



# INNOLABS

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## Awarded Projects Interview

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Project Name	smartDONOR
Company name	MOODIKA

**1. 1 paragraph (4-5 lines) about your company and your project idea**

smartDONOR® is the app for blood donors which supports the blood transfusion system in achieving and maintaining the self-sufficiency based on voluntary, non-remunerated blood donation.

**2. Who are you collaborating with and why (3-4 lines), if adequate?**

IEENG Solution for software development.  
Blood donors associations for co-design and follow-up.

**3. How did you hear about INNOLABS project?**

Facebook.

**4. How has INNOLABS supported the development of your project?**

Fundings and vouchers supported the development of the software. Consortium services and network effect with high skilled experts from all Europe helped in build up a company business culture.

**5. How close to the market have you reached?**

Thanks to the INNOLABS project a new core functionality to get closer to the market in the new business model has been identified, especially for international scaling up.

**6. What are your future plans after INNOLABS?**

Further development of the ai models for high accuracy results and marketing campaign for the adoption of the solution.

**7. What was the best thing about INNOLABS? what was most useful?**

Before INNOLABS we were a team with an idea and after INNOLABS we are a company with a mission. Business model evaluation pushed us to think in future perspective about project sustainability and scaling up.

**8. Would you recommend other companies to apply for other Innovation Support Projects similar to INNOLABS?**

Yes, strongly.