

# Urgent: Austrian company is looking for a partner for the implementation of a user centric and AI supported lifestyle app

## Summary

Profile type	Company's country	POD reference
<b>Technology request</b>	<b>Austria</b>	<b>TRAT20230511005</b>
Profile status	Type of partnership	Targeted countries
<b>PUBLISHED</b>	<b>Research and development cooperation agreement</b>	<b>• World</b>
Contact Person	Term of validity	Last update
<a href="#">Rita Elste - Tomsone</a>	<b>11 May 2023</b> <b>10 May 2024</b>	<b>11 May 2023</b>

## General Information

### Short summary

The partner sought will be responsible for developing parts of an AI-supported lifestyle app. The App should be able to query the preferences and circumstances of the users and offer personalized product and content recommendations. The AI acts as an assistant that advises users on changing their lifestyle and recommends suitable products. A company offering expertise in system architecture, development and integration of AI, e-commerce and app development is sought for a technical cooperation.

### Full description

A leading Austrian company is looking to break new ground in the e-commerce industry by introducing an innovative, user-centric, AI-supported lifestyle app. They have a clear vision for the future, a business model endorsed by the board and a promising business plan backed by first prototypes of the product. The company aims to capitalize on a fast-growing market with high sales potential.

The proposed AI-driven lifestyle app will act as a personal assistant utilizing artificial intelligence to understand user preferences and circumstances, and recommending a selection of products tailored to their needs.

A suitable company is sought for a technical cooperation agreement. The technology partner will be responsible for the development and integration of interdisciplinary components such as AI, e-commerce and app development.

The Austrian company does not need a custom AI solution but would like to use existing solutions, especially open

source LLMs (Large Language Models).

Advantages and innovations

Technical specification or expertise sought

The technology partner should have comprehensive expertise and skills in one or more of the areas listed to successfully implement the overall development or parts of the platform.

Required skills and experience (references to these competences should be available) include :

- most important: Artificial Intelligence (AI) and Machine Learning (ML): The partner should have in-depth knowledge and experience in developing and implementing AI and ML systems to provide personalized recommendations, analytics and user experiences.
- App Development: expertise in developing mobile and web-based applications for various platforms (iOS, Android, Web) - focus on mobile apps
- E-commerce: experience in building and operating e-commerce platforms, including payment system integration, order processing and partner integration (interfaces)
- UX/UI design: expertise in designing user-friendly and engaging user interfaces that are aligned with user needs and provide an intuitive and enjoyable user experience
- Data analytics and processing: ability to efficiently collect, analyze and process large volumes of user data to gain meaningful insights and make data-driven decisions
- Systems Integration: ability to seamlessly connect and coordinate different technologies, APIs (Application Programming Interface) and systems to create a consistent and robust platform
- EU GDPR (General Data Protection Regulation): experience with the implementation and compliance with the GDPR requirements
- Project Management and Agile Development: experience leading cross-disciplinary teams, effectively managing time and applying agile methodology

Stage of development

Sustainable Development goals

- **Goal 13: Climate Action**
- **Goal 11: Sustainable Cities and Communities**
- **Goal 7: Affordable and Clean Energy**
- **Goal 12: Responsible Consumption and Production**

IPR Status

## Partner Sought

Expected role of the partner

The Austrian company is looking for enterprises with the above competencies for a technical cooperation agreement. The partner will be responsible for the implementation of the overall development or parts of the platform. Each company which expresses interest will be requested to fill in a questionnaire about their skills and experience.

**IMPORTANT:** The deadline for submissions of expressions of interest and the completed questionnaire is 25 May 2023!

After having selected the partner a scoping round will be held, that means the partner will also participate in the structuring of the new product. First meetings with the selected partner company are planned to take place before the summer.

#### Type of partnership

**Research and development cooperation agreement**

#### Type and size of the partner

- **SME 11-49**
- **SME 50 - 249**
- **Big company**

## Dissemination

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#### Technology keywords

- **01003006 - Computer Software**
- **01003011 - Electronic Commerce, Electronic Payment & Signature**
- **01003003 - Artificial Intelligence (AI)**
- **01003018 - User Interfaces, Usability**
- **01003001 - Advanced Systems Architecture**

#### Targeted countries

- **World**

#### Market keywords

- **07006 - Other Consumer Related (not elsewhere classified)**

#### Sector groups involved

- **Digital**