

## PILOT PROJECTS MONITORING SHEET

### Brief identification of the pilot project

Title	<b>Website performance</b>
Brief Description	<b>Individual support to enable the company to optimize the performance of its website</b>
Action field	<b>Internet</b>

### Evaluation criteria of pilot project execution

QUANTITATIVE CRITERIA	IDEAL SCORE	PROJECT SCORE
Number of SMEs involved	20	11
Number of SMEs trained	20	11
Number of diagnosis on SMEs		
Number of SMEs that developed Innovation activities (I+D, machinery & equipment acquisition, hardware & software acquisition, consultancy & technical assistance hiring, industrial design & engineering activities, staff training, marketing)	20	11
Number of transference of Good Practices	20	11
Number of training/information actions organized		2
<ul style="list-style-type: none"> <li>▪ Number of flyers/brochures delivered</li> </ul>		
<ul style="list-style-type: none"> <li>▪ Date of celebration</li> </ul>	17 oct, 21 nov	
<ul style="list-style-type: none"> <li>▪ Place of celebration</li> </ul>	Cegid, CCI	
TOTAL COMPLETED BY THE PROJECT		
DIFFERENCE BETWEEN IDEAL AND REAL TOTAL		

QUALITATIVE CRITERIA	
Type of innovation: product, process, organization, commercialization	process
Describe the main products/results/services achieved by the development of your pilot project:	
<ul style="list-style-type: none"> <li>▪ Methodology</li> </ul>	<ul style="list-style-type: none"> <li>- online self-diagnosis of the website</li> <li>- appointment with a CCI advisor</li> <li>- half-day consultancy work with an external expert</li> <li>- monitoring by the CCI of Lyon of the implementation of the recommendations.</li> </ul>
<ul style="list-style-type: none"> <li>▪ ICT tools</li> </ul>	online self-diagnosis
<ul style="list-style-type: none"> <li>▪ Diagnosis</li> </ul>	
<ul style="list-style-type: none"> <li>▪ Webs/ blogs</li> </ul>	<a href="http://www.cci-diagnostic.fr">www.cci-diagnostic.fr</a>
<ul style="list-style-type: none"> <li>▪ Others</li> </ul>	
Fit the results above mentioned according to the following fields of action:	
<ul style="list-style-type: none"> <li>▪ ICT</li> </ul>	X
<ul style="list-style-type: none"> <li>▪ Energy</li> </ul>	
<ul style="list-style-type: none"> <li>▪ Marketing</li> </ul>	X
<ul style="list-style-type: none"> <li>▪ Innovation</li> </ul>	X