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# Pilot action template for the Rijeka region (HR) and implementation of the reg. Playpark

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CERlecon - CE119

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PP9 - City of Rijeka

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 relevant RIS3 (Croatian Smart Specialization Strategy 2016.-2020.) for the Playpark Rijeka were:</p> <ul style="list-style-type: none"> <li>- Social Innovations (R&amp;D &amp; ICT within health sector: medical equipment and devices, health services and diagnostics - apps, nutrition - natural health products)</li> <li>- Sustainable environment and technologies (R&amp;D for waste waters systems, monitoring, foresight and mitigation innovations for environmental pollution)</li> <li>- Eco Innovations (eco products)</li> <li>- Information and Communication Technologies (ICT) in general</li> </ul>
<p>How did the regional Playpark engage the participants to develop viable business ideas to fit these topics?</p>	<p>Through online application process (detailed questionnaire) Playpark Rijeka managed to detect immediately teams with ideas fitting into above mentioned topics. Most of the teams were already oriented towards those thematic topics, while for the rest of teams the Idea Generation Lab workshop was organized right before the cohort trainings and during the 'idea-polishing' workshops, Playpark Rijeka mentors and lecturers guided &amp; consulted teams to adjust their ideas for (re)application in the same or next cohorts to fit into relevant RIS3 topics - social &amp; eco innovations, sustainability etc.</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>Regional Playpark Rijeka opened call for applications almost two months before the training programme started, to assure targeted number of teams per cohort and have enough time to collect and analyze received applications, as well as to decide on economic/social ideas and female/male team leaders. Announcement for open calls were transmitted through multiple communication channels such as radio, newspapers, STEP RI newsletter, networking events within Rijeka academic &amp; startup community and online via social networks. Within all 3 cohorts, 31 teams joined Playpark Rijeka programme. Most of the teams with male team leaders had female team project members so the ratio overview of female/male participants through the cohorts is: 1<sup>st</sup> cohort: 6/5; 2<sup>nd</sup> cohort: 7/5; 3<sup>rd</sup> cohort: 3/5. Regarding the equal numbers of economic and social innovations most of the teams had economic innovations with overlapping social dimension, so ratio overview of economic/social innovation business ideas through the cohorts is: 1<sup>st</sup> cohort: 8/3; 2<sup>nd</sup> cohort: 6/6; 3<sup>rd</sup> cohort: 4/4.</p>
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### 3. REGIONAL PLAYPARK IDEA GENERATION LABS

<p>When and where did IGL take place?</p>	<p>All three IGL workshops were held at STEP RI premises.          1st cohort: 25-26.09.2017.          2<sup>nd</sup> cohort: 12-13.02.2018.          3<sup>rd</sup> cohort: 27-28.09.2018.</p>
<p>Short summary of IGL content/agenda:</p>	<p><u>1<sup>st</sup> day:</u>          1.Idea, invention, innovation          2.Defining needs and solutions          3.Market research          4.Techniques of generating ideas (application of selected techniques to: dummy model, real industrial problem, real social problem)</p> <p><u>2<sup>nd</sup> day:</u>          1.Testing Ideas          2.Fast prototyping          3.Business models          4.Pitching</p>
<p>Describe shortly application procedure for the regional Idea Generation Lab?</p>	<p>Application procedures were available via STEP RI web page <a href="http://www.step.uniri.hr/portfolio/idea-generation-lab/">http://www.step.uniri.hr/portfolio/idea-generation-lab/</a> and done through a simple Google form while IGL workshops were open to broad public interested in working on their business ideas. IGL workshops were promoted through multiple communication channels such as radio, newspapers, STEP RI newsletter, networking events within Rijeka academic &amp; startup community and online via social networks.</p>
<p>Describe shortly application procedure and selection criteria for the six-months regional training programme?</p>	<p>Application procedures for six-months training programmes were done also through a Google form that was available via STEP RI web page <a href="http://www.step.uniri.hr/ceriecon/">http://www.step.uniri.hr/ceriecon/</a>, where applicants needed to answer several basic questions about their idea/projects such as: name of the project, team members and their technical/business competencies, short summary and info about the business idea itself, targeted market, potential customers/users, commercialization challenges, expected costs and revenues, financing and sustainability of the project, current phase of idea development and next steps for further growth in next 3-5 years etc. These answers were then evaluated by the jury composed of mentors and lecturers from STEP RI together with Playpark Manager and Playpark Manager Assistant. Best 10-12 ideas were selected based on following criteria: business idea innovativeness, possibility for development, economic and social components of the idea, number of female and male idea developers/team leaders.</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>From regional Playpark participants was expected to actively involve in six-months training programme activities, workshops and lectures, to continuously work on their ideas as well as to initiatively reach out for business consultations &amp; mentorship support. During all three training programme cohorts, there were in total 75 participants (31 teams) attending workshops and/or consultation hours, either regularly or partially depending on the participants availability and motivation since the programme itself wasn't obligatory. After each cohort, participants, who were the most active ones, were able to successfully deliver their business plan, visual pitch presentation and standard 3 minutes investors pitch. Quality of mentioned outcomes depended broadly on participants gained knowledge and overall active participation in the training programme.</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><b><u>1<sup>st</sup> cohort workshop topics:</u></b></p> <p>Idea Generation Labs - 1. day          Idea Generation Labs - 2. day          01 - Customer: Problem, Profile and Journey          02 - Offer: Value Proposition Canvas &amp; Competitors          03 - Business Model Canvas          04 - Operating Costs &amp; Business Financing          05 - Pitching deck (Neven)          06 - Pitching deck (praktikum)          07&amp;08 - Pricing Academy (regular + exchange)          09 - Starting a Business (Legal Framework)          10 - Starting a Business (Bookkeeping)          11 - Strategy Canvas</p> <p>*Additional workshops (during exchange programme):          Motivation, presentation &amp; Pitching Workshop (external lecturer), Idea Generation Workshop, Crowdfunding for Beginners Workshop</p> <p><b><u>2<sup>nd</sup> cohort workshop topics:</u></b></p> <p>Idea Generation Labs - 1. day          Idea Generation Labs - 2. day          01 - Customer Profile: Problems and Jobs, Value Proposition Canvas &amp; Competitors          02 - Business Model Canvas          03 - Business Costs &amp; Financing          04 - Market Research &amp; Business Planning          05 - Starting a Business: Legal frameworks          06 - Starting a Business: Bookkeeping          07 - Pitching deck          08 - Pitching deck          09&amp;10 - Pitching deck</p> <p>*Additional workshops (during exchange programme):          Pitching skills &amp; Mastering the pitch Workshop (external lecturer), Business Model Canvas Workshop          Crowdfunding 101 &amp; Crowdfunding Launch Workshop &amp; Event - CERlecon Talks: Success Stories</p>



	<p><b>3<sup>rd</sup> cohort workshop topics:</b>          Idea Generation Labs - 1. day          Idea Generation Labs - 2. day          01 - How to model an idea?          02 - Business Model Canvas          03 - Job To Be Done &amp; Value Proposition Canvas          04 - Starting a Business (Legal Frameworks)          05 - Starting a Business (Bookkeeping)          06 - Market Research          07 - Business Planning          08 - Business Costs &amp; Financing          09 - Time Management          10 - Social Entrepreneurship          11 - Pitching deck          *Additional workshops (during exchange programme):          Motivation, presentation &amp; Pitching Workshop (external lecturer), Pricing Academy, Creative Entrepreneurship, Branding and Marketing Strategy (external lecturer)</p>
<p>Which training tools were used?</p>	<p>xChange tool, RIS3 App, CERlecon eLearning modules, CERlecon Platform, Exchange Weeks, One-on-One Mentorship</p>
<p>Timeline of the six-month training at the regional Playpark:   <i>(short description in bullet points with exact dates of 1<sup>st</sup>, 2<sup>nd</sup>, 3<sup>rd</sup> cohort - Idea Lab, cohort start, exchanges, consultations etc.)</i></p>	<p><b>1<sup>st</sup> cohort:</b>          Programme start-end: 5.10.2017. - 5.04.2018.          IGL: 25-26.09.2017.          Number of teams: 11          Number of participants: 32           Incoming Exchange: 20-24.11.2017. Playpark Cracow          Outgoing exchange: 27.11-01.12.2017. Playpark Stuttgart           Workshops statistics:          17.10.2017 - first workshop          22.11.2017 - last workshop          - 15 workshops in total, 13 regulars + 2 IGL (51,5h)          - 137 participants in total (average 9 participants per lecture)          - 9,31/10 average grade of lectures (graded by participants)           Mentoring: 12 times (24h of consultations in total)   <b>2<sup>nd</sup> cohort:</b>          Programme start-end: 27.03.2018. - 27.09.2018.          IGL: 12-13.02.2018.          Number of teams: 12          Number of participants: 25           Incoming Exchange: 25-29.06.2018. Playpark Brno          Outgoing exchange: 11-15.06.2018. Playpark Veneto           Workshops statistics:          10.04.2018 - first workshop          29.06.2018 - last workshop</p>



	<p>- 15 workshops in total, 13 regulars + 2 IGL (49h)          - 155 participants in total (average 10 participants per lecture)          - 9,81/10 average grade of lectures (graded by participants)          Mentoring: 32 times (45,5h of consultations in total)</p> <p><b>3<sup>rd</sup> cohort:</b>          Programme start-end: 12.10.2018. - 12.04.2019.          IGL: 27-28.09.2018.          Number of teams: 8          Number of participants: 18</p> <p>Incoming Exchange: 18-22.03.2019. Playpark Bratislava          Outgoing exchange: 25.02-01.03.2019. Playpark Vienna</p> <p>Workshops statistics:          16.10.2018 - first workshop          21.03.2019 - last workshop          - 16 workshops in total, 14 regulars + 2 IGL (54h)          - 99 participants in total (average 6 participants per lecture)          - 9,58/10 average grade of lectures (graded by participants)</p> <p>Mentoring: 45 times (58h of consultations in total)</p>
<p>What kind of support the regional Playpark provide after the six-month training?</p>	<p>For Playparkees interested in getting an office or work space, STEP RI provide possibility to either use a Playpark coworking space for subsidized and symbolic price of 20€ per month as for pre-incubation phase for the next 6-months after completing the CERlecon programme; either to apply in STEP RI regular incubation programme and rent an office upon availability for subsidized price for startups &amp; SMEs not older than 5 years. STEP RI &amp; City of Rijeka help Playparkees in a search of the most suitable work space by providing information of other coworking spaces and offices available in the area.</p> <p>From each cohort, STEP RI welcomed one team who qualified for incubation programme (3) and who have rented the office since then, as well as keeping one team per each cohort (3) as residents of pre-incubation programme within Playpark Rijeka coworking space for the six months after completing the CERlecon training.</p> <p>Upon completing the programme, STEP RI remains available free of charge for business consultations to all previous CERlecon participants.</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>Playpark Rijeka help teams seeking for funds mainly by sending all the up-to-date information about the relevant opportunities via email - local and regional grants for SMEs and innovators, proof of concept grants, various startup contests etc. Playpark Rijeka Manager, mentors and staff help teams with application processes as well with pitch preparations for investors conferences.</p>
<p>List the names and contact details of funding initiatives that cooperate with the regional Playpark (if there are such):</p>	<p>City of Rijeka Department for Entrepreneurship        Trg svete Barbare 2, 51000 Rijeka        p. +385 51 209 590        e. poduzet@rijeka.hr  <a href="http://www.rijeka.hr/en/city-government/city-departments/department-of-entrepreneurship/">www.rijeka.hr/en/city-government/city-departments/department-of-entrepreneurship/</a></p> <p>FIPRO Foundation for Financing Prototypes Design / Zaklada za financiranje izradbe prototipova        p. +385 51 265 963        e. fipro@fipro.hr  <a href="http://www.fipro.hr">www.fipro.hr</a></p> <p>CROATIAN AGENCY FOR SMEs, INNOVATION AND INVESTMENTs (HAMAG-BICRO)        Ksaver 208, 10000 Zagreb        p. +385 1 488 1003        e. investments@hamagbicro.hr  <a href="http://www.investcroatia.hr/">http://www.investcroatia.hr/</a></p> <p>UNIVERSITY OF RIJEKA (UNIRI)        / SVEUČILIŠTE U RIJECI        Trg braće Mažuranića 10, 51000 Rijeka        p. +385 51 406 500        e. ured@uniri.hr; fonduniri@uniri.hr  <a href="http://www.uniri.hr/en/home/">www.uniri.hr/en/home/</a></p> <p>CRANE Croatian Business Angels Network        Ulica grada Vukovara 269 D, 10000 Zagreb        e. info@crane.hr  <a href="http://www.crane.hr">www.crane.hr</a></p>



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

Funding initiatives and sources/managing authority	Target groups - eligible beneficiaries	Identified best practices and deficiencies
City of Rijeka SMEs non-refundable small grants for 2017	Start-ups, SMEs	Playpark Rijeka teams who applied and won grants: <ul style="list-style-type: none"> <li>- 1<sup>st</sup> cohort team First in the Raw won grant of 58.254,98 HRK ~ 7.838,93 EUR;</li> <li>- 1<sup>st</sup> cohort team Wedding2book, Vikano d.o.o. won grant of 6.264,00 HRK ~ 842,90 EUR;</li> <li>- 2<sup>nd</sup> cohort team Pero, Hortiriviera d.o.o. won grant of 26.842,00 HRK ~ 3.611,92 EUR.</li> </ul>
UNIRI Entrepreneurship Promotion Fund 2017	Idea developers, Start-ups, SMEs, Members of the scientific & academic community	2 <sup>nd</sup> cohort team Hidromodeling d.o.o. won grant of 58.000,00 HRK ~ 7.804,62 EUR
FIPRO Foundation for Financing Prototypes Design in 2017	Start-ups, SMEs	2 <sup>nd</sup> cohort team Pero, Hortiriviera d.o.o., won FIPRO Foundation grant of 35.000 HRK ~ 4.709,68 EUR
HAMAG-BICRO Proof of Concept 7 grants for 2018	Idea developers, Start-ups, SMEs	Out of two Playpark Rijeka applications, 1st cohort team Adricom and 2nd cohort team Hidromodeling, the latter one won the grant of 124.402,00 HRK ~ 16.739,82 EUR.
City of Rijeka SMEs non-refundable small grants for 2018	Start-ups, SMEs	Playpark Rijeka teams who applied and won grants: <ul style="list-style-type: none"> <li>- 1<sup>st</sup> cohort team First in the Raw won grant of 40.000,00 HRK ~ 5.383,60 EUR;</li> <li>- 1<sup>st</sup> cohort team Wedding2book, Vikano d.o.o. won grant of 13.844,64 HRK ~ 1.863,40 EUR;</li> <li>- 2<sup>nd</sup> cohort team Pero, Hortiriviera d.o.o. won grant of 12.768,50 HRK ~ 1.718,50 EUR.</li> <li>- 2<sup>nd</sup> cohort team Hidromodeling won grant of 23.936,23 HRK ~ 3.221,60 EUR</li> <li>- 2<sup>nd</sup> cohort team Balkan Roads, Meraki d.o.o. won grant of 13.024,00 HRK ~ 1.752,90 EUR</li> </ul>
Algebra Lab Investors conference 2019	Idea developers, start-ups, SMEs	Promoting Playpark Rijeka startups visibility - Investors attracted during pitching session and contest - 3rd cohort teams: Nocturiglow won the 1st place for best pitch while team Porthop attracted numerous investor's interest during Q&A during pitching session.





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