



GReaC

Getting Ready for Capital

Project GReaC

The GReaC (Getting Ready for Capital) project is EU funded and designed to develop a knowledge transfer strategy based on existing practises for supporting would-be-entrepreneurs in Poland, Belgium and Bulgaria in developing the proper understanding of the private equity market and the business/communication skills needed for effectively present their business proposition to investors, increasing their changes to access early stage capitals.

The project will:

- create synergies among the key actors that should be involved in the process of facilitating knowledge-based start ups in accessing equity financing;
- create a regional trainign and coaching scheme, ensuring that it will be embedded within the regional VET Systems;
- favour the transmission to enterpreneurs of the proper attitude and skills to deal with financial investors;
- increase the professionalism of the personnel and the quality/effectiveness of the support services they provide to start-ups in facilitating the matching with financial operators
- promote a cultural change, stimulating a more supportive environment for start

Nature of the project is the “Investor readiness programme”, a training path within the framework of its operational activity in the early stage financing issue. Novel approach which integrates training, coaching and self assessment exercises using specify tools adjusted to the individual, regional entrepreneurs and would-be entrepreneurs needs.

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DISCLAIMER

GReaC (Getting ready for Capital) has been funded with support from the European Commission. This document reflects the views only of the author, and the Commission cannot be held responsible for any use which may be made of the information contained therein.

How the proposal uses the results. The Investor Readiness programme will be used as a model for tailoring training programmes in line with the cultural and “early stage financing segment” characteristics of each of the transferee region. The structure of the programme (class based sessions, plus coaching and meeting with investors) could be replicate, adapting the objectives, the contents and the length of each block according to the needs of regional innovation intermediaries.

The added value of the present proposal is to merge the know how among project Partners on supporting start ups and on venture capital market, with the practical experience and knowledge of partners related to specific EU markets' characteristics in order to further improve the European dimension of the existing course and teaching material, creating in this way a shared model to be used as standard practice at both local and international level.

Target Groups

The project addresses directly, as beneficiaries, Innovation Intermediaries (RDAs, BICs, Chamber of Commerce, BANs); and indirectly, as end-users, would-be-entrepreneurs.

GReaC Project Partners

The transferee partners are public and private organizations which deals with knowledge based starts up and should facilitate the matching with financial operators in particular risk capital funds. All of them are key actors in the implementation of regional policy concerning Entrepreneurship and Early stage financing.

1. GReaC coordinator – Regional Development Agency Bielsko-Biala

RDA BB main area of activities are services for small and medium enterprises in the framework of the National Service System for SME, including professional technical, organizational, economical, financial and marketing consultings, organization of trainings and seminars.



RDA Bielsko-Biala aims to initiate regional development, pro-regional activities in the field of labour market development and transfer of innovation resulting in successful implementation of the Beskid Technology Incubator (BIT) project, new company development and new technology implementation. RDA is implementing a project TechnoBIT Venture, which main goal is a creation of new enterprises based on innovative solutions.

RDA had also experience in coordination of Workpackages and Project (Work Package Leader in Central Europe and Intelligent Energy Programme, Project Leader in Transborder Cooperation Programme).

RDA is the Applicant – coordinator of the project and transferee. RDA will:

- Manage and coordinate the project;
- Consolidate the project reports;
- Coordinate the pilot projects and design the task descriptions;
- Have a monitoring role over dissemination of project results;
- Assure synergies with other EU knowledge platforms, networks;
- Disseminate and transfer of project results in EU forums, conferences and seminars with cooperation with EBN and META Group.

Furthermore, being one of the transferee organization, RDA Biesko Biala, will perform at regional level all the activities needed for the localization of the programme including:

- Research and field work in Poland (WP3)
- Review partner regional report and prepare a final report highlighting the customization needs for localizing the programme in the transferee countries (WP4)
- Organize and deliver a pilot testing in Poland (WP6)
- Promote project outputs at regional level and foster their self-sustainability (WP7)

2. Meta Group s.r.l.

Since 1993 Meta successfully works with Universities and Research Centers, Private Companies, Local Governments and Development Agencies, National and International Institutions, supporting them in creating knowledge intensive regions by bringing knowledge to market. META's main skills apply to:

- Research and Development results valorisation,
- Scouting and Valorisation
- Knowledge based start up creation and support.



Meta group brings into the project its extensive experience in supporting would-be-entrepreneurs and entrepreneurs in shaping their business ideas and starting up, by the provision of training, support services and risk capital.

META Group, given its international experience and being the owner of the Investment readiness programme will act as transferor of the practices to the Polish, Bulgarian and Belgium partners.

More in details META Group will lead the WPs related to a) the definition of the methods and tools for the regional needs.

3. Zernike Group Holding B.V.

Zernike Group is a dynamic growing international company in the field of innovation and entrepreneurship support.

Zernike is involved in a wide array of business activities with its core businesses focusing on:

- providing risk bearing capital and hands-on management support to innovative start-ups and knowledge based SMEs (early stage investment funds set up and management);
- IP protection and IP exploitation;
- technology transfer marketing and sales and commercialization of technologies;
- design, set-up , and management of science technology parks and incubation centers, seed funds.



Zernike's business development methodology is that it undertakes the evaluation of technology by first looking at the market.

This approach has seen Zernike Group establish nearly 350 start-ups in the past 12 years. Currently, Zernike is managing a number of early stage investment funds in the Netherlands as well as internationally.

Zernike has more than 12 years experience in the management and implementation of European projects.

Given its international on filed- experience in investing in start ups, Zernike will support META in the transfer process and will contribute actively in customizing and improving the Investment readiness programme according to the detected partners' needs.

More in details Zernike will:

- Lead WP3 related to the regional research and field-work, supporting transferee partners in gathering relevant data for the customization
- Support META in customizing the programme and in preparing the Training toolkit, by eventually improving the existing teaching material and/or adding new one, and the train the trainers session (WP5)

4. European Business & Innovation Centre Network (EBN) (Belgium)

EBN is the leading non-governmental pan-european Network composed by a Brussels-based team of 11 people representing officially the European BIC Network gathering more than 250 BICs and similar organisations such as incubators, accelerators, research and innovation centres and entrepreneurship centres in Europe and other countries (Tunisia, Morocco, Mexico, Chile, China) who share the same objective of SME support and development.



EBN become over the last two decades a reference point in Europe on innovation, spin-off, incubation, entrepreneurship, research-driven SMEs and regional economic development.

BICs provide direct hands-on support such as advice, guidance, incubation and mentoring which has proven to be of great value to young promising and high growth businesses. They create innovative businesses and promote synergies between centres of knowledge (industries, SMEs, universities, research centres, etc.) and public and private investors.

EBN will lead WP7 related to dissemination and valorization activities, making use of its network for spreading projects information and results and for fostering its mainstreaming at EU level.

Furthermore, being one of the transferee organization, EBN, will perform both at regional and EU level all the activities needed for the localization of the programme including:

- Research and field work in Belgium and EU (WP3)
- Organize and deliver a pilot testing in Belgium (WP6)

- Promote project outputs at regional and EU level among its members and foster their self-sustainability (WP7)

5. Ruse Chamber of Commerce and Industry (Bulgaria)

The Ruse Chamber of Commerce and Industry (RCCI) has extensive knowledge and experience in local and regional development, SME development, export and investment promotion. It promotes and supports the local business in providing a comprehensive range of business and trade related services, including representing individual and collective interests of its members. Some of the principle activities of RCCI are promotion of the economic development of the Ruse region and offering wide range of services to member and non-member companies to help them develop their business, both at national and international level.



RCCI has extensive experience not only in business support activities, but also in project implementation. It has interests in the fields of entrepreneurship and innovations and works actively for their promotion.

It has extensive project implementation experience under EU funded programmes, such as PHARE, Romania Bulgaria cross border cooperation programme 2007-2013, Leonardo.

RCCI will lead WP6 related to the pilot testing of the transferred training programme in each of the benefiting countries.

Furthermore, being one of the transferee organization, RCCI, will perform at regional level all the activities needed for the localization of the programme including:

- Research and field work in Bulgaria (WP3)
- Organize and deliver a pilot testing in Bulgaria (WP6)
- Promote project outputs at regional level and foster their self-sustainability (WP7)

GReaC Aims & Objectives

The project aimed at adapting and transferring to Poland, Belgium and Bulgaria an existing and successful training path developed in Italy, for would-be-entrepreneurs looking for start-up money.

The program, designed to support entrepreneurs in effectively shape and present their business idea to potential investors, has been successfully developed and tested and both of contents of the program

and its organisational model, based on direct involvement of early stage investors in the process, could be use as a base to tailor training initiatives in each transferee country.

Expected Results

The GReaC project will:

- create synergies among the key actors that should be involved in the process of facilitating knowledge-based start ups in accessing equity financing;
- create a regional training and coaching scheme, ensuring that it will be embedded within the regional VET Systems;
- favour the transmission to entrepreneurs of the proper attitude and skills to deal with financial investors;
- increase the professionalism of the personnel and the quality/effectiveness of the support services they provide to start-ups in facilitating the matching with financial operators;
- promote a cultural change, stimulating a more supportive environment for start ups.

GReaC "Start ups":

In this month, January 2013, the “Kick Off” event will be organized. This first meeting with of the GReaC project partners will follow definition of the base elements for the project and other project planning activities. Meeting of the project team will provide the opportunity to discuss about activities, cooperation and role of each team member. All partners which will took part in the meeting apart from exchanging of best practices, information and knowledge will discuss at minor issues in terms of organisation, finances and deliverables as well as all activities included in so called “Work Packages” (from 1 to 7) ameliorations, ideas, etc.

More information will be available at the GReaC project Web-page (www.greac.eu) which is currently in preparation process.