

## How it works: B2B instructions for use

QUICK GUIDE \_ YOUR ROADMAP TO SUCCESSFUL B2B MEETINGS

### 1. Register

Create your b2match account  
Register for the event  
Choose your participation type

### 2. Complete Your Profile

Add a clear pitch (max 160 characters)  
Fill in personal and organisation details  
Upload photo and logo  
Highlight skills, interests and expertise

### 3. Wait for Profile Activation

Your profile must be approved before becoming visible to other participants

### 4. Showcase Your Opportunities

Add opportunities in the Marketplace:  
Product; Service Partnership; Project Cooperation;  
Investment; Expertise, Request

### 5. Explore the Community

Browse participant profiles  
Search Marketplace opportunities  
Use filters and AI recommendations

### 6. Start Networking Early

Send chat messages  
Request meetings with relevant participants  
Include a short message explaining your interest

### 7. Attend Your 1-on-1 Meetings

20-minute meetings via b2match

### 8. Follow Up After the Event

Continue promising conversations  
Exchange contacts and next steps  
Turn connections into collaborations

## GOAL

CONNECT

EXPLORE SYNERGIES

BUILD COLLABORATIONS

CREATE BUSINESS OPPORTUNITIES

## 1-on-1 Meetings: Turn Contacts into Contracts

Attending a matchmaking event offers a convenient and efficient method to connect with potential partners for collaboration.

The brokerage part will be all secured by the B2match platform and its functionality.

Every participant is allowed to search potential partners within the participant's database and then easily request a **20-minute meeting**. These meetings will also take place directly through the B2match platform.

20 minutes run fast, but they are crucial for building initial connections as they provide a targeted way to meet potential collaboration partners, allowing participants to quickly evaluate each other's interests and expertise, and identify common goals and synergies.

## Create your account

To get started, click the **Register** button in the top right corner.

<https://www.b2match.com/e/meet-in-italy-for-life/sign-up/create-account>

The process of registering for an event consists of two steps:

1. Creating a b2match account
2. Creating your profile

Enter your email address and create a strong password. Next, enter your first and last name, and tick the box to agree to the [Terms of service](#) and [Privacy policy](#).

After that, you need to choose your participation type: entrepreneur, scientist, investor, medical health personnel, etc.

Once created your b2match account, you can start registering for the event.

## Registration Steps

### CREATE A CLEAR AND COMPELLING PROFILE

Your profile is your first impression on the platform—make it count! **Keep it clear and concise**, showing who you are, what you offer, and who you'd like to meet. **Highlight your key activities** so others can easily see how you can collaborate. A strong profile boosts your visibility and helps you attract more of the right connections.

- In the **About me section** you should first enter your basic information such as first and last name, occupation, country, and city. Write your pitch! Introduce yourself to other participants with a summary of who you are, and what you can offer, as well as other information that could be important to other participants. Your pitch should be short and can contain a maximum of 160 characters. Your pitch will be visible to other participants on the participant list, which is why it is important that your pitch is captivating and engaging in order to stand out from other participants. Here, you can also upload your profile picture in JPG or PNG format and add your phone number.
- In the **Organization details section**, you can enter basic information about your organization. Enter your organization name, write a description or generate one with AI by clicking on the Generate with AI button and upload your organization's logo.
- In addition to your participant profile, b2match allows you to establish **an organization page** where you can describe your business's mission, goals, vision, and history. Your employees/colleagues have the chance to represent the organization at the event thanks to the organization page. Because of this, you can link the organization page with the participants' profile. An organization page can be created in the registration form during the **Organisation Details** step. In this step, you have two options: **Join an Existing Organization** or **Create a New Organization**. Below the option to join an existing organization based on your email address, select the option to create a new organization. When you select this option, additional organization-related fields will appear. Enter a name for your organization, select its organization type, and complete the remaining fields marked as mandatory. Once you have filled in all the required fields, click Continue to proceed with the registration process.
- In the **Personal details section** you can show who you are and peak interest of other participants at the event. You can add relevant information in the fields: Biography, My skills, My interests.

Although you create your b2match profile when registering for an event, you can always edit your profile later. To ensure that you have the best experience possible during the event, we recommend that you devote more time and attention when editing your profile.

In phase of registration, it may be helping to select a support office.

Support offices are specifically assigned organizers who act as points of contact for participants seeking help or information related to the event. Participants can choose their support offices or they will be assigned one.

Participants may view the contact details of their assigned support office directly on their dashboard, making it easy for them to get the help they need.



## WAIT FOR YOUR PROFILE ACTIVATION

If you see a message saying, “Your profile is waiting to be activated, until then you are not visible to other participants.” when you log in, it means that the event organizers have not done so yet.

If you believe your profile should have been activated already, please check the Contacts page and let the event organizers know.

## SHOWCASE YOUR BUSINESS OPPORTUNITIES AND GET MORE REQUESTS

To elevate your profile and attract more meeting requests, present your opportunities in the Marketplace - whether products, services, projects, or areas of expertise. The b2match Marketplace is a great place to showcase all your business opportunities and find the perfect business partner at an event.

### Create and editing opportunities

In the upper right corner of the event page navigation, click on your avatar, and from the drop-down menu, select Manage opportunities.

On the Manage opportunities page, click the Add an opportunity button.

Next, choose the opportunity type you want to add and click Next to edit your opportunity. Add relevant information so that other participants have a clear picture of what you offer.

Here, you will see all possible opportunity types – Marketplace - for the event.

- Product - add this opportunity to describe the product you or your organization are offering
- Service - add this opportunity to describe the service you're offering
- Partnership - add this opportunity to indicate that you are interested in a partnership
- Project Cooperation - add this opportunity to express that you are looking for a cooperation partner for your project
- Investment - add this opportunity to show you are seeking investment for your startup or project
- Expertise - add this opportunity to showcase your area of expertise
- Request - add this opportunity to describe anything specific you are looking for at the event

Marketplace opportunities are associated with your participant profile, but you can always connect them with your organization, either when creating or editing the opportunity.

If you associate the opportunity with your organization, it will be displayed on the organization page and on your participant profile.

### Explore other participants opportunities

On the Marketplace page, you will find a list of all available Marketplace opportunities, inserted by other participants. On the right, you will see filters you may use to search for relevant opportunities.

You can choose to view opportunities on the Marketplace in a list or grid view or filter them by relevance or creation date.

## BROWSE PARTICIPANT PROFILES

The platform's matchmaking tool helps you find the most promising contacts. Browse the participant list, use filters, or check your AI Profile recommendations to discover partners that match your goals. Engaging with suggested profiles can lead to valuable connections and unexpected opportunities.

## START NETWORKING EARLY

Don't wait for the event to begin—start connecting with potential partners right away through a quick chat message or by directly requesting a 1-on-1 meeting.

### Send & receive meeting requests and messages

- Find the right meeting partners through the Participant list. You can find all your potential meeting partners through the Participant list. The Participant list contains information about all participants at the event. If you find an interesting profile and want to schedule a meeting with that participant, simply click on the plus icon next to their name.
- Find the right meeting partners through the Marketplace list. While scrolling through the Marketplace, you may find interesting opportunities you want to learn more about. The good news is you can schedule a meeting with the person who posted the opportunity directly from the Marketplace.

When requesting a meeting, include a short description of what you'd like to discuss to enhance the acceptance rate of your request. Make the most of the structured one-on-one sessions **by sending and accepting meeting requests** that fit your goals. Being proactive helps turn these brief, focused meetings into valuable, long-term collaborations.

## Register for free at Meet in Italy for Life Sciences Brokerage Event 2026

<https://www.b2match.com/e/meet-in-italy-for-life>

Support:

Contact your local Enterprise Europe Network contact point or

Contact Consiglio Nazionale delle Ricerche  
Unità Valorizzazione della Ricerca e Innovazione,  
e-mail to: irene.dellaversana@cnr.it;  
ludovica.gerardi@cnr.it

