



Pilot action template for the Bratislava region (SK) and implementation of the reg. Playpark

CERlecon - CE119

Final version

Deliverable D.T2.2.5

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PP7 - The City of Bratislava

PP8 - Slovak Business Agency

PP10 - STEP RI Science and Technology Park of the University of Rijeka Ltd.



1. MAIN TOPICS OF THE NATIONAL/REGIONAL/LOCAL SMART SPECIALISATION STRATEGY (RIS3)

<p>What are the main economic and social innovation topics of the relevant RIS3 for the regional Playpark?</p>	<p>The main economic and social innovation topics of the two RIS3 relevant for the regional Playpark - RIS3 of Slovakia (national) and “unofficial” RIS3 of Bratislava region (regional) that were relevant for Playpark Bratislava region were mainly:</p> <ul style="list-style-type: none"> - Information and Communication technologies (ICT) - Biotechnologies - Eco-innovations - Social innovations - Digitalisation of society
<p>How did the regional Playpark engage the participants to develop viable business ideas to fit these topics?</p>	<p>Given the specific circumstances of Playpark Bratislava and its target group, during the application procedures for the training cohorts we were rather searching for applicants with individuals already having business ideas within these topics. As the thematic topics are rather broad and technically oriented and our Playpark was realised with support of the University Technology Incubator of the Slovak University of Technology (“InQb”), in most cases we were successful in finding the ideas fitting these topics well.</p>

2. REGIONAL PLAYPARK TARGET GROUP

Description of the Regional Playpark’s Target Group:

<p>How did the Regional Playpark attract and involve the Target Group (equal numbers of female/male participants and equal numbers of economic and social innovation business ideas/firms based on the relevant RIS3)?</p>	<p>Attracting the target group was mainly done through Info Days and regional focus group (cohort 1), press releases, targeted social media posts and campaigns, newsletters and various activities during cohorts such as workshops and info days. We also tried to attract the attention of Target Group for next cohort through marketing of success stories of the ongoing one - e.g. (i) press conference realised at the 2nd cohort regional pitching finals and subsequent appearance of the reportage in the main news on national TV or (ii) Facebook campaign promoting both the application for the 3rd cohort and the great placement of Playpark Bratislava startups at the 2nd cohort Playparks Final in Venice.</p> <p>Attracting equal number of male and female participants proved to be a difficult task as doing business remains a more masculine affair in Slovakia despite some positive development of female entrepreneurship in recent years. This is also shown in the overview of female/male ratio for the cohorts: 1st cohort: 3/4; 2nd cohort: 5/10; 3rd cohort: 4/4. However, it is important to note that several male participants had also female team project members.</p> <p>Attracting equal numbers of social and economic innovations proved not to be such a difficult task as lots of our Playparkees had economic innovations with overlapping social dimension which is a good sign - e.g. (i) spirulina algae cultivator and design lamp</p>
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	<p>that aims to fight problem with food production, processing and malnutrition, (ii) growbox design indoor cultivator of green plants that supports urban farming and healthy lifestyle of urban population, (iii) medical app for insurance companies, practicing doctors and patients that analyses state of patients back, saves time and brings more efficiency and accuracy to the health care system.</p>
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3. REGIONAL PLAYPARK IDEA GENERATION LABS

When and where did IGL take place?	<p>1st cohort: 12.9.2017 - InQb premises and 13.9.2017 SBA premises 2nd cohort: 19.3.2018 and 20.3.2018 - InQb premises 3rd cohort: 10.10.2018 - City of Bratislava premises</p>
Short summary of IGL content/agenda:	<p>The idea generation labs' (IGL) agenda differed slightly according to the training period. For each period, the IGL was the kick-off event held at the very beginning of the whole training process and therefore also a showcase event of the Playpark activities, the invitation to join the training period (at the time of IGL the application procedure was still open) and an inspirational event where successful start-ups shared their story in order to motivate aspiring entrepreneurs to work on their business ideas. On the second day, there was usually a workshop on where to find innovations and how to transform them into a business idea. For the first period, the opening of Playpark Bratislava was also connected to the IGL.</p>
Describe shortly application procedure for the regional Idea Generation Lab?	<p>Application procedure was done through a simple google form and IGLs were open to broad public interested in working on their existing and non-existing innovative business ideas.</p>
Describe shortly application procedure and selection criteria for the six-months regional training programme?	<p>Application procedure for the six-months regional training programme was also done through a google form, though a bit more advanced, where we asked basic information on the applicant and his project such as name of the project, English language skills, short summary and info on the business idea itself, (potential) customers, financing and sustainability of the project, project team, next steps in the project, expectations of the training cohorts and other.</p> <p>These criteria were then evaluated by the jury composed of representative of both regional partners SBA and City of Bratislava and best applicants were selected based in number matching the Playpark capacity.</p>



4. REGIONAL PLAYPARK SUPPORTING METHODOLOGY

<p>What final outcomes from the participants were expected by the regional Playpark after the six-month training? Are those outcomes achieved? If yes, how?</p>	<p>By the end of each of the 3 cohorts participants were expected to deliver 3 outputs:</p> <ul style="list-style-type: none"> - Short ameliorated “business plan” in Slovak - Short ameliorated “business plan” in English - Short pitch video in English presenting their business idea <p>Ameliorated meaning refined in line with the new information, skills and professional feedback acquired during the activities of the training cohort in which they participated.</p> <p>These outcomes were successfully achieved in most cases although their quality varied depending on the willingness of participants to improve their business ideas and subsequent time and effort put into the completion of these tasks. In addition, the quality of pitch videos also differed due to ICT, presentation and language skills of participants.</p>
<p>What were the contents/topics of the six-month training? <i>(short description in bullet points with workshop topics, consultations hours and other activities)</i></p>	<p>Topics covered during the 6-month cohort training mainly through specialized workshops (WS):</p> <ul style="list-style-type: none"> - Development / Verification of business idea - Prototyping / MVP - Business model canvas / Lean startup - Customer, market and offer - Sales and marketing - Finances and financing - Administrative aspects of setting up a business - Presentation skills <p>Other activities included round tables with expert providing feedback on Playparkees’ business ideas, 10 hours of personal mentoring for the 3 regional Playpark pitching finals winners and registration/visits of participants at the Creative Lab at SBA (SBA’s fablab).</p>
<p>Which training tools were used?</p>	<p>WS, round tables, online feedback and advisory, one on one personal mentoring, site visits.</p>
<p>Timeline of the six-month training at the regional Playpark: <i>(short description in bullet points with exact dates of 1st, 2nd, 3rd cohort - Idea Lab, cohort start, exchanges, consultations etc.)</i></p>	<p>For the IGLs please see part 3 of this document.</p> <p>1st cohort - 09/2017 - 2/2018: WS1 - Business idea - 13.09.2017 WS2 - Business model and business plan - 10.10.2017 WS3 - Customer, market, demand and offer - 26.10.2017 WS4 - Finances and financing - 6.11.2017 WS5 - Finances in business - 21.11.2017 WS6 - Marketing and sales - 28.11.2017 WS7 - Presentation skills and investor pitch - 16.1.2018</p> <p>1st cohort Playpark Exchanges: Vienna - Bratislava - 20.- 24.11.2017 Bratislava - Brno - 11.- 15.12.2017 Regional finals - 6.2.2018 Personal Mentoring - 3/2018</p> <p>2nd cohort - 05/2018 - 10/2018: WS1 - Market analysis - 10.04.2018</p>



	<p>WS2 - Business model and business plan - 26.04.2018 WS3 - How to effectively acquire and keep your customer - 10.05.2018 WS4 - How to do a low cost and attractive marketing - 22.5.2018 WS5 - How to set-up sale process and sell successfully - 7.6.2018 WS6 - Finances and Financing - 20.06.2018 WS7 - Presentation skills - 19.6.2018 2nd cohort Playpark Exchanges: Bratislava - Krakow - 11.- 15.6.2018 Vienna - Bratislava - 25.- 29.6.2018 Round tables - 17.5., 21.5., 21.6.2018 Regional finals - 5.9.2018 Personal Mentoring - 10/2018</p> <p>3rd cohort - 11/2018 - 4/2019: WS1 - Market analysis - 20.11.2018 WS2 - Business model - 27.11.2018 WS3 - Finances in startup - 04.12.2018 WS4 - How to effectively acquire and keep your customer - 19.2.2018 WS5 - How to do a low-cost marketing and sell more - 31.1.2019 WS6 - How to set-up sale process and sell successfully - 7.2.2019 WS7 - Presentation skills - 12.2.2018 3rd cohort Playpark Exchanges: Stuttgart - Bratislava - 4.- 7.3.2019 Bratislava - Rijeka - 18.- 22.3.2019 Round tables - 29.1., 13.2.2019 Regional finals - 14.3.2019 Personal Mentoring - 4/2019</p>
<p>What kind of support the regional Playpark provide after the six-month training?</p>	<p>Support provided for the Playparkees interested in the further cooperation after their completion of the training cohort consisted mainly of their introduction to other activities provided by SBA or InQb through which they could further develop their business ideas and depended on the specific needs of the Playparkees. Such opportunities include mainly: SBA's accelerator, incubator, growth programme, scholarship programme, microloans programme, venture capital programme, start-up programme, internationalization project or relevant activities within other EU projects ran by SBA to which they could participate or InQb incubator. Particular success stories include joining of the project team of 2 of our Playparkees by our programme mentors and ongoing talks with investor/pointing to other available financing thanks to contact provided in Playpark (detailed in the part 5 below).</p>



5. REGIONAL PLAYPARK FUNDING INITIATIVES

<p>Did regional Playpark help the participants to find money to finance their business ideas? If yes, how?</p>	<p>As the Playparkees were mostly in the very early stage - having only a business idea or a concept, most of them weren't searching for the financing yet or "the money" wasn't the biggest challenge in the further development of their business idea. However, thanks to the Playpark activities at least 3 more advanced Playparkees began talks with the Slovak Innovations and Technologies Fund about their possible cooperation and financing.</p>
<p>List the names and contact details of funding initiatives that cooperate with the regional Playpark (if there are such):</p>	<p>Slovak Innovations and Technologies Fund Karadžičova 2 811 09 Bratislava</p>

Overview and information/guidance about funding initiatives and how they will support the participants in bringing their ideas/firms to market:

Please find listed here below the overview of the funding initiatives as provided already in the deliverable 'D.T.1.1.1 Transnational RIS3 eReport on smart specialisation strategies - Bratislava region' and further completed in the output 'Setting up your business in the region Bratislava' - for more information please consult these two outputs.

- Credits from the microloans programme of Slovak Business Agency (SBA) (<http://www.sbagency.sk/en/slovak-business-agency>)
 - for micro- or small enterprises
 - min. 2500 EUR - max. 50000 EUR
 - maturity: 6 months - 4 years
- Support or other contribution for doing business from the national Office of Labor, Social Affairs and Family (<https://www.upsvr.gov.sk/>)
 - for unemployed people who want to start business
 - max. contribution for business in Bratislava region in 2018 is 3126,47 EUR
- Innovative vouchers of the Ministry of Economy (<https://www.mhsr.sk/en/ministry>)
 - for SME's
 - max. 5000 EUR
- State-owned banks
 - Slovenská záručná a rozvojová banka (<https://www.szrb.sk/>) - some banking products:
 - Microcredit to support small entrepreneurs
 - economically independent entrepreneurs with less than 50 employees and the annual turnover max. 7 mil. EUR or the reported economical profit max. 5 mil. EUR
 - microcredit approval until 3 working days,
 - min. 5K EUR - max. 50K EUR
 - maturity: 3-7 years
 - Woman's business credit to support women's business
 - entrepreneur is woman
 - economically independent entrepreneurs with less than 20 employees and the annual turnover max. 7 mil. EUR or the reported economical profit max. 5 mil. EUR
 - microcredit approval until 3 working days,
 - min. 5K EUR - max. 50K EUR
 - maturity: 3-7 years



- Young´s business credit to support business of young people
 - entrepreneur is less than 30 years of age
 - economically independent entrepreneurs with less than 20 employees and the annual turnover max. 7 mil. EUR or the reported economical profit max. 5 mil. EUR
 - microcredit approval until 3 working days,
 - min. 5K EUR - max. 50K EUR
 - maturity: 3-7 years
- **EXIMBANKA SR** (https://www.eximbanka.sk/en/english/our-products.html?page_id=31633)
 - banking and insurance products for SMEs to support exporters
 - investment into the infrastructure and technology to support production for international markets (up to 85 % of real costs)
 - credit for investment abroad (up to 90 % of costs)
 - other loan, guarantee or bill of exchange transactions products
- Private banks with specialised products for startups:
 - **Slovenská sporiteľňa** (<https://www.slsp.sk/sk/biznis/zaciname-podnikat/>)
 - banking products to support startups and entrepreneurs
 - a comprehensive programme for startups (guidance how to setup a profit business plan and finances, assistance with selecting business partners, idea validation, visibility of the business story and other)
 - credit or leasing financing for startups
 - from 700 EUR - 50K EUR
- Venture capital funds and business angels
 - **Fond Seed Capital** (<http://www.nhfond.sk/o-nas/historia-a-poslanie-spolocnosti/>)
 - venture capital for innovative startups from different industries in seed or early stage of business as well innovative SMEs
 - max. 331 939 EUR
 - **Fond inovácií a technológií** (<https://www.fondfit.sk/en>)
 - providing seed, startup and venture capital to startups with high growth potential in IT, energy, e-commerce, projects of researchers and students
 - investment 20K EUR - 1,5 mil. EUR in 4-6 years horizont
 - **Slovenský rastový kapitálový fond** (<http://www.slovca.sk/en>)
 - mostly oriented on slovak companies in the growth phase in higher added value sector and in sectors with high growth potential, strong market potential and motivated management
 - investment 0,5 mil. EUR - 2,5 mil EUR in 3-4 years horizont
 - **Slovenský rozvojový fond** (<http://www.nhfond.sk/fondy-rizikoveho-kapitalu/slovensky-rozvojovy-fond/podmienky-poskytnutia/>)
 - investment in startups and established companies to support their business expansion or startups having financial problems
 - investment 0,5 mil. EUR - 2,3 mil EUR in 3-5 years horizont
 - **Klub podnikateľských anjelov Slovenska** (<https://businessangels.sk/>)
 - an initiative of Association of young entrepreneurs of Slovakia with support of Slovak Business Agency and Slovak association of private equity and development capital
 - supporting innovation and business development and facilitating access of startups to capital sources
 - investment 10K EUR - 80K EUR
 - **42angels** (<http://srnka.info/#offer>)
 - angel capital and seed capital for technology startups
 - non-financial support - sharing of experience, mentoring, realisation of supported projects



- **Pioneers Ventures** (<https://pioneers.io/ventures/#read>)
 - early stage startups focusing on digital, financial technologies, e-health, e-commerce
 - investment up to 125K EUR
 - non-financial support - consulting, mentoring, network of experts
- **Neology Ventures** (<http://www.neology.vc/>)
 - *Innovation Fund* - pre-seed capital for innovative startups, investment 50K EUR - 200K EUR (financing by operational programme Bratislava region and operational programme Research and Development).
 - *Slovak Entrepreneurs Fund* with development capital for innovative startups in later stages, investment 300K EUR - 1,5 mil EUR (financing particularly by operational programme Research and Development and by private sources)
 - preferred investment areas: IT and CT, energy, medicine
 - non-financial support - consulting, mentoring, network of experts
- **J&T Ventures** (<http://jtventures.cz/en/>)
 - specialized fund of venture capital supporting startups with high market potential and ambition to expand on foreign markets focusing on areas of IoT, fintech, big data, energy, agriculture, transportation, education, health, e-commerce
 - investment up to 500K EUR
- **LRJ Capital** (<https://www.lrjcapital.com/>)
 - supporting startups with high growth potential, with validated product or service and with paying customers
 - investment 100K EUR - 2 mil. EUR (optimal 0,5 mil. EUR)
- **Speedinvest** (<https://speedinvest.com/>)
 - private venture capital investor (RedBull, Funke-Groupe, NEA) from Vienna investing in early stage startups from the central and eastern Europe, having their own team and final product in sectors of fintech and consumer technology
 - investment up to 500K EUR with the follow-on investment up to 3 mil. EUR
 - direct access on the USA market
- **Credo Ventures** (<https://www.credoventures.com/>)
 - investor providing seed and startup venture capital to technology startups (IT, internet, mobile, health care)
 - investment from 50K EUR - 6 mil. EUR
- **Limerock Fund Manager** (<http://www.limerockfund.com/en/index.php>)
 - investor providing early stage capital to SME´ s focusing on research and development activities in areas: health care, biotechnology, energy, progressive material and technology
 - Investment from 500K EUR - 2,75 mil. EUR in 4-6 years horizont
- **3TS Capital Partners** (<http://3tscapital.com/>)
 - private equity and venture capital for innovative SME´ s in sectors with especially high growth potential (technology, internet, media, communication and services)
 - private and public sources (EU)
 - investment 300K EUR - 10 mil. EUR
- **Genesis Capital** (<http://genesis.cz/en>)
 - investor from Prague looking for startups with high growth potential
 - providing early and later stage capital to innovative startups in traditional industry sectors as well as those providing services in energy, chemie, ecological technology, health care
 - investment 4mil. EUR - 12 mil. EUR in 3-7 years horizont
- **Enterprise Investors** (<https://www.ei.com.pl/en/>)
 - private equity and venture capital investor from Warsaw



- focused on buying of medium sized companies and expansive startup financing from all sectors
- investment 20 mil. EUR - 50 mil. EUR
- **ARX Equity Partners** (<https://www.arxequity.com/>)
 - private equity company providing investment in middle sized companies with high growth potential and market value
 - investment 10 mil. EUR - 50 mil. EUR
- Crowdfunding
 - **Crowdberry** (<https://www.crowdberry.eu/en/about-crowdberry/>)
 - allows private investors to invest into companies, co-own them and valorise their capital by building growing companies.
- Products of non-bank institutions / Consumer credit companies listed in the register of the National Bank of Slovakia:
<https://www.nbs.sk/en/statistics/financial-institutions/factoring-leasing-and-consumer-credit-companies> or https://www.nbs.sk/_img/Documents/STATIST/SOFS/FCL2018.pdf
- Financial leasing or factoring companies listed in the register of the National Bank of Slovakia:
<https://www.nbs.sk/en/statistics/financial-institutions/factoring-leasing-and-consumer-credit-companies> or https://www.nbs.sk/_img/Documents/STATIST/SOFS/FCL2018.pdf
- Non-formal individual investors
 - Family
 - Friends



<http://tinyurl.com/CERlecon>

www.interreg-central.eu/CERlecon