

INNOVUM

Supportive Environment

INNOVUM – a platform for the development and innovation
breakthrough of the Eastern Slovenia Cohesion Region



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Problem Definition

Slovenia

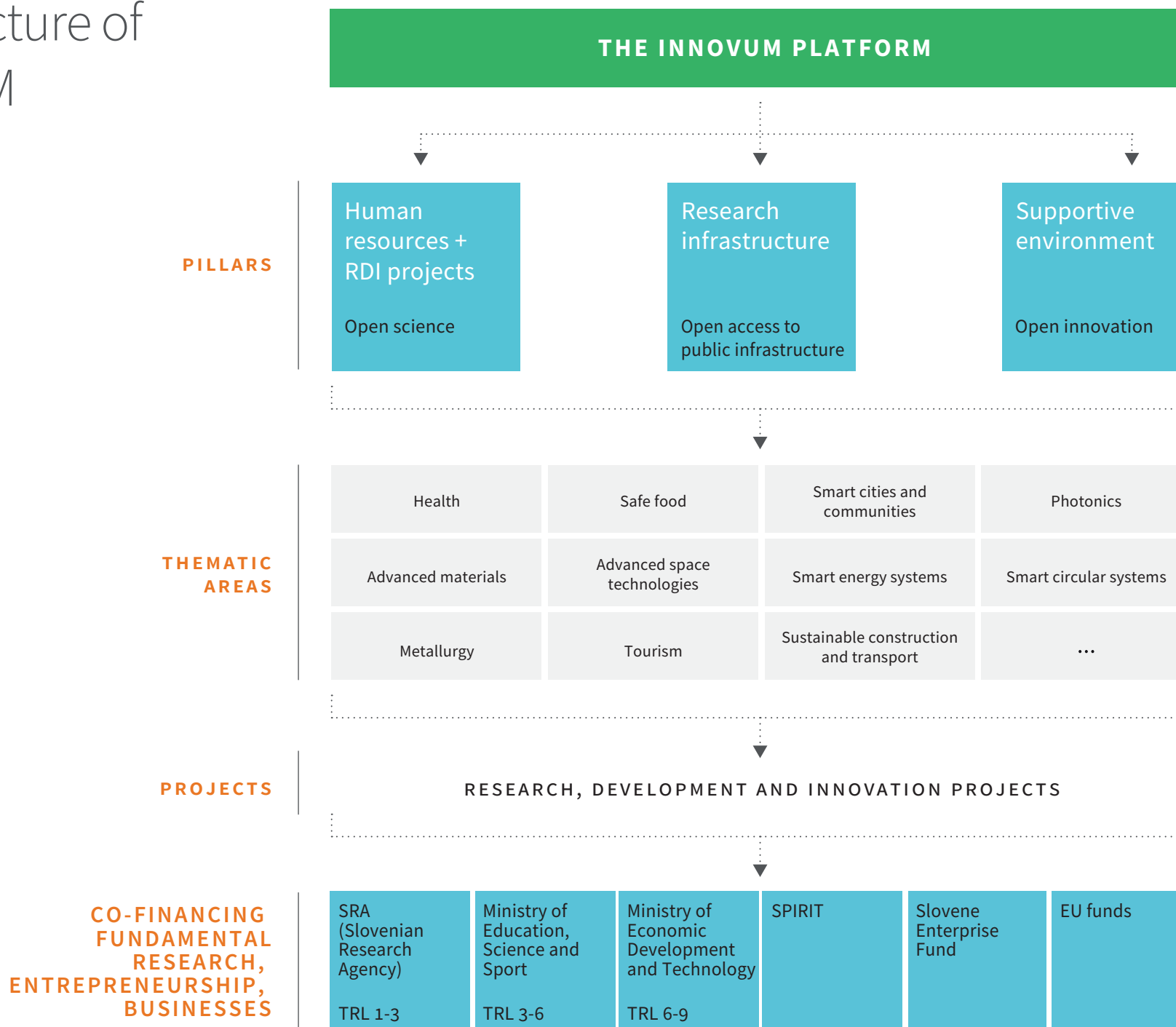
- ▶ Poor integration of development and innovation stakeholders;
- ▶ Ineffective knowledge transfer from the science and research sphere to the economy;
- ▶ Insufficient investment in R&D&I in SMEs;
- ▶ Insufficient progress in the creation of intellectual property (publications/patents);
- ▶ Slow productivity growth in the economy;
- ▶ The innovation system is not prioritized and not recognized as a development driver.

Eastern Slovenia Cohesion Region

- ▶ Lack of infrastructure for achieving excellence in research and innovation;
- ▶ Insufficient investment in scientific research equipment;
- ▶ Weak cooperation between institutions of knowledge and the economy;
- ▶ Weakness of R&D departments in companies;
- ▶ Inadequate organization of the supportive environment for research and innovation;
- ▶ Dominance of economic activities with low added value.

Solutions

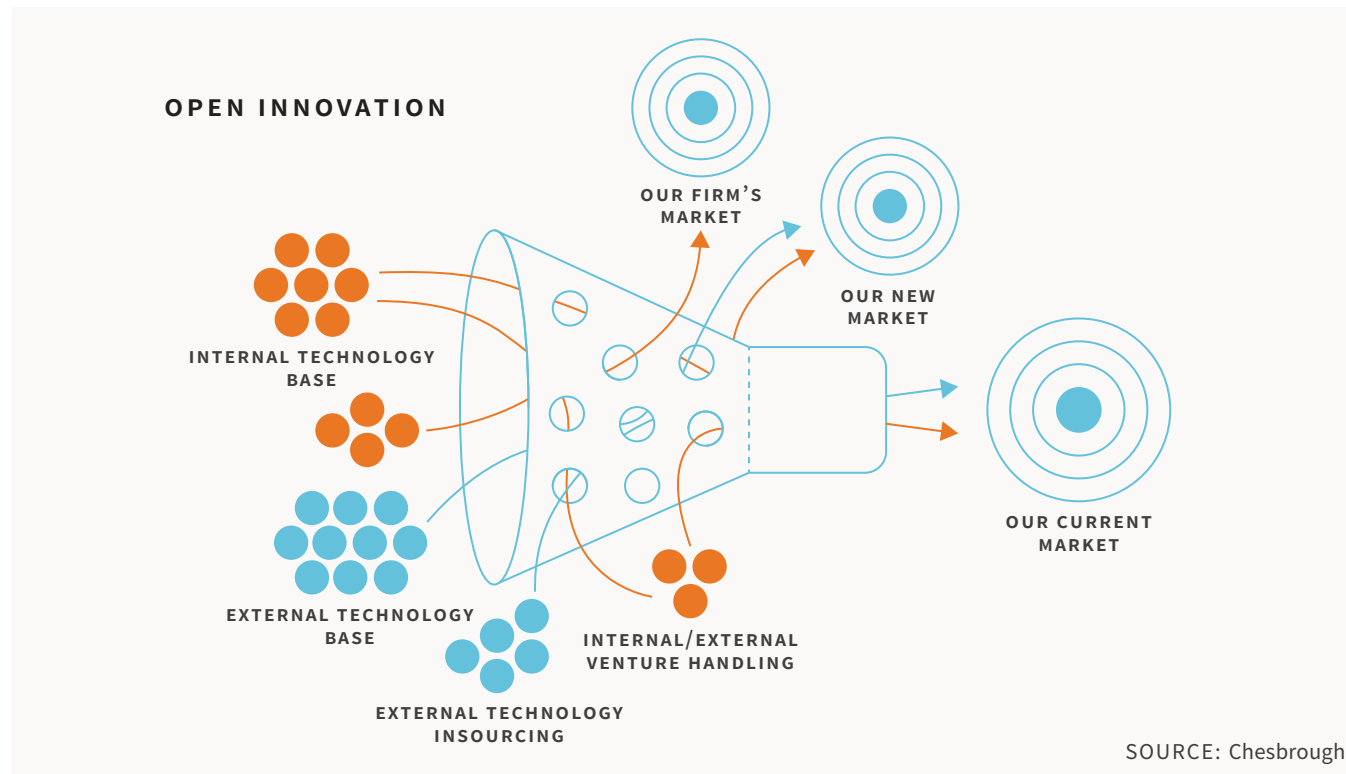
The Structure of INNOVUM



Innovation Ecosystem Partnership Mechanism



Comprehensive Support for Breakthrough Projects in All Stages of Development



Consolidating the Supportive Environment for Entrepreneurship and Innovation

***SPOT – SINGLE BUSINESS ENTRY POINT**
 Informing on support by program pillars and guiding/pointing them to relevant programs and services.
 The SPOT team includes promoters from all three pillars of the supportive environment.

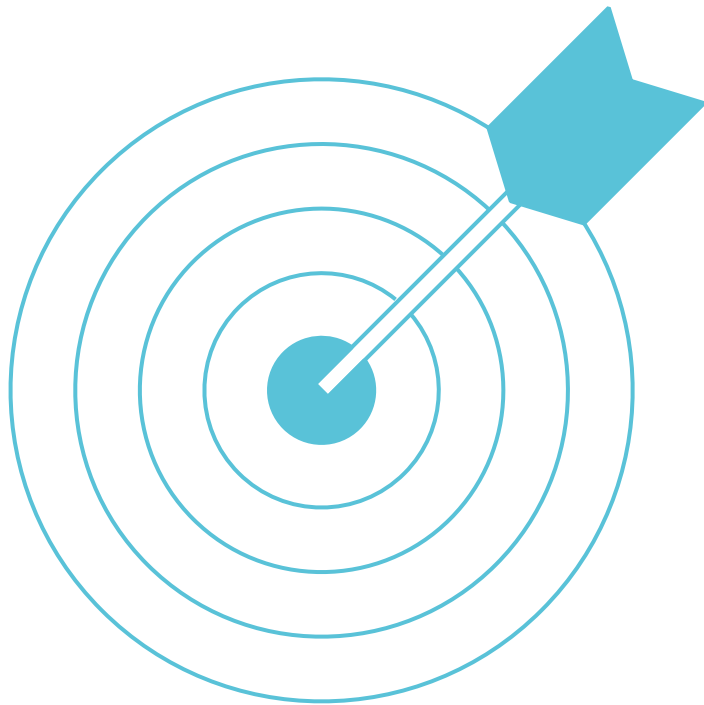
	BREAKTHROUGH INNOVATIONS Innovum platform to support breakthrough entrepreneurial projects	CLASSIC INNOVATIONS Business incubator to support classic entrepreneurship	SOCIAL INNOVATIONS Platform to support social entrepreneurship
TARGET GROUP	Innovation and research-driven startups and established companies	Classic new and established companies	New and existing social companies
TARGET GROUP SIZE	Approx. 3-4% of the business population	Approx. 94% of the business population	Approx. 2-3% of the business population
KEY ELEMENTS	R&D human resources Research infrastructure Supportive environment program: all three stages – encourager, preparator and accelerator	Entrepreneurial infrastructure for SMEs in the region Support for the development of innovative business ideas Support for future entrepreneurs Regional scholarship scheme Podravje Promotion of entrepreneurship in the region Internationalization of business operations	Awareness raising and informing Comprehensive support for the creation of socially innovative ideas, growth of social companies and other social economy entities

Innovum's Funnel of Function and Effects

CONTENT OF THE SUPPORT PROGRAM	SCOPE OF ACTIVITIES	DIRECT IMPACT INDICATORS	ADDITIONAL INPUTS
ENCOURAGER			
Promoting and informing the target group with the aim of project recruitment	20,000 people reached	10,000 individuals from the target group who perceive INNOVUM	8,000 hours of business consulting and mentoring 12,000 hours of KTT consulting and support
CRM platform sign-up campaign and GDPR consent for the newsletter	20,000 people reached	5,000 opt-ins for the newsletter database	
Informational and promotional events throughout the ECR (1.5-hour events)	200 events	2,000 event participants	
Breakthrough entrepreneurial ideas/inventions presented	1 single entry point	500 project ideas presented	
5-week entrepreneurial START program to train entrepreneurial skills	30 prog. implementations	300 innovation teams trained	
PREPARATOR: DESIGN AND TEST PHASE			
3-month LaunchPad (team building, idea design and testing)	20 prog. implementations	200 breakthrough project teams (2-5 members)	10,000 hours of business consulting and mentoring 2,000 EUR PoC Fund per team 15,000 hours of KTT consulting and support Funding for patent applications
Establishment of Spin-offs/startups or SME project	Continuous	150 projects finalized	
Patent application support for breakthrough projects	Continuous	120 IP patent protections	
Support/assistance with applications for EU R&D projects and other development projects	Continuous	100 project applications	
PREPARATOR – START-UP AND VALIDATION PHASE			
6-month BOOTCAMP for start-up and validation of breakthrough projects	20 prog. implementations	120 projects launched	12,000 hours of business consulting and mentoring From 5.000 EUR to 25.000 EUR PoC Fund per team 15,000 hours of KTT consulting and support Funding for patent applications
Selection of the best projects with a presentation in front of investors/partners	20 prog. implementations	100 projects validated	
Support for R&D contracts with knowledge and technology providers	Continuous	100 R&D contracts	
Support for contracting equipment and R&D services	Continuous	100 equipment and service contracts	
Support for applications for EU R&D projects and other development projects	Continuous	100 project applications	
Support in the conclusion of licensing agreements	Continuous	30 license agreements for spin-off companies	
ACCELERATOR			
6-month SCALEUP BOOTCAMP accelerator program	10 prog. implementations	80 scaleup breakthrough projects	8,000 hours of business consulting and mentoring 8,000 hours of KTT consulting and support
Monitoring and validation of supported breakthrough projects (Spin-offs / startups / new ventures of SMEs)	Continuous	63 breakthrough projects generating at least EUR 100,000 in profit after 4 years of joining the program	

Objectives

Program Objectives: The Innovum Platform – an accelerator of high-tech innovation



IMPROVING THE FUNCTIONING OF THE INNOVATION-ENTREPRENEURIAL ECOSYSTEM OF THE EASTERN COHESION REGION

- Bridging cultural gaps and strengthening science-business cooperation and efficient knowledge and technology transfer.
- Integration of support environment entities for greater complementarity and synergistic upgrading of services, as well as consolidating the supportive environment in the region and the country.

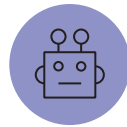
STRENGTHENING INNOVATION, DEVELOPMENT AND DISSEMINATION OF NEW TECHNOLOGIES

- Identify breakthrough project ideas and projects of companies or individuals and (further) support them.
- Increase the number of high-added-value products.

THE REGION'S DEVELOPMENT BREAKTHROUGH

- Improve the achievement of the target values of the innovation-business supportive environment network and strengthen the economic power of the region and the country.
- Raise productivity and value-added per employee, generate high-tech jobs and strengthen the international competitiveness of the region's economy.

Benefits for Key Stakeholders of the Innovum Support Program



UNIVERSITY OF MARIBOR	ECONOMY	SUPPORTIVE ENVIRONMENT	REGION
<p>Achieving the third pillar/mission of the UM – integrated research and economic interests;</p> <p>Better utilization of scientific, development and intellectual capital;</p> <p>Modern research infrastructure;</p> <p>Up-to-date study programs and improved employability of graduates;</p> <p>Increased number of foreign experts and national staff involved in R&D activities;</p> <p>Promoting and coordinating regional development.</p>	<p>Expansion and growth - maintaining and increasing competitive advantages;</p> <p>Increased capacity to innovate through R&D activities;</p> <p>Increased productivity, quality and added value of products and services;</p> <p>New products/services with market potential;</p> <p>Access to modern public research infrastructure;</p> <p>Available sources of funding for R&D activities;</p> <p>Access to better human resources.</p>	<p>Upgrading of content and services and specialization;</p> <p>A coordinated service offer according to the needs of the economy;</p> <p>A systematic approach to knowledge and technology transfer;</p> <p>Synergistic integration in complementary fields;</p> <p>Consolidation.</p>	<p>Development breakthrough in the Eastern Cohesion Region;</p> <p>Increased number of innovation-active and competitive enterprises;</p> <p>New high-tech jobs;</p> <p>New jobs in the service sector;</p> <p>Increased capacity to create and apply new knowledge in key technological areas of the region;</p> <p>Stopping the “brain drain”;</p> <p>Increased inflow of domestic and foreign investment into the region;</p> <p>Improved quality of life.</p>

Thank you for your attention.