

Press Release

Digital B2B support in times of Corona

Innoloft supports technology with its network platform to cushion the corona crisis

(Aachen, 08.04.20) - Innoloft GmbH from Aachen helps networks, trade fairs, associations, clusters and private organisations to cushion the economic restrictions resulting from the "COVID-19 Lockdown". With their digital network platform, the aforementioned players can use the platform solution as a "white label application" adapted to their corporate design for an initial period of six months at special conditions.

The platform provides numerous features that enable solution providers (start-ups, companies, institutes) and solution seekers to find each other virtually. Companies can register on the platform free of charge with their own profile and employees can create their own personal employee profile. Furthermore, products can be created and news can be posted. A further function is the posting of customer and cooperation requests in the form of requests. "Our network platform is designed to initiate new business contacts and exchange information digitally via our messenger function," says Sven Pietsch, co-founder and CEO of Innoloft, about the Corona B2B support offer.

Automated matching and personal contact

The automated matchmaking algorithm offers a special function. This automatically introduces potential partners to each other on the basis of the submitted requests. This facilitates the search for suitable partners and their products and services. Network feed, chat and mailing functions are also available. These give network users the opportunity to get in touch with other users personally and exchange information. "This is a great advantage in difficult times when almost all business processes have to be mapped digitally," says Florian Feuer, co-founder and Chief Marketing Officer at Innoloft. The platform solution allows users to act independently of time and place.

Specifically, networks and organizations that wish to have their own network platform in their own corporate design can contact Innoloft. There is no question that establishing business contacts is of high relevance against the background of the current Corona crisis situation. Several million employees worldwide are currently working in their home office. Without the Internet, digital tools and platform solutions, this would not be conceivable. But digital solutions are also needed for the time after the Corona pandemic. Even after the Corona pandemic, our digital network platform technology will continue to provide companies, start-ups and other organizations with a basis for new customer leads, partnerships, innovations, projects and exchanges," concludes CEO Sven Pietsch. Anyone who would like to learn more about the support offer or enter into direct exchange with

Innoloft regarding the B2B network platform can contact them directly and arrange a personal appointment here.

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About Innoloft GmbH

The Innoloft network promotes innovation by connecting the most innovative players from all technology sectors. Our network is designed to break down barriers between companies, investors and startups worldwide and open up business opportunities for them. To this end, we have developed specific digital formats that identify development partners, new technologies, investment cases or customers and bring together relevant players on our B2B platform. Our users are thus supported in partner acquisition, innovation scouting and lead generation.

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