



## **National/regional dissemination and exploitation (valorisation) plan of Technology Park Ljubljana and Innostart National Business and Innovation Centre**

In order to promote the project and its main objectives and results to the end-users and key regional and national stakeholders national dissemination and exploitation plans were prepared by the two transferee partners. This document provides guidelines for the participation and involvement of regional actors and end users into the results of the project and for ensuring the sustainability of the programme after the completion of the project.

### **National dissemination activities**

#### ***Technology Park Ljubljana***

For the promotion of the project at international level, in order to guarantee visibility of the objectives, activities and outputs among European networks of the target organizations, TP Lj is going to use its position in the International Association of Science Parks. TP Lj will update its official English website with relevant information on the project. As TP Lj is an internationally recognised best practice in the field of business support organisations in Slovenia, it will use the opportunities of international meetings / visits / delegations to TP Lj in order to promote the project and its aims.

√ Indicators:

- updated English website
- presentations of project to the international audience (meetings, editorials, e-newsletters, etc.)
- presentations at international conferences and international / project meetings

**Promotion of the project at national level** in order to guarantee visibility of the project objectives, activities and outputs among end-users and national / regional stakeholders.

In order to promote the project TP Lj is going to prepare a leaflet, besides using the brochure developed within the project, in national language and use regular TP Lj's promotion activities to disseminate the brochure to the target audience. Furthermore, TP Lj has web site with a very high number of hits (more than 3000 hits per month), therefore we are planning to improve a section dedicated to EU projects in order to add more information on IRTrain project activities. A pre-defined amount will be dedicated to costs related to the mentioned actions. Furthermore, TP Lj will incorporate the training for the investor readiness to its own official information and presentation materials. Also TP Lj is publishing press releases at the beginning of the project and during the main project activities – pilot trainings to promote the project and its results to the target audiences, etc. Regarding general promotional activities for the programme end users TP Lj will publish articles in TP Lj's official Newsletter.

√ Indicators:

- printed leaflet and incorporated information on the project into official TP Lj's promotional materials
- updated national website
- no. of press releases
- list of media / journalists
- presentations at national events

### **National exploitation activities:**

Exploitation activities are envisaged to promote the participation of regional actors and end users and furthermore to ensure the sustainability of the programme during and after the project completion.

## **Meetings / presentations of the project to Regional/National target organizations**

TP Lj is planning to introduce the project on events targeting main three target groups: small and medium sized enterprises seeking capital for financing their innovative projects and ideas, potential investors and also regional decision makers. Such events are organised by Business Angel Club Slovenia, Technology Park Ljubljana or other organization of local or regional innovative environment. TP Lj is an active partner organisation of the Slovenian innovative environment coordinated by Public Agency of the Republic of Slovenia for Entrepreneurship and Foreign Investments (JAPTI) and has intensive collaboration with Enterprise Europe Network Office. Several one-to-one meetings will be held with the representatives of key regional and national stakeholders in order to disseminate information on program and pilot activities.

TP Lj is planning to introduce pilot action within the Competition for the Best Business Plan workshops and add value to the competition as the entrepreneurs are going to be coached on pitching and present their business plans / ideas to the panel of investors and audience. Additionally, TP Lj is going to introduce pilot training to the finalists – entrepreneurs of the national competition for the Best Slovene Start:up of the year organised and supported by key national organisations (Public Agency of the Republic of Slovenia for Entrepreneurship and Foreign Investments, Ministry of Economy, Venture Factory, Business Angels of Slovenia, Microsoft Innovation Centre, RSG Capital - VC, Ljubljana University Incubator, Techno Center of University of Maribor, CEED Slovenia, etc.).

TP Lj is also actively involved in initiative raised by VC representatives and supportive organizations on investment readiness process among knowledge based companies, which is excellent opportunity for raising awareness on IRTrain project.

√ Indicators:

- three pilot trainings on pitching
- involvement of pilot training at least one early stage investment organizations

- two workshops on pitching
- at least four meetings and presentations to the key stakeholders
- number of hits on the website

### **Activities for ensuring sustainability of the project - valorisation**

TP Lj is going to prepare a list of key stakeholders on national and regional level in order to inform them about the project activities and results of the project. In this respect TP Lj is going to ensure the visibility of the project and results of the project in order to gain the support for the training carried out also after the end of the project. The target groups of the project will be contacted in different phase of the project.

List of crucial stakeholders will be used for preparing the interviews for the regional scan and to inform them about the project and gain their support. Regional and national stakeholders will be contacted by one-to-one meeting or on conferences. Feedbacks from the target groups will be used for the fine-tuning of training programme.

TP Lj will include the Investment readiness programme in its regular training programme and services which are provided by TP Lj to entrepreneurs. TP Lj is going to organize a final event to present the training programme to the end users and to inform stakeholders / diffuse it to other regional and national supporting organizations focusing on entrepreneurship promotion such as JAPTI (Public Agency for foreigner investment and entrepreneurship, TIA (Technology Agency of Slovenia), National Association of Technology parks and Universities and business Incubators (national level), RDA of Ljubljana Urban Region (regional level – 26 municipalities), City of Ljubljana, etc.

TP Lj will also disseminate the project results among key national institutions which could ensure support for the follow up of the project such as Ministry of Higher education Science and Technology, Ministry of Economy, Government office for Growth within the Government of Republic of Slovenia, and National Early stage

investors organizations (Poteza, RSG, Business Angels Network of Slovenia, New Europe Venture Partners).

TP Lj is going to ensure the sustainability of the project with integrating the training in its already existing programme Gateway to Finance with the name Academy for Business Excellence of TP Lj. Elements of the training will be also used in the process of preparing companies for meeting with possible investors. This training will be done on demand with the method of a half day / one day long coaching. Gateway to Finance is a long term programme with the purpose to increase the number of investor ready projects to be presented to seed and venture capitalists (both public and private). The programme is rendered available to the start-ups and spin-offs. In this respect the training Academy for Business Excellence of TP Lj is going to be suitable and added value for the entrepreneurs.

TP Lj is planning to organize each year a training programme for investor readiness – Academy for Business Excellence of TP Lj, which will be free of charge for the incubated companies. By organizing the training TP Lj is expecting to train approx. 25 companies – entrepreneurs yearly, accordingly to the entrepreneurs' knowledge, skills and needs.

In order to sustain the activities provided by TP Lj to the nascent entrepreneurs the activities are going to be co-financed by the Public Agency for the Entrepreneurship and Foreign Investments, which is co-financing added value services implemented by the business support organizations in Slovenia. TP Lj has reached an agreement that activities are going to be 95% co-financed for two consecutive years (until the end of 2010 and the end of 2011). The difference of 5 % TP Lj is going to provide by its own financial resources (consultancies, rents, etc.).

√ Indicators:

- List of stakeholders prepared
- Programme prepared for the Academy of Business Excellence of TP Lj
- Final event organized
- Financial sustainability ensured

## ***INNOSTART National Business and Innovation Centre***

As far as valorisation of the project is concerned Innostart intends to carry out actions along the following major priorities:

- Dissemination activities to ensure that information on the project and its services reach the potential target groups
- PR activities to facilitate that the developed training programme is known to decision makers influencing the VET system
- Promotional activities to promote the training programme among the potential final users
- Pilot delivery of the training programme
- Post-project exploitation and utilization strategy

### **Dissemination activities to ensure that information on the project and its services reach the potential target groups**

In order to ensure that the specific target groups and potential end users of the project are addressed effectively Innostart intends to execute a number of interrelated and individual dissemination actions:

#### Project website

The project website has the function of disseminating general information on the project with an address of all target groups and potential end users in different languages (English, Hungarian, Slovenian and Italian). The website offers considerable interaction opportunities to the project partners to upload and modify contents according to the needs of their target groups. The website is structured in a way that allows the partners to develop it without being bound to the coordinator. To maximally facilitate this the website is structured as follows:

- Content management module (CMS) in four languages
- Public documents section
- Private documents section
- Online questionnaire

- Online questionnaire analysing module in Hungarian and Slovenian languages
- Online questionnaire cumulative module in English
- Newsletter module (optional)
- Admin modul for maintenance

During the implementation of the project the website is operated and developed by the coordinator organization with input from the other partners. It is also their responsibility to prepare materials for the site in their own languages. In this period the coordinator keeps a tighter control on the development of the website. Once the project is finalized the operation of the site will remain at the coordinator but the partners will have more freedom to develop the content.

The operation of the website will run after the finalization of the project, in fact it will have a more important role after the training programme is finalized. The post-project operation of the website will be ensured by Innostart.

### Newsletter

The project partners will prepare and distribute newsletters on specific topics during the implementation phase. The newsletters will contain general information on the project, the partners and also specific information such as the particular services of IRTrain or the opportunities for innovative enterprises to utilize these services. The newsletters will be prepared in English but the partners will be given the opportunity to translate them or modify them to make them more suitable to their own companies. The main target groups of the newsletters will be innovative, early-stage financing seeking entrepreneurs, inventors, project owners, investors, higher education institution representatives, regional decision makers. In order to maintain dissemination following the completion of the project the partners agreed to provide information for the preparation of further newsletters after the ending of the project. Innostart will provide input to each newsletter.

### Leaflets

Project leaflets (brochures) will be designed as a means to disseminate the objectives and results of the project to a large professional audience. The design and development of the leaflet will be jointly decided by the partners. The leaflets contain specific information on the project and raise awareness to its major output the

training programme itself. The leaflets will be distributed at various professional events attended by the partners either as speakers or as participants. The leaflets will serve national and EU level dissemination purposes as well as they will be designed and printed not only in English but also in Hungarian and Slovenian languages. Innostart will disseminate the leaflets in events such as brokerage events, workshops, conferences, business angel club events, partner matching events, etc.

#### Organization of final event

Following the finalization of the project the partners will organize a final event either at international level (either as part of a professional conference or as a standalone event) or at national level. In case the event will be held nationally then both partners will organize them individually in their own region. Decision on the details of the event will be decided along the implementation of the project.

#### Other means of local dissemination

- Personal meetings with investment seeking entrepreneurs, project owners (consultancy on enterprise development and available funding opportunities)
- Personal meetings with investors (potential projects for investment)
- Personal meetings with representatives of higher education institutions (IRT as a potential higher education course)
- Personal meetings with decision makers (examining the possibility of introducing the training programme in regional enterprise development initiatives)
- Trainings (Innostart plans to organize Investment Readiness Trainings after the finalization of the training programme – one training is planned to be organized in 2010 following the completion of the project, others will follow in the forthcoming years in light of the demand expressed from the end users)
- Business Angel Club events (Organized 3 or 4 times yearly. The participating companies will be trained on pitching and other relevant skills and knowledge necessary to attract investment into their business ideas)
- Central Hungarian Regional Innovation Agency and the Hungarian consortium of the Enterprise Europe Network (to disseminate information on the initiative and the training towards regional development agencies, local

enterprises, decision makers and other stakeholders active in the field of innovation, trainings and financing)

**PR activities to facilitate that the developed training programme is known to decision makers influencing the VET system**

Innostart will introduce the training programme to decision makers responsible for adult education and enterprise development at regional level. For the sake of effectiveness the best approach is to utilize the professional relations of Innostart and initiate personal meetings with the relevant persons. In case the organization decides to involve other regional networks, organizations into the project we will motivate our partners to approach their regional decision makers with the concept of integrating the programme into regional vocational education. Such organizations are planned to be members of the Hungarian members of the Enterprise Europe Network and the regional innovation agencies.

Innostart will establish contact with teachers at higher educational institutions both with the purpose of having a professional review on the training programme and also to discuss opportunities of integrating the programme into university course curriculum. The teachers contacted will also be involved in other actions within the project, namely the preparation of the regional analysis and the evaluation of the training syllabus.

**Promotional activities to promote the training programme among the potential final users**

Innostart will make use of a mix of channels (leaflet, web site, e-mailing, newsletter, trainings, business angel club and other professional events) to introduce the Investment Readiness Training programme to the potential end users. Due to the specific nature of the programme personal contact with potential end users will be paid a special attention (not all project owners are ready to meet investors, a thorough screening is required which can only be achieved by personal contact)

Preceding the organization of trainings INNOSTART will publish articles in the Newsletter of the Hungarian Association for Innovation and in the Newsletter of the Regional Innovation Agency.

### **Pilot delivery of the training programme**

Innostart will organize a pilot training at the end of the project to selected enterprises to examine the effectiveness of the training programme. The training will be provided by experts participating in the train the trainer session organized by the developer of the training programme (Meta Group).

In connection with the pilot training the following actions will be carried out:

- Promote the pilot among the target users
- Gather responses and reactions from the target user groups
- Involve a restricted number of target user in the pilot
- Deliver the pilot
- Gather feedback and comments from the target users involved in the pilot
- Prepare an evaluation report with the aim of improving the teaching materials/programme, and send it to the WP co-ordinator

The pilot training will be used to receive feedback from the participants and the trainer itself on the suitability of the training programme to the needs of enterprises looking for early stage investment. The training will be focusing on selected areas of the training programme, giving the trainer the freedom of choice according to the needs of the participants. Innostart is planning to organize the pilot training following the provision of the complete training toolkit.

### **Post-project exploitation and utilization strategy**

Following the finalization of the project Innostart intends to continue the provision of the training programme to the end users in a number of ways:

Innostart will maintain dissemination of the services of the project as the direct utilization of the training programme will start following the completion of the project (finalization of the training programme is done at the end of the project). Not only the website will be further operated but all other dissemination means will be continued. These actions will be planned in a way that they require small financial contribution therefore their realization will be managed by the financial resources of the organization.

Regular investment readiness trainings will be offered to enterprises looking for early stage investors for a pre-defined charge. The amount will be decided in accordance to the training requirements and the financial potential of the target audiences.

Partnership capacity: in case Innostart decides to involve other partners into provision of the training programme it will use its working relations with professional regional networks and players. The regional partners (engaging in enterprise development activities) are well established public and private organizations with strong linkages with the financial and political regional context. Thanks to this, the partners could easily get in contact with the regional stakeholders and policy makers and build consensus around the programme. Thus they have both the role and the negotiation power to push the transferred practice at regional level, ensuring that it will be continued following the completion of the project.

As the member of the Regional Innovation Agency, INNOSTART will attempt to integrate the training program into the Regional Innovation Plan, thus ensuring the sustenance of the programme at regional level. Also as the co-owner of Semmelweis Innovation Centre with Semmelweis University (medical university) there is an opportunity to later adaptation of the programme to the courses offered by Semmelweis Innovation Centre to PhD students and also to professors and researchers (tech-based would-be-entrepreneurs)

As the manager of the First Hungarian Business Angel Network with a regional scope INNOSTART is able to reach potential end users all around the county.

Following the adaptation of the program an accreditation process planned to be executed in order to offer a training validated by the national accreditation body.