

# **Service Manual – Personalized Training for Young Innovators and their companies**

InoPlaCe: Improving of Key Supporting Services for Young Innovators across Central Europe  
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## **A. Introduction**

RRA – CELJE, Regional development agency Celje, Ltd. implemented the InoPlaCe project in the years 2011 – 2014. Various institutions from seven countries of Central Europe (Czech Republic, Slovakia, Germany, Poland, Hungary, Slovenia and Italy) cooperated on this project, which was aimed at improving services for young innovators – the project target group. Young innovators are people under 35 years with scientific potential or entrepreneurial spirit. They are students, beginning researchers, Ph.D. students and aspiring entrepreneurs.

Among other activities, the project carried out a detailed mapping of the institutional environment in the Savinjska region (NUTS III); respectively it studied the coverage of a total of 20 key supporting services that have been defined at the project level in cooperation with young innovators. A list of these services is mentioned below:

1. Capitalization and commercialization of the results of R&D
2. Business angels and venture capital
3. Support of project development and applications for funds
4. Support in finding investors from industry and enterprises
5. Access of young innovators to technological parks and other R&D premises
6. Matchmaking platform
7. First contact and information point for young innovators
8. Public Relations
9. Business plan
10. Incubation and networking
11. Contact person for young innovators in R&D institutions
12. Intellectual property: generation, commercialization and protection
13. Business start-up
14. Assistance in commercialization process
15. Partner search and acquisition for joint projects
16. Technology transfer
17. Creative Hub
18. Contact point for European and other public funds
- 19. Personalized Training for Young Innovators and their companies**
20. Networking conferences

Within the evaluation of the coverage of these services, including the overall level and quality of their providing in the NUTS III Savinjska region, several services that are not provided at all in the region or are provided in insufficient extent and quality for young innovators were identified. One of the defined services that are not present in the region is the service of Personalized Training for Young Innovators and their companies. It turned out that there is de facto no single provider whose services in the field of Personalized Training for Young Innovators and their companies would be narrowly focused on the target group – young innovators. Therefore, the agency's staff decided to focus on Personalized Training for Young Innovators and their companies and provide consulting services in this area, and thus in fact extend the current range of services for young innovators, which includes the support of project development and applications for funds.

#### **B. A brief description of providing Personalized Training for Young Innovators and their companies in relation to the target group**

The Personalized Training for Young Innovators and their companies is a teaching and training program directed to managers which lost their job in the service sector. The program aims at enhancing capabilities and skills of involved managers in order to plan and start-up collective entrepreneurship activities. The program aims at achieving three main output for each team that represent the starter-kit for any start-upper:

- 1) Preliminary business plan of the idea
- 2) Presentation for pitch sessions
- 3) Operating plan with milestones in the short and medium term.

Nevertheless, the most important expected result for the beneficiaries is the awareness of the opportunities and threats for their professional and private life to become entrepreneurs.

#### **C. Portfolio of provided services**

The program consists of a Workshop of 8 hours duration for 10-15 participants. Participants (10-15) are managers that lost their job.

Training and educational courses are focused on the following main issues:

- Team building

- Value proposition
- Business model
- Marketing
- Corporate finance
- HR and governance
- Mobile Applications
- Social impact
- Development plan

#### **D. Contact**

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