

Presentation & Overview of activities of the InnoMedia project

InnoMedia Final Conference & UpGradeSME – Staff Exchange

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Alberto Soraci



InnoMedia:

***design and deliver a new, comprehensive approach to
SME innovation support***



The partners

- ✓ Steinbeis 2i– S2i - Germany
- ✓ Regional Center for Information and Scientific development – Hungary
- ✓ Innova BIC – Business Innovation Center - Italy



Innovation programme review and benchmarking

Activity:

Review, evaluation and benchmarking a number of European successful regional policies and programmes for innovation support to SMEs.

	Areas of interest	Benchmarks
1	<i>Networking & Clustering</i>	<input type="checkbox"/> Health Care Technology Alliance (West Sweden)
2	<i>Technology Transfer</i>	<input type="checkbox"/> SISTER (Friuli Venezia Giulia) <input type="checkbox"/> Innovation Network™ (Friuli Venezia Giulia) <input type="checkbox"/> A Centre of Excellence (Slovenia)
3	<i>Raising Public & Private Funds</i>	<input type="checkbox"/> Pancreta Development Fund (Crete)
4	<i>Entrepreneurship & Start-ups</i>	<input type="checkbox"/> Start up entrepreneurs (Styria) <input type="checkbox"/> Baross Programme (South Transdanubia) <input type="checkbox"/> UNISTEP (Crete) <input type="checkbox"/> BIC Canaries (Canary Islands)
5	<i>Development of Human Resources</i>	<input type="checkbox"/> Skills Development of Qualified Employees (Styria)
6	<i>Product Innovation</i>	<input type="checkbox"/> SMED (West Sweden)

7 *Accelerators programs*

FIWARE Accelerate



The main characteristics

	SISTER	Innovation Network	SMED	Start-up Entrepreneurs	FIWARE Accelerate
Main scope	<i>Reserch valorization</i>	<i>Liaise with industry</i>	<i>Support SME</i>	<i>Support SME</i>	<i>Support SME and ecosystem set up</i>
Services	scouting of promising research outcomes	setting up a network of competence centres	to support enterprises in developing innovative product ideas	consulting services	technical coaching
	assessment of their industrial application potential	technology-intensive knowledge transfer	to enable ideas to lead enterprises towards the development of new profitable products	machinery	commercial and business coaching
	exploitation of research outcomes	technology audit	to increase the ability of SMEs to develop innovative business.	office equipment	funds for development and investment (software, machinery, promotional activities)
	market analysis	feasibility studies			networking and internationalization occasion and funds
	protection of IPR	multi-sector studies			access to venture capitalist and business angels
	technology-intensive knowledge transfer from research organizations to SMEs and/or spin-offs.	validation of business ideas			
		market analysis design and management of R&TD and industrial innovation projects			
Soft competence	Valorization experts	Brokers	contact point		technical and commercial coach
Success factors	<i>proactive approach pursued by the Liaison office</i>	<i>creation of an Innovation Network composed of Competence Centers for different industrial production sectors</i>	<i>involving in the programme the representatives of the main regional innovation players</i>	<i>tailor-made approach provided for different kinds of start-up entrepreneurs</i>	<i>unique coordinated funding mechanism for SME development</i>
	<i>scouting differents alternatives of technology exploitation</i>	<i>straight contact with clients achieved through visits and interviews</i>	<i>information and promotion plan carried out by a dedicated Contact Point</i>		<i>Dedicated team of coaches per company</i>
		<i>extensive support provided throughout the entire innovation development and implementation process</i>	<i>"stepwise working method": first evaluation of basic idea into a preliminary project proposal second more detailed investigation on the project idea with the cliend by the contact point</i>		<i>supporting centralized office</i>
		<i>maintenance of business relationships between clients and Competence Centers</i>			



The survey to the innovation agencies

The activities implemented by the agencies

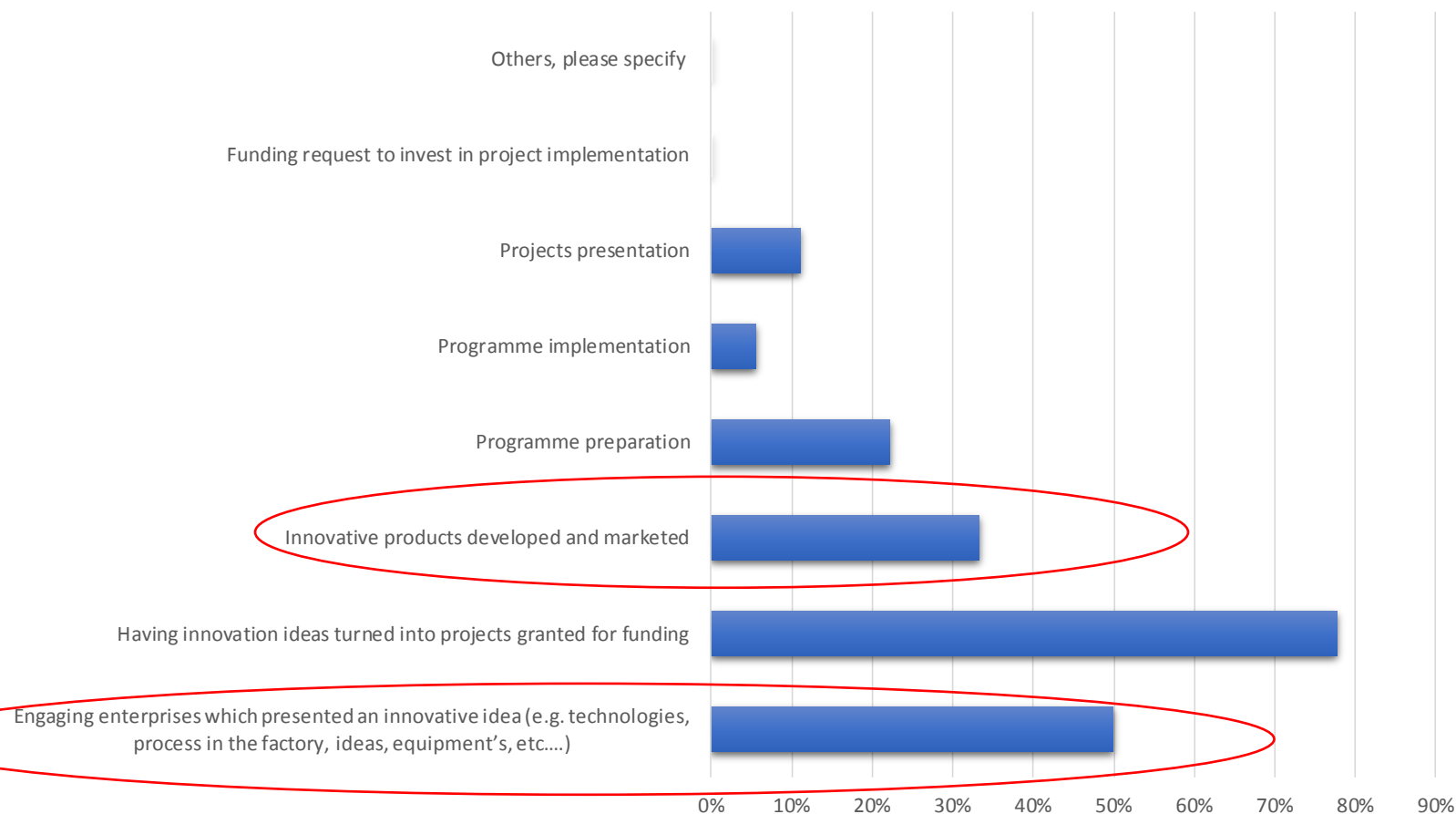
- 1) Information to SMEs
- 2) Promotion of calls at national level
- 3) Promotion of calls at international level
- 4) Evaluation of innovation ideas
- 5) Support offered to innovative projects developed by start-ups
- 6) Scouting on know-how in Research Centers
- 7) Programmed set-up
- 8) Identification of investors



The survey to the innovation agencies

The innovation agency success factors

Question 5



Stronger approach “grants oriented” more than “innovation support oriented” by the agencies



Toward the InnoMedia Design Option Paper

Activities done

- Literature review: on regional and national innovation ecosystem, industrial and technology cluster,
- roundtable among project partners: enterprise development, enterprise technology audit, exploitation research outcomes, etc,
- focus group among project partners and external stakeholders to validate the outcomes of the roundtable and the document prepared



Main elements considered as ground for the DOP

The partners experience:

- ✓ Steinbeis 2i
- ✓ Regional Center for Information and Scientific development – tailor made approach
- ✓ Innova BIC – Business Innovation Center

The open innovation model

The meta cluster approach

The quadruple and quintuple helix model

The NEXUS and Smart Specialization



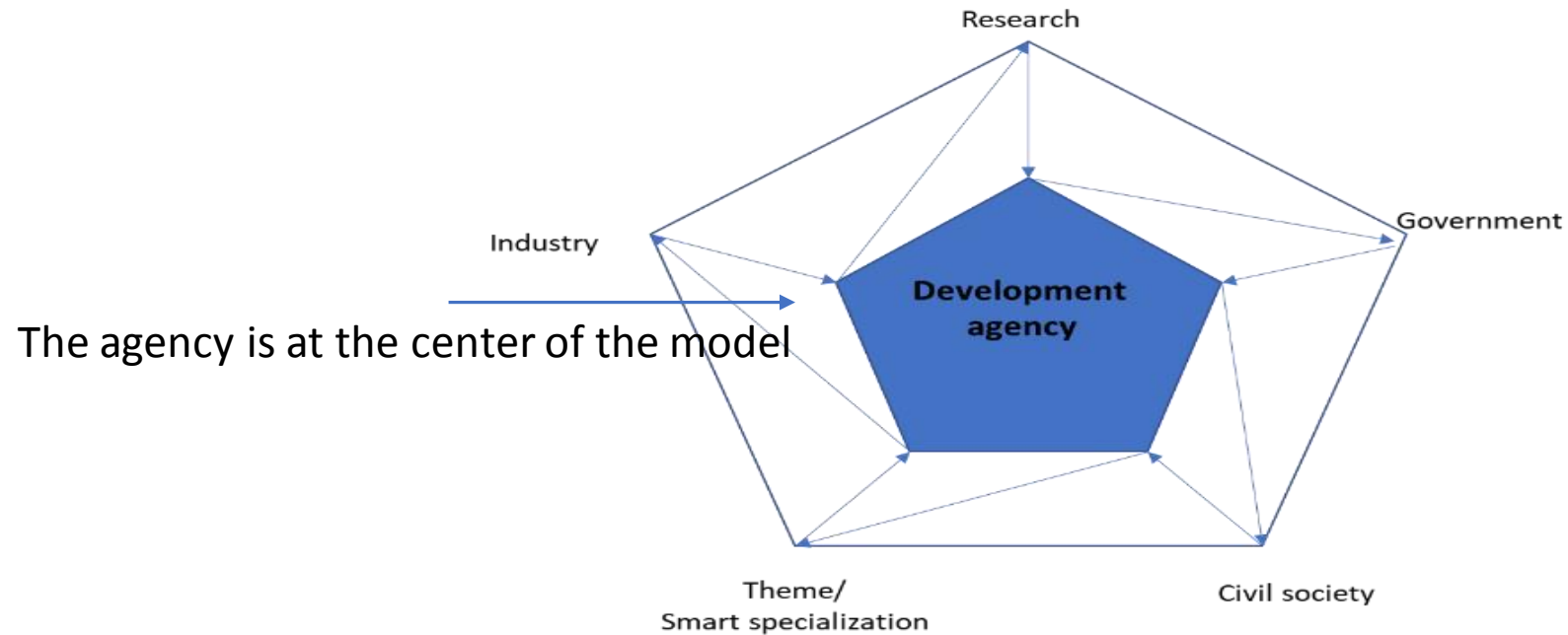
The meta-cluster

It can be defined as a trans-regional network of cluster, which focuses on complementary specific technological field or sector. A meta-cluster consists of at least three clusters in three different region (from the *The Alps4EU* project). A meta-cluster offers the opportunity:

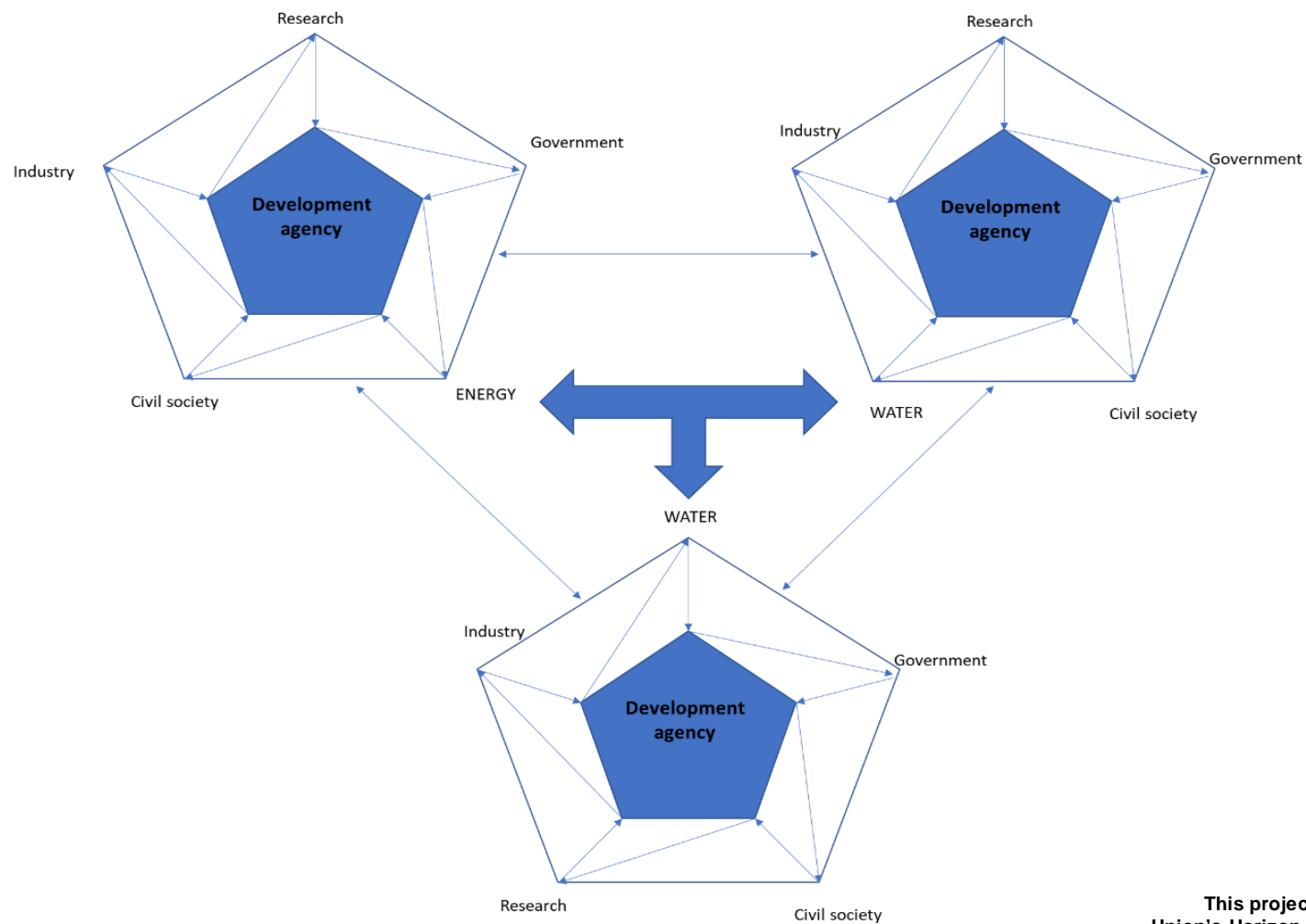
- ✓ to combine innovation capabilities of different regions to develop new products and services, which are customized to the requirements of the different markets;
- ✓ to exchange research ideas, capacity/labs, and testing areas among different regions and sectors;
- ✓ to encourage and support modern innovation processes in SMEs across different regions, markets and sectors;
- ✓ to optimize the transition from basic R&D to innovative products and services, in the context of cross collaboration: Modern innovation processes are more and more meta-national;
- ✓ to innovative companies to use the different innovation capabilities of different regions;
- ✓ to the innovators to customize products and services to the specific demands of the different markets. (often innovations fail not because technologies bugs; but because there is more misunderstanding of the customer needs).



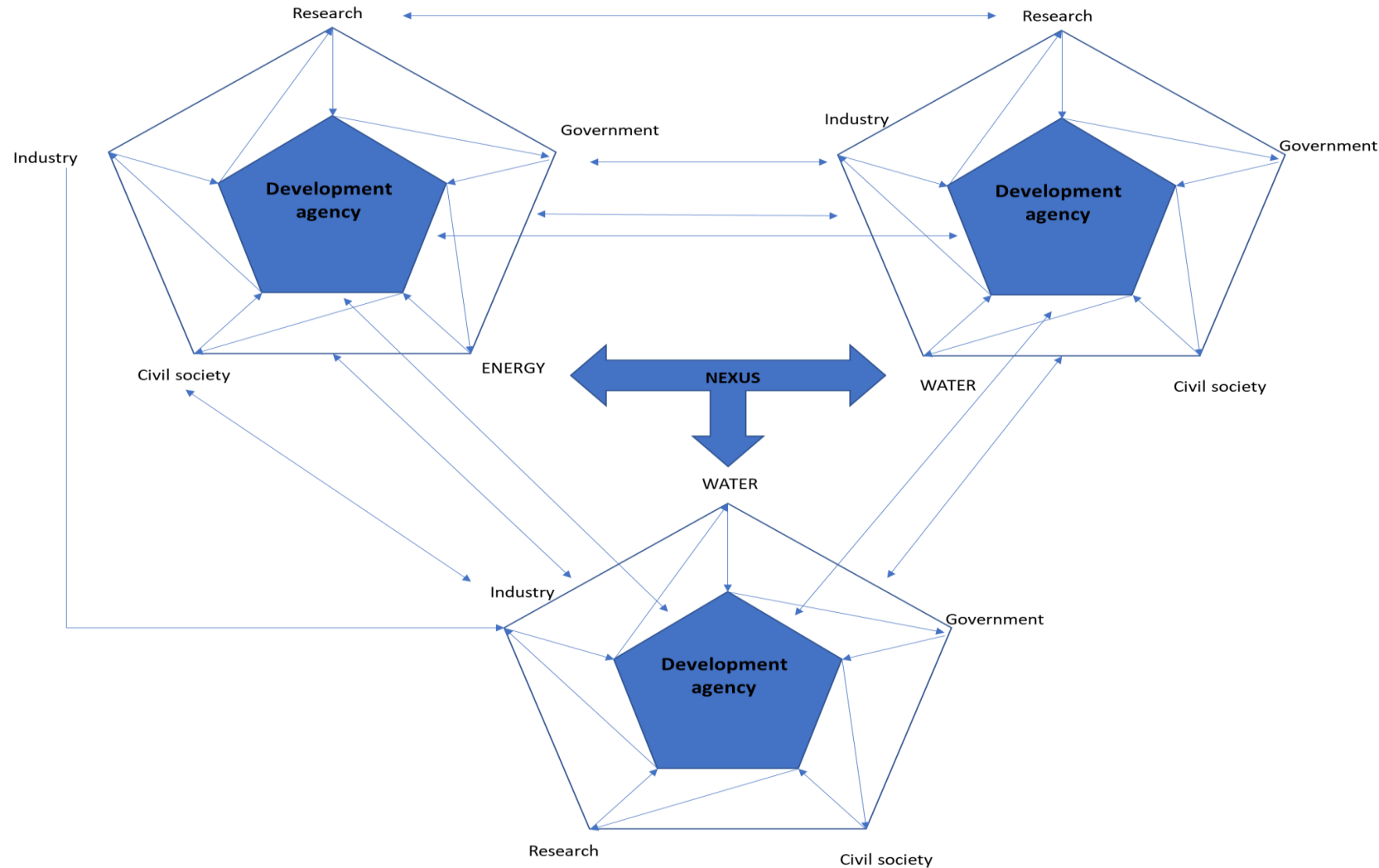
The application of the quintuple helix at the development agency



The agency in a meta cluster approach



The agency in a meta cluster approach



Proposal for an acceleration programme managed by DA

The accelerator model proposed by InnoMedia acts as in-house organization within the development agency:

- it has operational and financial independence, but it is subjected to respect the public laws regulation for transparency, conflict of interest, procurement rules, ect.
- it has a fund available for funding specific (per topic) innovation programs submitted by the SME interested to go from TRL 7 to 9, during the acceleration process.
- the funds are disbursed via open call organized by the accelerator and widely promoted in the region.



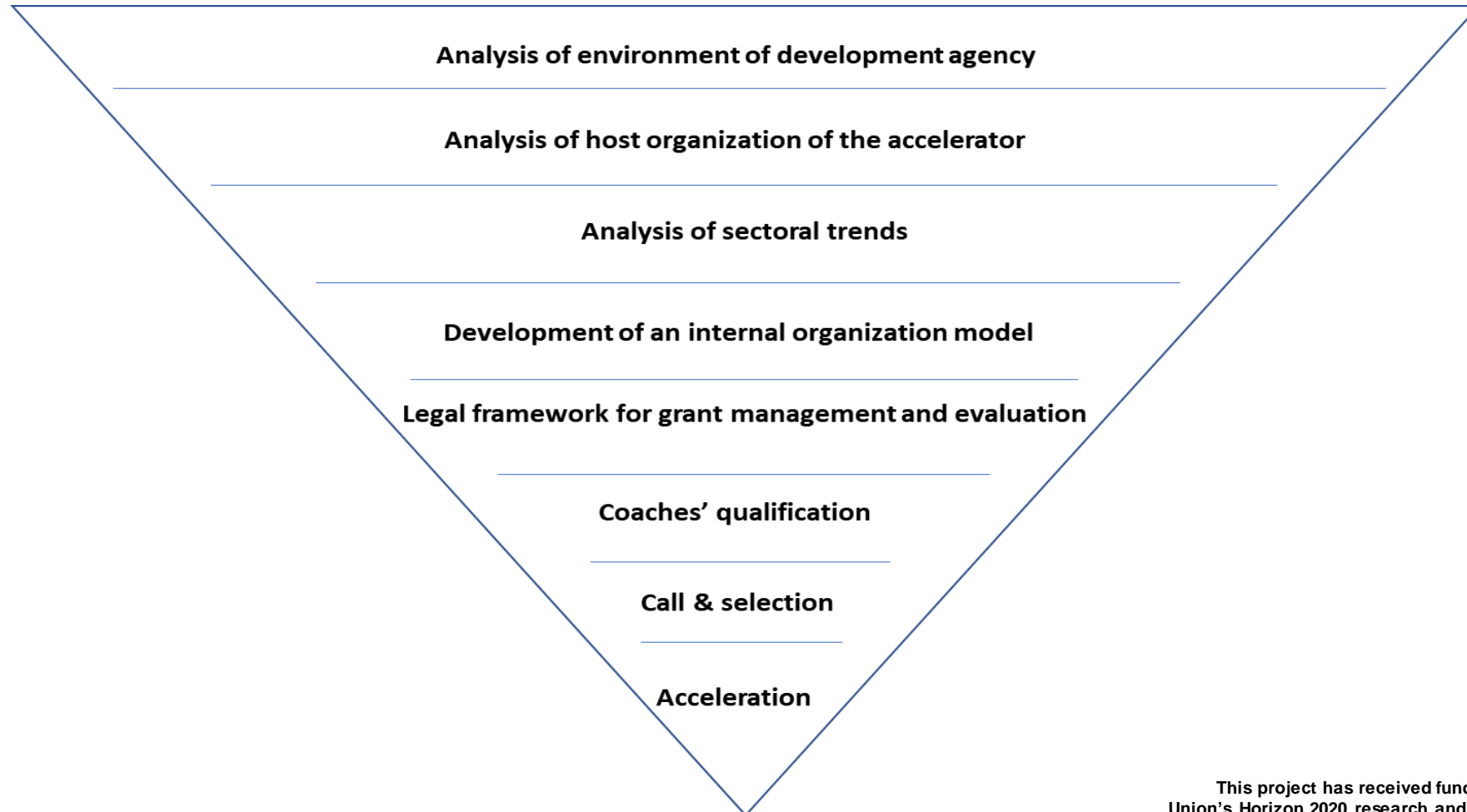
Proposal for an acceleration programme managed by DA

Other benefit for the companies:

- ✓ technical coaching
- ✓ commercial/business coaching
- ✓ dissemination and visibility of the solution developed
- ✓ pan European networking
- ✓ partnership with potential clients
- ✓ European show-case event to publicize the solution
- ✓ access to business angels and venture capitalist and incubators
- ✓ education and training & summer schools;
- ✓ participation at international matchmaking events for innovative actors
- ✓ thematic, administrative and financial project management
- ✓ scientific research and analysis; science incubation
- ✓ best practice exchange & peer 2 peer learning moments;

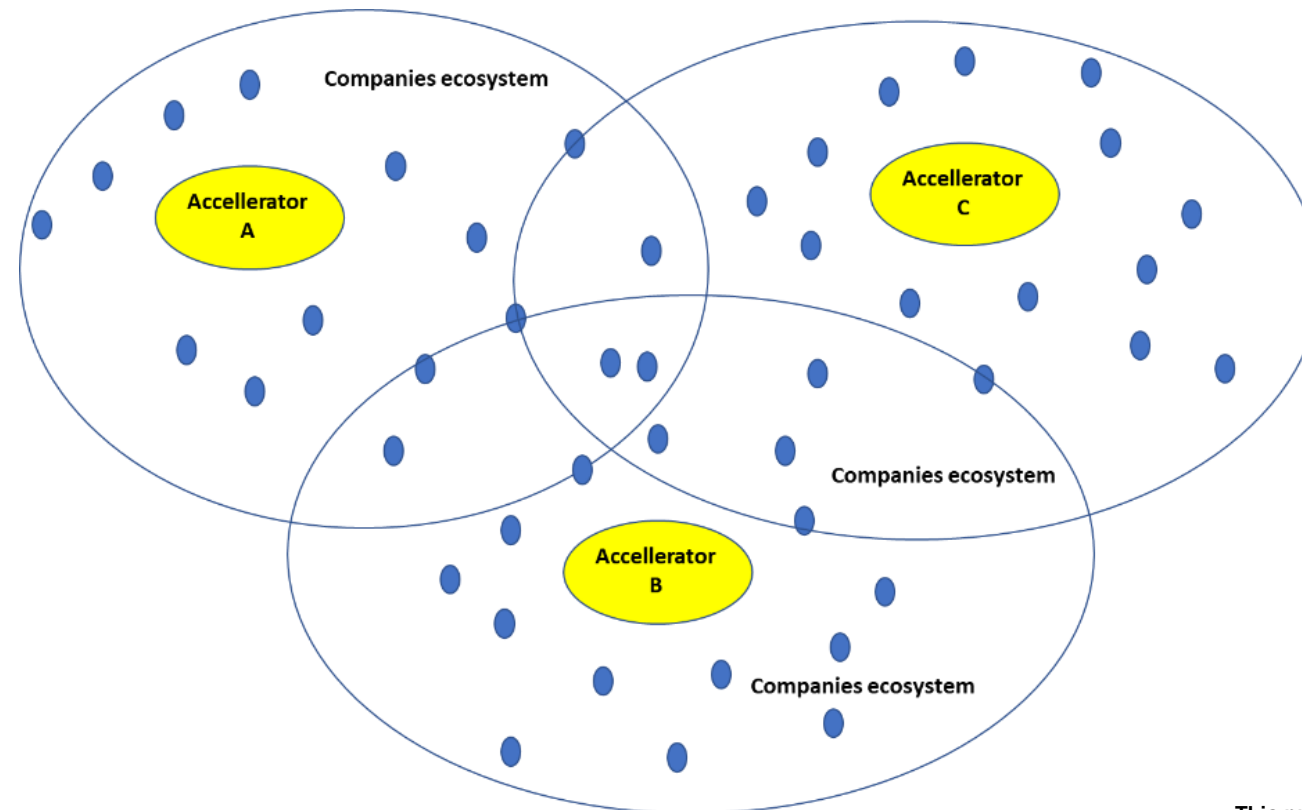


8 Steps for the set up of an acceleration programme



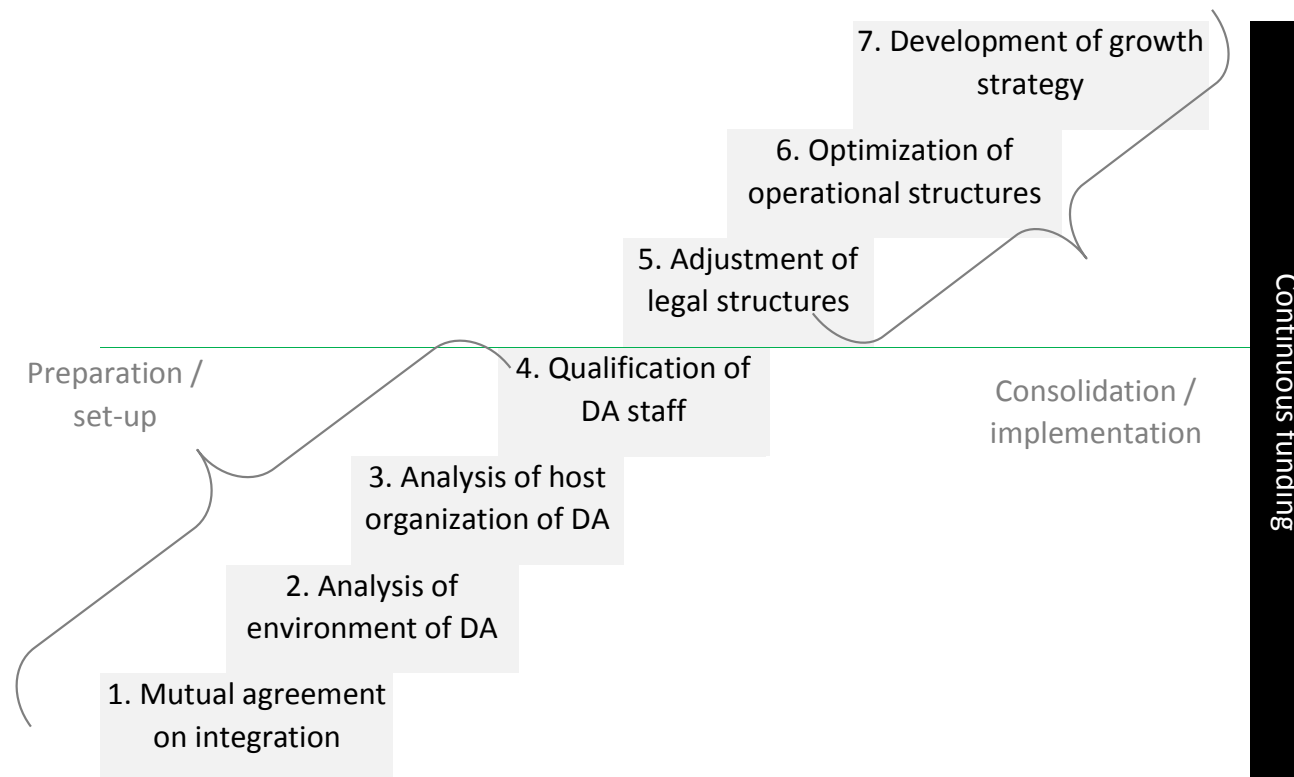
The creation of a companies ecosystem stimulated by accelerators

The organization of simultaneous acceleration programmes will have as results the set up of a companies' ecosystem where some of the elements of the system will be supported in finding some space of co-opetition or of cooperation



The development of a network of DA/TTC

Starting from the Steinbeis experience, InnoMedia has planned a development path articulated in 7 steps



Thanks

Alberto Soraci

Innova BIC srl

Technology Transfer Department

Phone: +39 090 716030

Fax: +39 090 669632

e-mail: a.soraci@innovabic.eu

