



Pilot activity final report

Template for project partners

Activity 3.1, pilot actions implementation and monitoring.

Project identification

Project	Danube Digital transformation Network of Active SMEs training and knowledge transfer centres (Danube DNA)
Programme	Interreg Danube Region Programme 2021–2027
Activity	3.1 Pilot actions implementation and monitoring
Activity Leader	SERDA, Sarajevo Economic Region Development Agency
Lead Partner	University of Novi Sad, Faculty of Technical Sciences

Reporting partner

Project partner	Chamber of Economy Montenegro - PP12
Country	Montenegro
Pilot coordinator (name, email)	Tanja Radusinović tradusinovic@pkcg.org
Pilot activity title	Market Pulse pilot actions implementation and monitoring
Digital solution validated	<i>Select one (keep the option that applies, delete the others):</i> Market Puls WeldWise (smart energy and production monitoring for spot welding machines) InvestPlaner AI-Powered Funding Call Matcher DANUBE ADR (assessment of the digital readiness of SMEs) EM4 System Condition <i>Not listed (please specify):</i>
Pilot implementation period	January 2025 - April 2026 historical datasets; forecasts generated for 2026 W01-W12 and/or 2026 W18-W30, depending on the SME dataset.
Date of submission	2 June 2026

Participating SME(s)

For the size breakdown, enter the number of SMEs in each category. A blank counts as zero, and micro, small and medium should add up to the total.

Number of participating SMEs	5
Of which micro	3

Of which small	0
Of which medium	2
Sector(s)	Accommodation and food service activities; Wholesale and retail trade; Distribution; Beverage representation and sales; Toy retail and toy wholesale

1. Description of the implemented solution

Describe the digital solution validated and which of the six jointly developed solutions it corresponds to. Outline the SME context, the scope of the pilot, and how the solution was deployed in the real SME environment.

The implemented pilot validated Market Pulse, one of the jointly developed Danube DNA digital solutions. Market Pulse was tested as a forecasting and decision-support tool that transforms historical sales and inventory movement data into short-term demand forecasts. The solution was deployed in real SME environments using prepared CSV files with three mandatory columns: name, date, and quantity. The pilot covered five SMEs from tourism, wholesale/distribution, toy retail, toy wholesale, and beverage representation: Hotel Podgorica, Stadion Ltd / Stadion Podgorica, 2QL4U d.o.o., Doclea Park d.o.o., and Gourmetable d.o.o.

Across the pilot actions, the tool processed datasets from actual SME sales/inventory records and generated weekly or monthly forecasts, including mean forecast values, uncertainty intervals where available, trend comparisons with the previous period, and automatic interpretation notes. These notes identified demand spikes, demand declines, stable demand, increases or decreases in demand, and high forecast variance. The pilot scope included 16 selected products and 6,138 data records in total, based on the individual pilot reports. The validated use case was therefore practical sales forecasting for procurement, inventory, stock availability, and distribution planning.

2. Results achieved

Complete each field below. Keep this narrative; report numeric indicators in the KPI table in Section 3 rather than repeating them here.

Expected result	The pilot set out to demonstrate that historical sales and inventory movement data can be used by SMEs to generate short-term demand forecasts and support more informed planning of procurement, stock levels, product availability, and distribution. It also aimed to test whether SMEs could prepare data in a standardized CSV format and interpret forecast outputs through numerical values and automatic notes.
Achieved result	Market Pulse was successfully tested with five SMEs. The solution processed datasets for Hotel Podgorica, Stadion Ltd / Stadion Podgorica, 2QL4U d.o.o., Doclea Park d.o.o., and Gourmetable d.o.o. Forecasts were generated for selected products at weekly and/or monthly level. The outputs provided expected demand, trend changes, uncertainty information where available, and automatic notes explaining demand patterns. SMEs were able to use the results as practical decision-support information for short-term sales, inventory, procurement, and distribution planning.
Evidence supporting the achievement	Evidence includes the five individual pilot reports, screenshots of Market Pulse forecast dashboards and tables, records of processed datasets, forecast outputs, SME feedback, adoption-level assessments, technical performance notes, and recommended next steps included in each report.
Benefits for the participating SME(s)	Participating SMEs gained a clearer view of expected demand changes, a repeatable CSV-based data preparation process, easier interpretation of sales trends through automatic notes,

and practical support for stock planning, procurement timing, product availability, and distribution preparation.

3. KPI values

Report the key performance indicators for your pilot. Add rows as needed. Complete the achievement rate where applicable ($\text{achieved} / \text{target} \times 100$); leave it blank for binary or qualitative indicators. Ensure values are consistent with the narrative above and supported by source of verification.

Indicator (KPI)	Baseline	Target	Achieved	Achievement rate (%)	Source of verification	Comment
Number of SMEs participating in Market Pulse pilot	0	5	5	100%	Individual pilot reports	Five SMEs completed Market Pulse pilot testing.
Digital solution validated in real SME environment	0	1	1	100%	Individual pilot reports	Market Pulse was validated across tourism, wholesale, retail, and distribution contexts.
Datasets processed	0	5	5	100%	Individual pilot reports	Datasets were processed for all participating SMEs.
Total data records used	0	At least 5 SME datasets	6,138 records	N/A	Individual pilot reports	Hotel Podgorica 959; Stadion 4,084; 2QL4U 365; Doclea Park 365; Gourmetable 365.
Selected products analysed	0	At least 5	16 products	N/A	Individual pilot reports	3 Hotel Podgorica products, 10 Stadion products, and 1 product each for 2QL4U, Doclea Park, and Gourmetable.
SMEs providing positive pilot feedback	0	5	5	100%	SME feedback sections	All SME feedback sections assessed the pilot positively.

4. SME feedback

Summarise the feedback provided by the participating SME(s), based on the responses submitted through the mandatory SME survey completed by the participating SME(s). Continuation and sustainability aspects are covered in Section 7.

Main strengths identified by SMEs	SMEs valued the clear weekly forecast view, practical support for sales and inventory planning, automatic notes that explain demand patterns, stable forecast indicators where present, and the standardized CSV import process. They also appreciated that Market Pulse can be applied to different product categories and can help users react more quickly to demand spikes, declines, stable demand, and high forecast variance.
Main weaknesses identified by SMEs	The individual reports do not record major negative feedback. The main limitations identified indirectly were the need for additional testing with more products, customers, sales channels or locations; the need to compare forecasted values with actual sales results; and the need to interpret high forecast variance carefully before full integration into daily planning.
Suggestions for improvement	Continue testing with additional products and broader portfolios; update sales datasets regularly; establish a standard internal CSV preparation procedure; compare forecasts with actual sales after the forecast period; provide short user training on interpretation of spikes, declines, stable demand and variance; and consider gradual integration into regular procurement, sales, inventory and distribution planning.
Would the SME(s) recommend the solution to another SME?	Yes, with the note that broader adoption should follow further validation and regular data updates.
Reason for the answer above	The SME feedback was consistently positive. SMEs recognized the practical value of Market Pulse for forecasting, stock planning, procurement and distribution. Adoption levels ranged from Medium to High in the individual reports, which indicates that SMEs see the tool as useful but that full operational adoption depends on continued testing, data quality, user training and comparison with actual sales results.

5. Challenges during implementation

List the main challenges encountered across the pilot phases (preparation, tender, contracting, implementation and monitoring). For Impact select Low, Medium or High; for Resolved enter Yes or No. Add rows as needed.

Challenge	Impact (Low / Medium / High)	Mitigation measure	Resolved (Yes / No)
Preparation of SME data in the required CSV structure with Name, Date and Quantity columns.	Medium	Clear import instructions, example CSV structure, and system warnings for incorrect formats were used.	Yes
Forecast interpretation for weeks with demand spikes, significant declines or high variance.	Medium	Automatic system notes were used to explain patterns; additional user training is recommended.	Partially
Limited pilot scope for several SMEs, especially single-product testing.	Medium	Recommended expansion to additional products, categories, sales channels and seasonal periods.	Partially
Need to validate forecasts against actual sales results after the forecast period.	Medium	Recommended comparison of forecasted and actual values as a next step.	No

6. Lessons learned

Provide up to three prioritised lessons from your pilot, using the structure below. A lesson is more than a challenge: it states what you would keep or change, and whether it transfers to other partners. Complete Lesson 1 as a minimum; Lessons 2 and 3 are optional.

Lesson 1 *(required)*

Lesson title	Standardized input data is essential for repeatable forecasting
Thematic area	Technical and digital solution
Priority	High
Situation	The pilots used real SME sales and inventory movement data, but successful import depended on preparing CSV files with the required Name, Date and Quantity columns.
What happened	The standardized structure made the import process clearer and easier to repeat across different SMEs and sectors. System warnings helped reduce formatting errors.
What worked or what you would do differently	Keep the standardized CSV template and provide a short preparation checklist before each future pilot. Next time, introduce a short data-readiness check before forecast generation.
Transferability	High - transferable to all partners validating data-based tools, especially where SMEs provide their own operational datasets.

Lesson 2 *(optional, complete only if applicable)*

Lesson title	Automatic interpretation notes improve SME understanding
Thematic area	Stakeholder and SME engagement
Priority	High
Situation	SMEs needed forecast results that were easy to understand, not only numerical tables.
What happened	The automatic notes helped SMEs identify demand spikes, declines, stable demand and high variance. This made outputs more useful for non-technical users.
What worked or what you would do differently	Keep the explanatory notes and combine them with short user training on how to act on each type of signal.
Transferability	High - transferable to other digital tools where SME users need practical interpretation of analytical outputs.

Lesson 3 *(optional, complete only if applicable)*

Lesson title	Pilot validation should gradually move from single products to portfolios
Thematic area	Sustainability and scale-up
Priority	Medium
Situation	Several pilots tested Market Pulse on one selected product, while one pilot tested a broader portfolio of ten products.
What happened	Single-product testing proved the concept, but broader product coverage is needed before full business integration.

What worked or what you would do differently	Start with a focused product test, then expand to categories, sales channels and seasonal products once the SME understands the workflow.
Transferability	Medium - transferable to partners working with SMEs that need staged adoption and manageable first pilots.

7. Sustainability and future use

Set out whether and how the solution will continue to be used beyond the project. This is a key consideration for Interreg and for the consolidated lessons learned.

Will the SME(s) continue using the solution after project completion?	Partially / Yes, depending on the SME. The reported adoption levels ranged from Medium to High.
Reason for the answer above	SMEs recognized the value of Market Pulse for sales forecasting, stock planning, procurement and distribution preparation. Continued use is likely where the company can maintain updated data and compare forecasts with actual sales. Full adoption requires additional validation, portfolio expansion and internal user confidence.
Resources required for continuation	Regularly updated sales/inventory datasets; staff time for preparing CSV files; basic user training; internal procedure for forecast review; and periodic comparison of forecasts with actual sales results. No additional major infrastructure need was identified in the individual reports.
Main barriers to long-term adoption	Possible barriers include inconsistent data quality, limited product coverage, insufficient user training, lack of routine data updates, high forecast variance in some cases, and limited integration of the tool into regular procurement or inventory workflows.
Overall sustainability outlook	Medium to High

8. Recommendations for future projects

Set out forward-looking recommendations for upscaling the solution and for other partners planning similar pilots. Focus on what would improve feasibility, sustainability and transferability across the Danube Region.

Supporting documentation / annexes

Five individual pilot reports were used as supporting documentation: Hotel Podgorica; Stadion Ltd / Stadion Podgorica; 2QL4U d.o.o.; Doclea Park d.o.o.; and Gourmetable d.o.o. The reports include descriptions of pilot implementation, screenshots of input data and Market Pulse outputs, SME feedback, adoption-level assessments, technical performance notes and next-step recommendations.

Completed by

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