

it consists of a peer-to-peer suite of **coordinated on-line services** whose fundamental objective is to promote the marketing and trading of ideas, research projects, patents, inventive solutions, putting together consultants and freelancers, entrepreneurs, managers and companies (private or public), inventors (individual or team or business), researchers, students and investors.

It is a sort of **virtual cooperative marketplace** which acts as an operational bridge between **the supply of solutions** (patents, structured and unstructured ideas, innovative designs) and **who have the means to buy them** (entrepreneurs, companies, managers, investors) and vice versa enables companies (who seek a solution to a problem) to meet those who are able to solve it

## ideal partners

Organizations (private or public) involved in the promotion of innovation, applied research, job promotion

- Universities
- Research Centres
- Innovation hubs
- Association of Category
- Regions or Ministries

### We need

- acquiring potential users
- disseminating and making known the ecosystem
- using the ecosystem to promote policies on innovation



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