

Idea: Quick Look in2 mSME.

Number in the database: 108

Area number: 1

Idea description

Title:	Quick Look in2 mSME
Idea objective	<p>The aim of the activity is to create a practical IT tool for the rapid ongoing diagnosis of companies' needs in business processes. The essence of the activity is to enable companies and public institutions to quickly diagnose areas of company activity where there may be gaps in knowledge, resources, sales, development, etc.</p> <p>From the perspective of companies, Quick Look analysis is a tool for verifying the needs for current and future company activity (particularly from the perspective of the ongoing economic recession and frequently changing factors of production). From the perspective of public institutions, Quick Look analysis is a tool for verifying the possibility of engaging public capacity and resources to support companies in the City.</p> <p>The Quick Look tool is understood as an online application or execution by an employee of a public institution, containing a set of questions and assigned answers to assess the condition of a company in selected aspects of its operations. From the perspective of strategic management in the City, QL analysis can replace the need for enterprise analyses performed periodically. If an adequate critical mass of ongoing QL analyses is achieved, knowledge of the condition of enterprises in the City can be the basis for strategic decision-making, for example, as part of updating the strategy for the City</p> <p>It should be emphasized that in a period of intensive changes in the conditions for companies to operate in the market, ongoing verification of the key parameters forms affects the reduction of risks in their operations (by launching dedicated initiatives to support companies) but also to reduce the external costs (e.g., social) of the loss by companies of the bottom line to continue business.</p> <p>The options and additional elements of the activity:</p> <ol style="list-style-type: none"> 1. the creation of Quick look can be part of the organization of a broader initiative related to supporting local businesses, e.g. One-stop-shop. 2. Quick Look can become a mechanism with a broader evaluation perspective, e.g. local NGO institutions.
Sharing process (max 1000 characters)	<p>The creation of the Quick Look mechanism requires a process with the following scope:</p> <ol style="list-style-type: none"> 1. Creation of a catalog of variables (data describing the activity of companies) that will be subject to evaluation. 2. Preparation of a set of open-ended and closed-ended questions reflecting the variables identified in item 1. 3. Development of a mechanism for scoring responses. 4. Development of a set of recommendations and opinions that: <ol style="list-style-type: none"> a. will be set the situation of the companies under evaluation, b. will be set the necessary behavior of the public institution in relation to the analyzed company. 5. Define procedures for implementing the results of Quick Look analyses. 6. To carry out of consultation/pilot of the mechanism in the environment of companies in the City. 7. Preparation of regulations for the use of Quick Look. 8. Implementation of the mechanism.
Restrictions/rules (law, skills, time, other)	<p>The process of building the Quick Look mechanism requires the involvement of specific competencies:</p> <ol style="list-style-type: none"> 1. analytical - in terms of defining evaluation criteria and research questions, analyzing relationships in the data collection process. 2. computer science/programming - in terms of developing applications based on dependent variables (e.g. Visual Basic).

	Building a Quick Look mechanism may require the preparation of rules and regulations for its use, including corporate confidentiality and RODO, which will allow the use of QL in a corporate environment.
Procedures (if applicable)	It may be necessary to use procedures for procuring external services to carry out analytical and IT/programming tasks
Costs for public institutions (if applicable)	The construction of Quick Look may require incurring costs when the resources of public institutions in the City will not have access to the competence necessary to prepare the mechanism from the substantive and technical side (indicated above).
Expected result (if possible)	Developed tool for quick diagnosis of companies - Quick Look in the form of an IT application spaced on a universal platform such as Excel, Access or others.