

# INSPIRING SOLUTIONS PROGRAMME

2016



**IASP**

International Association of Science Parks  
and Areas of Innovation

# Welcome to the IASP Inspiring Solutions Programme 2016!

**VOTE NOW**



Now in its third year, the IASP Inspiring Solutions Programme is both a knowledge sharing initiative and a way to recognise excellence within the world of science parks and areas of innovation. It offers inspiration to others via the great ideas and solutions put in place by IASP members, as well as giving greater visibility to those shortlisted here.

The IASP Inspiring Solutions Programme received a great response this year with more entries than ever before, and ideas addressing a huge range of challenges coming from all over the world. The quality of entries was very high, and judges had a difficult job drawing up this shortlist from such strong contenders.

On the following pages you can read about the 10 best entries who the expert panel have selected as our finalists: we hope they'll inspire you to innovate and implement new ideas in your organisation.

If you are an IASP member, don't forget to vote for your three favourite solutions - winners will be announced on stage at our upcoming World Conference in Moscow, Russia, 19th - 22nd September!

*IASP members, check your inbox for a link to vote!*

**LEARN, GET INSPIRED,  
AND VOTE FOR YOUR FAVOURITES!**

# FROM THE FOUR CORNERS OF THE WORLD...



Tehnopol

Tallinn, Estonia



MSU  
Science Park

Moscow,



University of Warwick  
Science Park

Warwick, UK



Ankara, Turkey

UTRECHT  
SCIENCE  
PARK

Utrecht, The Netherlands

ODTÜ  
TEKNOKENT  
*"FuturMaker"*

Ankara, Turkey



Recife, Brazil

laSalle  
Technova Barcelona

Barcelona, Spain



Abuja, Nigeria

ITUARI  
TEKNOKENT

Istanbul, Turkey



# FINALISTS AT A GLANCE

**Techpool** is an online (web-based) tool consisting of three distinct and separate areas designed to give tenants in Abuja Technology Village (ATV) the opportunity to source and retain human talent across various job levels and positions. It is also designed to create a link between jobseekers and the technology companies that require human capital. It will also have a forum for various interactions, discussions and publications, as well as project announcement area.



**Yeni Fikirler Yeni Isler - YFYI** ('New Ideas New Businesses') Acceleration Program provides comprehensive training and mentorship to entrepreneurs in three stages: idea validation, commercialization, and expanding to international markets. Another opportunity is that participating entrepreneurs receive investment from the wide spectrum investor network of YFYI.

**UTTP** is a technology commercialization bootcamp where real-life entrepreneurs work in a team with real life tech transfer officers to develop the best possible commercialization roadmap, using the methodology and tools offered by IC2 Institute Instructors over a period of 3 months.



**Creativity Warehouses** are structures designed to foster innovative entrepreneurship in regional hubs of development located remote from the metropolitan clusters, in order to diversify and strengthen the competitiveness of the local economy by increasing the technological capacity of these locations and inducing new economic dynamics based on creativity, knowledge and innovation.

**Corporate Entrepreneurship - Technova PreAccelerator** is a program to help companies incorporate innovation processes through the definition of challenges, which we launch worldwide to the entrepreneurial community so they can respond via an acceleration program of 10 weeks following Lean methodologies.



**Prototron** is the first private fund for entrepreneurs, students, and inventors to finance the development of their first working product example - the prototype. Prototron is founded by Tallinn Science Park Tehnopol, Swedbank and Tallinn University of Technology, and has raised more than 400.000 euros invested in 30 innovative projects.

ITU ARI Teknokent's **International Startup Acceleration Program, ITU GATE**, helps Turkish technology-based startups to access the international market, providing them training, mentorship, international customer and investor networking, as well as office services in San Francisco and Chicago.



**UK Market Access Program** is an innovative private sector inward investment/soft landing program that builds on the strengths of a Science Park and the intensity of the incubation model. The service is complemented by external service providers that share the Science Park ethos, adding value to the Science Park delivery and enabling the Science Park to access high quality inward investors.

**Innovation Lift «schoolchild-student-entrepreneur»** is part of the Moscow State University Science Park mission to set up the environment for formation and development of high tech enterprises. For implementation of such a model the path generation system has been developed starting from school, continued by university support and resulting in new companies.



**Connecting the dots to accelerate innovation** - Utrecht Science Park has initiated the development of an education, training and research program in which students optimize analysis tests for a pharmaceutical company in an open access laboratory. This dramatically increases the speed of product development and market access, and prepares students for employment with pharmaceutical companies.

by Abuja Technology Village  
Abuja, Nigeria



## The idea in 50 words

Techpool is an online (web-based) tool consisting of three distinct and separate areas designed to give tenants in Abuja Technology Village (ATV) the opportunity to source and retain human talent across various job levels and positions. It is also designed to create a link between jobseekers and the technology companies that require human capital. It will also have a forum for various interactions, discussions and publications, as well as project announcement area.

## What is innovative about it

Currently, companies have to subscribe to various job sites to advertise and recruit skilled workforce. Given the nature of ATV, some of the companies do not have the resources to search for the suitable employees for various specialised positions. TechPool will hold a repository of candidates across various fields (skilled and unskilled) whose CVs would have been thoroughly screened to ensure that all certificates and workplaces stated have been verified. Having all the required potential employees in one database will save time and resources that can be dedicated to finding and verifying candidates. The solution at the end will be fully interactive, scalable, dynamic, secure and easily managed.

## Main users

TechPool will mainly be used by tenants of ATV and job seekers who wish to work within the ATV.



## Impact

The idea behind TechPool is to establish an online solution that can be easily accessed and utilised by tenants of the Park. The Ideas forum will drive interactions on the portal thereby building an online community that will enhance the research and the nurturing of ideas as well as a wealth of potential workforce for the Park. It will also provide a web-based medium of job seeking within the park for jobseekers. At the end of the day, the ultimate goal of the system is to increase the chances of matching job seekers to employers in a way that the employer gets the best candidate for the position advertised. With the increase in open innovation, the Projects platform can leverage on the open innovation solution exchange network to provide companies with avenue to throw open challenges to a plethora of enthusiast and solution providers alike that can tender ideas and concepts.

## Purpose of the solution

The first purpose of Techpool is to have a repository of potential employees for the companies that will have enterprises within the park. The system is specifically designed for tenants in the park. It is an interactive portal for companies to search through user profiles for qualified individuals that are interested in working within the park. The companies can also post available vacancies within their organisations so that registered interested users can apply for the positions. TechPool also has a portal where projects/challenges can be advertised and interested solutions providers can submit solutions/concepts that address the project challenge. ATV will then shortlist the most suitable solution and provide a platform within which the solution provider can liaise with the challenge owner on further terms and conditions to fully realise the concept. Furthermore, the platform allows registered users to participate in interactions/discussions on various areas of innovation and technology. The forum also allows for research papers to be published for reference, review and utilisation by registered members.



Run by: The concept was conceived and is run by ATV.



Launch date: 23 May 2016

# UTTP - APPLIED TECHNOLOGY COMMERCIALIZATION PROGRAM



by Bilkent CYBERPARK  
Ankara, Turkey



## The idea in 50 words

UTTP is a technology commercialization bootcamp where real-life entrepreneurs work in a team with real-life tech transfer officers to develop the best possible commercialization roadmap, using the methodology and tools offered by IC2 institute Instructors over a period of 3 months.

## What is innovative about it

UTTP is neither the first tech transfer course nor the first business plan contest in Turkey. However, it is the first program that combines them both using real-life cases. Graduates of the program refer to UTTP as “a training process like no other”. There are several points that make UTTP different: Everything is real. The cases are real. The people are real. The problems, constraints and resources - or lack thereof - are real. It is hands-on. The teams are sent “out of the building” to get in touch with potential customers on day 1. The participants run the show, not the instructors. It is competitive. Blood, sweat and tears competitive. Teams fight both with each other and also within themselves, just like in the real world.

## Main users

Aspiring entrepreneurs who are interested in launching new ventures based on emerging technologies, academic researchers who want to learn how to commercialize their technology-based research, technology transfer specialists wanting to fine-tune their skills in technology assessment, licensing and commercialization.



## Impact

The program has trained 30 entrepreneurs, and 90 tech transfer professionals over 3 years. Graduates of the program are highly sought after in the Tech Transfer ecosystem of Turkey, with many holding positions in university TTOs, Technoparks, and /or incubators. The concept of Technology Transfer is not old in Turkey, and even though there are over 30 TTOs around the country, there is still no degree program structured for this specialty. UTTP is designed as a short term cure, to simulate a “vocational school” until official schools are in action. The program is still the only long term training program focusing on Tech Transfer. Entrepreneurs learn the importance of getting outside of their labs/offices, how to do market research and why, how to pursue an innovation or kill it and how to decide between the two. They learn how to approach a customer, and how not to approach innovators/ academics. They learn how to prepare a commercialization road map that is realistic, applicable and fruitful, and how to all of them with a team that is “given” to you.

## Purpose of the solution

Inventing is a difficult task, it requires knowledge, research and methodology. The marketing of inventions, or in our case Technology Commercialization, is a science of its own which also requires knowledge, research and methodology. Tech commercialization success stories do not happen by accident, they almost always have a long preparation stage before they end up on the covers of business magazines. UTTP is a bootcamp designed to provide both innovators and tech transfer professionals with the tools they need during the commercialization process, using real life inventions. The 100 hour, 3-month program combines lectures with field study, and each of the 10 teams has an entrepreneur with a strong technology idea, and 3 technology transfer professionals (scientists, academics, and TTO officers etc) who work together to develop the best commercialization plan. The program aims to demystify the technology commercialization process, to improve skills in technology assessment, intellectual property management, business pitch development and understanding of alternative funding models for startup creation and licensing opportunities.



Run by: Run by: UTTP is a registered trademark of Bilkent CYBERPARK and TTGV (Turkish Technology Development Foundation). The program content is provided by The University of Texas at Austin's IC2 Institute of Technology Commercialization Office.



Launch date:  
12 April 2013

by La Salle Technova  
Barcelona, Spain



## Impact

### The idea in 50 words

A program to help companies incorporate innovation processes through the definition of challenges, which we launch worldwide to the entrepreneurial community so they can respond via an acceleration program of 10 weeks following Lean methodologies.

### What is innovative about it

In turbulent markets, like the present ones, those who best understand the new rules of innovation are startups because from the first minute of their existence, and thanks to agile methodologies, they are able to test solutions with real customers and co-create value propositions with them. Therefore, startups have become the key element of innovation of consolidated companies. Our proposal improves any model, since we use the speed of entrepreneurs to address the challenges and aspirations of corporations. All this is done in just ten weeks, through an agile method such as Lean Startup. The union of these elements is something different from anything that already exists and is much more effective.

### Main users

Consolidated companies willing to implement programs of outsourced innovation, and entrepreneurs and newly-created startups and/or those with very close to market technology, which are in learning mode, not running.



In recent years we have worked with large companies such as Hewlett Packard, IBM, Cisco and Intel in defining challenges, making the call to international startups through the worldwide network of parks, incubators, accelerators and co-working spaces and putting them in contact. Mentored entrepreneurs have managed to generate new products / services, define their business models and connect with companies from the origin of their ideas, providing them with market vision, speed and scalability. Throughout these years, La Salle Technova has incubated and accelerated more than 300 business projects with a success rate of 85% and helped to achieve more than 27 million in funding, among which are companies such as Digital Legends, Polymita, VozTelecom, BesTV, DEXMA, fonYou, blueliv, ForceManager, ChicPlace or Viuing. Over the years we have worked with large companies such as HP, Panasonic, T-Systems, Toshiba, Xerox, La Caixa, Schneider Electric, Epson, Corporació Catalana de Mitjans Audiovisuals, Unitronics, Indra or Simon.

## Purpose of the solution

Startups have become the key element of innovation for consolidated companies and that is why we help large companies to implement open innovation models, helping to define the processes to systematize innovation in a controlled environment. Through a tool developed by our president Josep M. Piqué we encourage innovation through the definition of challenges we launch worldwide to the entrepreneurial community. Through 10 weeks of follow-up and acceleration we get to generate disruptive solutions tested by prototyping, measuring market impact and defining the associated business model. Just 10 weeks later the corporation will have real data to decide the "go, no go" of new business lines. We believe in startups as the key element of market validation and for generating new ideas, and in the company as the key element that allows them to target the solutions and achieve the scalability of the solution. La Salle Technova is, for both, the meeting platform. The program enables the entrepreneur team to identify and assess their hypotheses, systematically optimizing their business model and continuously adapting initial ideas to market reality through weekly training and personalized advice. For corporations, the program promotes a permanent flow of innovation using agile methodologies through the detection and capture of entrepreneurs who are developing solutions. The main benefits for companies are identification and contact with entrepreneurs; solving problems and/or generating projects; validation of technologies and/or new value propositions in the sector; learning new methodology for innovation; and positioning in the entrepreneurial ecosystem.



Run by: This program is managed and developed by the innovation team La Salle Technova, Technology Park of the University of La Salle.



Launch date: 01 May 2016  
End date: 07 July 2016

by ITU ARI Teknokent  
Istanbul, Turkey



## Main users

## The idea in 50 words

ITU ARI Teknokent's International Startup Acceleration Program, ITU GATE, helps Turkish technology-based startups to access the international market, providing them training, mentorship, international customer and investor networking, as well as office services in San Francisco and Chicago.

## What is innovative about it

ITU GATE is the only free of charge program for startups conducted by a technology park in Turkey that the program supports startups with USA based local partners. US liason offices are strategically based in key entrepreneurial locations. It is free of charge for participating startups, and focuses on the needs and demands of the participants.

## Impact

Since 2014, ITU ARI Teknokent has completed 3 full ITU GATE programmes. In total, 62 technology-based SME companies attended the international business plan trainings in Istanbul. 27 selected companies travelled to the USA, and met with 603 customers, 64 investors, and 24 partners.

ITU GATE companies held meetings with global firms like Apple, Google, Guess and joined international trade fairs. One firm was selected for Kickstarter program and raised \$703,818, becoming Kickstarter's most-funded Turkish startup to date.

Generally, more than 100 participants and 20 investors attend ITU GATE Demo Days in Chicago and San Francisco. During the 3rd GATE program, the Demo Days were announced via banners in New York Times Squares; ITU GATE's last press release reached 233 websites and 89,205,376 people in San Francisco. 8 companies of the last cohort have already established their branch offices in the USA and started their business activities.



Launch date:  
01 August 2014



Turkish technology-based companies that have completed R&D, launched at least the beta version of their product, with sales score and with a potential to become global. Companies from technology parks in Turkey receive priority during the selection.

## Purpose of the solution

ITU GATE was started in 2014 to empower and reinforce the Turkish entrepreneurship ecosystem and to create projects that add value to the Turkish economy. It achieves these goals through a tailor-made support process, which accelerates the growth of the selected 20 technology companies.

The process is aimed at developing market-appropriate business models to ensure that the innovative projects of the selected companies are commercialized in the right way. The program is a step towards enabling entrepreneurial businesses to reach international markets, helping them to gain presence in the global economy. It starts with a 6-week training and mentorship support in Turkey so that the companies gain the basic capabilities for international business development and investor attraction. Training subjects include topics such as business model development and assessment, market survey and analysis, strategy and competition analysis, basic financial accounting, financial modelling...

At the end of the training, 9 of the initial 20 companies are chosen to pitch and advance to the international marketing and business development activities. In this second phase, the 9 startups spend three-weeks in Chicago and one-week in San Francisco, and in both cities the participants make pitches and present their businesses to potential investors and customers.

ITU GATE Program also has liason offices in Chicago and San Francisco. The Chicago office is located in the premises of 1871, the #1 University-Affiliated Business Incubator In North America. The San Francisco office is located in the premises of Galvanize, where startups have the opportunity to learn, connect and develop in the Bay Area.

Turkey, a hub of entrepreneurship and innovation at the intersection of Europe and Asia, has developed a vibrant domestic startup community. With ITU GATE's contribution, the Turkish startup community is developing strong ties to the North American investment community and ITU GATE's aim is to become the reference for startups that want to make the transition to Silicon Valley.

# INNOVATION LIFT «SCHOOLCHILD-STUDENT-ENTREPRENEUR»



by MSU Science Park  
Moscow, Russia



## What is innovative about it

### The idea in 50 words

Moscow State University Science Park's mission is to set up the environment for the formation and development of high tech enterprises. For implementation of such a model the path generation system has been developed starting from school, continued by university support and resulting in new companies.

### Purpose of the solution

The purpose of Innovation Lift is to create an innovative environment: an informal community of entrepreneurs where young innovators can develop, share experiences and come into their own. Children who did not know each other can put together project teams and resolve important issues. Later on such projects can result in startups and businesses and talented children become valuable human talent. The aim of the science park is to monitor such children, provide support in developing their individual educational paths and the implementation of their own projects, and in case of viability to undertake business incubation of prospective ideas to attract investments and enter the market. Such projects in future can prove to be the best residents and partners!

### Main users

Park management team, young professionals and talented young people, high-tech firms-residents who participate in the programs of acceleration and recruit young professionals.



The Youth Innovative Creativity Center (YICC) represents innovative infrastructure with its mission to grant opportunities to carry out innovative and creative ideas. Its unique feature is its hospitality both for residents and outside innovators, as well as its focus on engaging children and young people. The Annual Science Festival at MSU and educational entertainment events for younger school children ("Physical Fireworks") are one example of this. At the first event more than 10000 people per day pass the standard demonstrative stand; during the second event children are involved in a scientific show and simple experiments they can do themselves. In addition, there are regular children's scientific-technical camps, cooperation with schools at MSU and with all-Russian youth competitions as well as with existing innovative companies.

Activities with students encourage their initial scientific developments, guaranteeing expert support, helping to put together a team and verifying projects from the perspective of setting up business. Another important target is forming a youth reserve with high loyalty to the Science Park through supporting university scientists with mini grants. Practical knowledge-sharing study trips abroad are organized for young entrepreneurs, and special acceleration programs are undertaken on a regular basis.

## Impact

For the period of YICC operation more than 3000 people visited and dozens of events were held. 150 out of 500 applicants pass the competition, and this has led to the creation of more than 60 companies, most of which have become our residents and customers of additional services of MSU Science Park.

Establishing and support of «schoolchild-student-entrepreneur» development system allows MSU Science Park to maintain a manageable, flexible and self-supporting structure that can not only set up new businesses but also ensure an inflow of young specialists and new projects. Thus, involvement of young people from school age provides the Park with resident high-tech firms and is a successful development formula. As a result MSU science park has almost full occupancy (90-95%) even in crisis, premium above the market rent price (+20-25%) and about 25% of income from value added services.



Run by: The project is managed by the head of the Moscow State University Science Park, which generates the strategy, provides succession and continuity elements of the system. Project managers handle the individual components of the system, monitoring the achievement of goals and performance indicators.



Launch date:  
1 October 2014

# 'NEW IDEAS NEW BUSINESSES' ACCELERATION PROGRAM



by ODTÜ Teknokent  
Ankara, Turkey



## The idea in 50 words

Yeni Fikirler Yeni İşler - YFYI ('New Ideas New Businesses') Acceleration Program provides comprehensive training and mentorship to entrepreneurs in three stages: idea validation, commercialization, and expanding to international markets. Another opportunity is that participant entrepreneurs receive investment from the wide spectrum investor network of YFYI.

## What is innovative about it

YFYI changed and evolved from a competition to a comprehensive integrated acceleration program according to the demands of the entrepreneurship ecosystem. Supporting entrepreneurs from point zero to international success, YFYI also shifted the ecosystem in Turkey. As the first comprehensive program in Turkey, YFYI inspired other technology parks, incubation centers and universities to conduct similar programs while increasing the resources and opportunities for technology based entrepreneurship. Based on the experience at YFYI, we made recommendations and contributions to government institutions, which shaped policies to support technology based entrepreneurship. YFYI has direct effect on entrepreneurs such as relationship building with VCs, and free patent application and team building support with matchmaking platform & events.

## Main users

YFYI reaches entrepreneurs at different stages of their startup journey. T-IDEA: Undergraduate, graduate and PhD students and new graduates with innovative technology based ideas. T-START: Tech companies struggling to commercialize and aged between 0-3. T-BOOST: Tech companies with products ready for the international market.



## Purpose of the solution

YFYI provides solutions to 3 sets of problems: a) First time entrepreneurs cannot validate their business ideas; b) Startups are stuck at commercialization level; and c) Growth stage startups cannot reach know-how facilitators for internationalization. YFYI's T-IDEA supports innovative ideas to form new enterprises through training/mentoring, and helping first time entrepreneurs to validate the problem-solution fit. The program provides access to government grants with its subprogram, T-BIGG, implemented in coordination with TUBITAK (The Scientific and Technological Research Council of Turkey). T-START accelerates the commercialization of young tech-companies by focusing on team building and the product-market fit. T-BOOST accelerates internationalization and scales the business model in new markets by helping tech companies to validate and test their growth model. Consequently, the program aims to increase the export of technology-based products. YFYI entrepreneurs always have a seat and support in ODTU TEKNOKENT's incubation centers both in Turkey and the USA, San Francisco, called T-Jump. Entrepreneurs regularly meet with angels and VCs in our wide investor network for mentorship and capital support.

## Impact

Since 2005 YFYI has seen 6500+ applications with 10 teams accepted to the program in each category. 44 teams got seed fund directly from the program with a total of \$2M. YFYI has supported the establishment of 200+ technology based companies, 64 of them directly supported. Those companies employ 750+ people and 57 of them received capital support from government. The 50% survival rate in the Death Valley period rises to 80% among YFYI alumni. There have been 110+ patent applications, 200+ meetings arranged between YFYI teams and investors, 20+ teams funded by investors and the total amount of investment exceed \$50M. Over 40% of YFYI companies expanded abroad and several exceed \$25M valuation. As Turkey's first entrepreneurship support program and accelerator, YFYI inspires other accelerators/incubators; it is a pioneer of the entrepreneurship ecosystem in Turkey and is engaged in partnerships with many other technology parks and institutions. It has capital support from 50+ sponsors and established collaborations with global companies like Intel, Microsoft, General Electric(GE) etc., who supported YFYI both with financial and nonfinancial resources.



Run by: YFYI is organized by ODTU TEKNOKENT. Seasoned entrepreneurs of ODTU TEKNOKENT, YFYI alumni, Sponsor companies and institutions join us in face to face election meetings. Trainings are given by YFYI team, YFYI bootcamps are run by early stage VC's and YFYI mentors are the people with startup founding experience.



Launch date:  
1 February 2005

by Porto Digital  
Recife, Brazil



## The idea in 50 words

Creativity Warehouses are structures designed to foster innovative entrepreneurship in regional hubs of development located remote from the metropolitan clusters, in order to diversify and strengthen the competitiveness of the local economy by increasing the technological capacity of these locations and inducing new economic dynamics based on creativity, knowledge and innovation.

## What is innovative about it

The Creativity Warehouses are the product of a partnership with the state government of Pernambuco with the mission to raise the local technological standard, offering an innovative environment and qualifications for local people. It is the only initiative in Brazil working to develop a remote region far from the metropolitan clusters. Creativity Warehouses are the first initiative in Brazil which brings together education, entrepreneurship, experimentation, exhibition, coworking and credit in the same space. They encourage the rise of new innovative ventures to diversify and strengthen the competitiveness of the local economy.

## Main users

Creativity Warehouses are intended mainly for young people. They are students of higher education; graduates of technical education; or even already active entrepreneurs.



## Purpose of the solution

Caruaru is a regional development hub with a strong social and cultural heritage in the fields of music and crafts (manufacturing), and a Creativity Warehouse was installed there to create a foundation for local economic development based on knowledge, creativity and innovation.

It aims to offer a future alternative for young people to undertake business in the interior of the state after their technical training or higher education, avoiding the brain drain and the accentuation of intellectual disparity between the municipalities. It also works to reduce inequality through development of the “new economy” in the countryside.

The Creativity Warehouse is a structure designed to foster innovative entrepreneurship and unite 6 functions: education, entrepreneurship (incubator and business offices), experimentation, exhibition, coworking and credit. These activities are integrated in the same space and create a synergy favourable to the development of creative and innovative projects, with the same ICT and Creative Economy focus as Porto Digital. However, as Caruaru is home to the second biggest textile cluster in the country it has a more specific focus on its economic vocation of fashion. Its Creativity Warehouse includes the following labs: creation, graphic prototyping, fashion prototyping, 3D Prototyping, music production, image, film and photo editorial. These spaces support the development of innovative solutions focused on fashion at the beginning and end of the chain: production planning and distribution. They support the development of collections, preparation of catalogues, fashion films, labels, brand and related activities of the chain.

## Impact

Since it opened in October 2015, the Creativity Warehouse of Caruaru has promoted 11 events that mobilized 943 people and awarded qualifications to 115 people in 8 different courses in the areas of business, technology and design. There are 5 enterprises incubated in our 18 month programme in the areas of design, games, information technology and publicity. A new call for enterprises will take place in the second semester of 2016. There are 8 users in the coworking space and 47% of the business offices are occupied. Seven companies are continuous users of the experimentation core, which equals around 60 uses of the experimentation structure. One company obtained approved credit in the Sebraetec program (R\$12.000,00), and there are 2 technical and scientific cooperation agreements with educational institutions to engage students in the solution of real problems.



Run by: It is an advanced unit of Porto Digital; therefore, local execution is aligned with Porto Digital strategy. In Caruaru, the innovation analysts and managers responsible for qualification, entrepreneurship, technology and administrative-financial cores work aligned with these thematic coordinators in headquarters. The local manager responds to the superintendence of the park.



Launch date:  
16 October 2015

by Tallinn Science Park Tehnopol  
Tallinn, Estonia



## The idea in 50 words

Prototron is the first private fund for entrepreneurs, students, and inventors to finance the development of their first working product example - the prototype. Prototron is founded by Tallinn Science Park Tehnopol, Swedbank and Tallinn University of Technology, and has raised more than 400.000 euros invested in 30 innovative projects.

## What is innovative about it

When launched, Prototron was a one-of-a-kind financial fund that the partners used in order to capitalize university held IP, and to build a sustainable flow of new business models to the STP and business incubators. It has proven to be a successful method as there are plenty of new product ideas gathered annually. The effect of Prototron started off on a micro scale, providing client flow to the STP, IP realization for the university and a marketing channel for private partners. Today the effect can be seen on a macro scale as well, as the majority of born global startup companies start with the grant of Prototron. Although there are many private angel or VC funds available for the startup companies, the prototyping phase is too risky for them and Prototron helps fresh projects to actually reach the revenue phase or investment rounds

## Main users

Founders of Prototron: Tallinn Science Park Tehnopol (goal is to seek new innovative business ideas and companies), Tallinn University of Technology (goal is capitalizing the IP of the university), Swedbank (goal is to grant the visibility in startup ecosystem). Users: students, startup companies, established businesses, inventors, scientists.



## Purpose of the solution

STPs, companies and universities are struggling to get their innovations and business models to the market. Research shows the largest financial gap is in the prototyping phase as it is too risky for private investors and there are limited public funds available. The aim of Prototron fund is to bridge the gap. Tallinn Science Park Tehnopol, Swedbank and Tallinn University of Technology put together a starting fund of 300,000 euros in 2012 to finance the prototyping phase of the most promising product ideas that could have global business potential. The fund is open to everybody, focused on building physical products. All it takes to apply for the funding is to submit your idea, describe the team and business potential, draw out the budget and action plan. Teams then all face the expert panel (combined by the entrepreneurs) and the best receive the necessary investment for the prototype building. There is no limit to the amount of money the teams can apply for, and the fund does not take any equity or share from the revenue: all we need to see is the finalized product example. Prototron encourages cooperation between universities and STPs as more and more IP related ideas from the university reach the product phase and enter STPs as companies.

## Impact

Each round about 150-200 applications are submitted to Prototron financing, making it the largest business model competition in the region with 1000 applicants annually. Prototron has awarded about 400,000 euros worth of grants to 30 different project ideas. 18 new products and businesses have been successfully launched, with a revenue of 4 million euros annually. The alumni of Prototron have raised 10 million euros worth of follow up private investments from business angels and VCs. 6 new IP related projects from the universities have been capitalized. Prototron fund has raised additional funding from new partners and the total amount of funds available is reaching 500 000 euros.



Run by: Prototron is established as a separate foundation and the shareholders are the founders: Tallinn Science Park Tehnopol, Swedbank and Tallinn University of Technology. The management and core activities are conducted by the staff of Prototron Foundation.



Launch date:  
2 September 2012

# UK MARKET ACCESS PROGRAM



by University of Warwick Science Park  
Warwick, UK



## The idea in 50 words

An innovative private sector inward investment/soft landing programme that builds on the strengths of a science park and the intensity of the incubation model. The service is complemented by external service providers that share the science park ethos, adding value to the science park delivery and enabling the science park to access high quality inward investors.

## What is innovative about it

The UK Market Access Program (UKMAP) is unique and is the most successful private sector inward investment programme that is self-sufficient and independent from government funding (although it has the potential to attract government funding). UKMAP has successfully built a network of core delivery companies and associate partners that add value to the support delivery of the science park. It also helps the science park access their networks and benefit from the delivery of seminars abroad which in turn taps networks of other influential companies abroad. While the financial return is important, UKMAP improves the quality of inward investors which other programmes lack. UKMAP seemingly has been copied by other organisations over the years but none of which have successfully replicated the ethos of the programme of being helpful, impartial and ensuring the delivery of a high quality service.

## Main users

Foreign owned tech based companies with high growth potential. Beneficiaries are the Science Park and its partners, and local government in terms of tax payers and employment generation.



## Purpose of the solution

Inward investment/soft landing activities are expensive if done properly, offering very little return. No science park has the resources to travel abroad constantly to market their inward investment activity but this is key to attract the right quality companies. In the absence of government funding soft landing/inward investment activities have diminished in the science park community and Warwick Science Park in cooperation with its partners has devised the UK Market Access Program to address this. It is a successful private sector inward investment programme using few resources, offering foreign owned businesses a range of practical services delivered partly by the science park and partly by private sector organisations.

The ethos behind the programme is to develop a network of companies with the right skills and drive to offer practical support to companies needing the support. The process is: 1) Design and deliver workshop abroad 2) Offer central point of contact for interested inward investors 3) Organise UK market visit 4) Validation of business/market proposition and eligibility check 5) Engagement (delivery of required services, brokerage of introductions to useful contacts 6) Develop long term relationship to capture requirements and identify potential problems 7) Monitor.

## Impact

UKMAP has helped over 250 businesses form and over 150 physically locate to the UK. This underpins the ability of the team to offer a resourceful service, minimising risk for companies wishing to enter the UK market. Some located their business at Warwick Science Park and others located their business elsewhere in the UK, supported by UKMAP. New businesses pay taxes and create employment in the UK.

The impact for the science park is the attraction of long term paying tenants that would otherwise not have found out about the science park, as well as help with the conversion of foreign owned companies approaching the science park directly. It also generates consultancy income for its business support team and private sector partners. Today the science park has a 25% share of foreign owned companies as tenants which is partly down to the success of the UK Market Access Program.



Run by: Dirk Schaefer (University of Warwick Science Park Limited) and Martin Williams of the company EBS Ltd.



Launch date:  
01 April 2011

# CONNECTING THE DOTS TO ACCELERATE INNOVATION



by Utrecht Science Park  
Utrecht, The Netherlands



## The idea in 50 words

Utrecht Science Park has initiated the development of an education, training and research program in which students optimize analysis tests for a pharmaceutical company in an open access laboratory. This dramatically increases the speed of product development and market access, and prepares students for employment with pharmaceutical companies.

## What is innovative about it

The advanced analysis technique used in this project is not commonly used in quality analysis of pharmaceutical products. The pharmaceutical company did not have any experience and expertise with this technology and is depending on the university to bring in the expertise and equipment. Due to a much higher resolution in separating compounds from mixtures, a significant reduction in analysis time is achieved. Students are developing new analysis protocols based on this advanced technique as part of their education program. In this way they get access to real life problems and are well prepared for a job in the pharmaceutical industry.

## Impact

The solution resulted in significant reduction of analysis time (5 times faster) of complex drug formulations, resulting in a significant reduction of analysis cost and sales opportunity lost. Currently, discussions are initiated with several other companies to also make use of this program to help them reduce analysis time of their complex pharmaceutical formulations.



## Purpose of the solution

The pharmaceutical company manufactures drug products outside Europe and aims to introduce its products to the European market. For that purpose they have recently established a certified quality laboratory in Utrecht. To fulfil regulatory requirements, every batch of drug product needs to be tested in their certified laboratory, using standard and approved technology. Due to the strict regulatory guidelines and the complexity of their drug formulations, which consist of several active ingredients, every batch requires at least 600 analysis tests which takes considerable time. This delays the release of products prior to distribution and sales which results in sales opportunity lost. Through a new education, training and research program on advanced pharmaceutical analysis, students are working under guidance of scientists from the university and from the company on optimizing the tests using advanced analysis techniques. Equipment located at the university is used to develop the new tests, and similar equipment located at the certified laboratory of the company is used to validate and execute the tests. This has resulted in a dramatic reduction of analysis time. Moreover, students are trained based on real life challenges and are well prepared for a employment agreement with the pharmaceutical company.

## Main users

The participating pharmaceutical company is benefiting from this solution because it can much faster introduce their drug products on the market with lower cost. Moreover, they can hire students from the university that are very well prepared to work in their research facility. The university is benefiting because it can educate and train students based on practical challenges and therefore have a higher chance of getting a job that matches with their education level. Lastly, the science park benefits because it is seen as a very attractive location for a company to establish its research facility, increasing the economy of the region.



Run by: Utrecht Science Park is responsible for the initiation phase and for establishing and maintaining the collaboration; the university is responsible for executing the education program, and the pharmaceutical company is responsible for providing the research challenges and for implementing the newly developed tests.



Launch date:  
13 November 2015



We hope these  
solutions will inspire  
you to innovate and  
implement new ideas in  
your organisation.