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ICN Navigator Project Introduction

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ICN Victoria

About ICN Victoria

... helping local win



1. Maintaining an **industry capability database** across supply chains & providing capability insights to Govt. of Victoria



2. Facilitating **connections** – SMEs, Project Owners, Industry Bodies, Universities/Research Centers



3. Implementation of procurement policies – **local jobs first**, social procurement framework



4. **Customer support** to project owners, SMEs, agencies

Capability Data in Numbers

Sectors (Example)	Companies	Items (Products & Services)
Furniture, Fittings, Fixtures and Equipment (F,F&E)	233	79
Circular Economy in Construction (CEiC)	280	59
Steel	704	35
Building Information Modelling (BIM)	182	10
Rolling Stock	549	28
HVAC	722	21
Textiles, Clothing and Footwear (TCF)	301	41
Victorian Critical Minerals	116	39

Company Capability Types

For a given 'item' a company can be either one of the following:

Order	Company Type	Definition
1	Project Management	Companies that specialise in end-to-end project management.
2	Designer	The designing and specification of an item, including research and development.
3	Raw Materials Supplier	A company that supplies materials such as timber, steel, or textiles.
4	Manufacturer	Item manufactured from components or raw materials.
6	Assembler	Item assembled from non-raw materials or components to specification (e.g. flat-packs).
7	Item Supplier	Supply of whole (or "complete") items such as furniture, fixtures/ fittings & equipment.
8	Retailer	A business that sells goods or products to the end consumer or customer.
9	Wholesaler	A purchaser of goods or products in large quantities from manufacturers, producers, or other suppliers and then sells them to retailers.
10	Parts Supplier	Seller of components intended for replacing or making up part of a whole item.
11	Service Provider	Services can include a wide range of activities such as consulting, maintenance, and installation.

ICN Navigator

Interface to ICN's Capability

1

Real-Time Industry Visibility: Transform static PDF directories into a dynamic, map-based digital platform that showcases company capabilities across sectors in real time.

2

Smarter Business Discovery: Help government, industry, and project developers quickly find the right businesses by filtering capabilities, sectors, and locations on an intuitive interface.

3

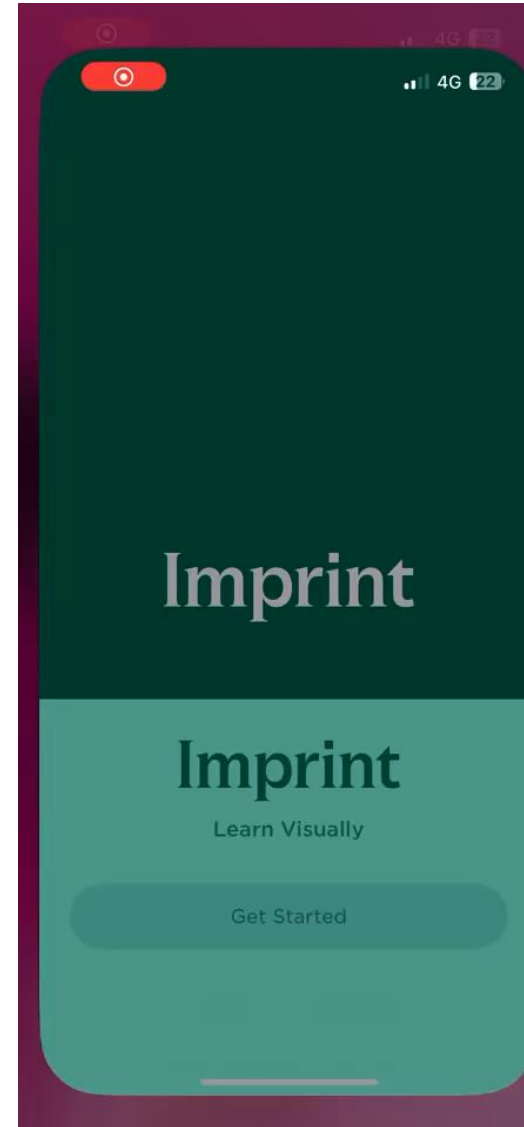
Empowering AU/NZ Companies: Increase visibility and access to opportunities for local companies by making their capabilities more discoverable and accessible through an online platform.

User-Journey Inspiration – Journey 1

Welcome Screen and Account

Using Imprint as Example

- Welcome screen
- Showcase of 'advantages'
- Ability to create an account
- Membership tiers – Free account or paid account
- Payment integration – optional (freemium model)
- Sign in if already have an account
- Detailed specs can be provided as required



User-Journey Inspiration – Journey 1

Welcome Screen and Account

Using HappyCow as Example

- Map view
- List view (sorted by distance from current location)
- Filters
 - Sector of activity
 - Components (manufactured or supplied)
 - Company size
 - Company capacity
 - Female/FN Owned
 - Capability type
 - Others – TBC
- Custom icons based on capability type
- Detailed specs can be provided as required

