Investing in your future
OPERATION PART FINANCED BY THE EUROPEAN UNION
European Regional Development Fund

SMART CITIES Conference

Startup Ecosystem

Tatjana Zrimec
Company/Institution Univerisity of Primorska, Andrej Marušič Intstitute, Koper, SI

ADRAITinn project & Startup Ecosystem

- About the ADRATINN project
- Planned activities
- Startup Weekends
- How Startup Weekends are perfomed
- What Startup Weekends offer
- Organizing a successful Startup Weekend event
- ADRIATinn startup weekends

REPUBLIC OF SLOVENIA
MINISTRY OF EDUCATION, SCIENCE AND SPORT

Investing in your future
OPERATION PART FINANCED BY THE EUROPEAN UNION
European Social Fund

The ADRAITinn project

- ADRIATinn - An Adriatic Network for Advancing Research Development and Innovation towards the Creation of new Policies for Sustainable Competiveness and Technological Capacity of SMEsA
- A strategic project - Priority
  - 1 Economic, Social and Institutional Cooperation;
  - 1.1 Research and Innovation
- 11/2013 – 03/2016

The ADRAITinn project

Aims

- ADRIATinn aims to increase the competiveness of the Adriatic area SMEs and their extroversion capability through a ***crossborder ecosystem*** that fosters ICT adoption, innovation and specialization.

The ADRAITinn project

Aims

- ADRIATinn aims to increase the competiveness of the Adriatic area SMEs and their extroversion capability through a ***crossborder ecosystem*** that fosters ICT adoption, innovation and specialization.
- Innovation and networking
  - are the two keys for SMEs sustainable growth
  - leads to the EU economy improvement

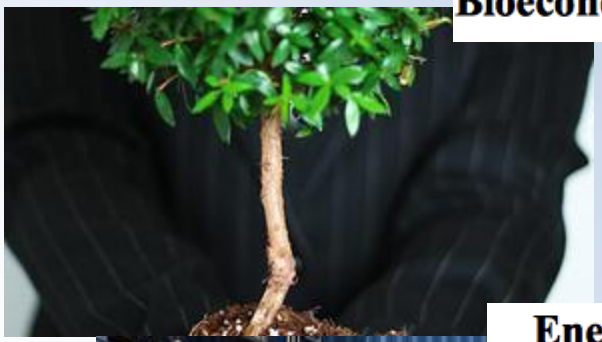
The ADRAITinn project
Objectives

- Build innovation, cross-border clusters of SMEs and R&D Institutes,
  - which interact with each other and with clients and suppliers, and often share a pool of specialist labor, business and financial services, R&D and training facilities.
- Promote lifelong learning in research and innovation;
  - the universities of the area will help the commercialization of research results by increasing the entrepreneurial mind-set of students and by collaborating with regional SMEs.
-

The ADRAITinn project

Objectives

- Capitalize the advantages of the bio-economy and energy sectors to:
  - boost local economies;
  - stimulate new activities;
  - create new and sustainable jobs;
  - have important spill-over effects on other industries;
  - and enhance the attractiveness of regions and cities.



REPUBLIC OF SLOVENIA
MINISTRY OF EDUCATION, SCIENCE AND SPORT

Investing in your future
OPERATION PART FINANCED BY THE EUROPEAN UNION
European Social Fund

The ADRAITinn project
Objectives

- The general objective of ADRIATinn strategic project is to
  - **boost research and innovation capacities** as well as
  - fostering **innovation in SMEs**

  through joint activities or networks to
  - **increase the competitiveness of SMEs** in the Adriatic region (or strengthening their current market share) and their ability to expand business to new markets.

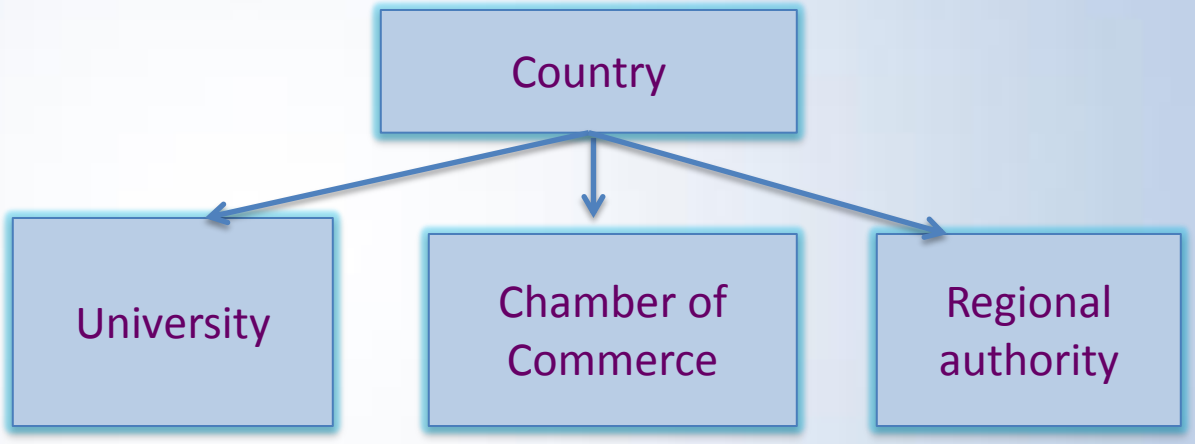
Project partners

- Albania
- Bosnia-herzegovina
- Croatia
- Greece
- Italy
- Montenegro
- Serbia
- Slovenia

Project partners

- Albania
- Bosnia-herzegovina
- Croatia
- Greece
- Italy
- Montenegro
- Serbia
- Slovenia

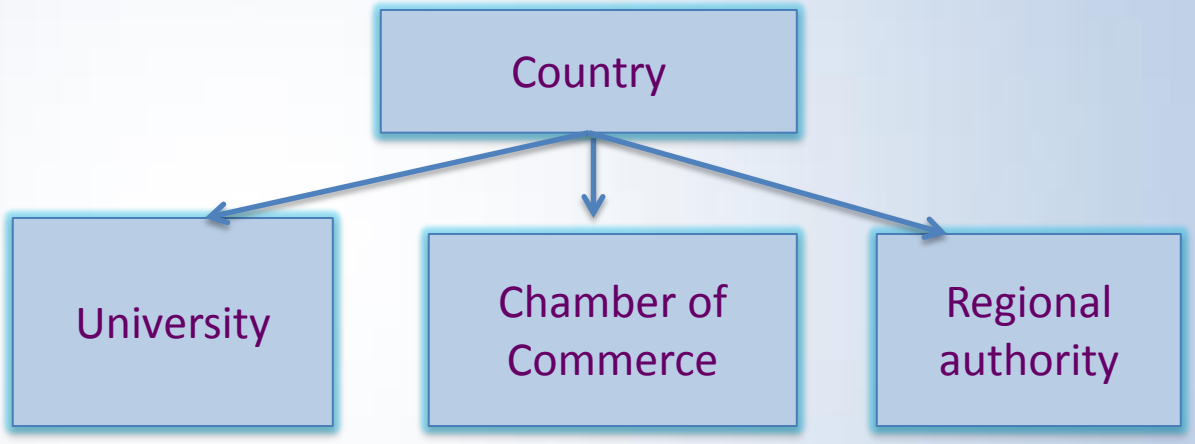
Structure



Project partners

- Albania
- Bosnia-herzegovina
- Croatia
- Greece
- Italy
- Montenegro
- Serbia
- Slovenia

Structure

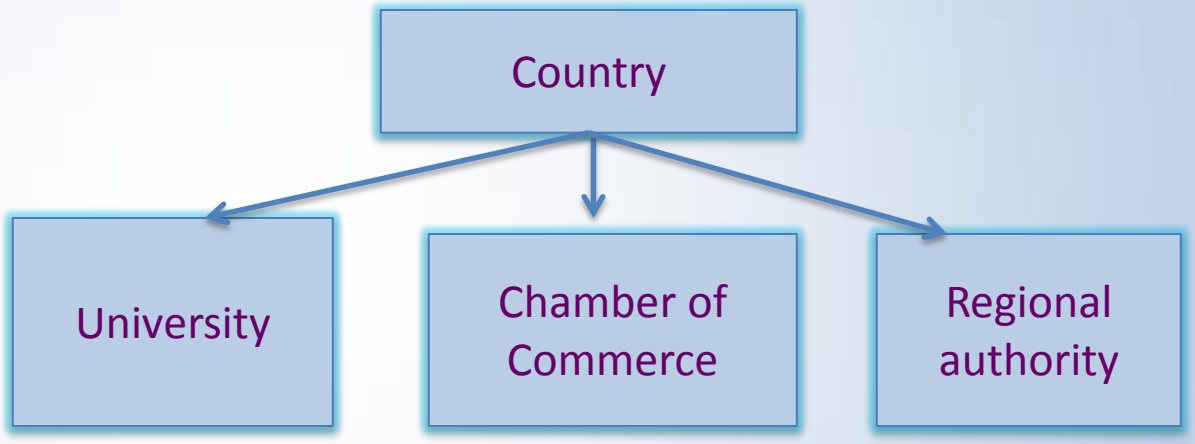


R&D institutes enable SMEs to address their needs and assist them produce innovative products and service

Project partners

- Albania
- Bosnia-herzegovina
- Croatia
- Greece
- Italy
- Montenegro
- Serbia
- Slovenia

Structure



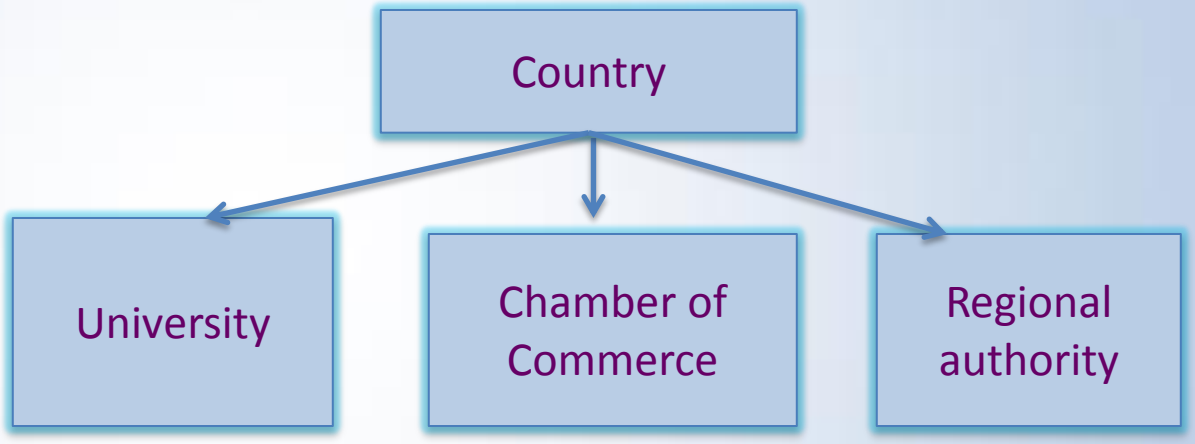
R&D institutes enable SM
address their needs and a
them produce innovative
products and service

Commerce chambers are lobbying organizations representing SMEs and enabling them find mentors and network

Project partners

- Albania
- Bosnia-herzegovina
- Croatia
- Greece
- Italy
- Montenegro
- Serbia
- Slovenia

Structure



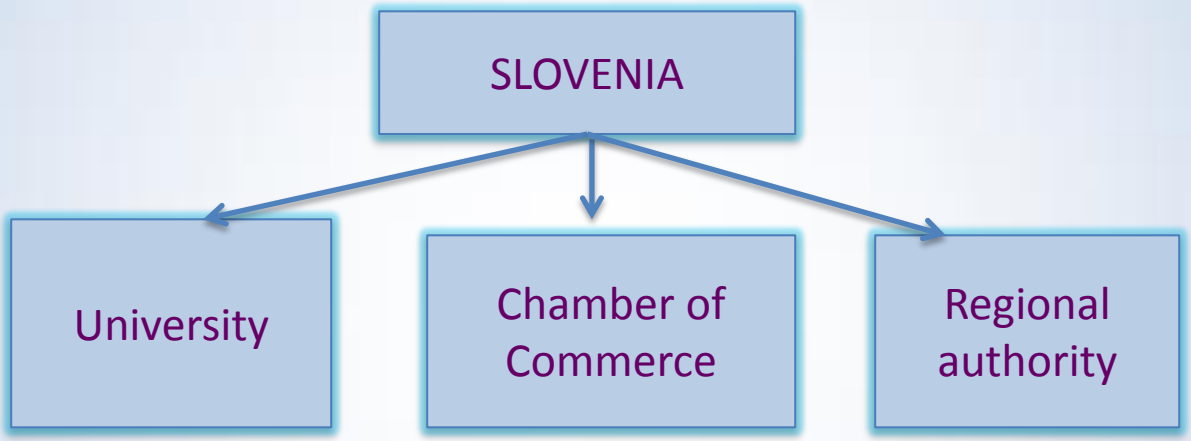
R&D institutes enable SMEs to address their needs and a them produce innovative products and service

Commerce ch organisations SMEs and en and network

Regional governments formulate policies and strategies for supporting sectorial innovation and networking

Project partners Slovenia

Structure



- What

- A cross-border business ecosystem in the Adriatic area, supporting energy, bioeconomy and well-being SMEs to innovate, network and grow.

- How

Pilot activities:

- Startup weekends
- Spin-off in Start-up Helpdesk
- Collaborative workspaces
- Mentorship
- Seminars
- Networking platform

The ADRAITinn
Startup Weekends

- ADRIATinn Startup Weekends organized to:
  - promote entrepreneurship, collaboration and creativity among SMEs, students, researchers, freelancers and everyone interested in entrepreneurship;
  - enable universities to become an integral part of the innovation supply chain to business.

The ADRAITinn Startup Weekends

- ADRIATinn Startup Weekends are organized to:
  - promote entrepreneurship, collaboration and creativity among SMEs, students, researchers, freelancers and everyone interested entrepreneurship.
  - enable universities to become an integral part of the innovation supply chain to business.

The ADRAITinn Startup Weekends

- ADRIATinn Startup Weekends enable to:
  - Learn through the act of creation
  - Build your business network
  - Get new entrepreneurial skills
  - Get support from experts
  - Innovate
  - Find co-founders of your startup

What are ADRAITinn Startup Weekends

They are weekend-long hands-on experiments - experiences where

- Attendees **bring their best ideas** and inspire others to join their team;
- Entrepreneurs and aspiring entrepreneurs **find out if startup ideas are viable.**
- Attendees **learn the basics of founding startups** and **launching successful ventures**

How ADRAITinn Startup Weekends are performed

- Friday open mic pitches
  - attendees bring their best ideas and inspire others to join their team.
- Over Saturday and Sunday:
  - teams focus on customer development, validating their ideas, practicing LEAN Startup Methodologies and building a minimal viable product.
- Sunday evening:
  - teams demo their prototypes and receive valuable feedback from a panel of experts.

REPUBLIC OF SLOVENIA
MINISTRY OF EDUCATION, SCIENCE AND SPORT

Investing in your future
OPERATION PART FINANCED BY THE EUROPEAN UNION
European Social Fund

Typical schedule

Friday

5:00pm Registration Starts

6:00pm Welcome & Speakers

7:30pm Pitches Start

9:00pm Attendees vote for the top ideas

9:15pm Teams start forming and discussing ideas

10:00pm Start to formalize teams and take an inventory of skills. Be honest, and direct about what resources and skills are needed for the weekend. You may stay and work as late as the venue will allow

REPUBLIC OF SLOVENIA
MINISTRY OF EDUCATION, SCIENCE AND SPORT

Investing in your future
OPERATION PART FINANCED BY THE EUROPEAN UNION
European Social Fund

Typical schedule

Friday

5:00pm Regis

6:00pm Welcc

7:30pm Pitche

9:00pm Attenc

9:15pm Teams

10:00pm Start inventory of sk what resources weekend. You venue will allov

Saturday

9:00am Arrive, simple breakfast & coffee

9:30am Teams formed and setting up workspace for the weekend

12:00pm Lunch

1:00pm Call for needs & skills

2:00pm Coaches help teams one-on-one. They are here to help!

7:00pm Dinner

10:00pm Finished for the day. You may stay and work as late as the venue will allow

Typical schedule

Friday

5:00pm Regis

6:00pm Welcc

7:30pm Pitche

9:00pm Attenc

9:15pm Teams

10:00pm Start
inventory of sk
what resources
weekend. You
venue will allo

Saturday

9:00am

9:30am

12:00pm

1:00pm

2:00pm

7:00pm

10:00pm

Sunday

9:00am Arrive, simple breakfast & coffee

10:00am Call for help (this is self motivated, so don't be shy)

12:00pm Lunch

3:00pm Gut check. Start prepping for presentations

5:00pm FINAL PRESENTATIONS

7:30pm Judging & awards

8:30pm Wrapup

9:00pm Go home!

and work as late as the venue will allow

REPUBLIC OF SLOVENIA
MINISTRY OF EDUCATION, SCIENCE AND SPORT

UNIVERZA NA PRIMORSKEM

Investing in your future
OPERATION PART FINANCED BY THE EUROPEAN UNION
European Social Fund

The ADRAITinn
Startup Weekends

- Team focus
  - product development
  - confirmation of their ideas
  - practicing lean startup methodology
  - building a minimum viable product

ADRIATinn

Startup Weekend

Koper 3. - 5. October 2014

Let's grow up together
Adriatic IPA
Cross Border Cooperation 2007-2013

REPUBLIC OF SLOVENIA
GOVERNMENT OFFICE FOR LOCAL
SELF-GOVERNMENT AND REGIONAL POLICY

The project is co-funded by the European Union, Instrument for Pre-Accession Assistance

REPUBLIC OF SLOVENIA
MINISTRY OF EDUCATION,
SCIENCE AND SPORT

UNIVERZA NA PRIMORSKEM
UNIVERSITÀ DEL LITORALE

Investing in your future
OPERATION PART FINANCED BY THE EUROPEAN UNION
European Social Fund

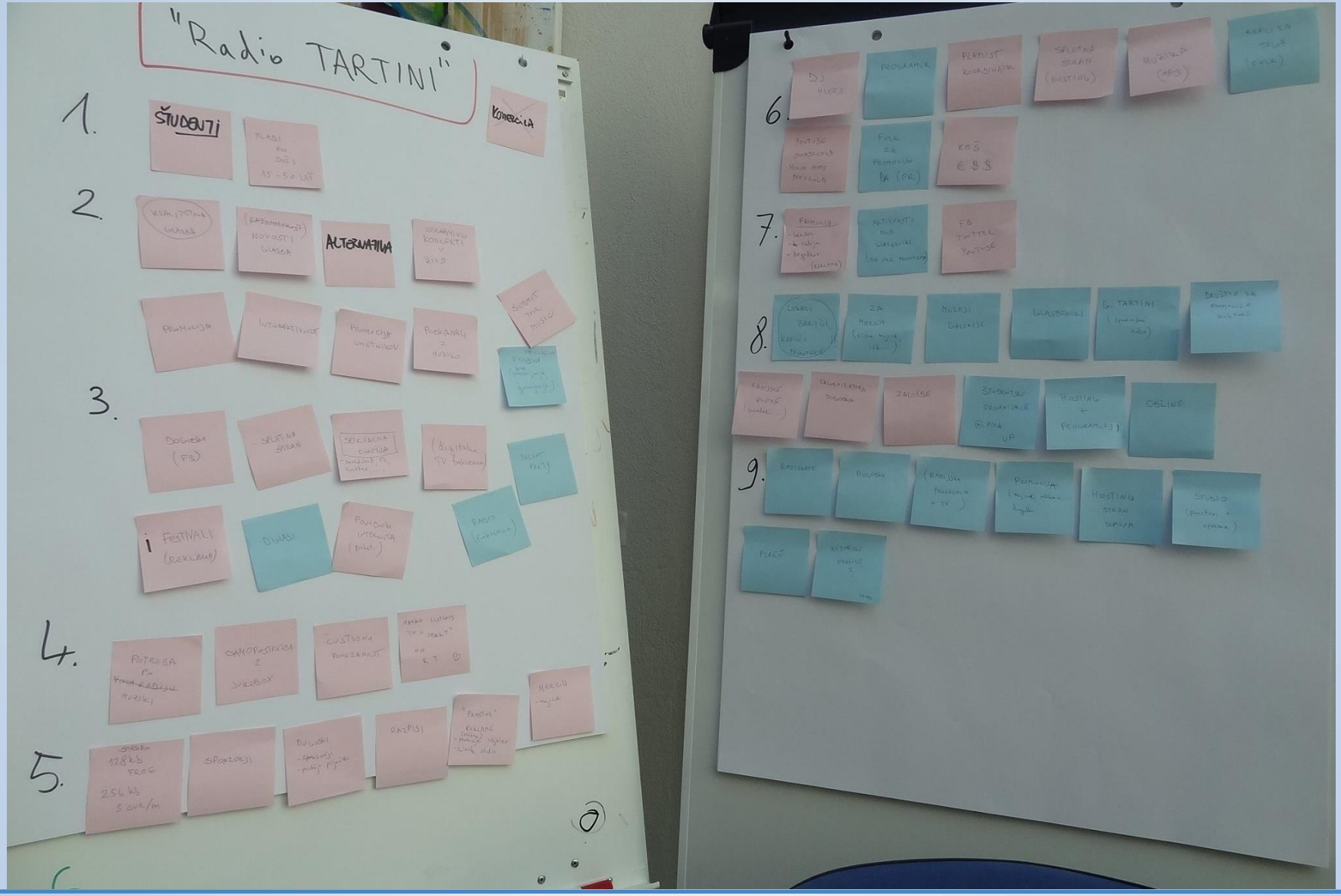
Friday afternoon

Friday afternoon

Friday afternoon -Selecting of the best ideas

Saturday – creating, discussing, changing,…

Saturday – planning, analyzing, testing, changing..



REPUBLIC OF SLOVENIA
MINISTRY OF EDUCATION, SCIENCE AND SPORT

UNIVERZA NA PRIMORSKEM

Investing in your future
OPERATION PART FINANCED BY THE EUROPEAN UNION
European Social Fund

Saturday – creating, discussing, changing, …

Sunday – preparing for presentation - discussing, changing,…

REPUBLIC OF SLOVENIA
MINISTRY OF EDUCATION, SCIENCE AND SPORT

UNIVERZA NA PRIMORSKEM
UNIVERSITÀ DEL LITORALE

Investing in your future
OPERATION PART FINANCED BY THE EUROPEAN UNION
European Social Fund

Sunday – afternoon – presentation time

Sunday – afternoon – presentation time

Sunday – afternoon – presentation time

TRG = UPORABNIKI + KUPCI
Ciljni trg:
Gibljivost rok,
trajni invalidi,
aktivni, šolarji
80 milijonov
invalidov na
inv. vozičkih
TVOJ ČAS JE
NENADOMESTLJIV.
DELAJ VITKO
TOSHIBA

Sunday – afternoon – presentation time

Poslovni model
uporabniki
TVOJ ČAS JE
NENADOMESTLJIV.
DELAJ
VITKO
Od načrta A do načrta, ki deluje
TOSHIBA

REPUBLIC OF SLOVENIA
MINISTRY OF EDUCATION,
SCIENCE AND SPORT

UNIVERZA NA PRIMORSKEM
UNIVERSITÀ DEL LITORALE

Investing in your future
OPERATION PART FINANCED BY THE EUROPEAN UNION
European Social Fund

Sunday – afternoon – presentation time

REPUBLIC OF SLOVENIA
MINISTRY OF EDUCATION,
SCIENCE AND SPORT

UNIVERZA NA PRIMORSKEM
UNIVERSITÀ DEL LITORALE

Investing in your future
OPERATION PART FINANCED BY THE EUROPEAN UNION
European Social Fund

Sunday – afternoon – presentation time

IRISKA
Obarvaj svoj korak
TVOJ ČAS JE
NENADOMESTLJIV.
Ash Maurya
TOSHIBA

REPUBLIC OF SLOVENIA
MINISTRY OF EDUCATION, SCIENCE AND SPORT

UNIVERZA NA PRIMORSKEM
UNIVERSITÀ DEL LITORALE

Investing in your future
OPERATION PART FINANCED BY THE EUROPEAN UNION
European Social Fund

Sunday – afternoon – presentation time - Judges

Sunday – afternoon – presentation time - Judges

Sunday– I prize

ADRIATinn STARTUP WEEKEND

KOPER, 3. - 5. october 2014

Adriatic IPA
Cross Border Cooperation 2007-2013

REPUBLIC OF SLOVENIA
GOVERNMENT OFFICE FOR DEVELOPMENT
AND EUROPEAN COHESION POLICY

The project is co-funded by the European Union
Instrument for Pre-Accession Assistance

REPUBLIC OF SLOVENIA
MINISTRY OF EDUCATION,
SCIENCE AND SPORT

UNIVERZA NA PRIMORSKEM
UNIVERSITÀ DEL LITORALE

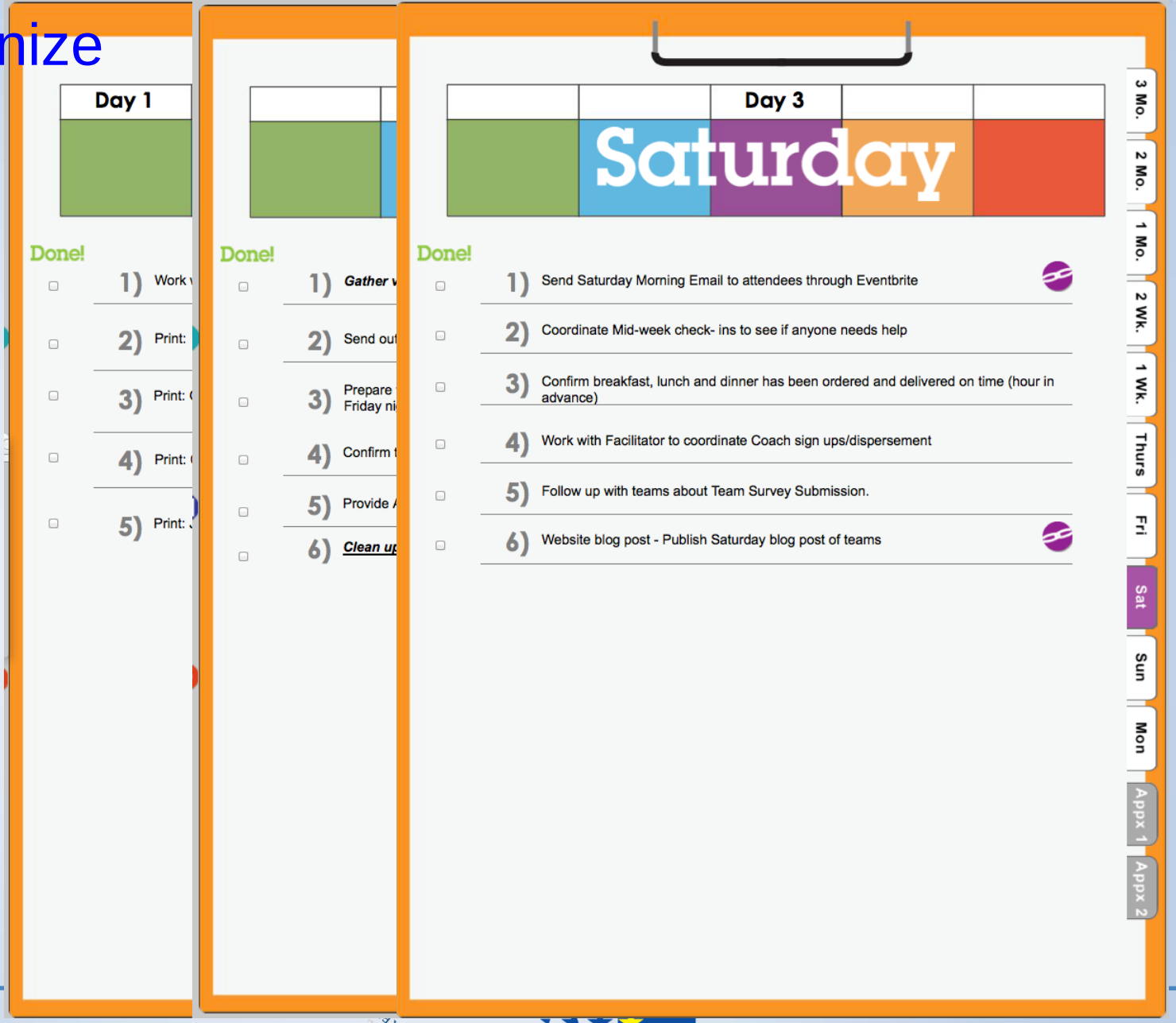
Investing in your future
OPERATION PART FINANCED BY THE EUROPEAN UNION
European Social Fund

How to organize

months

How to organize

Day 3



REPUBLIC OF SLOVENIA
MINISTRY OF EDUCATION, SCIENCE AND SPORT

UNIVERZA NA PRIMORSKEM

Investing in your future
OPERATION PART FINANCED BY THE EUROPEAN UNION
European Social Fund

Co-labs

- Collaborative workplaces (co-labs) are addressed to individuals (freelancers or potential entrepreneurs), SMEs, startups...
  - in the collaborative workspace the new SMEs will be able to settle, work, meet and exchange ideas and experiences with other start-ups, invite potential customers, hold meetings, attend workshops, lectures and presentations.

Co-labs

- Collaborative workplaces (co-labs) are addressed to individuals (freelancers or potential entrepreneurs), SMEs, startups...
  - The environment is supported by electronic communications and groupware which enable participants to overcome space and time differentials.
  - There will be organized events that will address identified market and societal needs through R&D

Help Desks

- Spin-offs and start-ups have needs ranging from Office Space to IPR handling. Help desk will offer:
  - help in the collaborative workspace
  - information about Pre-seed Funding opportunities and Resources to support new business
  - services: Accounting, Legal, both supported by external experts.

Mentoring

- Mentors - experienced businessmen and women which will help SMEs executives identify strengths, weakness, opportunities and threats,
  - will work with SMEs on a one-to-one basis and provide support in strategy, finance, people;
  - will provide advice, expertise, experience and knowledge, thus enabling SMEs figure out how to create sustainable growth and competitive advantages for the company even on an international scale;

Why join ADRIATInn

All of these tools and mechanisms will help:

- support SMEs in expanding their knowledge and
- expand SMEs capacity for research and development.

Satartup Weekends

for

Inovation - Collaboraton - Grow

Thank You

Tatjana Zrimec
University of Primorska, Andrej Marušič Institute
Koper, SI

e-mail: adriatinn@upr.si, tatjana.zrimec@upr.si

REPUBLIC OF SLOVENIA
MINISTRY OF EDUCATION, SCIENCE AND SPORT

Investing in your future
OPERATION PART FINANCED BY THE EUROPEAN UNION
European Social Fund