

enterprise europe network

HELPING AMBITIOUS SMEs
INNOVATE AND GROW INTERNATIONALLY

*Specialized services of Technology Centre CAS
on the scope of Enterprise Europe Network*

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MINISTERSTVO
PRŮMYSLU A OBCHODU



TECHNOLOGICKÉ
CENTRUM AV ČR



Business Support on Your Doorstep



A BROAD RANGE OF SERVICES FOR GROWTH-ORIENTED SMEs

INTERNATIONAL PARTNERSHIPS

Partnership database

Brokerage events

Company missions

ADVISORY SUPPORT

Advice on EU laws and standards

Market intelligence

IPR expertise

INNOVATION SUPPORT

Access to finance and funding

Innovation Management Services

Technology transfer

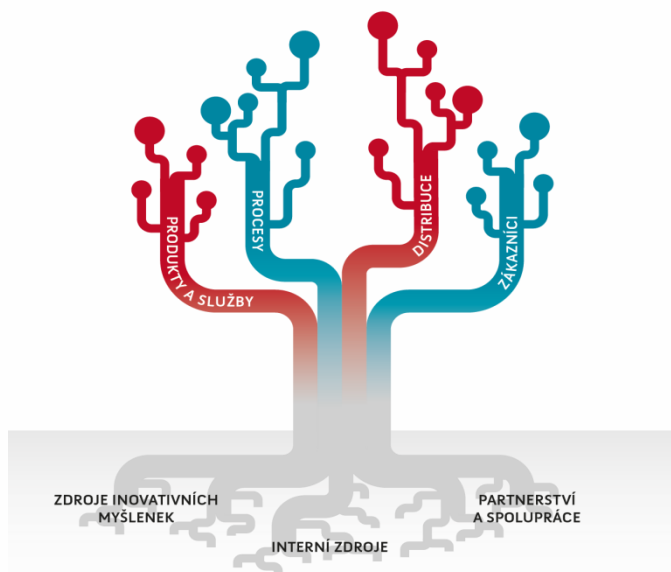
SERVICES FOCUSED ON INNOVATION SUPPORT OF SMEs

- ❑ **Enhancing of innovation management capacities of SMEs** (interview with owners)
- ❑ **Advice and help for access R&I funding** (H2020, SMEI)
- ❑ **KAM services** for SME Instrument beneficiaries
- ❑ **Help in finding the right technologies** to improve innovations in SMEs
- ❑ **Help in identifying the best IPR strategy** for innovations
- ❑ **Help for access the right financial source** for business development

ENHANCING OF INNOVATION MANAGEMENT CAPACITIES: KEY PARAMETERS

- ❑ **SMEs** 10+ employees;
3+ years on the market
- ❑ **Technology oriented** SMEs
(manufacturers, R&D focused SMEs)
- ❑ SMEs with **international ambitions**
- ❑ **100 companies** (2015-2017)
- ❑ **200+** meetings with owners/CEOs
- ❑ Majority of SMEs from **5 key sectors** (engineering, IT+automation, electro, design offices/ R&D, nanotech)

ENHANCING OF INNOVATION MANAGEMENT CAPACITIES: APPROACH



Zdroj: Platinn (www.platinn.ch)

- ❑ Focused on **business innovation** (creation of added value for both, customer and company)
- ❑ Combination of **international business expertise** with **local knowledge** to take innovations into new markets.

ENHANCING OF INNOVATION MANAGEMENT CAPACITIES: BENEFITS FOR SMEs

- ❑ **Independent view** of the company's business
- ❑ **New impulses** for innovations and company development
- ❑ **Basis for strategy update**
- ❑ **Easy, fast, without formal procedures**
- ❑ **Affordable** – free of charge
- ❑ **Experienced** advisors
- ❑ **Proven** methodology

ENHANCING OF INNOVATION MANAGEMENT CAPACITIES: 3-STEPS PROCESS

□ Step 1 Need Analysis

Identification of new innovation opportunities for company growth

Roadmap



□ Step 2 Implementation

Performing of tasks by the company, with the support of EEN advisors or external experts

Priorities



□ Step 3 Evaluation

Summary of achieved results within 3-6 months;
Up-date of company's needs after 12-18 months

PILOT PROJECT SCALE CZECH SMEs: SUPPORT OF FAST GROWING COMPANIES

PROJECT PARAMETERS

- ❑ Partnership with JIC Brno
- ❑ Duration **18 months** (till end of 2018)
- ❑ Support of **40 companies** (TC CAS + JIC Brno)
- ❑ Expected outputs: **2 success stories** (foreign expansion of SMEs)

PILOT PROJECT SCALE CZECH SMEs: SUPPORT OF FAST GROWING COMPANIES

IDEAL SCALE-UP COMPANY

- Young SME** up to 5 years old
- With product, technology or service that has **business potential in international scope**
- With **cash flow** (pilot customers) and **verified business plan**
- Ready to get financial support** for expansion on the new markets

PILOT PROJECT SCALE CZECH SMEs: ACCESS TO INTERNATIONAL MARKETS

THROUGH

- ❑ **Innovation** support of SMEs (need analysis, roadmap, etc.)
- ❑ **Building a network of contacts** (at regional, national, European levels)
- ❑ **Capacity** building of SMEs (workshops, seminars, mentoring, coaching)

PILOT PROJECT SCALE CZECH SMEs: BUILDING A NETWORK OF CONTACTS

ACCESS OF SMEs TO

- Innovation agencies** (regional&state institutions, associations, clusters)
- Financial resources** (SME Instrument, business angels, venture capital)
- R&D facilities** (universities, S&T parks, R&D institutes)
- Scale-up experts** (advisors, mentors, coaches)

PILOT PROJECT SCALE CZECH SMEs: CAPACITY BUILDING OF SMEs

THROUGH

- ❑ **Simulation of Elevator Pitch**
in front of Expert panel
- ❑ **Personalized support**
(mentoring, coaching - reflecting
the particular needs of SMEs)
- ❑ **Additional services**
(for accessing the international
markets successfully)

PILOT PROJECT SCALE CZECH SMEs: CAPACITY BUILDING PROCESS



Companies will also benefit from additional services focused on boosting their capacities for internationalization (synergy of the project with EEN services)

THANK YOU FOR YOUR ATTENTION.

Ing. Silvia Jirásková
Technology Centre CAS
Ve Struhach 27, 160 00 Prague 6

jiraskova@tc.cz

www.tc.cz

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