

**TRANSILVANIA iHUB 4.0 -**  
a catalyst for **Digital North-West**



# VISION



**CONNECTOR**



**CONDUCTOR**



**COACH**

# UNIQUE SELLING PROPOSITION

## Transilvania iHUB 4.0

**You have no idea, how digitalization can transform your business.  
That is why we are here.**

A bridge between tech and non-tech actors

A gateway to specialists

A broker between the industry needs and relevant tech providers

A funding facilitator

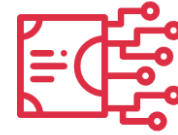
# SERVICES



STRATEGY  
DEVELOPMENT FOR  
DIGITAL  
TRANSFORMATION



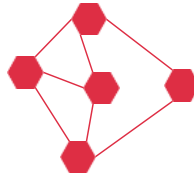
DIGITAL QUOTIENT  
AUDIT AND ACTION  
PLAN



ICT SYSTEM DESIGN  
TO SUPPORT  
DIGITIZATION



BROKERAGE



EVENTS



MENTORING &  
TRAINING



RAISING CAPITAL



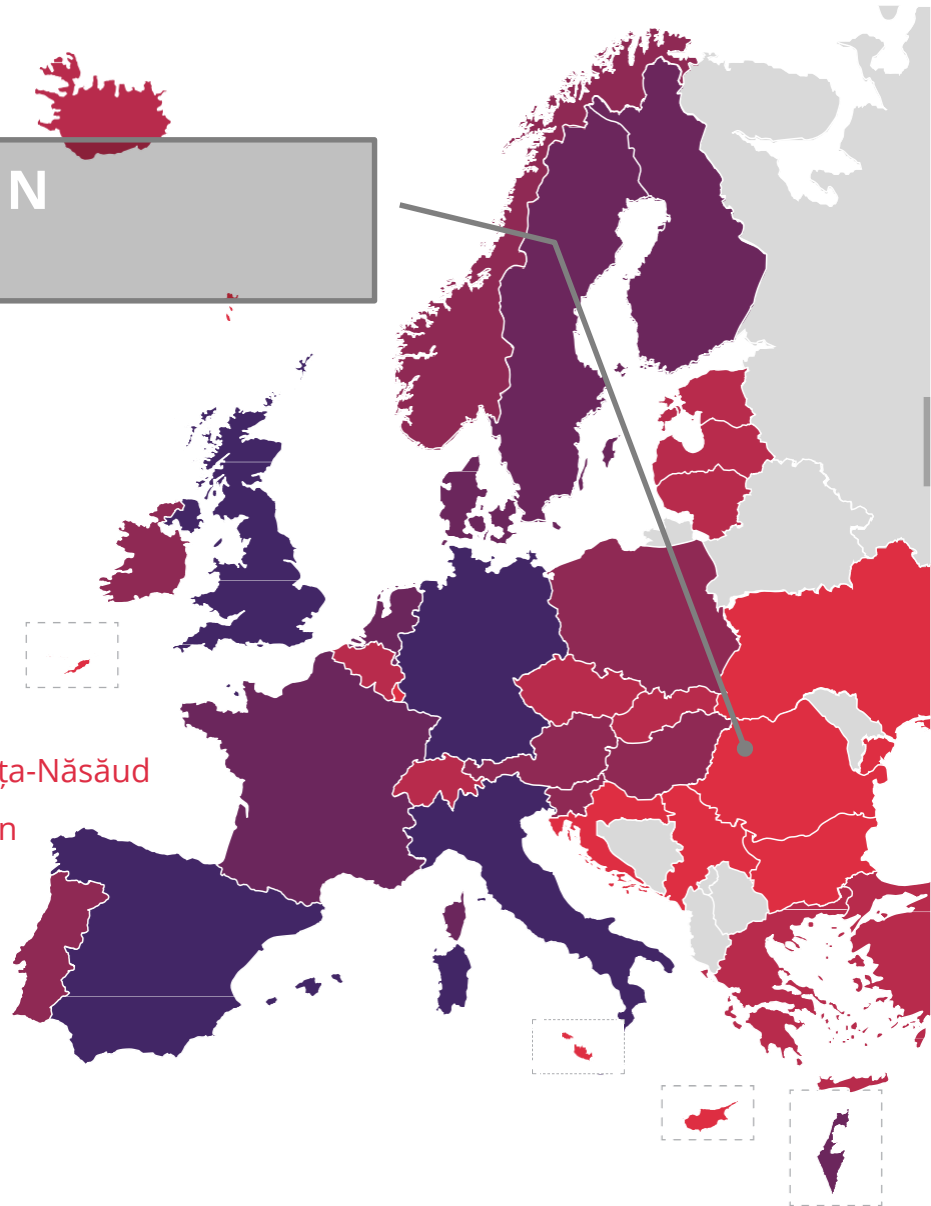
SPACES FOR  
TRAINING AND  
INNOVATION



COMMUNICATION  
(neuromarketing lab)

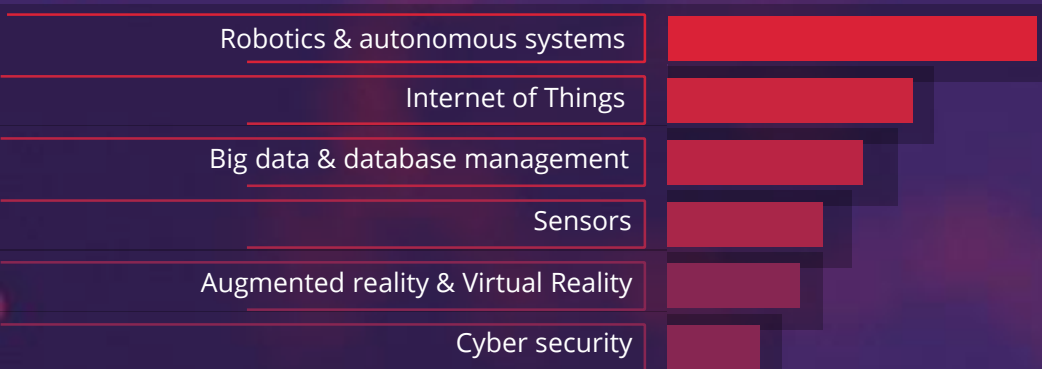
# NORTH-WEST REGION ROMANIA

- North-West Regional Development Agency
- Cluj IT Cluster
- ARIES Transilvania
- Babeş-Bolyai University
- Technical University of Cluj-Napoca
- University of Oradea
- Cluj HUB
- Chamber of Commerce and Industry Bistrița-Năsăud
- Romanian IT Global Community Association
- Spherik Accelerator
- Cluj Startups
- Oradea HUB



# STRATEGIC FIT & TECHNOLOGY FOCUS

Digitization of the specialization areas identified in our smart specialization strategy



Technological focus  
demand driven tested  
with more than 100 businesses

# INVESTMENTS & SUSTENABILITY



Open innovation  
platform



Implementation  
instrument in RIS3



Services that are  
filling the gap

## REVENUE STREAMS

- Booking fee
- Access fee
- Membership fee
- Product/material fee
- Brand license fees
- Advertising fees
- Project fees
- Intellectual property
- Brokerage fees
- Lead generation contract
- Market research – pay per report
- Pay per audit for the action plan

**THANK YOU FOR YOUR ATTENTION!**



Cristian Otgon