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ANALYSIS OF GOOD PRACTICES AND AVAILABLE SOLUTIONS FOR CONNECTING THE ACADEMIC COMMUNITY WITH THE STARTUP WORLD

01 - REPORT

PREPARED AND PRESENTED BY

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TU Graz

ZICER Zagreb Innovation Centre

Ljubljana University Incubator

Know Center

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About Cogsteps

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Where science and research meet business

Crossing the Gap: Startup education and support for PhD students, researchers and scientists (COGSTEPS) is the **Erasmus+ project** coordinated by the University of Zagreb Faculty of Electrical Engineering and Computing and implemented together with the University of Ljubljana, TU Graz, Zagreb Innovation Centre, Ljubljana University Incubator and Know-Center. The implementation of this project seeks to "fill the gap" between the academic and the startup world.

Through the COGSTEPS project, a web platform that allows researchers and scientists to transform their research results and innovations into deep-tech startups and connect with relevant experts and stakeholders from the startup ecosystem was developed. Subsequently, researchers and scientists were able to engage in intensive startup bootcamp to master the startup basics and to recognise the opportunity for commercialising their research results. The next step was startup training in three phases, for all research and development teams that already had basic startup knowledge and want to start a startup from their research. Each stage was complementary to the previous one, following a specific period of startup development and implemented by different Cogsteps partners.

Get to know us

Find more information about the Cogsteps project at https://cogsteps.com/

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Challenges, goals and activities

Many scientists work their whole life in a specific field and they are “top-notch” experts. Most PhD students invest many years in their research while preparing doctoral dissertations but this knowledge and experience are rarely applied in the industry. Too few PhD holders in the EU go on to work outside academia and too few startups and spin-off companies are founded by PhD holders. As a result, the EU is in a serious deficit of successful startups and spin-off companies coming from universities. This is a huge problem since innovation is one of the most important drivers of economic growth.

The goal of this project is to create a clear path, educational materials and support programme for every academic startup. The main objectives are:

- positive change in startup perception from the academic and scientific communities,
- starting more university startups and spin-off companies,
- development of an entrepreneurial mindset, transferable and transversal skills by students, researchers, professors and scientists,
- forming a regional hub for innovation, research and science commercialisation,
- crossing the gap between the academic and startup worlds.

Cogsteps timeline

The Cogsteps web platform aims to connect researchers and experienced startup experts, using a data-driven recommender system that delivers personalized recommendations to platform users. The platform guides users through the step-by-step process of forming a startup, including brainstorming, networking, education, mentoring, and connecting with incubators and venture capitalists. The project also offers live education and support programs, such as a "Startup 101" bootcamp, to help researchers deep dive into the startup world. Additionally, there is a startup incubation program consisting of three phases, providing intensive education and mentorship to academic research teams aiming to start their own startups. Networking and dissemination events like "Brainstorming Tuesday" and "Demo Day" are organized to further immerse participants in the startup ecosystem.

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Creating startups and spin-off companies from scientific researches

TECHNOLOGY TRANSFER AND ACADEMIC ENTREPRENEURSHIP

In order to create an appropriate support program for academic startups, the first step was to detect and thoroughly research the best practices in technology transfer and academic entrepreneurship. This process has resulted in three standout programs that are deployed with minimal variations in numerous other European institutions. These programs are developed and deployed by the **University of Oxford, ETH Zurich, and Fraunhofer**.

The throughline of these institutions' efforts can be separated into three blocks of activities:

- Education and support,
- Access to funding,
- Networking and collaboration.

Each institution has several different education and support programs that are repeated annually, with the aim of informing as many scientists and researchers as possible about the possibilities of commercializing their research. In addition to mentoring support, specialized training, and "one-on-one" meetings with experts from various fields, participants are also provided with the use of dedicated workspaces and shared resources such as specialized equipment and consulting services. Each of these institutions has clearly stated conditions related to the technology transfer, the distribution of rights when using intellectual property, the establishment of a startup or spin-out, and a simple application procedure for starting the commercialization process.

In order to encourage as many researchers and scientists as possible to commercialize their research, it is very important to provide them with the initial, basic funding necessary for moving from the research phase to the early-stage startup. It is necessary to bring highly innovative research to a certain stage of maturity or readiness, so that it becomes less risky and more interesting for financing through external investments.

Research at this stage is most often financed through specialized tenders, which causes a certain amount of uncertainty, administrative burden, and a reduction in budget flexibility, so although help and support when applying for projects to such tenders is desirable, it is also desirable to provide "easy access" capital. Part of these funds are provided by the institutions from their own funds, part from donations and cooperation with industry, but a large part comes from national governments, which consider the commercialization of highly innovative research as one of their strategic goals and one of the most important drivers of the economy. Certain activities, such as the organization and implementation of various programs to encourage the commercialization of research, can also be financed through specialized European instruments such as the European Structural and Investment Funds (ESIF).

In addition, these institutions have a very large network of partners and experts from all relevant fields. Large, established companies, startups and spin-out companies, professors and scientists, experienced business experts, business angels and investors, and representatives of local governments are all part of the networks to which researchers gain access on their path to research commercialization. Different events are regularly organized for the purpose of networking and connecting stakeholders from different fields, but also for the promotion of the successes achieved so far. At each of these institutions, there are dedicated teams that actively seek opportunities for new collaborations between the scientific research community and industry.

More detailed information about the activities of the aforementioned institutions is given below.

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University of Oxford

Oxford was ranked first in the world in the Times Higher Education (THE) World University Rankings for 2017, 2018, and 2019. It is attended by 24,000 students, out of which almost 43% are international students - over 10,000 students. Students come to Oxford from more than 150 countries and territories and are enrolled in more than 350 different graduate degree programs.

The University of Oxford contributes around £5.8 billion to the UK economy and another £7.1 billion to other economies. One segment of this is the direct commercialisation of Oxford University research (£320 million).

Out of the 223 companies supported by Oxford since the first spinout, a total of 149 were founded in the past ten years alone. To date, Oxford's spinouts have raised more than £2.2 billion in the UK and $245 million in the US. The University of Oxford supports more than 50,000 full-time jobs. External research grants and contracts continue to be the university's largest source of income. In 2016-17, 40% (£537.4 million) of income came from external research sponsors.

The most notable activities and related institutions that support research commercialization are:

- **Oxford University Innovation (OUI)** is a subsidiary of the University of Oxford that manages technology transfer and consulting activities. It helps researchers protect and commercialize their research results through a well-defined framework. Researchers are assigned a key contact in the licensing and ventures team who manages activities involved in patenting, licensing, and setting up a spinout company. OUI evaluates the commercial potential of the research, advises on patenting strategy, manages translational funding applications, partners with industry, negotiates license deals, and manages relationships with licensees.
- **Academic consulting**: academic staff can undertake up to 30 days of personal consulting per calendar year. The Consulting Services team assists in advising on fee rates, negotiating agreements, assisting with internal approvals, coordinating logistical aspects, invoices, debt chases, and disbursing funds. They also help identify and develop consulting opportunities.
- **Translational funding** helps bridge the gap between early-stage university research and commercialization, reducing the risk for potential commercial partners. The University of Oxford offers various options for funding research commercialization, including the University Challenge Seed Fund, the University of Oxford Innovation Fund, the LAB282 Award, the LAB10x business incubator, the Oxford EPSRC Impact Acceleration Account, and the John Fell Fund. These funds aim to accelerate commercialization and foster creativity in interdisciplinary fields such as next-generation digital therapeutics and data-driven drug discovery.
- The **Startup Incubator** is a program for University of Oxford members and ex-members to start or grow entrepreneur-driven ventures. It provides support from the idea stage, advice and mentoring, and a dedicated licensing & and venture manager. The program also collaborates with early-stage investors to create a program called Future Fusion, which provides support and guidance for startups to develop their ideas and pitch them to investors. Students retain full ownership of their intellectual property, except for circumstances made clear in the statutes, such as corporate sponsorship of research.
- **Enterprising Oxford** is an initiative by the University of Oxford to promote entrepreneurship among students, staff, and alumni. It connects with startups and entrepreneurs in Oxford and Oxfordshire, providing practical information, resources, events, training, real-life stories, and profiles of startups and SMEs. The initiative also offers resource maps, workspaces, and networks.

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ETH Zürich

ETH Zürich is one of the world's leading universities in science and technology and is known for its cutting-edge research and innovation. It was established in 1855 as the Swiss Federal Polytechnic School, and a century and a half later, the university can count 21 Nobel laureates, 2 Fields Medalists, 2 Pritzker Prize winners, and 1 Turing Award winner as alumni.

ETH Zurich is attended by 22,000 students from 126 countries. At the end of 2019, more than 12,000 people were employed at ETH Zurich (the Leading house), including more than 500 professors and 6,280 members of the scientific staff.

There were 159 inventions, 102 patents, and 62 licences in 2019. 30 spin-offs were created in 2019, and more than CHF 630 million has been invested in ETH spin-offs in that year alone. Since 1996, 437 spin-offs have been created at ETH Zurich. ETH Zurich has CHF 1,897 million in revenue, out of which CHF 1,298 million is federal financial contribution and CHF 599 million is third-party funding.

The most notable activities and related institutions that support research commercialization are

- The **Innovation & Entrepreneurship Lab (ieLab)** is a deep science accelerator that connects young startups with seasoned entrepreneurs, business experts, and industry alliance partners. It offers a unique networking and information exchange platform, 48 working desks, 42 lab benches, a maker space, individual coaching, entrepreneurship training, workshops, events like the Spin-off Dinner and the 3 Pi Competition, and access to all ETH entities and the Swiss startup ecosystem.
- **ETH Pioneer Fellowships** have an 18-month duration and offer CHF 150k seed funding, access to Innovation & Entrepreneurship Lab services, early insight into disruptive technologies, participation in events, interaction with talent, and visibility of a partnership with ETH Zurich.
- **Venture Incubator**, a Swiss venture capital firm established in 2001 by McKinsey & Company and ETH Zurich, has provided capital, coaching, and networks to 50 companies, raising over CHF 1.7 billion in financing.

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Fraunhofer

The Fraunhofer-Gesellschaft is the world's leading applied research organization. It currently operates 74 institutes and research institutions. The majority of Fraunhofer's 28,000 staff (7,517 students) are qualified scientists and engineers.

They have an annual research budget of 2.8 billion euros. Of this sum, 2.3 billion euros are generated through contract research. Around 70% of Fraunhofer's contract research revenue is derived from contracts with industry and publicly funded research projects. The remaining 30% comes from the German federal and state governments in the form of base funding. Pure basic research, as practised at universities, is funded almost 100% by public grants. Industrial R&D, up to the prototype level, is largely financed by private enterprises.
In 2019, employees of the Fraunhofer-Gesellschaft filed 623 patent applications, and their portfolio of active patent families rose to 7050. In 2019, Fraunhofer concluded 444 new IP exploitation agreements, bringing the total number of active agreements at the end of the year to 2654, with license-fee revenue of €107 million.

The most notable activities and related institutions that support research commercialization are

- **Fraunhofer Venture** is responsible for spin-offs and investment management. Their team consists of 25 people, including venture managers, lawyers, and company-building experts. They assist researchers and entrepreneurs with a science, business, or start-up background with access to technology, unique company-building skills, seed capital, and partnerships. The venture builder organization offers a specialized framework that simplifies the researchers' process of starting a company. The framework includes consulting, bootcamps, a 6-month education program (AHEAD), networking events, workshops, coaching, co-working, access to Fraunhofer laboratories, and a network of experts and mentors. The best teams are accepted into the AHEAD program, which provides 50,000 euros to help them show that they are addressing a deep customer problem, define their IP, and build a cohesive team. The spin-off process involves discovering the best path for Fraunhofer founders, investing in the company, finding external funding partners, and working on an exit once the technology transfer is complete.
- The Fraunhofer Venture in Munich is collaborating with 72 research institutes to foster **business ideation** through lean workshops. These workshops, lasting 0.5-1.5 days, use a technology push and market pull approach, focusing on application discovery and customer discovery. They offer no funding or participation fees and involve a combination of internal and external experts. The aim is to find a pain point in the market that can be addressed via Fraunhofer technology.
- **The FDays® accelerator** is a platform for experimenting with new methodologies, formats, and partnerships based on international best practices. Teams from Fraunhofer institutes and partners are selected three times a year, undergoing a 12-week stress test, coaching sessions, and a hypothesis-based roadmap. Teams meet every three weeks for two days to report learnings, receive additional coaching, and attend networking events. On demo days, teams focus on key insights and reflections on their mission. Each team receives 25,000 euros in funding.
- **Fraunhofer Fosters Entrepreneurship (FFE)** offers funding up to 150,000 euros for alumni and projects with pre-validated business models, founding teams, and mature technology. It provides intensive coaching, execution of market-entry strategies developed during FDays, and full access to the Fraunhofer Venture network for optimal spin-off preparation.
- **Fraunhofer Fosters Management (FFM)** offers tailored support to start-ups, including coaching for existing founders and additional team members. It provides up to 100,000 euros in funding and offers a simple and flexible option for spin-offs to raise financial means for successful first-round financing.

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About Zagreb Innovation Centre

Zagreb Innovation Centre (ZICER) is a business support organization, founded by the City of Zagreb, that contributes to creating a stimulating entrepreneurial environment, strengthening entrepreneurial competencies, promoting entrepreneurship and innovation, facilitating the finding of financial sources and providing support to entrepreneurs in transferring an idea into a product or service.

Support to entrepreneurs includes infrastructure, financial, advisory, educational and mentoring support as well as support aimed at the internationalization of business. Currently, ZICER counts 31 employees and it has 101 start-ups in incubation programs.

Below you can find the list of ZICER's startup activities. This list contains different activities through which ZICER continuously supports the development of the Croatian startup ecosystem. The main data that was collected through this report was activity type, the year when the activity started, its current status, overview, goals, target groups, methodology for the implementation of the activity, main stakeholders responsible for the implementation of the activity, how is it funded, is any funding provided to startups and some key numbers like number of participants, mentors or funding provided.

Get to know us

Find more information about the ZICER at https://www.zicer.hr/

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Incubation program

Activity type:

Incubator

Year of founding:

1994

Is activity still active? How often is (was) activity held (yearly, every 3 months ...):

The activity is still active and has been carried out continuously since 1994.

Overview:

Incubation is a dynamic process of growth and development of entrepreneurs organized and professionally managed within ZICER. Incubation program activities are focused at supporting innovative and technology-based startups as well as at connecting science and economy through the provision of infrastructure, financial and advisory support.

Goals:

Provided support to entrepreneurs in the realization of entrepreneurial ideas and in development and commercialization of products based on knowledge, research and innovation.

Provided institutional and advisory support for the development of high-tech companies.

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Incubation program

Target groups:

Startups registered in the City of Zagreb.

Implementation:

Within the incubation process, product development activities are carried out to the level of market readiness and initial commercialization. The ultimate goal is to develop the company's business to a degree of self-sustainability. Also, the incubation program seeks to facilitate the business of startups in the development phase, expanding the business to existing and new markets, increasing revenue and creating quality and innovative products.

During this process, the entrepreneur goes through the stages of preparation for entrepreneurship, mentoring with continuous professional advice and assistance, education and subsidizing business costs during the incubation program. Incubation can last a maximum of 5 years. To enter the incubation program and to use the office-laboratory space, it is necessary to pass the evaluation carried out by Committee on innovation, feasibility and market potential of the entrepreneurial idea.

The incubation program includes:

- Incubation process management (application, evaluation, selection)
- Counseling, mentoring and education
- Startup potential analysis
- Monitoring the startups development through key performance indicators

Infrastructural and technical support includes:

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Incubation program

- Office space
- Technological centres (Interface Development Center, Electronics Center, Digital Forensics Center, Center for Environmental Technology, 3D Modeling Center, Internet of Things Center, Wood-metal workshop)
- Presentation hall, educational hall, meeting rooms, conference room, kitchen
- Technical and organizational support (facility entrance monitoring, reception of visitors, mail distribution, internet access, photocopier, providing safety of the facility, cleaning, care for the equipment quality, equipment maintenance)

Stakeholders:

Aside from target group (startups), numerous internal and external experts supporting startups through various trainings, seminars, workshops, mentoring etc. and ZICER's employees as members of evaluation committee.

Funding: How is the activity funded, is there any funding provided to participants and from whom?

The City of Zagreb.

Activity in numbers:

	2015	2016	2017	2018	2019	2020
Total number of incubated companies	21	25	70	112	114	101
Number of new incubated companies	3	5	50	42	22	15
Number of employees within incubated companies	104	90	250	277	274	228
Number of registered patents / industrial designs / trademarks	1	1	4	7	8	14
Number of awarded innovations of incubated companies	10	6	9	8	6	16

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Pre-incubation program

Activity type:

Incubator

Year of founding:

2012

Is activity still active? How often is (was) activity held (yearly, every 3 months ...):

The activity is still active and has been carried out continuously since 2012.

Overview:

Providing support to potential entrepreneurs in the development of their ideas, with the aim of establishing a company, commercializing products and achieving a competitive advantage.

Goals:

- Supporting potential entrepreneurs in preparing their entrepreneurial ideas, after which they would be ready to start their own business and fight in the market.
- Supporting innovative ideas and providing a synergistic environment for business activities.
- Helping development teams through advice and other support services to turn a business idea into a business venture.
- Improved conditions for the entrepreneurial ideas development aimed at developing new technologies and products.

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Pre-incubation program

Target groups:

Development teams focused on development of products and services in the field of high technologies.

Implementation:

Pre-incubation program has been created to provide potential entrepreneurs with professional assistance and business premises in which they prepare for entering the entrepreneurship.

Activities include:

- Pre-incubation process management:

o Interviews with candidates
o Evaluation of candidates

- Advisory support to development teams:

o Entrepreneurial idea review
o Mentoring
o Business plan elaboration
o Counseling and education

Infrastructural and technical support includes:

- Office space
- Technological centres (Interface Development Center, Electronics Center, Digital Forensics Center, Center for Environmental Technology, 3D Modeling Center, Internet of Things Center, Wood-metal workshop)
- Presentation hall, educational hall, meeting rooms, conference room, kitchen

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Pre-incubation program

- Technical and organizational support (facility entrance monitoring, reception of visitors, mail distribution, internet access, photocopier, providing safety of the facility, cleaning, care for the equipment quality, equipment maintenance)

Development teams can use shared infrastructure without fee during the 6 months period. After successfully completing the preparatory phase, entrepreneurs with their start-ups enter ZICER where they go through the next phase of incubation, grow and develop.

Stakeholders:

Aside from target group (development teams), numerous internal and external experts supporting teams through various trainings, seminars, workshops, mentoring etc. and ZICER's employees as members of evaluation committee.

Funding: How is the activity funded, is there any funding provided to participants and from whom?

The City of Zagreb.

Activity in numbers:

	2015	2016	2017	2018	2019	2020
Number of development teams	4	4	5	6	4	4
Number of companies founded after pre-incubation	3	1	3	2	2	1
Number of employees within newly incubated companies	6	2	2	5	4	2

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Startup Factory Program

Activity type:

No equity pre-acceleration program that combines infrastructural, financial, educational, mentoring and advisory support to startups and development teams.

Year of founding:

2016

Is activity still active? How often is (was) activity held (yearly, every 3 months ...):

Program is still active and it is held yearly.

Overview:

Education + Mentoring + Infrastructure + Networking + Initial Capital = Accelerator

The program is designed to provide support to startups and development teams that contribute to the development of the Startup Ecosystem of the City of Zagreb, especially in terms of developing solutions in the broadest technological sense, taking into account the promotion and development of S3 priority areas of smart specialization: health and quality of life, sustainable environment, transport and mobility, security, food and bio-economy, education, robotics, fintech, tourism and Data / AI.

Focus on specific priority areas will enable the provision of individualized comprehensive support to startups through the use of space adapted to the pre-acceleration program, financial support in the form of grants and

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Startup Factory Program

comprehensive mentoring, consulting support and marketing support in project promotion.

Goals:

Strengthening the ecosystem that encourages the development of startup entrepreneurship and building sustainable and inclusive development of the city of Zagreb through smart solutions.

Development of an infrastructural and financially sustainable model that will provide an optimal service created according to the real needs of startup companies. Also, the program will create innovative high-tech products/services that will contribute to the quality of life of the citizens of the city of Zagreb from different areas (energy, transport, environmental protection, management, health, culture etc.)

Target groups:

Startups and development teams.

Implementation:

Startup Factory Program is based on encouraging innovative and disruptive solutions. In addition to financial support to selected participants in the Program, all participants in the intensive program are provided with comprehensive non-financial support, which includes mentoring and consulting support. Eligible activities are intended for the development of all

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Startup Factory Program

innovations that should result in products that are new in the company's offer and/or new in the market. This also includes process innovation as long as the processes contributes to product development.

Program activities include:

(1) Application - the application is submitted via web application form available on the Program website. All projects submitted on the basis of a timely, accurate and fully completed application form enter the preselection process.

(2) Preselection - the preselection process aims to select the highest quality and most promising projects according to the evaluating criteria, ie the points collected. Points are divided into 5 categories: (1) Market potential of the project idea, the possibility of expansion outside the City of Zagreb and the Republic of Croatia and scalability; (2) Quality of the application content and video pitch of the project; (3) Innovation, creativity and technological impact of the submitted project idea; (4) Feasibility of the proposed concept; (5) Experience, expertise and commitment to project implementation by the project team. 30 projects with highest number of points in the preselection process enter the Bootcamp.

(3) Bootcamp – participants present their solutions and their team to the Bootcamp Committee in short presentations (pitch). A maximum of 20 projects with highest number of points, enter the Program and become participants of the pre-acceleration program Startup Factory.

(4) 8 Modules of the pre-acceleration program - (1) Getting started; (2) Ideate & Validate; (3) Design Thinking; (4) Product & Service Development; (5) Business Development; (6) Marketing; (7) Finance & Legal; (8) Pitch Training. Projects selected at Bootcamp enter an intensive 8-week pre-acceleration program consisting of 8 modules, during which they are evaluated based on

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Startup Factory Program

systematic monitoring of their progress and proactive participation in Program activities. During the Program implementation, the support of mentors, for project development, will be available to participants.

(5) Program Final - in the Final, all teams present their own progress, development of business ideas and achievements made during the Program through pitch and direct answers to the questions of the members of the Final Committee. The winner is the team whose project won the highest total number of points. Teams whose projects are evaluated from 2nd to 5th place, according to the number of points, are declared as second placed. All 5 teams are awarded a financial support.

Stakeholders:

- Startups/development teams – participants of the Startup Factory Program
- Mentors – internal and external experts supporting the teams in their project development
- Lecturers –internal and external experts responsible for lectures and workshops
- ZICER employees – members of the coordination team, members of Preselection, Bootcamp and Final committees
- City of Zagreb representatives – members of Preselection, Bootcamp and Final committees
- Independent external experts – members of Preselection, Bootcamp and Final committees

Funding: How is the activity funded, is there any funding provided to participants and from whom?

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Startup Factory Program

Activity in numbers:

	2016	2017	2018	2019	2020 ongoing	Total
Number of applicants	61	64	44	58	49	276
Number of participants	5	16	17	18	19	75
Number of grant winners	5	6	5	6	5	27
Number of active companies after the program	5	10	12	10	n/a	37
Number of team members participating in the program	15	56	70	62	78	281
Number of mentors participating in the program	23	50	26	17	21	137
Number of lecturers participating in the program	35	40	37	25	19	156
Number of lectures/workshops held	35	39	28	32	26	160
Number of employees in the winning companies	5	13	7	8	n/a	33
Amount of awarded funding (HRK)	750.000	750.000	860.000	1.000.000	550.000	3.910.000

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PROJECT REFERENCE: 2020-1-HR01-KA203-077785
Co-funded by the Erasmus+ Programme of the European Union

Internationalization and networking

Activity type:

Organization of various events (forums, workshops, conferences, hackathons etc.) and joint participation in various fairs and events organized by other entities in the country and/or abroad.

Year of founding:

2015

Is activity still active? How often is (was) activity held (yearly, every 3 months ...):

Activity is still active and it is held continuously throughout each year.

Overview:

ZICER encourages the internationalization of entrepreneurs through a series of activities that include international cooperation and networking through organization of various events and by participating in such events in the country and abroad. By organizing business events on the topic of business internationalization, it enables the realization of key contacts necessary for the realization of international cooperation, joint international projects and workshops.

Goals:

- Development of a conceptual guidelines framework for the internationalization process that would help define the key factors influencing the entry of SMEs into foreign markets as well as define the key

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Internationalization and networking

international markets that have the greatest impact on SMEs in the field of high technology.

- Providing support to entrepreneurs in adapting SME operations to the requirements of the global market, especially in terms of flexibility of doing business with foreign partners.
- Strengthening international competitiveness of incubating entrepreneurs.
- Providing entrepreneurs in incubation a faster and easier way to reach customers, partners and investors on global market.
- Increasing the possibility of business cooperation with foreign partners.
- Increasing the synergy between entrepreneurs and to initiate a joint appearance on the markets and joint development of new products.

Target groups:

Startups (members of ZICER) in the pre-incubation and incubation phase.

Implementation:

Activities include:

- Business Internationalization

o organization of joint participation at innovation fairs and exhibitions

o co-financing of participation at specialized fairs, exhibitions and events for entrepreneurs in incubation and acceleration programs for up to 75% of the total eligible costs (accommodation, transport, rental of exhibition space and registration fees, promotional materials for the purpose of commercializing innovations). The selection criterion is the relevance of the Entrepreneur's participation in the proposed event in relation to the expected results and cost-effectiveness.

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Internationalization and networking

- International cooperation

o initiation and development of international cooperation between ZICER and Europe's leading technology parks

o initiation and development of joint workshops, projects and B2B events with entrepreneurs and institutions outside the Republic of Croatia with the aim of internationalization of entrepreneurs within ZICER

- Virtual incubation

o networking with entrepreneurs outside ZICER

o establishing cooperation and exchanging experiences of companies and individuals in the region

- BoB - Business over Breakfast

o participation of established entrepreneurs, especially those who conduct most of their business in the field of exports, with the aim of advisory support to entrepreneurs within ZICER

o mutual business presentation of entrepreneurs within ZICER with the aim of networking and joint cooperation on projects

- EIT Climate-KIC Climathon Zagreb - a conceptual hackathon and global movement of the European Institute of Innovation and Technology, where, every year, thousands of young people in over 135 cities around the world simultaneously create solutions for today's climate challenges. It enables determined citizens to get involved in solving climate problems by elaborating their ideas and reaching out to the wider community in an inspiring way.

Stakeholders:

Aside from target group (startups), various companies, institutions and professionals participating in the aforementioned business events with the mail role of exchanging best practices, providing advisory services and/or mentoring, cooperating with startups in their business/product/service development, developing joint activities/projects and possibly investing in some of them.

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Internationalization and networking

Funding: How is the activity funded, is there any funding provided to participants and from whom?

The City of Zagreb and corporate partners.

Activity in numbers:

	2015.	2016.	2017.	2018.	2019.
Number of entrepreneurs participating in fairs and exhibitions	10	6	11	13	3
Established contacts with international technology parks	2	3	3	4	4
Established contacts of entrepreneurs with foreign companies	n/a	10	12	15	15
Number of virtual incubation members	n/a	5	10	6	14
Number of BoB events	7	4	3	4	6

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Consulting and mentoring

Activity type:

Consultancy

Year of founding:

2007

Is activity still active? How often is (was) activity held (yearly, every 3 months ...):

Activity is still active and it is held continuously throughout each year.

Overview:

Support in making business decisions and solving business problems by providing specific advisory support to entrepreneurs through the engagement of expert mentors in a specific area.

Goals:

- Increased competencies for entrepreneurs in ZICER; provided support in making business decisions and solving business problems by providing specific advisory support to entrepreneurs.

- Providing support to foreign entrepreneurs and investors in opening a company in Croatia and/or finding a start-up investment.

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Consulting and mentoring

Target groups:

- Members of ZICER in the pre-incubation phase, incubation phase and in the acceleration program

- Foreign natural persons (non-residents) or legal entities interested in opening a company in the Republic of Croatia or to invest in start-up companies

Implementation:

In different stages of the company's development, there is a need for specific education, mentoring and/or consulting that solves specific development problems. The most common dilemmas or problems are related to the way of entering a certain foreign market, the introduction of quality management systems, the possibility of finding alternative sources of financing, ways and forms of protection of industrial property and similar. The professionals who provide this type of assistance are entrepreneurs with personal experience in solving this type of problems. Advisory and mentoring services to entrepreneurs are an integral part of the pre-incubation, incubation and accelerator programs in ZICER.

ZICER also provides support to foreign natural or legal persons interested in opening a legal entity in the Republic of Croatia through finding potential investments, education and mentoring. In cooperation with embassies and representative offices in the Republic of Croatia, foreign entrepreneurs and investors are being helped to start their business in the Republic of Croatia and to adjust to the legislative and business framework.

Activities include:

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Consulting and mentoring

- Defining the process and drafting the Rulebook (drafting documentation, defining the criteria for selecting mentors and entrepreneurs, drafting a database of mentors…)
- Defining the business problem of the entrepreneur
- Consulting and/or mentoring
- Organization and implementation of workshops in various fields in accordance with the needs and requirements of entrepreneurs in ZICER
- Implementation of advisory interviews, mentoring of foreign entrepreneurs

Consulting and mentoring includes the following:

- Product or service development (target market, competition, market positioning, added value)
- Product or service commercialization (sales types, distribution channels, promotional channels, growth plan, strategic partnerships, market research)
- Business management (organizational structure, division of responsibilities, management processes, team leadership, organizational change management, human resources and employment strategy)
- Business plan preparation (business model, price model, financial projection)
- Financing plan (financial requirements, financial partnerships, company or project recapitalization strategy, potential investors, potential financial sources)
- Legal advice
- Consulting on intellectual property and branding

Stakeholders:

Aside from target group (members of ZICER and foreign natural and legal entities), mentors, internal and external – providing advising and mentoring.

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Consulting and mentoring

Funding: How is the activity funded, is there any funding provided to participants and from whom?

The City of Zagreb.

Activity in numbers:

	2015.	2016.	2017.	2018.	2019.
Number of mentors in the database	5	26	50	28	26
Number of mentoring engagements	17	25	39	151	20
Number of mentoring hours	230	120	312	230	115

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Convertible Loan Program

Activity type:

Financial instrument

Year of founding:

2018

Is activity still active? How often is (was) activity held (yearly, every 3 months ...):

Activity is still active and it is held continuously throughout each year.

Overview:

At the end of 2018, ZICER introduced a new financial instrument to support innovative entrepreneurship through convertible loans.

Goals:

- Timely response to the financing needs of ZICER's entrepreneurs in the incubation process, at an early stage of business.
- Targeted investment in the most promising startups.

Target groups:

Members of ZICER (startups and other entrepreneurs).

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Convertible Loan Program

Implementation:

As a new measure to encourage entrepreneurs, ZICER has introduced a new financial instrument to support innovative entrepreneurship, which is realized through a convertible loan.

A convertible loan is a short-term loan, with maximum duration of 2 years, which, in case of impossibility of repayment, is converted into an ownership share. It further represents the legally quickest and simplest form of incentive loan. Such loans are a practice at an early stage of investing in innovative, technological and development startups.

Convertible loans are granted on the basis of a public call using defined criteria and can be granted for the following purposes:

- ensuring the protection of intellectual property
- development and technical - technological processing of existing products or investment in the development of new products/services
- financing market analysis
- investments in business improvement and verification of the business model/plan
- introduction of quality management system, standards and quality signs
- financing of promotional activities in order to increase the competitiveness and visibility of products and enter new markets
- costs of staff working on project management and in the part of development and promotion of the project/product/business model
- preparations for the next investment cycle and attracting additional funding
- production preparation and investment in trial production, zero series

The evaluation criteria include: technological innovation of the project, scalability of the project ensured by business model and market

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Convertible Loan Program

opportunities, reasoned growth and development plan and marketing potential for a period of two years including financial aspects of the project with revenue and expenditure projection, potential for new employment, export potential for a period of one year, secured financial funds from other private investors.

A convertible loan can be granted to an individual user only for one project in the same calendar year. The highest amount of the convertible loan is HRK 200,000.00, and the minimum amount is not prescribed. The maximum repayment period is 2 years from the date of payment. The fixed interest rate is 3 percent per annum. A convertible loan is repaid in cash or by conversion into a share in the share capital of the borrower. Maximum amount of the borrower's share capital into which the capital can be converted is 5%, in a way that 5% is obtained for the maximum loan amount, and proportionally less for smaller amounts.

A user of a convertible loan who duly and timely achieves all the key performance indicators (KPIs) specified in the application for a convertible loan, and repays the convertible loan on time, may submit a new application.

Stakeholders:

- Members of ZICER (startups and other entrepreneurs) – convertible loan users
- ZICER employees – members of evaluation committees
- City of Zagreb representatives – members of evaluation committees
- Independent external experts – members of evaluation committees

Funding: How is the activity funded, is there any funding provided to participants and from whom?

The City of Zagreb.

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Convertible Loan Program

Activity in numbers:

	2019	2020
Number of companies that received a convertible loan	4	2
Number of new products and services developed by companies after investment	4	2
Amount of approved convertible loans	600.000,00 kn	200.000,00 kn

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Support program for innovators

Activity type:

Financial instrument

Year of founding:

1998

Is activity still active? How often is (was) activity held (yearly, every 3 months ...):

Activity is still active and it is held continuously throughout each year.

Overview:

Grants and are approved for the implementation of industrial property protection in the country and abroad; development and technical-technological processing of innovations; market-economic processing of innovations; co-financing of promotional activities, and market research.

Goals:

Supporting innovators to turn their ideas and innovations into products and commercialize them.

Target groups:

SMEs registered in the City of Zagreb.

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Support program for innovators

Implementation:

- Preparatory activities (participation in the legal acts drafting, informing potential competitors, receiving applications, evaluation and drafting ranking list, participation in the work of the Council for Support to Innovators)

- Implementation activities (informing applicants about the results, drafting contracts, making payments, monitoring and verification of spending and performance of awarded grants, administrative monitoring and preparation of reports)

Stakeholders:

- SMEs – end users
- ZICER employees – conducting preparatory and implementation activities

Funding: How is the activity funded, is there any funding provided to participants and from whom?

The City of Zagreb.

Activity in numbers:

	2015.	2016.	2017.	2018.	2019.
Share of commercialized innovations	32%	19%	42%	36%	32%

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PoC Innovative Concept Verification Program (HAMAG - BICRO)

Activity type:

Consulting and financial support

Year of founding:

2012

Is activity still active? How often is (was) activity held (yearly, every 3 months ...):

Activity is still active. It is held every 2 years with the exception of 2018 and 2019.

Overview:

The purpose of the PoC program is to determine the technical characteristics and commercial potential of the research results. The program supports pre-commercial activities of researchers and entrepreneurs on the path of developing new products, services and technological processes, with the aim of providing support at an early stage of innovation development, to help and guide further development and reduce investment risk at a later stage.

ZICER participates in the Program as a Recognized Center (PC) - a point where applicants from the City and beyond are included in the PoC.

Goals:

- Providing active assistance to SMEs in project preparation and in the pre-application and application process
- Providing funding for the development of the most technologically and commercially promising projects

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PoC Innovative Concept Verification Program (HAMAG - BICRO)

Target groups:

Natural persons and small business entities from the area of the City of Zagreb.

Implementation:

The PoC program provides support to innovation at the earliest stage of research to provide pre-commercial capital for technical and commercial verification of the innovative concept. The implementation of the PoC project shows whether the idea/proposed solution can be developed and whether it will function.

For companies looking for investors, successful testing of an innovative concept gives potential investors the certainty that a prototype or further development process is technically feasible, thus helping the company attract customers and investors. This component enables the implementation of comprehensive commercial and technical verification and validation of research results with commercial potential, in order to reduce technical and commercial risks, identification of the most appropriate strategy for commercialization and protection of inventions.

Activities eligible for funding:

- verification and protection of intellectual property
- development of functional prototype
- demonstration of technical feasibility
- additional activities (market analysis or feasibility study, development of concepts and strategies for product development or commercialization)

ZICER's activities:

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PoC Innovative Concept Verification Program (HAMAG - BICRO)

- Preparatory activities for pre-application and application process (informing potential applicants about the call for proposals and evaluating criteria, collection and evaluation of pre-applications, organization of workshops, collection of applications, additions and clarifications, administrative monitoring, participation in the work of Evaluation Committees)
- Implementation and monitoring activities (implementation of the contract, monitoring the dynamics and spending, periodic reporting, creation of the Final Report)

Stakeholders:

- SMEs and natural persons – end users
- ZICER employees – conducting preparatory and implementation activities

Funding: How is the activity funded, is there any funding provided to participants and from whom?

HAMAG BICRO and City of Zagreb.

Activity in numbers:

	2016.	2018.	2019.
Number of signed co-financing agreements with applicants who selected ZICER as a Recognized Center	9	22	31
Percentage of successful applications	15,7%	38%	54%

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EIT Climate-KIC RIS Croatia accelerator

Activity type:

Accelerator

Year of founding:

2019

Is activity still active? How often is (was) activity held (yearly, every 3 months ...):

Activity is still active. It is held yearly.

Overview:

EIT Climate-KIC accelerator is the largest European program for accelerating startups that develop solutions with a positive impact on climate conditions. The EIT Climate-KIC accelerator is a program of the European Institute of Innovation and Technology (EIT). It is simultaneously being implemented in 11 European countries, and in Croatia it is implemented by ZICER.

Goals:

The goal of the accelerator is to accelerate the development of climate-oriented startups and to catalyze the creation of solutions that will positively affect climate conditions and contribute to approaching a carbon-neutral economy.

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EIT Climate-KIC RIS Croatia accelerator

Target groups:

- startup companies registered in the last 5 years that develop climate-oriented innovative solutions
- development teams consisting of a minimum of two persons who develop climate-oriented innovative solutions

Implementation:

Activities include:

- Application for the Competition
- Preselection
- Bootcamp/selection
- Six months of acceleration program
- Participation in the International Bootcamp
- Demo Day

Stakeholders:

- Target groups (startups and development teams)
- ZICER's employees – program coordination
- External mentors – involved in mentoring

Funding: How is the activity funded, is there any funding provided to participants and from whom?

European Institute of Innovation and Technology (EIT).

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EIT Climate-KIC RIS Croatia accelerator

Activity in numbers:

	2019	2020
Number of registered teams to participate in the Program	6	5
Number of selected winners (final beneficiaries)	6	5
Number of international meetings with investors	1	2
Number of mentors involved in the program	6	4
Number of held lectures/workshops and events	10	5
Amount of external investments	210.000,00 EUR	850.000,00 EUR

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About Ljubljana University Incubator

LJUBLJANA UNIVERSITY INCUBATOR

LUI was established in 2004 with its main purpose to promote entrepreneurship among students and academic workers. Nowadays, LUI is open to anyone with a brilliant business idea or a start-up that passes the selection, based on their team strength, innovativeness, and market potential. It offers community, mentoring, workshops, lectures, offices accessible 24/7, structured development program, assistance in enterprise development, etc. LUI is closely connected to academics and the Slovenian and international community of startups and investors.

LUI is focused on early stage start-ups with a structured 2-phase program. The main goal of the 1st phase program (pre-incubation) is to find a customer – product fit. The second phase is incubation for start-ups and teaches them how to validate the product and enter the market. The goal is to find a product – market fit.

Below you can find the list of LUI's startup activities. This list contains different activities through which LUI continuously supports the development of the Slovenian startup ecosystem. The main data that was collected through this report was activity type, the year when the activity started, its current status, overview, goals, target groups, methodology for the implementation of the activity, main stakeholders responsible for the implementation of the activity, how is it funded, is any funding provided to startups and some key numbers like number of participants, mentors or funding provided.

Get to know us

Find more information about the LUI at https://lui.si/

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Jumpstarter training

Activity type:

Incubator

Year of founding:

2020

Is activity still active? How often is (was) activity held (yearly, every 3 months ...):

It was awarded to LUI as Cross KIC project in 2020.

Overview:

EIT Jumpstarter is open to students, PhDs, researchers, or entrepreneurs. Participants will learn how to get started on building a business in a unique cross-industry environment: how to create a team, business processes, and organisational design. The primary focus is put on quantitative business model building. Through the EIT Jumpstarter programme, trainers and coaches guide them to find the best fitting business model for their idea, and help them validate it.

Goals:

At the end of the program, attendees prepare their pitch deck, business model canvas, competitive landscape, go-to-market strategy and a roadmap.

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Jumpstarter training

Target groups:

Researchers, professors, and other professionals as innovators in the following domains: raw materials, healthcare, agri-food, energy, manufacturing or urban mobility with an innovative business idea.

Implementation:

The program was organized as a set of 6 consecutive workshops, each for 3 hours.

Attendees were the researchers that applied to EIT Jumpstarter contest and were confirmed by EIT. In our case, there were 4 research groups.

We organized EIT Raw Materials Jumpstarter workshop early in the 2020 as a promotion of Jumpstarter opportunity. 3 applications came from Raw Materials sector and one from Health sector.

Later in September and October we held six 3-hours workshops:

1. Lean startup and Business Model Canvas
2. Teambuilding and management
3. Value proposition and Market I
4. Market II and Sales
5. Jumpstarter - Key Resources, Partners, Activities, IP and Finance
6. Jumpstarter - Competition, Roadmapping, Finance and funding

In addition, attendees got pitch training.

Activity was free of charge for attendees.

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Jumpstarter training

Stakeholders:

LUI team – managing the community, scouting, liaison between researchers and EIT
EIT – organizer of the call
Lecturers – professionals who share their knowledge and experience at the seminar

Funding: How is the activity funded, is there any funding provided to participants and from whom?

Granted as Cross KIC program in 2020, fully financed by EIT.

Activity in numbers:

4 research groups applied to EIT Jumpstarter and proceeded in the next step. The workshops were organized for them to prepare materials they need as part of the Jumpstarter program.

1 team got in the Jumpstarter finals.

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Building entrepreneurial mindset in researchers

Activity type:

Incubator

Year of founding:

2010 – 2017 (obligatory for researchers), 2019 – ongoing (non-obligatory)

Is activity still active? How often is (was) activity held (yearly, every 3 months ...):

Ongoing

Overview:

Ljubljana University Incubator is preparing a two-day entrepreneurship seminar for researchers, professors and other professionals.

The workshops provide practical content that will help participants gain the important entrepreneurial knowledge and skills they need to bring their knowledge to life and commercialize the inventions. Gained know-how can motivate them to build their own company as well as selling the patent to the industry partner. Each participant will make their own business plan based on their research.

We want to present entrepreneurship to researchers as an upgrade of their career path, because in this way their knowledge/invention can really contribute to the well-being of people.

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Building entrepreneurial mindset in researchers

The workshop program help to determine how to commercialize the technology or prototypes, while also targeting researchers, professors, and other professionals who have an idea, develop a new technology or product prototype, and consider commercializing that idea as a spin-off/spin-out.

Goals:

Develop entrepreneurial mindset in researchers, building their entrepreneurial capacities, educate them about spin-outs, spin-off, IP protection,...

Target groups:

Researchers, professors, and other professionals.

Implementation:

Two-day seminar

DAY 1

- Entreprenurship as upgrade of research career
- How to build a spin-out
- Finding finances
- Pitching

DAY 2

- Lean innovation
- Design thinking

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Building entrepreneurial mindset in researchers

Fee: it was obligatory for researchers and was paid by their lab in previous years. Since 2017 it is no longer obligatory and LUI started to offer the seminar as part of our service for 120€ + VAT.

Example of last year's event:

DAY 1

URA	NASLOV PREDAVANJA	PREDAVATELJ	VSEBINA
8.45 – 9.00	Registracija		
9.00 – 9.30	Podjetništvo kot nadgradnja raziskovalne kariere (uvod)	Jakob Gajšek, direktor Ljubljanskega univerzitetnega inkubatorja	Zakaj sploh podjetništvo? Kako in zakaj sta podjetništvo in raziskovanje neločljivo povezana? Predstavitev dobih slovenskih in tujih primerov
9.30 – 11.30	Kako narediti spin-out podjetje	Predstavnik Pisarne za prenos znanja UL	Kako poteka komercializacija intelektualne lastnine v Sloveniji? Kakšni so postopki, na kaj je potrebno biti pozoren pri komercializaciji? Tipi komercializacije. Dosedanje prakse.
11.30 – 11.45	Odmor		
11.45 – 13. 45	Kako najti financiranje?	Jakob Gajšek, Ljubljanski univerzitetni inkubator	Kakšne so možnosti financiranja? Javno in privatno financiranje. Kaj iščejo investitorji, kje jih najti in kako se z njimi pogovarjati? Pogled investitorjev na raziskovalce kot podjetnike. Investicijski proces od začetka do konca.
13.45 – 15.30	Učinkovite predstavitve	Jakob Gajšek, Ljubljanski univerzitetni inkubator	Kako čim bolj učinkovito pripraviti kratko predstavitev ideje. Struktura prezentacije in nastopa. Komu predstavljamo? Zakaj? Kako? Kaj?

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Building entrepreneurial mindset in researchers

DAY 2

URA	NASLOV PREDAVANJA	PREDAVATELJ	VSEBINA
8.45 – 9.00	Registracija		
9.00 – 12.00	Vitko inoviranje (Lean metodologija)	**dr. Aleš Pustovrh**, Ekonomska fakulteta in investitor tveganega kapitala	Lean predstavlja okvir za razvoj novih produktov in spoznavanje naših kupcev. Uporaba Lean metodologije spodbuja preizkušanje in eksperimentiranje, vrednoti povratne informacije strank in uporablja iterativne metode.
12.00 – 12.15	Odmor		
12.15 – 15.15	Design Thinking	**dr. Aleš Pustovrh**, Ekonomska fakulteta in investitor tveganega kapitala	Design Thinking je ena ključnih metod inoviranja . Glavna značilnost Design Thinkinga je ekstremna osredotočenost na uporabnika oziroma kupca ter hitro prototipiranje in testiranje rešitev. V začetni fazi procesa spodbudimo bodočega podjetnika, da čim bolje spozna potencialnega uporabnika in razume njegovo obnašanje, potrebe, vrednote ter na podlagi tega prepozna tako eksplicitne kot implicitne potrebe.
15.15 – 15.30	Sklepne misli in druženje, povratne informacije udeležencev		

Stakeholders:

- LUI team – mentors, managing the community, scouting, assessment of ideas, lecturers,…
- TTO's (University of Ljubljana, National Institute of Chemistry – scouting
- Faculties/institutes – scouting
- Lecturers – professionals who share their knowledge and experience at the seminar

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Building entrepreneurial mindset in researchers

Funding: How is the activity funded, is there any funding provided to participants and from whom?

Self-payed or paid by attendees lab.

Activity in numbers:

Participation by number:

2010: 280
2011: 44
2012: 60
2013: 77
2014: 38
2015: 60
2016: 67
2017: 20
2019: 4

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Pre-incubation and incubation programs

Activity type:

Incubator

Year of founding:

2004

Is activity still active? How often is (was) activity held (yearly, every 3 months ...):

Ongoing

Overview:

LUI developed (renewed in 2018) two programs:

1.) **Pre-incubation**
As an early stage incubator, we enrol mostly idea stage “entrepreneurs”. They start in the pre-incubation program. This program lasts for 6 months. After this period, it is expected that they found a company and start selling on the market. For a specific ideas that take longer to enter the market, this phase can be extended for another 6 months.
They receive internal mentoring (segmentation, market assessment, value proposition, competition). If they successfully go through internal mentoring, they can receive external mentoring/expert consulting for a specific issues.

2.) **Incubation**
Incubation program is designed for those who have founded a company and

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Pre-incubation and incubation programs

start selling. They receive internal mentoring as monitoring of development and encouragement. They receive much more of external support in business development (marketing, selling, management,…).

This phase is limited to 3 years.

Goals:

1. Pre-incubation program
- Customer – problem fit and Problem – solution fit
- Founding the company
- Enter the market

2. Incubation phase
- Product – market fit
- Making sales
- Start scaling

Target groups:

Anyone with innovative ideas. Not specialized in researchers…

Implementation:

1.) **Scouting**
We organize workshops and lectures, open to public, where we identify new idea-holders. We have several calls that funnel idea-holders to our program. Rector's award is one of them, with focus on researchers and doc students.

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Pre-incubation and incubation programs

We organize Falling walls Lab Slovenia, also focused on breaking trough ideas in science. Slovenian Enterprise Fund's call P2 is also great opportunity for startups to receive initial funding to develop the product/solution. We annually enrol several idea holders/startups to prepare them for P2 call. We promote our programs at the students events, conferences, …

2.) **Idea assessment and enrolment in the program**
The idea holder/startup submits its application to join our program. Once a month we assess the applications and enrol the selected ones. If they are idea holders, they enter the pre-incubation program, if they have a company that sells already, they can go straight to incubation program.

3.) **Pre-incubation**
With each idea holder we have a kick-off meeting introducing the internal mentoring with its goals (Customer – problem fit and Problem – solution fit). One of the LUI's employees starts working with the group (or individual). We lead them through the stages and at the end, they should know who their customers are, personas, value proposition and competition on the market.
They get additional know-how at workshops and lectures. Everything is free of charge as we run it as SIO project (subjects of innovation ecosystem). If we detect a specific problem, external help is provided.

4.) **Incubation**
Once they find their place in the market, they are supposed to establish a company and start selling. They progress to incubation program, where they receive internal support as a guidance and external support on the activities that need a push (selling, marketing, growth hacking,…).

5.) **Workshops/lectures**
We organize several workshops and lectures annually. We try to supplement the mentoring with the content that suits our members. We invite specialist for a specific theme. Events are also free of charge as a part of SIO project.

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Pre-incubation and incubation programs

6.) **Networking**
We believe the network of idea holders, startups, mentors and experts benefits our members on their way to successful business. They share experiences, they help each other, they share expertise,…

7.) **Transition to alumni**
We have a great list of alumni. Those who are successful and scale their business are great role models for young entrepreneurs. We often invite them to share their experience. We also prepare events for alumni.

Stakeholders:

LUI team – mentors, managing the community, scouting, assessment of ideas, lecturers,…
TTO's (University of Ljubljana, National Institute of Chemistry – scouting
Faculties – scouting
Mentors – wide network of external mentors with different expertise
Experts - wide network of external experts with different expertise
Lecturers – professionals who share their knowledge and experience at workshops and lectures

Funding: How is the activity funded, is there any funding provided to participants and from whom?

Funded by SPIRIT Slovenia (call SIO 2020 – 2022).

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Pre-incubation and incubation programs

Activity in numbers:

Funding:

SIO 2018 – 2019: 479.314,56 EUR
SIO 2020 – 2022: 549.980,20 EUR

Number of internal mentors: 5
Number of external mentors: 30+
Number of external experts varies, depending on the needs of startup – we find the most appropriate one for their issues

Annually we preincubate 40+ idea holders. About half of them go to incubation program. Others find out idea is not that good or decide not to open a company due to miscellaneous reasons. Approximately 5 companies (already established) join the incubation program straight each year. More than 150 companies are our alumni, some of them very successful (zemanta, Visionect, Red Orbit, Prospeh/Origin Trail, Optiprint,...).

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About the Graz University of Technology

As the name suggests, TU Graz is located in the centre of Graz, the second biggest city in Austria. With eight institutions of higher education, Graz is a real student city and is regarded as one of the cities of central Europe and the European Union with the highest quality of life. TU Graz consists of 3,852 staff members in total, 13,672 regular students (WS), 7 faculties, 97 institutes and 3 campus locations in Graz. TU Graz offers 19 Bachelor's and 35 Master's programmes, Doctoral programs in 14 Doctoral Schools and 10 Postgraduate programs.

The TU Graz is considered to be a prime source of entrepreneurship. Numerous graduates and academic staff members have founded one or even several companies. Many of these companies operate in Styria. Their dynamic growth significantly contributes to the remarkable innovation performance of Styria. Many engineers and scientists at TU Graz develop a business idea either during their studies, directly after graduating or after several years of paid employment. They decide to seize the opportunity to turn their idea into reality, either as sole proprietor of a company or as a member of a team, as a start-up company or as a university spin-off.

Below you can find the list of TUG's startup activities. This list contains different activities through which TUG continuously supports the development of the Austrian startup ecosystem. The main data that was collected through this report was activity type, the year when the activity started, its current status, overview, goals, target groups, methodology for the implementation of the activity, main stakeholders responsible for the implementation of the activity, how is it funded, is any funding provided to startups and some key numbers like number of participants, mentors or funding provided.

Get to know us

Find more information about the TUG at https://www.tugraz.at/, about the Gründungsgarage at https://www.gruendungsgarage.at/ and Science Park Graz at https://www.sciencepark.at/

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Academic Startup Accelerator

Activity type:

Academic Startup Accelerator

Year of founding:

2013

Is activity still active? How often is (was) activity held (yearly, every 3 months ...):

Twice a year/each semester

Overview:

The program gives 10 teams per Volume (2 volumes per year) the opportunity to further develop their business idea within one semester and to take clear steps towards founding a successful start-up. The start-up teams are professionally accompanied and supervised by the GG team and experienced mentors (now over 25) from entrepreneurial practice. In the structured course of a GG semester, students acquire basic knowledge about setting up a company, work on their own business plan and conduct intensive coaching sessions to further develop their business ideas. Each step is individually tailored to the respective start-up idea and the needs of the start-up team.

Goals:

To be the leading supporter for students and researchers in the pre-founding phase. We support them in developing their potential and business ideas and thus help shape the future of the regional economy.

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Academic Startup Accelerator

Target groups:

Students and researchers.

Implementation:

After the application deadline, 20 pre-selected teams will have the opportunity to pitch their idea to a jury. Afterwards the 10 best teams will be selected to go through the semester together with us, the mentors and companies, who are involved in the program. In the timeline you can see workshops and coaching sessions that are offered, as well as mentoring days for individual meetings to discuss their business model and their milestones for the next steps. Pitch training for speaking in front of an audience is also practiced, in order to be able to present the idea in the shortest possible time, such as an elevator pitch. Halfway through the term there is a kind of interim presentation, where the teams present their goals and milestones achieved so far. And finally, at the end of the joint trip, the teams pitch their business ideas to sponsors, investors, members of the universities as well as personalities from the start-up scene and the business industry. Ideally, after completing the GG, the projects lead to a real business start-up.

List of workshops which are included:

- Design Thinking
- Business Model
- Digital Product Creation
- IPR
- Legal & Tax
- Online Growth Marketing
- Finance & Funding
- Pitchtrainings

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Academic Startup Accelerator

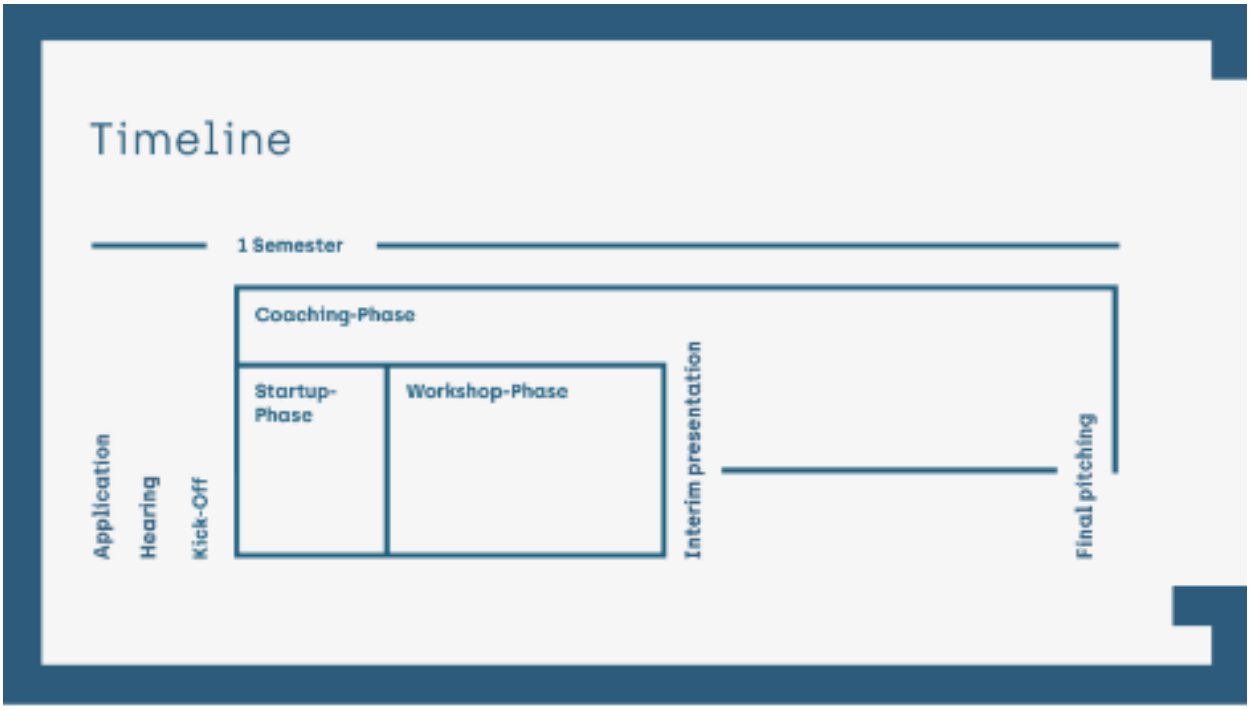
- Mentoring Days

+ individual Coachings. We have around 25 mentors who give us the support with their great know-how in the field of entrepreneurship. They hold coaching and workshop sessions with our teams.

Tools we use:

- Zoom
- Slack
- Miro

All these activities and tools are free of charge for the involved students and researchers!



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Academic Startup Accelerator

Stakeholders:

Supported by TU Graz and KFU Graz.

In the first line there are our sponsors who support us with financial means (City of Graz, SFG, RLB, Kapa Ventures).

Among them are the partners who provide us material prizes for the winning teams that are chosen each semester at the final pitching.

Furthermore the sponsors & partners provide us rooms for our workshops.

Funding: How is the activity funded, is there any funding provided to participants and from whom?

We are supported by “aws jumstart”, which runs until July 2020.

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Academic Startup Accelerator

Activity in numbers:

We already had 119 projects with about 256 participants. Of which over 40 have founded. This has enabled us to create over 135 jobs.

Current:

10 Teams in Volume XV – with a total of 22 people
29 Mentors
4 Sponsors
11 Partners
11 Workshops and Coaching-Sessions
+ individual Coachings
1 interim presentation
1 Final Pitches

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SPG Academy

Activity type:

Accelerator (pre-selection program for incubation)

Year of founding:

2016 -> coming from learnings of an incubation programme that had been in place since 2002

Is activity still active? How often is (was) activity held (yearly, every 3 months ...):

Still active. Taking place two times a year.

Overview:

The SPG academy is an 8-week accelerator program that consists of group workshops, one on one sessions with the SPG consultants, multiple iterations for the start-up project deliverables and a Project Advisory Board at the end of the period that decides if the start-ups will be incubated.

Goals:

The goal of the SPG academy is to support start-ups from the ecosystem with an 8-week accelerator program to either give them a good and validated base to continue their project on their own or to incubate them if they succeed in the selection process and prepare them for the 18 months of incubation that we provide as an incubator.

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SPG Academy

Target groups:

High-tech Start-ups (all industries), University Spin-offs

Implementation:

The SPG Academy consists of workshops that are being hosted around the topics of business modelling and business planning, pitching, finance, funding & IP. The project teams have to deliver multiple iterations of their business plan lite (a template we created for this purpose) as well as a pitch deck and their financials that function as a base for the finance & funding chapter of their business plan and pitch deck. During this process the teams are coached whenever they need support in these areas and are in constant contact with the consultants and their peers.

The SPG Academy was held in an offline format in the past but is now fully transitioned into an online format.

The timeline of the SPG Academy is 8 weeks – in the kick-off week the projects have their business modelling/planning workshops as well as their first pitching workshop as well as the finance, funding & IP workshops. After this content input they have all necessary tools to hand in their first deliverables (the pitch deck, the business plan and their finance sheet). On base of these iterations the start-ups are being coached in one on one sessions to explain our feedback and supporting them in implementing it.

Normally 10 to 15 projects are participating in the Academy and around 5 succeed in the Academy and get the opportunity to start incubation. The SPG Academy is targeted towards students, Spin-Offs and participants with academic background that are already working.

The SPG Academy is free of charge.

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SPG Academy

We provide the participants with our SPG Academy Toolkit, this is a collection of ressources that underline the content of the Academy as well as additional ressources for Start-ups, a complete collection of all workshop presentations and templates.

Stakeholders:

SPG as well as the Austrian Patent Office and our board members are involved in the process.

Funding: How is the activity funded, is there any funding provided to participants and from whom?

Science Park Graz is among others funded by the AplusB Scale-Up programme of the Austria Wirtschaftsservice.

Activity in numbers:

10-15 participating projects (and between 1-4 team members per start-up, 7 SPG employees, around 10 companies and their representatives in the Project Advisory Board).

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SPG Incubation (AplusB)

Activity type:

Incubator

Year of founding:

2002

Is activity still active? How often is (was) activity held (yearly, every 3 months ...):

Since 2002.

Overview:

Science Park Graz is part of AplusB, the Austrian incubator network, which bridges the gap between Academia and Business. All five AplusB incubators aim to increase the success rate of innovative, technology-orientated start-ups coming out of academia.

Goals:

The goal of the incubation programme is to support the development and foundation of sustainable high-tech start-ups in Austria.

Target groups:

High-tech Start-ups (all industries), University Spin-offs

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SPG Incubation (AplusB)

Implementation:

The SPG incubation is supporting start-ups in multiple ways over a period of 18 months. Within the AplusB programme the projects are being supported in navigating the funding landscape, furthermore we provide the projects with an interest free loan of up to €20,000. Additionally, they are being supported by a team of experienced consultants with different expertise in the areas of business development, marketing, sales, finance, funding, IP strategy and many more. We host internal and external workshops to provide the start-ups with state-of-the-art knowledge to help them improve their entrepreneurial abilities. All incubated start-ups benefit from the SPG mentor network, a network of highly experienced individuals that support the projects either as academic or business mentor during their activities. Furthermore, we are supporting them with our private SPG investor network after leveraging public funding and the start-ups are also provided with free office space, meeting rooms and infrastructure during their incubation.

The incubation is a de-minimis relevant funding within the AplusB Scale-Up program. The start-ups are not being charged for any of these services.

Stakeholders:

The Science Park Graz GmbH is an independent legal entity with shares being held by the University of Technology Graz, the University of Graz and the Medical University of Graz.

Funding: How is the activity funded, is there any funding provided to participants and from whom?

Science Park Graz is among others funded by the AplusB Scale-Up programme of the Austria Wirtschaftsservice. The Science Park Graz incubation of 18

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SPG Incubation (AplusB)

months is a de-minimis relevant funding programme whereas the funding provided is the consulting, support, infrastructure and network provided over this period of time. Additionally, we provide the projects with an interest free loan of up to €20,000.

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SPG Start-up Idea Competition

Activity type:

Competition

Year of founding:

-

Is activity still active? How often is (was) activity held (yearly, every 3 months ...):

Still active, yearly.

Overview:

Every year Science Park Graz organises the Start-up Idea Competition to inspire and encourage entrepreneurs of all ages and backgrounds to realize their dreams.

Goals:

The goal of the idea competition is to generate awareness for the support structure we offer and to inspire and encourage entrepreneurs.

Target groups:

All projects in the following categories:

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SPG Start-up Idea Competition

Energy & Environment
Mobility
Health
Special Societal Impact
Digital Economy & ICT
Space – Space technology translated into everyday applications

Implementation:

The SPG Start-Up Idea Competition is a one-day event with three pitches per category taking place either online or offline. The competition is free of charge and the winners have a chance of winning a price of €2000,- for winning their category.

Stakeholders:

SPG is the ideator and main host of the SPG Start-up Idea Competition supported by companies and representatives from the ecosystem.

Funding: How is the activity funded, is there any funding provided to participants and from whom?

The competition is free of charge and the winners have a chance of winning a price of €2000,- for winning their category.

Activity in numbers:

18 participants in 6 categories, 10 expert jury members from different industries, €2000,- prize per category.

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About Know-Center

Know-Center is a leading European research center for Data-Driven Business and Artificial Intelligence.
Since 2001, we have supported well-known companies in using data as a success factor for their business. For data analysis, Know-Center relies on established Big Data and High Performance Computing (HPC) infrastructures.

Know-Center has 150 employees, 6 research areas including data management, data security, knowledge discovery, social computing, data driven business and knowledge visualization and it has 50+ industry partners and 100+ scientific partners.
As an integral part of the European research landscape, the Center has successfully handled numerous projects and contract research at the EU and national levels. A K1 Competence Center, funded within the framework of COMET Programme, Know-Center is also the leading training center for data scientists in Austria and offers a range of AI training and consulting services for companies. The Center has already received the 'BDVA i-Space Silver Award' from the Big Data Value Association thrice.

Below you can find the list of Know-Center's startup activities. This list contains different activities through which Know-Center continuously supports the development of the Austrian startup ecosystem. The main data that was collected through this report was activity type, the year when the activity started, its current status, overview, goals, target groups, methodology for the implementation of the activity, main stakeholders responsible for the implementation of the activity, how is it funded, is any funding provided to startups and some key numbers like number of participants, mentors or funding provided.

Get to know us

Find more information about the Know-Center at https://www.know-center.at/

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Product Innovation Process

Activity type:

Internal innovation program

Year of founding:

2021

Is activity still active? How often is (was) activity held (yearly, every 3 months ...):

Activity is still active. At least one idea is always in the innovation process, and every three months new ideas can be pitched for development within the process.

Overview:

The product innovation process enables researchers to transform their research results, and business ideas developed by them, into products and services fit for the market. The process brings scientists together with business people, domain experts and marketeers to create a well-rounded business plan over the course of three months. Results are then pitched to internal and external sponsors to acquire capital for implementation. The goal is usually to create a spin-off.

Goals:

The product innovation process at KC has the goal of transforming promising research results into commercialized products and services. A spin-off should be created for each successful product or service.

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Product Innovation Process

Target groups:

The product innovation process invites researchers from KC (internal process) to submit their ideas.

Implementation:

We have initiated a 3-month product development process to determine whether topics such as product development can be handled with downstream spin-offs.

In the first month we look at the technology itself and use different creativity techniques to see if there are any further ideas and possibilities. Then we create matrices to narrow down the ideas again using different evaluation criteria.

In the second month we do a market and cuddle research. An interview guideline is drawn up and friendly customers are interviewed on the topic, so that we get a good overview. Subsequently, initial requirements are formulated at high flight level and the potential product is roughly designed.

In the third month, the economic aspects are examined. Based on the findings of the first two months, the requirements and the rough design are refined to such an extent that the software development department can give an initial estimate of the costs. At the same time a sustainable business model is considered, considered in detail and designed.

In this process questions like are tackled:

- Pricing (cost-driven, value-based, competition-driven)

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Product Innovation Process

- OnPremise or SaaS
- Additional services
- Which target group
- Which target market
- Value proposition
- Partnerships

- But it is also possible to provide what and when and how in order to develop the product.
- Which competences are needed

The process is accompanied and guided by the Head of Product and Innovation Management.

At the end there is a presentation to the management. If necessary, the first investors will be invited to this presentation and resources will be pitched.
On the one hand for internal development resources and on the other hand for a potential investment for a spin-off.

During these processes we use techniques from the service design process, but also from design thinking processes.

Stakeholders:

Researchers as sources of ideas and founders
Head of product and innovation management as mentor and moderator
Software developer to estimate the effort
If necessary, further mentors within the industry

In the course of the presentation the management as decision makers
if necessary, further interested investors for a potential spin-off

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Product Innovation Process

Funding: How is the activity funded, is there any funding provided to participants and from whom?

The implementation from the idea to an MVP is financed by the company itself. In some cases there are already potential interested parties as investors.
At the same time, the company is always looking to see if there are any funding opportunities for the production of prototypes. At the latest, however, when a spin-off is set up, funding is applied for.

Activity in numbers:

10 participants in total
Has been run 3 times so far
Two startups in the founding process
200k€ invested so far

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About the University of Ljubljana

University of Ljubljana

Established in 1919, the University of Ljubljana has grown to include 26 full Members, consisting of 3 art academies and 23 faculties, along with 3 associated Members.
As of 2018, the university boasted an impressive number of staff, with 6,093 dedicated individuals contributing to its academic mission.

The student body was also substantial, with a total of 37,874 students enrolled, including 2,389 foreign students who brought diversity and international perspectives to the campus. Student exchanges were actively encouraged, with 1,545 students from the University of Ljubljana participating in exchange programs abroad, while the university welcomed 2,122 foreign students from partner institutions. Over the years, the university has witnessed the successful graduation of 8,584 individuals across various disciplines, reflecting the institution's commitment to promoting and implementing basic, applied, and developmental research. As an academic institution, the University of Ljubljana continuously pursues excellence, maintaining the highest quality standards, and adhering to the utmost ethical criteria in all scientific fields and art. This dedication to academic rigor and integrity has solidified the university's reputation as a beacon of knowledge and innovation.

Below you can find the list of the University startup activities. This list contains different activities through which the University continuously supports the development of the Slovenian startup ecosystem. The main data that was collected through this report was activity type, the year when the activity started, its current status, overview, goals, target groups, methodology for the implementation of the activity, main stakeholders responsible for the implementation of the activity, how is it funded, is any funding provided to startups and some key numbers like number of participants, mentors or funding provided.

Get to know us

Find more information about the University of Ljubljana at https://www.uni-lj.si/

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From Idea to Market

Activity type:

Annual conference, including workshops, idea development “clinic”, panels, research to business (R2B) meetings…

Year of founding:

The first conference was organised in 2018.

Is activity still active? How often is (was) activity held (yearly, every 3 months ...):

Yes, every year has a special focus, it's a yearly activity.

Overview:

In 2018 from idea to market: LifeSciences

- How to identify, protect and market LifeScience related research and potential innovation.

In 2019 from idea to market: Software

- How to identify, protect and market Software related research and potential innovation.
- Software clinic (individual consultations for preselected software research project with market potential)
- Pitch contest mock-up as training and learning experience for the reseachers.
- R2B meeting between researchers and companies
- Business “speed-dating” among participants.

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From Idea to Market

In 2020 its UNI.MINDS - a unique online festival created to #innovatetogether. Joining academia and business with a focus on European and world development trends (**Healty, Smart and Sustainable Future**), activities and expertise of the two largest universities in Slovenia.

- 23 online events (workshops, panel discussions)
- Presentations of EU and world development trends
- Presentations of good practices of research - industry collaboration
- Community building between researchers and industry
- Presentations of expert workshops for industry (academia knowledge for the industry)

Goals:

2018-2019: To connect industry and academia, to present content that will help researchers develop a product/service.

2020: The goal of the festival is to build an innovation community, create long-term partnerships and
share knowledge for a better future.

Target groups:

Researchers, industry, also start-ups and scales-ups, students.

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From Idea to Market

Implementation:

Selection process:

- Following the trends in EU and wordwide
- Gathering information of weaknesses of researchers, what knowledge do they need, related to research-business cooperation & company creation
- Choosing the best speakers and good practices from the target sector

Management:

The information, mentioned in the selection process, is gathered in the Knowledge Transfer Office throughout the year.

Each year the KTO UL team suggest the annual topics and decide on the most important annual challenge. The team develops the content, defines outcomes, prepares the list of speakers, finalises the programme, invitations and defines marketing strategy).

Tools:

The KTO UL uses various interactive tools – pitch competition, mentimeter for instant feedback, speed-dating, R2B meetings, online tools for community building & networking …

Results:

- Participant gather new information, related to the development trends, identification and protection of IPR, how to commercialize research
- Participants widen their R&D network

Other:

- The events are free of charge for participants.
- Participant have access to the video recordings of the events, to the presentations of the speakers (ppt).
- Participants have access to the support services of the KTO UL.

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From Idea to Market

Stakeholders:

2018 organisers: Knowledge Transfer Office of the University of Ljubljana (KTO UL) and Agricultural Institute of Slovenia

2019 organisers: KTO UL and Faculty of Computer Engineering, University of Ljubljana

2020 organisers: KTO UL and the Knowledge and Technology Transfer Office of the University of Maribor;
partners of the event: different companies from the industry,
supporters of the event: various companies, industry associations and other organisations.

Funding: How is the activity funded, is there any funding provided to participants and from whom?

Project funded (national funds – the project Knowledge technology transfer consortium of Slovenia).

Activity in numbers:

In 2018: 10 speakers, 60 participants (companies and researchers)

In 2019: 18 speakers; cca 80 participants (companies, researchers, students and investors), 2 days

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From Idea to Market

In 2020: 130 speakers, 23 events, 5 bonus workshops- the event will take place during November 5-24. 11.

Number of registered participants (450 – Slovenian and international companies, researchers, students and investors, public agencies and ministries representatives, representatives from international organisations).

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Innovation fund of University of Ljubljana

Activity type:

POC fund

Year of founding:

April 2020

Is activity still active? How often is (was) activity held (yearly, every 3 months ...):

Yes, it will be repeated every year.

Overview:

The UL Innovation Fund is intended for UL researchers who have a technology or solution for already identified challenges but are missing a step or two to bring it closer to realization.

The University of Ljubljana, including its members, invests considerable resources in the legal protection of intellectual property (mainly patenting). However, since these technologies are at lower levels of technological readiness, they may be less interesting for industrial partners. To facilitate the commercialization of technologies, the University established the Innovation Fund. Both technological and non-technological projects can apply.

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Innovation fund of University of Ljubljana

Goals:

University of Ljubljana established the Innovation Fund in April 2020, which will enable teams at the University of Ljubljana that develop innovative solutions bring their solutions closer to higher technology readiness level and thus also industrial partners and market.

Target groups:

Reaserchers, employed at the University of Ljubljana.

Implementation:

Which projects does the Innovation Fund target?

Knowledge transfer projects which lack any of the following steps needed to conclude a licensing/assignment contract, contract on joint development, or apply for a bigger tender to verify the concept:

- A feasibility study,
- Market research,
- A working prototype,
- Confirmed functioning of the technology in an industrial/clinical environment,
- Establishment of relations with relevant businesses.

Who can apply?

- Research projects, whose intellectual property is owned by the University of Ljubljana.
- If there are several owners, the technology shall be at least 50% (if there are two owners) or at least 30% (if there are three or more owners) owned by the University of Ljubljana.

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Innovation fund of University of Ljubljana

- If the project involves University's know-how, appropriate legal relations shall be entered into with the University of Ljubljana.
- An individual researcher may participate only with one project application.

Eligible costs

- Labour costs for a new/additional associate at the University of Ljubljana (up to 20% of the funds received)
- Material costs
- External costs (consulting services, feasibility study, prototype production, market analysis or research)
- Equipment (up to 30% of the funds received)
- Participation or appearance at trade shows

Annual budget
EUR 70,000
Funds per project
EUR 5,000 to 25,000

How do I apply?
Send your completed and signed application documents to gospodarstvo@uni-lj.si

Evaluation procedure
The fund recipients shall be selected by a committee consisting of six members. The final decision on the projects selected shall be made by the University of Ljubljana Rector. The committee may allocate amounts lower than the ones requested to the projects selected.

Assessment criteria

- Team references
- Project innovation
- Market potential

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Innovation fund of University of Ljubljana

- Feasibility of the project proposal
- Feasibility of the financial plan
- Letters of support from organisations/businesses
- Intent to establish a spin-off
- The technology will be tested in cooperation with industry partners

Repayment of funds

If the project is commercialised, the Innovation Fund's investment in the project shall be deemed a direct cost. The commercialisation royalties shall first be used to cover these costs, while the remaining royalties shall be divided in accordance with Article 19 of the Rules on the management of industrial property rights at the University of Ljubljana.

Stakeholders:

- Knowledge Transfer Office of the UL (KTO UL).
- Researchers from the UL.
- Companies, external evaluators of the POC projects.
- Evaluation board, consisting of representatives of UL, KTO UL, Ljubljana University Incubator, innovative companies and investors.
- Innovation committee of the UL.
- Vice rector for knowledge transfer UL, Rector of the UL.

Funding: How is the activity funded, is there any funding provided to participants and from whom?

Internal resources of the UL (including income generated from the sale and licencing of UL's IPR).

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Innovation fund of University of Ljubljana

Activity in numbers:

The 2020 Innovation call:

Number of projects applied: 9
Amount of requested funding: 184.490 EUR
Number of projects granted: 4
Amount of requested funding: 60.900 EUR

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Activity type:

Coaching process

Year of founding:

2019

Is activity still active? How often is (was) activity held (yearly, every 3 months ...):

Yes, in 2019 we had first two workshops; in 2020 5 more followed; we plan to continue them in 2021.

Overview:

In September 2019 we organized educational workshops Inovator.si? one at Faculty of Pharmacy and one at the faculty of health science.
The practical workshop was intended for students and researchers who face issues and challenges of intellectual property protection in their work. They were led by dr. Carsten Prusko, an experienced patent attorney in the field of medical innovation protection, who has been working for the renowned German patent company Zacco for many years.
Based on the collected information on potential inventions, the head of the workshop, dr. Carsten Prusko, prepared a lecture and also practical solutions to cases the attendants had.
In 2020 we organized a series of on line workshops Inovator.si 5 teams of excellent researchers, 10 mentoring sessions and 2 summer months were needed to conduct a series of mentoring workshops Inovator.si? In the Office for Knowledge Transfer with the help of the Faculty of Pharmacy and an

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excellent expert, where researchers obtained practical advice for commercializing their inventions in the field of life sciences.

Goals:

2019: to identify all the projects that could be protected (patented) and to identify the projects that could have potential for commercialisation.

2020: to help researchers see the potential ways into commercialisation and also to identify the path and barriers on that way.

Target groups:

Researchers and students from medical, pharmacy and health faculties.

Implementation:

Each team filled-in a formulary describing the problem solved by their invention and their strategy to market or develop their product.

Such a multi-faceted workshop intended to collect information and to discuss the marketing options and strategies available to five different research teams, all working in the common broad field of Life Sciences, four teams being from the Faculty for Pharmacy and one team from the Biotechnology Faculty. In particular, the coach assigned to this task, dr. Mohammed Shahid (MS4Pharma) could offer observations, ideas and views on how each team could develop their marketing strategy and other possible needs each team has according to the phase of development of their invention, contributing also to surpass possible tunnel-thinking.

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The support included communication points to have in account when presenting their solution to a possible partner for licencing or research collaboration. Barriers and needs that appear on the market sphere were touched regarding each particular team subject and human capital, so as possiblities of connections across an international network were discussed.

We recognize that such events are of value to the development of the marketing strategies for academic research teams, enabling them a view of the options they can follow so that the solution they so hardly pursue to solve a given existing problem can come alive in the market, where industry and academia can live side by side sinergetically.

Stakeholders:

- Research support offices of the above mentioned faculties
- Knowledge Transfer Office UL
- Outsoursed conultants:

Dr. Carsten Prusko, an experienced patent attorney in the field of medical innovation protection, who has been working for the renowned German patent company Zacco for many years.

Dr. Mo Shahid is a highly experienced and successful drug discovery bio-scientist with an entrepreneurial mind-set, developed through thirty years of industrial experience and a robust track record of achievements in pharmaceutical R&D innovation. Currently he is owner of MS4Pharma, an independent life sciences consultancy business providing expert, bespoke, solution services to research institutes, disease charities, and European academic network organizations as well as industry. After gaining his PhD in Pharmacology (University of Strathclyde, Scotland, UK) Dr Shahid has

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worked for several multinational pharmaceutical companies (Orion Pharma, Merck Sharpe Dohme, Schering-Plough, Organon) in leadership positions over a period of 30 years. He has extensive experience and expert knowledge in preclinical drug discovery with a proven track record in drug target identification/ validation and delivering novel drug candidates into clinical development. In addition, Dr Shahid has also worked on early and late stage clinical development projects many of which involved collaboration with academic and industrial partners. He has had success in multiple therapeutic areas, particularly in treatments for CNS diseases, through building and leading drug discovery project and technology teams. Development and application of translational drug discovery approaches to facilitate proof of concept in clinical development is an area of strong interest and experience.

Funding: How is the activity funded, is there any funding provided to participants and from whom?

Project funded (national funds – the project Knowledge technology transfer consortium of Slovenia).

Activity in numbers:

In 2019: 1 mentor; 2 workshops; 15 participants in first workshops; 35 in the second workshop.

In 2020: 1 mentor, 5 teams (22 participants), 10 workshops, 3 potential spin outs.

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About the University of Zagreb Faculty of Electrical Engineering and Computing

UNIVERSITY OF ZAGREB
Faculty of Electrical Engineering and Computing

FER is one of the most important scientific institutions in Croatia, and, according to the European Commission data, FER is at the top in Croatia in terms of attracting EU projects. Out of 700 employees, almost 50% are hired at our own expense thanks to the international funding of our research.

The Faculty is comprised of 12 departments and administrative and support services, with more than three hundred researchers working daily on a number of research problems, on national and international research projects. As Croatia's leading academic and research institution in the field of electrical engineering, computing, and information and communication technology, FER wants to create new forms of knowledge transfer to the economy and to prompt economic and social activities of Croatia.

Below you can find the list of FER's startup activities. This list contains different activities through which FER continuously supports the development of the Croatian startup ecosystem. The main data that was collected through this report was activity type, the year when the activity started, its current status, overview, goals, target groups, methodology for the implementation of the activity, main stakeholders responsible for the implementation of the activity, how is it funded, is any funding provided to startups and some key numbers like number of participants, mentors or funding provided.

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SPOCK startup incubator

Activity type:

Startup incubator

Year of founding:

2016

Is activity still active? How often is (was) activity held (yearly, every 3 months ...):

Yes, this activity is still active. It is organized once per year and it lasts for 6 months.

Overview:

FER started its own student startup incubator program in 2016 named SPOCK (https://spock.fer.hr/en/). The aim of the program was to popularize entrepreneurship and startups among undergraduate and graduate student populations from FER and other faculties from the University of Zagreb. SPOCK helps young entrepreneurs to develop their projects and turn them into serious startups. Students at the University of Zagreb and those who graduated from the University within the last two years have the opportunity to participate in the program which provides support, leadership, knowledge acquisition and development of skills that are necessary for every early-stage startup. SPOCK's programme enables startups to connect with experts, mentors, investors and partners who will help them to transform their ideas into successful companies. From 2016, 17 student startups went through the incubation program. During the 6 months, startups are learning about idea validation, business development, storytelling, prototyping and fundraising.

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SPOCK startup incubator

Goals:

- educating students about startup development,
- create a network of great startup mentors,
- create the curriculum for anybody who wants to start their startup,
- increases the number of student startups,
- strengthen the Croatian startup ecosystem

Target groups:

Students and researchers from the University of Zagreb.

Implementation:

Applications are open for both individuals with ideas who, if accepted, will receive our help with forming a team and already formed teams with defined projects. Students, researchers and scientists who have the knowledge and skills in the areas necessary to develop a particular idea and who want to become a part of a startup can apply for a brainstorming session about a selected idea, where the project and the team will be formed. After the formation of the teams and presentations of all the projects, the best projects will be selected for the incubation program. Individuals and teams from other faculties will get help connecting with FER's students, researchers and scientists to form strong multidisciplinary teams that will work on prototype development.

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SPOCK startup incubator

The program starts each year in January and ends in June with the demo day. The program is tailored for ideas and projects from the earliest stage to the MVP phase. A professional approach and consistent progress are encouraged through weekly meetings and workshops. During the workshops, teams will work with mentors who have a startup and/or entrepreneurial experience and in the week after every workshop they will use newly acquired knowledge to complete their pitch deck, slide by slide. Some of the topics that are covered during the program are Startup Introduction, Market Research, Customer Needs Analysis, Business Model Canvas, Project Management, Pitch and storytelling, Fundraising, Software/Hardware Prototyping and Legal.

Stakeholders:

- Faculties at the University of Zagreb
- Mentors from successful Croatian startups
- Incubators
- Venture capital funds

Funding: How is the activity funded, is there any funding provided to participants and from whom?

This program is completely funded by FER. Participants do not receive funding, but they get help in applying for different competitions and open calls.

Activity in numbers:

17 teams; 25 mentors; more than 40 workshops; more than 60 participants; more than €50.000 received through grants

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