

PROFILE REGISTRATION INSTRUCTIONS FOR B2MATCH PLATFORM

Link matchmaking platform: [RivCircular Matchmaking Platform](#)

The b2match platform is a powerful matchmaking tool designed to facilitate professional networking, business collaborations, and partnership opportunities in virtual, hybrid, and in-person events. It helps participants efficiently connect with potential business partners, investors, suppliers, or clients through structured meetings. By leveraging smart matchmaking features, the platform ensures meaningful interactions, saving time and maximizing networking potential. Within the context of the RIVCircular Project, this platform is of great utility because it will serve as a brokerage space for companies and research centres from the six regions that are part of the consortium of this project and the ones that are launching a cascade funding call on five different topics related to deep tech and circular economy:

1. Construction and Demolition Waste (CDW) circularity
2. Waste– Resource and energy recapture
3. Electric Vehicle (EV) batteries recycling and reuse
4. Circular economy in the textile industry
5. Improving the digitization of the circular economy

This platform is designed to hence the development of connections in order to create consortiums to present proposals for the cascade funding calls.

STEP 1: ACCESS THE PLATFORM

1. Open your web browser and go to the **b2match website**. [Home | RIVCircular Matchmaking Platform](#)
2. Click on **Register**

STEP 2: CREATE AN ACCOUNT

1. Choose **Sign up with Email** or use an existing Google/LinkedIn account.
2. Enter your **name, email address, and password**.
3. Accept the **terms and conditions** and click **Register**.
4. **Check your email for a verification** link and click on it to activate your account.

In order to complete your Profile and Marketplace information bare in mind the key priorities for the RIVCircular project that are related to the cascade funding calls.

STEP 3: COMPLETE YOUR PROFILE

1. Log in to your account.
2. Navigate to the **Profile** section and provide the following details:
 - **Profile Picture:** Upload a professional photo
 - **Personal Information:** Full Name, Job Title, and Organization
 - **Organization name:** company details, Website, Industry, and Location, may add a link.
 - **Personal information:** Bio/Introduction/Pitch. Briefly describe yourself and your professional background. This is very important because you may sound attractive
 - **Social Media Links:** Add LinkedIn or other relevant profiles (optional) to other members of the platform that based on this information could contact you to start with the networking.
 - **Business Interests:** Specify what you are looking for (e.g., partnerships, clients, suppliers)

STEP 4: COMPLETE YOUR MARKETPLACE

The **Marketplace** is a crucial feature of b2match that helps showcase your products, services, or projects to attract relevant connections. Completing it ensures:

1. **Higher Visibility** – A well-filled profile increases exposure to other participants.



2. **Relevant Contacts** – Potential partners, clients, or investors can easily find your offerings.
3. **Better Matchmaking** – The platform suggests strategic connections based on your interests.
4. **Competitive Differentiation** – A strong profile makes you stand out from others.
5. **Optimized Networking** – Participants can review your offer before the event and request meetings.

How to Complete Your Marketplace Entry

1. **Go to the Marketplace section** in your profile.
2. **Add a new listing** by selecting what you offer for this call (technology, capabilities, project idea, collaborations, pilot or testing site).
3. **Create a clear and engaging title** and **detailed description** with relevant keywords.
4. **Upload high-quality images or documents** to support your offer.
5. **Define your target audience** and specify the type of collaboration you seek.
6. **Save and review your entry regularly** to keep it updated and attractive.

STEP 5: DEFINE YOUR PARTICIPATION

1. Select your **areas of interest** to ensure relevant matchmaking.
2. Indicate your **availability** for meetings.
3. **Browse the attendee list** and send meeting requests to potential partners. The meetings that you schedule will appear in the Meeting section of your profile.

STEP 6: CONFIRM YOUR REGISTRATION

1. Review your profile information and make any necessary updates.
2. Click **Save & Complete Registration**.
3. Wait for event organizers to approve your registration if required.



STEP 7: ENGAGE AND NETWORK

1. Check the **event schedule** for important sessions.
2. Accept or decline meeting requests.
3. Join scheduled meetings via video calls.

REMEMBER

- You can utilize **Advanced Search Filters**: Leverage the platform's advanced search functionalities to narrow down potential partners. Filters allow you to search by criteria such as registration status, areas of activity, organization type, and country, enabling you to identify organizations that align with your objectives.
- **You can schedule and manage meetings on the platform!**

