



Pilot action template for the Brno region (CZ) and implementation of the reg. Playpark

CERlecon - CE119

Final version

Deliverable D.T2.2.7

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PP11 - City of Brno

PP12 - The Chamber of Commerce of the Czech Republic

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>	<ul style="list-style-type: none"> - mobile applications - modern web device - ICT device with artificial intelligence - automatization - life saving device - reused products - zero waste life - environment and nature monitoring - device for healthy life - car sharing - scoot sharing - bike sharing
<p>How did the regional Playpark engage the participants to develop viable business ideas to fit these topics?</p>	<p>In Playpark Brno are accelerated projects ideas solving some of the topic mentioned above. Other topics mentioned above are solved by other Czech start-ups and our playparkees can directly contact them and ask them if they can somehow cooperate with them.</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>Target groups of Playpark Brno:</p> <ul style="list-style-type: none"> - students from high schools - students from universities - employees in the beginning of their work life - employees around 50´ who want to make change <p>Our Playpark attract potential participants through chamber of commerce network, partner´s networks and also through paid Facebook ads.</p> <p>Numbers of women and men First cohort: 12 start-up ideas, 5 women, 7 men Second cohort: 23 start-up ideas, 13 women, 10 men Third cohort: 19 start-up ideas, 9 women, 10 men</p> <p>Numbers of economic and social start-up ideas First cohort: 12 start-up ideas, 6 economy, 6 social Second cohort: 23 start-up ideas, 12 economy, 11 social Third cohort: 19 start-up ideas, 10 economy, 9 social</p>
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3. REGIONAL PLAYPARK IDEA GENERATION LABS

When and where did IGL take place?	Idea generation lab took place always in the beginning of the semester at university at the large lecture hall.
Short summary of IGL content/agenda:	<ol style="list-style-type: none"> 1. Introduction of business success of lecturers of IGL 2. Elimination of business prejudices 3. Instruction how to find topic for business idea 4. Discussion if someone has own business idea 5. Motivation that entrepreneurship is cool and gainful
Describe shortly application procedure for the regional Idea Generation Lab?	Three months before IGL is launched campaign through networks and Facebook. Twice a week is on Facebook published interesting status with motivation for coming to IGL.
Describe shortly application procedure and selection criteria for the six-months regional training programme?	At the end of the IGL all participants are asked to send short mail with description either why especial he/she is good motivated to become Playpark applicant or why his/her business idea is so important for six-months acceleration in Playpark Brno.

4. REGIONAL PLAYPARK SUPPORTING METHODOLOGY

What final outcomes from the participants were expected by the regional Playpark after the six-month training? Are those outcomes achieved?	<p>Graduates of Playpark Brno have to prepare themselves for pitching their project in front of the jury consist of startup investor, successful businessman, experienced mentor and representative of chamber of commerce. Presentation has to include:</p> <ul style="list-style-type: none"> – project introduction, – project validation, – results of communication with potential customers, – minimum viable product, – finance, – planned progress – promotion, marketing – impact for society
<p>What were the contents/topics of the six-month training?</p> <p><i>(short description in bullet points with workshop topics, consultations hours and other activities)</i></p>	<p>Graduates of Playpark Brno, who are able to pitch in front of the jury, have:</p> <ul style="list-style-type: none"> – minimum viable product, – experience with communication with their potential customers – real idea of finance that will be necessary – knowledge how to sell their product – knowledge how to promote their product – knowledge how to spread their beginning start-up
Which training tools were used?	<ul style="list-style-type: none"> – interactive workshops – interesting young businessmen as a hosts on workshops – continual online mentoring between workshops – informal meetings – community creation
	<p>1. cohort: 01.09.2017 - 28.02.2018</p> <ul style="list-style-type: none"> – 1.9. - 30.9. communication with target groups



<p>Timeline of the six-month training at the regional Playpark:</p> <p><i>(short description in bullet points with exact dates of 1st, 2nd, 3rd cohort - Idea Lab, cohort start, exchanges, consultations etc.)</i></p>	<ul style="list-style-type: none"> - 3.10. Idea generation lab - 10.10.-15.2. workshops, mentoring and presentation - 27.11.-1.12. exchange Brno in Krakow - 11.12.-15.12. exchange Bratislava in Brno - 1.12.-20.12. Playpark Xchange online competition (winner in social start-up category) - 22.-23.2.2018 finals in Stuttgart (winner in social start-up category) <p>2. cohort: 01.02.2018 - 30.09.2018</p> <ul style="list-style-type: none"> - 1.2.-27.2. communication with target groups - 27.2. Idea generation lab - 6.3.-13.9. workshops, mentoring and presentation - 11.5.-15.5. exchange Vienna in Brno - 1.6.-20.6. Playpark Xchange online competition - 25.6.-29.6. exchange Brno in Rijeka - 20.9.-21.9. finals in Venice <p>3. cohort: 01.10.2018 - 30.04.2019</p> <ul style="list-style-type: none"> - 1.9. - 30.9. communication with target groups - 1.10. Idea generation lab - 8.10.-28.3. workshops, mentoring and presentation - 18.-19.12. Playpark Xchange online competition (winner in social category) - 11.2.-15.2. exchange Veneto in Brno - 18.3.-22.3. exchange Brno in Stuttgart - 4.4.-5.4. finals in Vienna
<p>What kind of support the regional Playpark provide after the six-month training?</p>	<ul style="list-style-type: none"> - continual community of young future or beginning start-ups - continual mentoring for takers - contacts to potential business partners - keeping in contact with graduates - promotion on social networks



5. REGIONAL PLAYPARK FUNDING INITIATIVES

Did regional Playpark help the participants to find money to finance their business ideas? If yes, how?	Playpark Brno can connect participants with successful business men or start-up investors for assessment their readiness for investment or long-term cooperation.
List the names and contact details of funding initiatives that cooperate with the regional Playpark (if there are such):	<ul style="list-style-type: none"> – Investeers, www.investeers.com – JIC Ventures, www.jic.cz/ventures – CEBIG, www.cebig.cz

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

Each project partner should list available funding initiatives for their respective regions:

Funding initiatives and sources /managing authority	Target groups - eligible beneficiaries	Identified best practices and deficiencies
JIC Ventures www.jic.cz/ventures	Investments to start-ups coming from JIC start-up programmes	Cooperation with particular start-up starts before an investment after the start-up graduates JIC program. After signing the investment agreement JIC Ventures accelerates start-ups in team management, development management, business, marketing, opening new markets.
Y Soft Ventures https://www.ysoft.com/cs/company/about-y-soft/ysoft-ventures	Investment to hardware and software start-ups in area of IoT, cybersecurity, big data and analytics, virtual reality form Middle and East Europe	Cooperation with particular start-up starts before an investment. After signing the investment agreement Y Soft Ventures accelerates start-ups in strategy management, financial management, business, marketing, opening new markets.
Opifer Ventures	Investments to start-up with global potential. Opifer is focused on digital device, software security and geology.	Cooperation with particular start-up starts before an investment. After signing the investment agreement Y Soft Ventures accelerates start-ups in business, development, marketing, opening new markets.
UP21 www.up21.com	Investment to start-ups with prototype or seed investment. UP21 focused on innovative project from various areas.	UP 21 implements their co-pilot to every project that get their investment. Co-pilot mentors start-up in business, developing strategy, marketing and finding new markets.



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