



Joint initial training concept/training agenda

CERlecon - CE119
Deliverable D.T2.5.1

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1. Project summary and document introduction

Change is still needed to make the cities and regions in Central Europe better places to work and live. Daring young entrepreneurs with brilliant ideas could contribute considerably to this change. But they can't. Factors such as a lack of an entrepreneurial culture and mind-set leading to a limited interest in entrepreneurship are hampering their efforts. There is also inadequate training to improve their skills and entrepreneurial competences and innovation in general is being hampered by the lingering effects of the historical east-west divide and the recent economic crisis through an underinvestment in R&D.

And yet, entrepreneurs must be empowered to create change; they "form the majority of business entities and are the biggest employers" in Central Europe. "It is important to provide, at regional level, the right mix of financial and non-financial support to assist entrepreneurs to create new firms." "And this is our goal. By mid-2019, we will contribute to a change in the way entrepreneurs are inspired, trained and supported through a balanced package of strategies, actions plans, pilot actions, training, and tools to create new-type comprehensive regional innovation ecosystems in seven Central Europe regions. With our three-step logical project approach (Development - Implementation - Improvement), we want entrepreneurs and SMEs to benefit the most from what we do. But also their regions will benefit because from now on regional smart specialization strategies will be further used to develop novel technologies, and brilliant products and services for economic and social innovation." The joint development of all outputs and a transnational network interlinking the regional ecosystems to improve international skills emphasize the project's transnational character. At present, there is presumably no such state-of-the art innovative support scheme in Central Europe. "That is why everything that we do will be transferable for the benefit of others."

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WORK PACKAGE T2 will implement the new-type comprehensive six-domain regional innovation ecosystems in PP regions to train and create new firms, above all through synergies with funding initiatives.

It will also implement the trans. network that interlinks the ecosystems to accelerate international SME growth. T2 pilot actions will implement, test and evaluate the T1 eConcepts, leading to strategy finalisation. T2 will produce four outputs to achieve Project SO2/Results.

Output O.T2.1: Reg. Playparks: 7x reg. pilot actions for innovation ecosystems implementation in PP regions through two activities: (1) Development: Pilot action template for six-domain reg. ecosystems, leading to (2) Implementation: Reg. Playparks in PP Regions based on reg. pilot actions.

Output O.T2.2: Playparks network: 1x trans. pilot action for innovation ecosystems network implementation through two activities: (1) Development: Pilot action template for trans. network incl. links between reg. Playparks and the network, leading to (2) Trans. Pilot Action tailored to and implemented in the project area.

Output O.T2.3: Playparks network: Joint Playpark staff training through two activities: (1) Initial joint trans. training of Playpark staff and after the 1st cohort training experience at the reg. Playparks (2) Augmented joint trans. training of Playpark staff.

Output O.T2.4: Playparks network: Training methodology and materials ePortfolio through one activity: (1) Training methodology and materials for Playpark staff training. Process-related communication aims to increase the commitment of the target group (policy/support/SME/funding initiatives) and to create a positive attitude towards the Playparks and network.

Led by an experienced start-up/SME support provider (PP10), all project partners will be involved in all WP activities. T2 is the logical result of T1 and prepares the way for T3.

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DELIVERABLE D.T2.5.1

Joint initial training concept/training agenda

Regional Playpark staff and the training team develop together a staff training workshop concept and agenda, which are posted to the online Playparks network platform (D.T2.4.1).

The purpose of this document is to depict the concept and agenda of the Initial joint transnational training, thus enabling each project partner to successfully organize and run the Idea generation Lab and the regional CERlecon Playpark as a whole.



2. Concept, aim and purpose of the training

The purpose of the Initial joint transnational training is to enable each partner to successfully organize and run the Idea generation Lab, as well as the regional CERlecon Playpark.

During the joint transnational training, consultants/mentors/Playpark managers will be qualified to run and deliver trainings, consulting and mentoring services to CERlecon cohort members.

Key characteristics:

- Train the trainer/consultant/mentor format
- Workshop style - extremely practice oriented - participants should be able to deliver lectures and/or mentorship to Playpark beneficiaries
- Leveraged with reading materials, tools and other sources (books, webinars, YouTube...)

Key topics:

- Playpark management and startup consulting skills in general
- Idea generation lab
- Innovation management and growth tools
- Startup development and growth tools

The trainings should include all tools listed in D.T2.1.1 and defined as standard tools for use in all Playparks, accepted as appropriate for entrepreneurial support in all regional ecosystems.

The training will be action oriented - the aim is to enable participants to use and to teach the selected tools and activities that are to be applied in all seven regional Playparks.

In case of need, additional trainings for Playpark staff clarifying CERlecon assumptions in the context of the local situation can be organized in the project regions. However, the costs of these are to be carried by the regional PPs.

Upon request, subsequent Skype seminars involving the same internal staff of this Initial joint transnational training can also be organised in order to facilitate and promote the exchange of knowledge and experiences among Playparks.



3. Training Content

The joint transnational training content is based on the premise that the average participant will not be an expert, but will however have a medium level of knowledge, meaning familiarity with some innovation management, startup support and development tools and concepts.

During the workshop, topics will follow the startup development logic as much as possible.

Workshop modules are based on “Tools” and “Concepts”.

“**Tools**” are standardized activities that are known as best practices in startup/innovation development lifecycle.

Participants will learn:

- how to use tools;
- how to guide or teach Playpark beneficiaries to use tools;
- which circumstances are most appropriate for usage of each tool;
- limitations of tool usage;
- which outcomes trainers and beneficiaries can expect from each tool.

“**Concepts**” are thinking tools and guidelines for decision making process or innovation development process. It is important that participants understand the key concepts and become able to use them during the consulting and mentoring process of the participants.

Participants will learn:

- origins of the concepts;
- situations or circumstances where concepts are applicable;
- guidelines how to apply concepts in real life situations;
- cases or examples of concepts implementation/applicability.

The overall aim of the Initial joint transnational training is to enable the participants to run Playpark idea generation labs on their own covering and refreshing many of the elements important for running the playparks and learning new skills that could be implemented in the playparks.

It is important that the training participants undergo the whole idea generation process in order to understand how Playpark beneficiaries might feel and where difficulties arise. The idea generation process contains explicitly topics like prototyping and pitching, which act as a teambuilding measure.

To save time and make the training as practicable as possible each participant will set challenges like: „Find a sustainable product, event or service generated by the CERlecon project that can be used by your institution after the project lifetime!” or „Envision the product or service that is the core of the imagined startup!”.

Each challenge should fulfil at least the criteria of desirability, feasibility and (somehow) viability.



4. Training Schedule

	Tuesday	Wednesday	Thursday	Friday
9.00-11.00	Introduction Playpark concept Project overview Training overview	Value proposition design Value proposition canvas Strategy canvas	Business model generation Business model canvas	Pricing Business plan elements Funding needs/sources Crowdfunding
11.00-13.00	Introduction to the Idea Lab Teambuilding Creativity Sources of innovation	Empathy mapping Ideation Pitches	Sustainability driven entrepreneurship	Playpark Xchange e-tool Entrepreneur RIS3 app
14.00-16.00	Customer Customer persona Customer experience mapping Jobs to be done	Experience exchange and Q&A session Participants share and discuss their previous experience	Business model checklist Disruptive innovation One page strategy	Marketing coordination tools Testing Storytelling Pitch preparation Final pitches
16.00-18.00	How to start? Dreams and gripes discussion		Rapid prototyping	Q&A session Next steps Training evaluation

The Initial joint transnational training schedule is made out of concepts and tools. The training aims to improve the existing competences of the participants and to enable them to better understand the complex challenges startups face, as well as to immediately address the identified challenges with state of the art tools, proven and used in similar circumstances and challenges.



5. Training Lecturers - PP distribution

	Vienna	Stuttgart	Rijeka	Outsource
	Tuesday	Wednesday	Thursday	Friday
9.00-11.00	Introduction Project overview Playpark concept Training overview	Value proposition design Value proposition canvas Strategy canvas	Business model generation Business model canvas	Pricing Business plan elements Funding needs/sources Crowdfunding
11.00-13.00	Introduction to the Idea Lab Creativity Teambuilding Sources of innovation	Empathy mapping Ideation Pitches	Sustainability driven entrepreneurship	Playpark Xchange e-tool Entrepreneur RIS3 app
14.00-16.00	Customer Customer experience mapping Customer persona Jobs to be done	Experience exchange and Q&A session	Business model checklist Marketing coordination tools Disruptive innovation Testing One page strategy	Storytelling Pitch preparation Final pitches
16.00-18.00	How to start? Dreams and gripes discussion	Participants share and discuss their previous experience	Rapid prototyping	Q&A session Next steps Training evaluation

Training slots will be delivered by existing permanent staff of the project partners, except for the “Playpark Xchange e-tool” which will be delivered by the experts that developed the tool. Project partners permanent staff will be used because of existing experience and knowledge of working with startups, as well as due to the possibility of follow up support which will be easier to implement if lecturers are available as partners’ employees.



Day 1

Morning session 9.00-11.00

- Introduction (all),
- Project overview
- Playpark concept
- Training overview

Morning session 11.00-13.00

- Introduction to the Idea Lab
- Creativity
- Teambuilding
- Sources of Innovation

Afternoon session 14.00-16.00

- Customer understanding
Concept of customers, users and beneficiaries, differences and common elements
- Jobs to be done
Key concept for customer and market understanding
- Customer persona
Tool for description and understanding of target customer group
- Customer/User Experience mapping
Tool for description and understanding of behaviour, usage and consumption patterns of targeted customers/users

Afternoon session 16.00-18.00

- How to start?
- Dreams and gripes discussion
How to find innovation challenges



Day 2

Morning session 9.00-11.00

- Value proposition design
Key aspects of the value proposition formulation and design from customers perspective
- Value proposition canvas
Tool for understanding and comparison of product/service value proposition and customers' needs and wants
- Strategy canvas
Tool for value proposition competitive comparison and improvement.

Morning session 11.00-13.00

- Empathy mapping
Describe your user/client/customer
- Ideation
How to encourage wild ideas
- Pitches

Afternoon session 14.00-18.00

- Experience exchange
Discussion regarding tools and concepts presented
Sharing previous experiences in working with startups



Day 3

Morning session 9.00-11.00

- Business Model Generation
Concept of business models, business model logic, creation and presentation of business model
- Business model canvas
Tool for business model analysis, creation, change and improvement

Morning session 11.00-13.00

- Sustainability-driven entrepreneurship - concept & competences
- Sustainability Business Canvas
- Service Learning
- The Living Wall

Afternoon session 14.00-17.00

- Business model checklist
Tool for assessment and improvement of business models
- Testing
Concept of testing, evidence based decision making and pivoting - testing methods
Tools: Testing and learning card
- Disruptive innovation
Concept of disruption - disruptive and sustainable innovations, causes, differences and key features, guide for commercialization strategy
- One page strategy
Tool for strategic management and startup market deployment
- Marketing coordination tool
Tool for integration of marketing activities across various channels, markets and seasons

Afternoon session 17.00-18.00

- Rapid prototyping



Day 4

Morning session 9.00-11.00

- Financing of the entrepreneurial project
Concept: Key topics of funding needs and sources
- Business plan elements
Key elements - costs, incomes logic
- Pricing
Tool: Cost based pricing
Concept: value / competition based pricing
- Alternative funding
Concept of crowdfunding, peer to peer lending etc.

Morning session 11.00-13.00

Participants split in two groups in order to follow the two workshops below, to be held simultaneously.

- Playpark Xchange e-tool
or
- Entrepreneur RIS3 app

Afternoon session 14.00-16.00

- Storytelling
10 principles of storytelling
- Pitch preparation
Working with the storytelling canvas
- Final pitches
Pitch your idea in 3 minutes

Afternoon session 16.00-18.00 (optional)

- Discussion, Q&A session
- „Next steps” and follow up activities
- Training evaluation



<http://tinyurl.com/CERlecon>

www.interreg-central.eu/CERlecon