

One-pager Template: Field Dictionary

In this dictionary, you will find the list of fields you can rely on to build your **One-Pager template**. If you need guidance on how to build your template, make sure to consult our **How-to guide**.

À LIRE

💡 Check the availability of fields according to the export type **.pptx** or **.docx**.

⚠️ Make sure to respect the exact format of the fields to prevent any errors.

⚠️ All the fields listed below need to be included within accolades { } in your template. Otherwise, they will be considered as text input.

⚠️ Many of the fields you will rely on are “table fields”, fields that are constituted of a list of elements. These fields require a specific formatting to be valid and may alter the Export feature if not formatted correctly. Let’s take an example with tags.

Option 1: Specify the position of the tag you want to export e.g. **d.tags[i=0].label**

*Tip: Use **d.tags[i=0].label**, **d.tags[i=1].label** and **d.tags[i=2].label** if you want the 3 first tags to be exported. If only 1 tag is available on a given item, **d.tags[i=1].label** and **d.tags[i=2].label** will be ignored*

Option 2: Use the following incremental format to export the entire list of tags. Make sure to use a 2-line table.

d.tags[i].label
d.tags[i+1].label

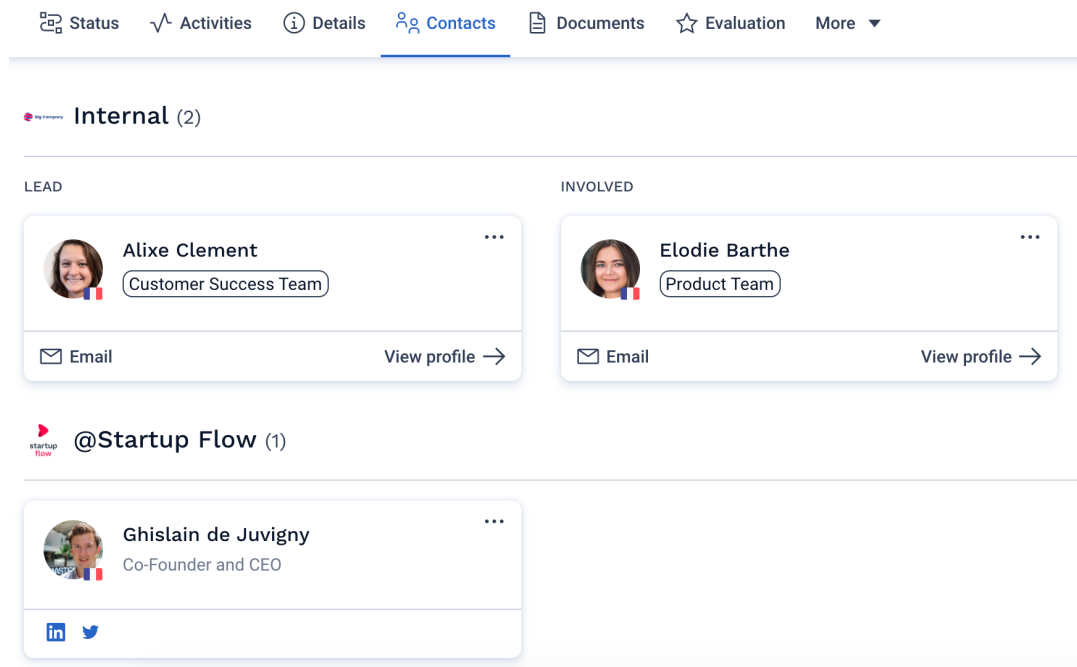
NB: Make sure not to simply include **d.tags[i].label** in your template, as the templating system will not recognize the format.

Generic fields

Fields you can use for a template dedicated to companies AND/OR projects.

Contacts

⚠️ Contacts fields are table fields and can be complex to manage. Make sure you refer to the documentation below to know how to properly use them.



The screenshot shows the Bloom Flow interface with a navigation bar at the top containing: Status, Activities, Details, **Contacts**, Documents, Evaluation, and More. Below the navigation bar, there are two sections: "Internal (2)" and "@Startup Flow (1)".

Internal (2) section:

- LEAD** column:
 - Alixé Clement, Customer Success Team. Includes an email icon and a "View profile" link.
- INVOLVED** column:
 - Elodie Barthe, Product Team. Includes an email icon and a "View profile" link.

@Startup Flow (1) section:

- Ghislain de Juvigny, Co-Founder and CEO. Includes LinkedIn and Twitter social media icons.

Internal contacts .pptx .docx

Field name	Example
d.leads[i].username	d.leads[0].username Alixé Clément
d.leads[i].userGroupNameList:arrayMap() t:arrayMap()	d.leads[0].userGroupNameList:arrayMap() Customer Success Team

External contacts .pptx .docx

Field name	Example
d.externalContacts[i].username	d.externalContacts[0].username Ghislain de Juvigny
d.externalContacts[i].firstName	d.externalContacts[0].firstName Ghislain

d.externalContacts[i].lastName	d.externalContacts[0].lastName de Juvigny
d.externalContacts[i].job	d.externalContacts[0].job Co-Founder and CEO
d.externalContacts[i].image_url	d.externalContacts[0].profile_image_url <i>image URL</i>
d.externalContacts[i].linkedin	d.externalContacts[0].linkedin https://www.linkedin.com/in/ghislain-de-juvigny/
d.externalContacts[i].twitter	d.externalContacts[0].twitter https://www.twitter.com/ghislain-de-juvigny/
d.externalContacts[i].phone	d.externalContacts[0].phone 06 12 34 56 78

Tags, Sources & Labels

.pptx ▾ .docx ▾

⚠ *Tags, Sources & Labels fields are table fields and can be complex to manage. Make sure you refer to the documentation below to know how to properly use them.*

Labels

Field name	Example
d.labels[i].label	d.labels[0].label Procurement validation

Labels

 Procurement validation

Sources

Field name	Example
d.sources[i].name	d.sources[0].name Innovation Breakfast
d.sources[i].sourceCategory Name	d.sources[0].sourceCategory Name Internal Sources

Sources

Innovation Brea... (Internal source)

Tags

Apps SaaS Startup

Team collaborat...

Remote efficien...

Low Costs to De...

Tags

Field name	Example
d.tags[i].label	d.tags[0].label SaaS
d.tags[i].parentLabel	d.tags[0].parentLabel Company type
d.tags[i].category	d.tags[0].category Technology

Interactions (shares & follows) .pptx ▾ .docx ▾

 *Interactions fields are table fields and can be complex to manage. Make sure you refer to the documentation below to know how to properly use them.*



AB Tasty
 ECOSYSTEM PARTNER · www.abtasty.com    

AB Tasty offers AI-driven experimentation, personalization, and product optimization platforms for user testing.

[Status](#) [Activities](#) [Details](#) [Contacts](#) [Documents](#) [Evaluation](#) [More ▾](#)

Leads

 **Xavier De Cazenove** CVC

 **Elodie Barthe** CVC Marketing

+1 more

 1

Share 1

More



Field name	Example
d.shares	How many shares did the item have? 1
d.follows[i].username	d.follows[0].username Ghislain de Juvigny
d.follows[i].image	d.follows[0].image <i>Profile picture URL</i>

Workflows .pptx .docx

⚠ Workflows fields are table fields and can be complex to manage. Make sure you refer to the documentation below to know how to properly use them.

Workflows						+ Nouveau workflow
	Qualification		Qualification		Open Innovation	Ouvrir
	Deployment APAC		Planification ...		Product-Eng Tea...	Ouvrir
	Deployment Europe Digital		Test et valida...		Product-Eng Tea...	Ouvrir
	Legal validation		Révision du c...		Legal	Ouvrir
	Partner categorization		Signature du c...		Partnership	Ouvrir
	IT validation		Validation dé...		IT department	Ouvrir

Field name	Example
d.workflows[i].name	d.workflows[0].name Legal validation
d.workflows[i].activeStepId	d.workflows[0].activeStepId Contract review
d.workflows[i].activeStepNotes	d.workflows[0].activeStepNotes Review the NDA file
d.workflows[i].activeState	d.workflows[0].activeState In Progress
d.workflows[i].userGroups	d.workflows[0].userGroups Legal
d.workflows[i].activeStepStartedDate:formatD(L)	d.workflows[0].activeStepStartedDate:formatD(L) 15/12/2024

NB: Make sure to add the “formatD(L)” converter to export date fields in a readable format

Ecosystem .pptx ▾ .docx ▾

 Ecosystem fields are table fields and can be complex to manage. Make sure you refer to the documentation below to know how to properly use them.

 Solutions 12

 Projects 3

Solutions

+ Link solution

 **Bpifrance** ...
Invested in Series B

 **Britishvolt** ...
Britishvolt was mentioned during a conversation with...

 **Defacto** ...
Former Spendesk Co-Founder and former Head of Strategy &...

 **Electrolux** ...
No description

 **Ernst & Young** ...
EY supports them with consultancy services to scale...

 **FAAREN Group** ...
Former Head of Sales of Spendesk working at FAAREN...

Field name	Example
d.relatedObjects[i].name	d.relatedObjects[0].name Bpifrance
d.relatedObjects[i].pitch <i>on relatedObject's page</i>	d.relatedObjects[0].pitch Bpifrance provides financial solutions...
d.relatedObjects[i].details.description <i>on relatedObject's page</i>	d.relatedObjects[0].details.description Bpifrance provides financial solutions...
d.relatedObjects[i].parentTypologyData.label	d.relatedObjects[0].parentTypologyData.label Partners
d.relatedObjects[i].relatedObjectLabel.label	d.relatedObjects[0].relatedObjectLabel.label Selected solution
d.relatedObjects[i].comment	d.relatedObjects[0].comment Invested in Series B

Roles & Permissions .pptx .docx

 Roles & Permissions fields are table fields and can be complex to manage. Make sure you refer to the documentation below to know how to properly use them.



AB Tasty

ECOSYSTEM PARTNER · www.abtasty.com    

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Leads

 Xavier De Cazenove CVC

 Elodie Barthe CVC Marketing

+1 more

[Status](#) [Activities](#) [Details](#) [Contacts](#) [Documents](#) [Evaluation](#) [More](#)

 1

 4 

[Share](#) 1 [More](#) 

Field name	Example
d.usersAndGroupsWithRoles[i].username	d.usersAndGroupsWithRoles[i].username Ghislain de Juvigny, Coline Prevost,...
d.usersAndGroupsWithRoles[i].name	d.usersAndGroupsWithRoles[i].name Innovation Team
d.usersAndGroupsWithRoles[i].avatar_url	d.usersAndGroupsWithRoles[i].avatar_url Profile picture URL
d.nbOfUsersAndGroupsWithRoles	[Number of Groups & users with roles] 4
d.defaultAccess	[Item's default access] innovation-provider.viewer

Companies fields

Fields you can use for a template dedicated to external innovation providers: companies, startups, etc.

Header .pptx .docx



bloomflow

STARTUP · www.bloomflow.com     

bloomflow is the innovation management platform for impact-driven organizations

Field name	Example
d.pageUrl	https://trial.bloomflow.com/company/1234567abcd
d.name	bloomflow
d.logo (only .pptx)	image URL
d.pitch	bloomflow is an innovation management platform for impact-driven organizations
d.typologyId	startup
d.links.website	bloomflow.com
d.links.facebook_url	https://www.facebook.com/bloomflow/
d.links.twitter_url	https://twitter.com/bloomflow
d.links.linkedin_url	https://www.linkedin.com/company/bloomflow/
d.links.crunchbase_url	https://www.crunchbase.com/organization/bloomflow
d.createdAt:formatD(L)	01/01/2021
d.updatedAt:formatD(L)	01/01/2023
d.duplicatedApp	true/false

Startup Détails Traduire (FR)

Description

bloomflow is the innovation management platform for impact-driven organizations. Our SaaS platform is organized around 4 product
Manage ecosystems by building and tracking portfolios
Implement methodology so teams apply processes across projects
Enable collaboration by sharing knowledge between teams and collecting needs
Make better decisions thanks to data

Field name

Example

d.details.description	[Description] bloomflow helps organisations reinvent (...)
d.details.painpoints	[Adressed Pain Point]
d.details.business_opportunity	[Business Opportunity]
d.details.sustainability	[Sustainability Assessment]
d.details.success_proofs	[Success Proofs]
d.details.risks	[Potential Risks]
d.details.key_differentiators	[Key Differentiators]
d.details.competitors	[Competitors]
d.details.business_model	[Business Model]
d.details.year_founded	[Year Founded]
d.details.hq_countryId	[Headquarters country]
d.details.hq_city	[Headquarters city]
d.details.nb_employees	[Number of employees]
d.details.maturity	[Development stage]
d.details.links.linkedin_url	[LinkedIn]
d.details.acquiredOn:formatD(L)	[Acquisition date]
d.details.acquiredPrice	[Acquisition price]



d.details.acquiredPriceCurrencyCode [Acquisition price currency code]

d.details.acquirerName [Acquirer's name]

d.details.closedOn:formatD(L) [Closing date]

⚠ These are the **default fields** available on all bloomflow platforms. Some of them might be deactivated on yours, they will be ignored if you use them on your template.

Custom fields

Some custom fields might be activated as well as your platform, ask their name to your Customer Success Manager if you wish to add them on your template.

Generally, the tag of your custom field is defined in the format :

Field name	Example
d.details.custom_my_custom_name	d.details.custom_project_budget \$ 1,000,000

Fundings .pptx ▾ .docx ▾

⚠ *Fundings fields are table fields and can be complex to manage. Make sure you refer to the documentation below to know how to properly use them.*

Fundings				+ Add funding
AMOUNT	COMMENT	INVESTORS	YEAR	
\$1,000,000	Seed	Business Angels	2016	...

Field name	Example
d.fundings[i].investmentTypeLabel	d.fundings[0].investmentTypeLabel Series A
d.fundings[i].raisedAmount	d.fundings[0].raisedAmount \$ 1,000,000
d.fundings[i].raisedAmountCurrencyCode	d.fundings[0].raisedAmountCurrencyCode USD
d.fundings[i].investorCount	d.fundings[0].investorCount 3

d.fundings[i].announcedOn	d.fundings[0].announcedOn 2020
d.fundings[i].countryCode	d.fundings[0].countryCode US
d.fundings[i].leadInvestorNames	d.fundings[0].leadInvestorNames Benjamin Graham, Peter Lynch, John Neff
d.fundings[i].source	d.fundings[0].source Crunchbase
d.details.total_funding_usd	d.details.total_funding_usd 1.5M \$

Acquisitions .pptx .docx

⚠ Acquisition fields are table fields and can be complex to manage. Make sure you refer to the documentation below to know how to properly use them.

Acquisitions					+ Add acquisition	
Acquired Company	Amount	Transaction Type	Acquiree country	Year		
epoq	100M	Acquisition	DEU	2022	👤	...
Nirror		Acquisition	FRA	2016		...

Field name	Example
d.acquisitions[i].acquireeName	d.acquisitions[0].acquireeName Epoq
d.acquisitions[i].acquireeCountryCode	d.acquisitions[0].acquireeCountryCode DEU
d.acquisitions[i].acquisitionType	d.acquisitions[0].acquisitionType Acquisition
d.acquisitions[i].price	d.acquisitions[0].price 100M
d.acquisitions[i].acquiredOn:formatD(YY YY)	d.acquisitions[0].acquiredOn:formatD(YYYY) 2022
d.acquisitions[i].source	d.acquisitions[0].source Crunchbase

Crunchbase News .pptx ▾ .docx ▾

! News fields are table fields and can be complex to manage. Make sure you refer to the documentation below to know how to properly use them.

CRUNCHBASE NEWS (2)

TITLE ↑	URL	SOURCE	POSTED ON
Private banking moves into the age of digital platforms	https://earlymetrics.com/priv...	Early Metrics	29 Jul 2021
Euronext partners with Early Metrics for SME analytics	https://www.finextra.com/pre...	Finextra Research	9 Jul 2021

Field name

Example

d.news[i].title

d.news[0].title
Private banking moves (...)

d.news[i].url

d.news[0].url
<https://earlymetrics.com/...>

d.news[i].publisher

d.news[0].publisher
Early Metrics

d.fundings[i].postedOn:formatD(L)

d.news[0].postedOn
9 Jul 2021

NB: For the moment, the only News that can be exported are the ones automatically fetched from Crunchbase. Manually added News cannot be exported.

Qualification form .pptx .docx

 Qualification forms fields are multi-dimensional table fields and can be complex to manage. Make sure you refer to the documentation below to know how to properly use them.

Spendesk qualification form Edit Export

1 - PARTNERSHIP WITH COMPETITORS Hide section

Does the partner work with competitors?
yes
Is the partner financially linked to a competitor?
yes

2 - PARTNER CLASSIFICATION Hide section

Financial
Spendesk qualification
Category
Expert Challenger Avoid Suppress
Business Model

Field name	Example
d.qualificationForm[i].sections[i+1].section_label	d.qualificationForm[0].sections[0].section_label Partnership with competitors
d.qualificationForm[i].sections[i].fields[i+1].label	d.qualificationForm[0].sections[0].fields[0].label Does the partner work with competitors?
d.qualificationForm[i].sections[i].fields[i+1].value	d.qualificationForm[0].sections[0].fields[0].value Yes

Evaluation .pptx .docx

Not available yet

Projects fields

Fields you can use for a template dedicated to projects (if the Tab is activated on your platform).

Header .pptx .docx



Transforming our current testing processes

PROJECT · 1/1/22 > 2/24/22

We really need to make these processes better. We need tooling, and clear objectives.

Field name	Example
d.pageUrl	https://trial.bloomflow.com/project/1234567abcd
d.name	Transforming our current testing processes
d.logo (only .pptx)	image URL
d.pitch	We really need to make these processes better. We need tooling, and clear objectives.
d.typologyId	project
d.createdAt:formatD(L)	[Creation date] 01/01/2021
d.updatedAt:formatD(L)	[Updated date] 01/01/2023

Details .pptx .docx

Status
Activities
Details
Contacts
Documents
Ecosystem
More

Project Details

Start date

01/01/2022

End date (estimation)

24/02/2022

Description

This will be a great project.

Field name	Example
d.details.project_start_date:formatD(L)	[Start date] 01/01/2022

d.details.estimated_completion_date:formatD(L) [End date] 24/02/2022

d.details.description [Description] This will be a great project.

d.details.expected_benefits [Expected Benefits]

d.details.kpis [Followed KPIs]

NB: Make sure to add the “formatD(L)” converter to export date fields in a readable format

⚠ These are the **default fields** available on all bloomflow platforms. Some of them might be deactivated on yours, they will be ignored if you use them on your template. Some custom fields might be activated as well as your platform, ask their name to your Customer Success Manager if you wish to add them on your template.

Reference Pictures

Not available yet

Tips & Resources

Table fields .pptx ▾ .docx ▾

Table fields are defined as part of a table. They are determined by their position in this table, and cannot exist without it.

Example: Internal contacts

Field name	Example
d.leads[i].username	Alixé Clément
d.leads[i].userGroups	Customer Success Team

Option 1: Pre-determine the number of fields you want to display

e.g. If you want the first two Internal contacts to be displayed, use **d.leads.username[0]** and **d.leads.username[1]**

In this configuration, the fields do not need to be included in a table on your template.

*NB: If only one contact is defined on the item you export, **d.leads.username[1]** will be ignored.*

Option 2: Use a table to display all the fields available on your item

e.g. If you want all the Internal contacts defined on your item to be displayed, use

d.leads[i].username
d.leads[i+1].username

Make sure to include the fields in a table for the incrementation to work. You can make the table's borders invisible if you don't want it to appear on the export.

NB: You can use several table fields in a single table.

Example:

d.leads[i].username	d.leads[i].userGroups
d.leads[i+1].username	d.leads[i+1].userGroups

Image fields .pptx ▾

To make sure you export images with the dimensions of your choice, here is what we recommend:

1. Add a random image on your template, with the size and location of your choice
2. Right click on the image and choose the “Edit remplacement text” option
3. Add your desired image field as remplacement text e.g. {d.logo}

×

Texte de remplacement

Comment décrire cet objet et son contexte à une personne non-voyante ou malvoyante ?

- Le ou les sujet(s) en détail
- Le paramètre
- Les actions ou interactions
- Autres informations pertinente

(1 à 2 phrases détaillées recommandées)

{d.logo}

4. Your random image will automatically be replaced during the export

Applying filters (advanced) .pptx ▾ .docx ▾

To ensure that you always have access to the information that interests you, you can apply filters to the fields. Filters are conditions to be entered in the parameters of your fields, like this :

d.relatedObjects[i, parentTypologyData.label = 'Startups'].name} [Ecosystem’s companies names of the Startups portfolio]

Here are the different conditional operators that can be used:

- > (is higher than)
- < (is lower than)
- >= (is higher than or equal to)
- <= (is lower than or equal to)
- “=” (is equal to)
- “!=” (is not equal to)

💡 Adding several conditions in a row to a field like {d.relatedObjects[i, {first_condition}, {second_condition}, ...].name} means: give me the relatedObjects’ names that match the {first_condition} **AND** {second_condition}

💡 Adding 2 simultaneous conditions like `{d.relatedObjects[i, {first_condition}].name}{d.relatedObjects[i, {second_condition}].name}` means: give me the relatedObjects' names that match the `{first_condition}` **OR** `{second_condition}`

Template Configuration .pptx ▾ .docx ▾

Some limitations are currently configured on your template, to prevent formatting discrepancies (e.g. text ran over):

- Exported **Tags** and **Fundings** are limited to 3 elements when using the `[i] [i+1]` incrementation
- Pitch, Description, Business Model and Competitors are limited to 150 characters, followed by a “...” ellipsis

NB: If you want to change this limitation, reach out your dedicated Customer Success Manager)