



What is?

- "Information brokers"
 - Gathering...Packaging...Marketing...
Selling...*information*
- National/international markets
- Extensive databases
- Interfaces
 - Inputs: from agents/advertisers...
 - Outputs to customers: web, mail, prints



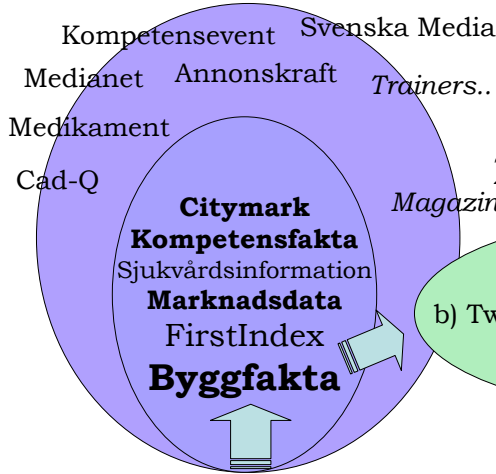
Info-broking is unique

- "Information brokers" is an **exclusive** part of the call-centers of Ljusdal
 - PhD Cali Nuur and Prof. Eskil Ekstedt, ALI
 - Charlotta Stoltz, PhD Linköpings University
- Sprung from the source;
 - "IB" is the core business idea of Byggfaktas establishment in -70:s



Partition of the local callcenters

1) Info-brokers



This cluster will concentrate on the "Information brokers"

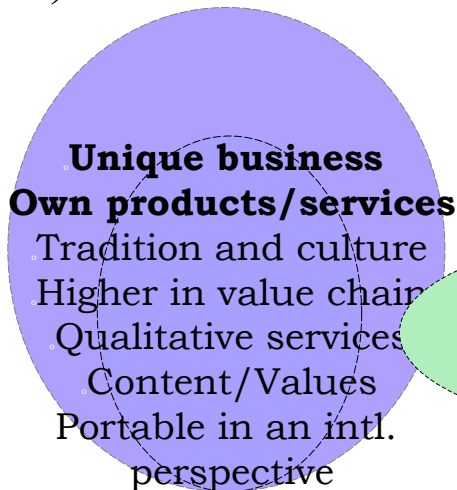
2) CRM/Support

- a) DHL, Alfakassan
- b) Twenty-4-help, Solvus, Manpower
- c) Programgruppen



Why info-brokers?

1) Info-brokers



2) CRM/Support

- a) Long term support
- b) Support on contract:
Price sensitive - small margins
Large scale - short time
- c) Support of own products

Ljusdal Information Brokers

- Cluster and Innovation system -



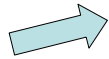
Bilaga 1 - Ansökan

Why cluster?

- Pre-sets:
 - Content/ Values
 - Unique business with own products/services
 - Tradition and culture
- Innovation feasible! (in higher degree than support) i.e. good support for business realisation in an innovation- system
- Melt down long traditional competence to a common foundation
- Compensate risks*



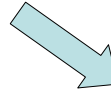
- * threats for existing companies:**
- The world around: are we ahead or behind? International competition
 - Low formal education level, hard to keep up with technology
 - Companies need support of process development



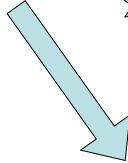
Strengthen existing companies:
 Competence packages and marketing
 Technology and process development
 (databases already as an Reg-IT activity)



Development of existing data:
 "Content is King – Context is next"
 Exploit existing databases
 Data mining, provide contexts



New business
 Exploit new business areas,
 Showcases for new customers,
 Encourage and support entrepreneurs
 Attract capital



Attract surrounding business and spin off:
 - Good example: Cad-Q



Ljusdal Information Brokers

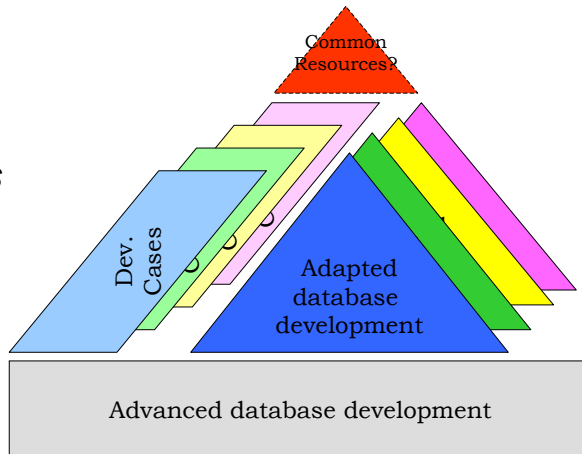
- Cluster and Innovation system -



Bilaga 1 - Ansökan

Rolling; - Reg-IT education project

- One common ground block
- Company specific blocks
- Development cases with professional support



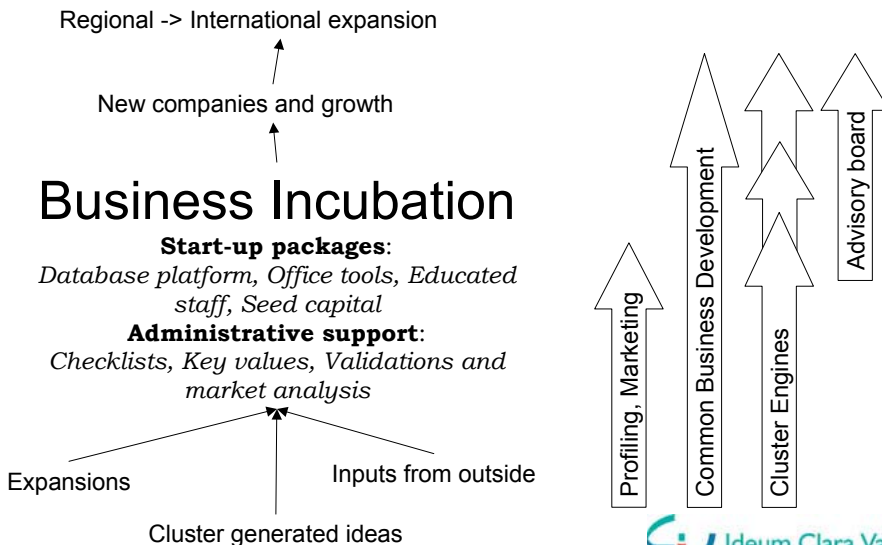


Timing:

- Commercial market
 - More focus on profits in IT-systems
 - "content" and "value" of information is more often coming up
 - Driving force in development and application of new technologies
- Public sector
 - 24-hour government, force on the public sector to provide the citizens information
 - Commercialisation as in "IB" essential to succeed

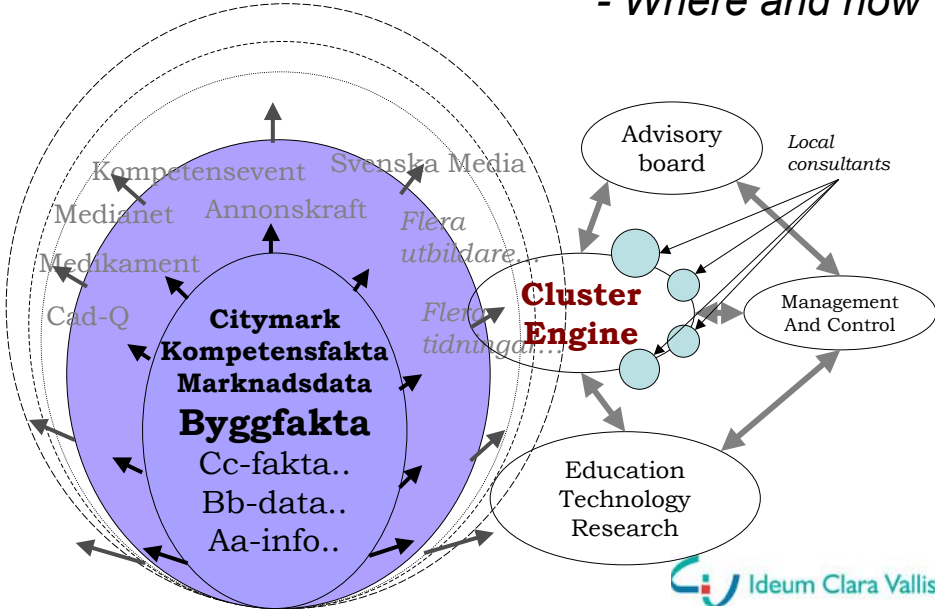


Processes and support





Organisation:
- Where and how



Who and why

Advisory board	<p>Who: 2-3 persons</p> <ul style="list-style-type: none"> - Senior managers in the specific business area - With important contacts and global references - Authority names, well known individuals 	<p>Role: Advising, Lobbying, Financing</p> <p>Make early comments on upcoming ideas, Provide contact nets and references Strategic advises for financing and management</p>
Management	<p>Who: 1-2 persons</p> <ul style="list-style-type: none"> - Senior project managers - Close contacts with financiers - Theoretical/Practical competence in cluster work 	<p>Role: Securing financiers and cluster wills</p> <p>Support good work and formal references See to that goals are achieved Catch feedback and take measures</p>
Cluster engines	<p>Who: 3-5 persons</p> <ul style="list-style-type: none"> - Experienced Entrepreneurs from IB - With local/regional contacts and references - Unbiased names with good reputation 	<p>Role: Engine&Resource</p> <p>Take care of ideas and make things happen Active party in companies build-ups Provide contacts and co-ordinate with advisors</p>
Core executives	<p>Who: 4 persons</p> <ul style="list-style-type: none"> - IB company executives in Ljusdal - With established business on market - Direct control of production and competence 	<p>Role: Body of existing core business</p> <p>Expansion of own business Share competence and human resources</p>
Supporting and Peripheral firms	<p>Who:</p> <ul style="list-style-type: none"> - Managers/key staff in surrounding business - As. Magazines, Events, Sellers, Advertising - Technology: Databases and interfaces 	<p>Role: Cluster surroundings</p> <p>Development of new ideas/concepts Establishments close to core companies (Cad-Q) Development in: efficiency, mining, distribution</p>
Education and Research	<p>Who:</p> <ul style="list-style-type: none"> - Key educators - Researchers at universities - Student projects 	<p>Role: Competence and research</p> <p>Providing IB personnel and staff Trends, New markets, Goodwill and Publicity Cost-efficient development,</p>

Ljusdal Information Brokers
- Cluster and Innovation system -



Bilaga 1 - Ansökan

Names

Advisory board	Bosse Lindström Hans Wigart H-G Berg Pelle Svensson Bertil Stridh	Former owner Byggfakta Bulid First Index in London Former economist Byggfakta, Now Närjuss Riksdagsman, lobbyist Consult/Manager in Ericsson and Telia
Management	Lars Forslöf Lars Clarhäll	Initiator, Project Manager of ICV Cluster Coach, Eurofutures
Cluster engines	National recruit Partime (consultants) Staffan Söderberg Bernt Josefsson Micke Wallin	Top entreprenur By specific skills/local names Newly started Kompetensfakta Former First Index and Byggfakta Data/IT-manager
Core executives	Jonas Wiklander Peter Sjöberg Egil Wallström Christer Jönsson	VD Byggfakta VD Citymark VD Kompetensfakta VD Marknadsdata
Supporting and Peripheral firms	Höök/Sagström/Frost/Boive Nilsson/Cavallin Nygren/Björnström	etc
Education and Research	Stoltz/Nuur/Eriksson Bång?	Utbildningsföretag Arbetsförmedling Mithögskolan/HIG/Purdue

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Bilaga 1 - Ansökan

Prior activities

- Set project
 - finances and scope!!!
 - start organisation (ekonomisk förening?)
- Information and namebuilding
 - Brochures,
 - for marketing and common buisness development
 - for cluster self-confidence (we can, are unique..)
 - Participating in events
 - Telecom fairs/expos (commercialisation of info)
 - Speakers at conferences and seminars
- Launch ready to go activieties
 - Assure a rapid participation from companies
- Plan and make up strategy for 2004 and further



For 2004

- Continue name building and buisness development
- Work according to process plans
 - Cluster work
 - Implement strategies,
 - Uilize advisory board and managers