

Guide of Good Practice in STP

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INVESTICE DO ROZVOJE VZDĚLÁVÁNÍ



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1. Introduction

The Project of Cooperation, Innovation and Networking of Science and Technology Parks and Universities (SPINNET) resolves within the framework of the Operational Program of Education for Competitiveness conditions of collaboration of Science and Technology Parks with Universities in six NUTS 2 according to call No. 17.

During 9/2011 – 8/2014 the forms of collaboration were verified of both types of partners within internships and associated activities thereof and Guide of Good Practice in STP contains a wider sphere of activities than those representing key activities of Project SPINNET.

This Guide is one of six innovated products of the project and was developed in collaboration of project and work team members of Project SPINNET. Jointly with basic documents and activities of Science and Technology Parks Association (STPA CR and issued publications of STPA CR represent basic approaches to preparation, operation and further development of Science and Technology Parks (STP) in CR) and to collaboration of STPA CR, individual STP and innovative firms located in them with foreign partners at those three basic levels.

Know-how included in this Guide also influenced criteria for accreditation of STP in CR, where one of the criterion of 12th current phase is:

- Collaboration with universities, work with students (internships in STPs and innovation enterprises located in them).

The compliance with this criterion will be one of the activities of the Project sustainability until 8/2019.

Pavel Šveida
Coordinator of Requestor

2. Science and Technology Parks

The Science and Technology Park can be generally defined as an activity or infrastructure providing partnership among the academic field, organizations of research and development and enterprise sphere under the support of public sector (mainly local and regional) in order to support innovation and competitiveness of a particular territory and companies located therein.

According to wikipedia.org server a STP is the entrepreneurial infrastructure (industrial zone, entrepreneurial premises for rent) contributing in the growth of the economic level of a region via support of the development and growth of companies of an interesting idea and focus. Often, a Science and Technology Park is located close to a university (possibly, it can be even operated by the university). That way, information is quickly transferred from research institutes to companies. Science and Technology Parks carry out several activities while providing an organized link between companies and experience and capabilities of local academics. So they form a partnership in research and development between universities and enterprising sphere, assist at growth of new companies while supporting their economic development. Additionally, they enable the development of innovation enterprises via incubation and investment of venture capital. Apart from the background, they can even provide other services.

Apart from rent of premises, a Park mostly offers services of incubator. Business Incubator is a combination of funded (advantaged) rent for start-up innovative firms (those with an interesting idea and focus) together with counselling services, needed by those firms (assistance with business plan development, marketing and promotion, securing funding, accounting, legal services, etc.). A part of the Science and Technology Park happens to be an institution of technology transfer which helps in commercial using of research results in business practice.

Science and Technology Parks had been established by Stanford University in order to solve problems with lack of finances – the stated University rented a part of its real estates to high-tech companies to build production premises. That area became known as Silicon Valley and currently, there have been over 2000 companies operating in the area of electrical engineering and information

and communication technologies. STP started to grow rapidly in the 80th. However, in countries of Central and Eastern Europe STP started to emerge slowly as late as in the beginning of the 90th. The number of Parks started to grow faster mainly after 2004, when the Czech Republic joined the EU. Globally, the biggest number of Parks were founded in the second half of the 80th.

STP main objectives are:

- implementation of structural changes,
- share in realizing of the economic program of regional development,
- use of research and development potential,
- establishing small and medium innovation enterprises,
- competitiveness of products,
- implementation of technology transfer,
- education to innovation enterprising,
- creation of new job opportunities,
- share in re-qualification,
- share in establishing innovation infrastructure (it is its part),
- collaboration with regional counselling and information centres and technology transfer centres,
- international cooperation

Science and Technology Parks in the Czech Republic are associated in STPA CR. This Association is using the term science and technology park as a superior term covering in Czech conditions **three main types of STP**, which jointly form the innovation infrastructure of the CR within the System of Innovation Enterprise in the CR:

- Science and Technology Park (centre),
- Technological Park,
- Enterprise and Innovation Centre

STP founders involve state and regional bodies, universities, research and development organizations, industrial companies, trade chambers, financial institutes, private companies, associations and unions.

Science and Technology Parks have been established and others are being prepared in the environment of science and research institutes, universities and cross-border regions. They are founded on the basis of the initiative of production, trade and other business entities and private persons. They are becoming a part of regional development plans and prepared structural funds.

The STPA CR operates an electronic catalogue of Science and Technology Parks in the Czech Republic. The catalogue includes very detailed information on: characteristic of the Park, its operation data, services provided to innovation enterprises and the method of their providing (internally, externally, including specification of their prices), followed by data on the Park size and tenants.

The topic of STP has been sufficiently developed in the Czech Republic and thanks to the STPA CR there is precise information on Czech STPs available. Yet so far, a practical Guide for users of newly emerging Parks is missing; such Guide could help in setting up of services and processes. The preparation and publishing of this Guide was assisted by Project SPINNET.

Moreover, we are presenting examples of good practice in six STPs in the Czech Republic, STPA CR members and Project SPINNET partners:

BIC Brno spol. s r.o.

BIC Brno is an enterprising and innovation centre operating in the Czech Republic over 20 years. By its activities in the area of "technology transfer" we create a connecting bridge between research institutes and industrial enterprises thus supporting transfer of innovations in practice. During its existence we have started up 126 innovation enterprises in 10 realized incubators and established cooperation with more than 430 others. We have been also continuously dealing with research of the whole process of R&D transfer into practice whereby we are trying to increase competitiveness of Czech companies and research institutes.

Our objective is support of entrepreneurs in the development of innovation projects by active counselling, assistance, education or by providing important information. We share problem solving of firms, we look up partners for cooperation or organize their further development by participation in projects funded from international, national and private sources. The purpose of provided services is time saving of enterprise management and the effort of finding a fast and rational solution.

South Bohemia Agency for Support to Innovation Enterprising o.p.s.

The South Bohemia Agency for Innovation Enterprise Support o.p.s. (JAIP) was established in June 2005 by transformation of Steering Committee platform for the support of innovations in South Bohemia Region (SCI) to non-profit company. The sole founder of JAIP is South Bohemia Trade Chamber.

Since its establishment, JAIP has been a central support organization for science and research, innovation enterprising and knowledge transfer in the South Bohemia Region. It has been closely cooperating with South Bohemia University in České Budějovice, Biological Centre of Academy of Sciences and the South Bohemia Region.

Since August 2008 JAIP is the administrator of South Bohemia Science and Technology Park in České Budějovice. JAIP has multiyear experience in education in the area of copyright protection, EU research programs and international projects.

TECHNOLOGY CENTRE Hradec Králové, o. p. s.

TECHNOLOGY CENTRE Hradec Králové o.p.s., being a user of the Science and Technology Park located in building No. 19 of the former military airport was founded by the Statutory City of Hradec Králové and incorporated in the Register of Generally Beneficial Companies on 24. 4. 2006 on the grounds of foundation charter as of 13. 3. 2006. It is a partner in several projects dealing with education in the area of intellectual property rights protection and technology transfer, followed by participating in the project of cross-border collaboration forming an innovation portal. Since November 2007 the TC HK shares the development of the Regional Innovation Strategy defining activities heading to the development of innovation enterprising, science and technology in the Hradec Králové Region.

Technology Innovation Centre s.r.o.

The Technology Innovation Centre s.r.o. was established in 2005 by Tomáš Baťa University in Zlín and the Zlín Region. The main objective of the Technology Innovation Centre is implementing strategy of the economic development of the Zlín Region, design conditions for the establishment and development of innovation enterprises for using R&D results in enterprising practice while stressing high-tech technologies and for the development of new lines, technologies and services. Next objective is the development of support tools of innovation activities enabling stimulation of the economic growth and prosperity of the region, increase of competitiveness of local firms and contribution to creating and sustainability of highly-qualified jobs.

Science and Technology Park Ostrava, a. s.

The company mission is to build and operate the Science and Technology Park providing premises for commerce-oriented science and technology research, industrial adoption of research results, product innovation and development of enterprising. The Science and Technology Park is a tool whose purpose is maximization of the above stated specific outputs and broad support to firms or individuals in research and development.

The main target of the Project is to build a cutting edge institution in the region used in the coordination of science and technology research and transfer of advanced technologies in cooperation with universities. At the same time, the Science and Technology Park can be utilized as a tool for commercialization of scientific research results at universities.

Science and Technology Park of Palacký University in Olomouc

Science and Technology Park of Palacký University in Olomouc (STP UP) is a place for growth of enterprising and ideas. It provides the rent of offices, production premises, counselling services and use of tools and know-how of Palacký University at advantageous conditions.

We help to emerging entrepreneurs at start-up of their companies of unique ideas and focus. STP UP has been a bridge between the scientific and business world since the year 2000.

STP UP is an independent trade unit of Palacký University in Olomouc. In such way it can directly use the background and know-how of Palacký University in the area of science and research for its clients.

3. Good practice in STP

Based on examples of Good Practice developed by all six involved STPs we can generalize the following recommendations.

3. 1. STP profile

Mission, vision and strategy

Mission and vision most frequently emphasize:

- support of entrepreneurs at generating innovation projects and their development,
- provide the background for enterprising and commerce-oriented scientific and technological research (premises),
- education to enterprising,
- protection and use of intellectual property (technology transfer) – use of results of university research in enterprising practice,
- involvement in international projects and networks

From practice:

The company mission ensues from foundation charters, while vision and mainly strategy happens to be continuously revised in the course of the company existence, mainly with regard to the preparation of strategic documents of the region – for example Regional Innovation Strategy 2007–2013. It is very probable that in connection with RIS update and possible next steps related to RIS_3 a next revision will be made. Currently, vision and strategy are set up until 2015 and each pillar defines specific (even measurable) indicators and those are continuously monitored (after six months and one year) and presented to partners via “Report on company operations and its property”. Running results are communicated also during personal meetings, at meetings of the company bodies, etc.

Legal form, organization chart, treaty business

In practice, various forms of legal forms exist - s.r.o., o.p.s, a.s., public university. However, there is always “Supervisory Body” instituted which monitors and sets up STPs activities for future period. In STP management usually participate regional institutes, regions and municipalities.

From practice:

General Meeting is organized on the annual basis. Supervisory Board meeting is held cca four times a year. The consent of the Supervisory Board is required among others for concluding contractual rent for the period exceeding three years and providing budget priced services to incubated firms (personal presentation of requestors before the Supervisory Board). The Supervisory Board consists of representatives of the company shareholders.

Financing, sustainability

Main commercial revenues come from income from rent and in several cases even from commercial counselling. Majority of STPs is involved in the funded project activity. Some STPs also draw operation funding from their founders or they get income from realization of public services for the region. All STPs strive for the biggest possible share of the commercial income.

From practice:

Currently, income from commercial activity and funding are almost equal. We are trying to increase income from commercial activity every year. We investigate our activities not only in terms of their benefit for a target group, but also in terms of possible positive economic yield.

Involvement in projects

All STs are involved in national or international projects. Funding project activity forms the substantial part of the budget.

3. 2. Infrastructure – premises and related services

STPs provide rent to:

- laboratories
- semi-production premises
- offices
- co-working premises
- mere place of residence
- virtual premises (providing counselling services only)

From practice:

During STPA existence the interest of renters has shifted from large offices of „open space“ type to rather small ones (some 20 m²) as they can react on their economic development more flexibly. The original project of buildings encountered a bigger number of laboratory and semi-production premises, however in 2003–2005 no interest was shown for this type of premises. Currently, the situation is opposite, therefore even in the project of new facilities being under development, such test rooms are considered which comply with more demanding conditions than an office.

Premises in STPs are provided only to selected users mostly in a standard regime and more advantageous regime (incubated) for selected renters.

From practice:

Idea Incubator (a short term providing office premises jointly with assistance activity for symbolic rent), technological incubator is provided for firms emerged from the idea incubator within 3 years of existence for reduced rent (50, 30, 20% discount).

The area for rent varies from 600 to cca 5000 m². As the area increases, it is self-evident that the economy pro providing services improves. Rentd premises are usually furnished.

From practice:

Experience has shown that it is advantageous to include in the offer even smaller offices, while demand is after offices of cca 20 m² for 2 employees.

Actual occupancy of the area for rent is relatively good (mostly above 80 %). The number of residing companies counts in dozens.

STP operator often does not directly own rented premises, but they loan it for use or rent it.

Premises mostly include a training room, meeting room, reception, restaurant or other possibility of refreshment. Premises happen to be connected to the central security panel, have motion detection and are fully air-conditioned. A parking place is also available.

From practice:

Block A design enables entry to all premises for rent through separate entrances from the outside. Such arrangement is advantageous because premises which cannot be rented are separated (rent area forms almost 100% of flooring).

Experience with offer of shared office services (co-working) and with virtual offices (place of residence) differ. In some STPs such services are of an interest, others suffer by lack of clients.

From practice:

Virtual office is relatively in demand. However, we provide the place of business only to those firms having an interesting idea and focus or to firms of students and employees of Palacký University. This is how we differ from similar commercial projects.

Co-working is not much of an interest. In the functional co-working should be at every moment minimally several working people. Only as such co-working advantages can be used by them – by mutual interaction. In smaller municipalities and at inconvenient places this minimal occupancy will be difficult to obtain.

3.3. Counselling

STPs organize counselling services provided by internal and external consultants. Basic areas of counselling include the preparation of business plan, opening and start-up of firm, assistance in promotion and marketing, preparation of applications for funding, approach to alternative sources of financing, evaluation of firms, protection and use of intellectual property, counselling at solution of technical and technological problems, counselling within technology transfer, search for project partners.

From practice:

Counselling on funding for companies is a convenient supplement of activities and also commercially interesting. STPs are successfully using available tools, such as Czech Eko System and Czech Accelerator (CzechInvest programs) expanding own offer of STP services.

A key of success is the established network of verified consultants, mentors and other suppliers of professional services (e.g. patented representatives). Internal consultants in STP will never be able to provide all types of counselling.

From practice:

We enforce individual approach to counselling services. Not all clients have gone through basic education related to all aspects of enterprising life. Opening meetings investigate what the client is bothered by and how we can help them. The main clients in the area of counselling are emerging entrepreneurs.

Consulting and preparation of requests for funding are provided free of charge. Each applicant for the entry to Idea Incubator attends the opening meeting where they present their business plan. Key areas and problems which slow down clients in a business implementation are defined. We do not strictly dwell in the company establishment, mainly in the initial phase, but majority of clients who pass through Idea Incubator open companies limited. STPA prepares contracts, advises in the procedure of establishing and assists in search for funding.

„Death rate” of clients is high, but we believe that it is reality of enterprising and do not consider it a negative aspect of Idea Incubator operation. Majority of business plans is overvalued by clients (in terms of funding and time).

Counselling in STPA is under responsibility of project manager and company director.

3.4. Education and community building

The approach to organizing educational seminars is diverse. Some STPs do not organize seminars at all and some just fitfully. However, there are even examples of long-term concepts here on certain topics and for a defined group of participants.

The Operation Program Education for Competitiveness running in 2007-2013 had the key share in the impressive growth of the number of organized seminars on various topics for miscellaneous attendees. In terms of potential partners it was very difficult to understand such offer. It proved good to organize seminars under a certain “brand” (regardless what project the seminar was funded from) and of ensured quality level – both in selection of topics of seminars and providing high quality tutorial management. Another convenient method is also involvement in already existing concepts (e.g. MIC Minutes from Microsoft) and organizing seminars under that brand.

STPs mostly focus their seminars and workshops on students and researchers. Gradually a community of people emerges around the STP which can be successively worked with.

From practice:

Club Start-up 23 in Zlín

The club opened in May 2013. The platform is used for meeting, education and share of information on enterprising. The aim of the club is to educate future and existing entrepreneurs, build contacts and informal links. The club is determined for all interested individuals on enterprising and membership.

Start-up community in Hradec Králové

The Start-up community emerges depending on activities of TC HK for emerging entrepreneurs. In specific conditions of our Region that activity has been registered since 2012 mainly via Facebook. Currently, it counts several hundreds of fans originating above all from the Hradec Králové Region and the number of members is continuously growing. Members meet regularly on a monthly basis and solve hot problems. So far, there have been registered some twenty interesting business plan plans which we try to actively support in various ways.

UP Business Club in Olomouc

Membership in UP Business Club was offered by us cost free. Since 1. 1. 2014 the membership has been charged to CZK 500 VAT included. The number of members decreased, but their quality increased. All events "We are marketing" are charged (again symbolically – students CZK 100, non-students CZK 300). The same applies for majority of events "We are enterprising" (some are held within OPVK projects, so they must be free of charge). Requesting a symbolic amount of money for the participation has proven good. There were remarkably less registered participants who finally did not join the event. Charging also contributes to the fact that the participant respects the event more.

Besides organizing seminars, some STPs also provide teaching of certain subjects, mainly on the topic of basics of enterprising.

Organizing own enterprising contests should be also considered. Even though there are well established enterprising contests strongly supported by media (e.g. The Idea of the Year, Start-ups), the own, regionally focused enterprising contest is a suitable tool for identification of interesting potential business plan plans and of their originators.

3. 5. Technology transfer

Providing services in the technology transfer is a natural part of STP activities. In this area STPs founded and operated by universities having direct approach are of clear advantage. The most frequent method in providing services of technology transfer of non-university STPs is cooperation with university centres for technology transfer.

From practice:

South Bohemia Agency for Support to Innovation Enterprising cooperates with CTT of South Bohemia University and Biological Centre of Academy of Sciences CR. It maintains the catalogue of instruments and services, i.e. records on instrumentation, research capacities and know-how available at JAIP, JU in BC and BC AV CR and can be used in the regime of supplementary activity. The catalogue is available on the internet web sites www.b4i.cz It also administers Gate2biotech portal.

BIC Brno has links not only to Brno universities, but has also close relationship directly with researchers. It offers look up a suitable research institution, funding, assistance at preparation of projects and mediation of vocational internships for students in companies. TIC Zlín are using the database CORDIS and Enterprise Europe Network. Operation of innovation portal of the Zlín Region.

STP UP operates capacity-strengthened institution of technology transfer, which looks up for a business potential more intensively at Palacký University and promotes it towards firms. There is an ongoing offer of services in the area of industrial property protection, mainly for academics at University. Continuously, market opportunities in the Czech Republic and abroad are searched for. Business Development Managers help in processing of bids and coordinate realization of some job orders.

The Catalogue of instruments and services of Palacký University in Olomouc is a good aid for effective work. The Catalogue of instruments and services is a record on instrumentation, research capacities

and know-how available at PU and can be used in the regime of the supplementary activity. The Catalogue is available on www.vyzkumprofirmy.cz

3.6 Miscellaneous, non-specifiable

STPs are significant regional players which comment on activities in the region, share the preparation of regional strategies, cluster activities, are members of various networks, technology platforms, work groups, etc.

It is recommended to become a member of STPA CR (being one of criteria of STP accreditation in the CR, conducted by the STPA CR since 1994, currently 12th phase of STP accreditation is running).

It is advisable to link to groups of investors (business angels, venture capital). Regarding international cooperation, the most frequent membership is in Enterprise Europe Network and European and Business Innovation Centre.

From practice:

South Bohemia Agency for Support to Innovation Enterprising is a member of cluster activities, associated partner of EEN, member of work group for enterprising, shares technology platforms, etc.

BIC Brno is a member of EBN European and Business Innovation Centre Network.

STPA is involved in the work group for the support start-ups RIS MSK.

A representative of STP PU and TIC Zlín is involved in the preparation of the Region Intelligent Specialization Strategy (RIS3).

4. Case studies

This part of the Guide includes **6 case studies of STP**, of SPINNET project partners, each in this structure: STP profile, Infrastructure – premises and related services; Counselling and consulting; Education and building community; Technology transfer; Miscellaneous, non-specifiable.

4.1. BIC Brno spol. s r.o.

STP profile

BIC Brno is an enterprising and innovation centre operating in the Czech Republic for more than 20 years. By our activities in “Technology transfer” we create a connecting bridge between research institutes and industrial companies whereby supporting the transfer of innovations in practice. During our existence we have started up 126 innovation enterprises in 10 implemented incubators and established cooperation with more than 430 others. We have been continuously dealing with research of the whole process of R&D results to practice, whereby trying to increase the competitiveness of Czech companies and research institutes.

Our objective is to support entrepreneurs in the development of innovation projects by active counselling, assistance, education or by providing important information. We share solving problems of firms, look up partners for collaboration, or organize their further development by participation in projects funded from international, national and private sources. The purpose of provided services is time saving of the company management and effort to find a fast, rational solution.

Collaboration of BIC Brno with companies has following benefits:

- assistance and counselling on the development and innovation plans of firms
- financing business plan and ideas from funding and other sources
- use of indirect support of R&D for the development of the firm
- organizing partnership of firms with R&D institutions
- information for companies on joining the international cooperation in R&D, development and innovations
- innovation education of employees

Mission, vision, strategy

BIC Brno mission is the support of innovations and their implementation in practice. Company mission is support to entrepreneurs at the development of innovation projects, start-up and next development.

BIC Brno main activity is active counselling and assistance to the firms interested in collaboration with research institutes, or participation in international projects aimed at R&D, development and innovations. The purpose of provided services is time saving of the company management and effort to find a fast, rational solution.

Our task is share problem solution of firms, look up partners for collaboration or ensure further development of the firm by participating in R&D projects funded from domestic or international sources.

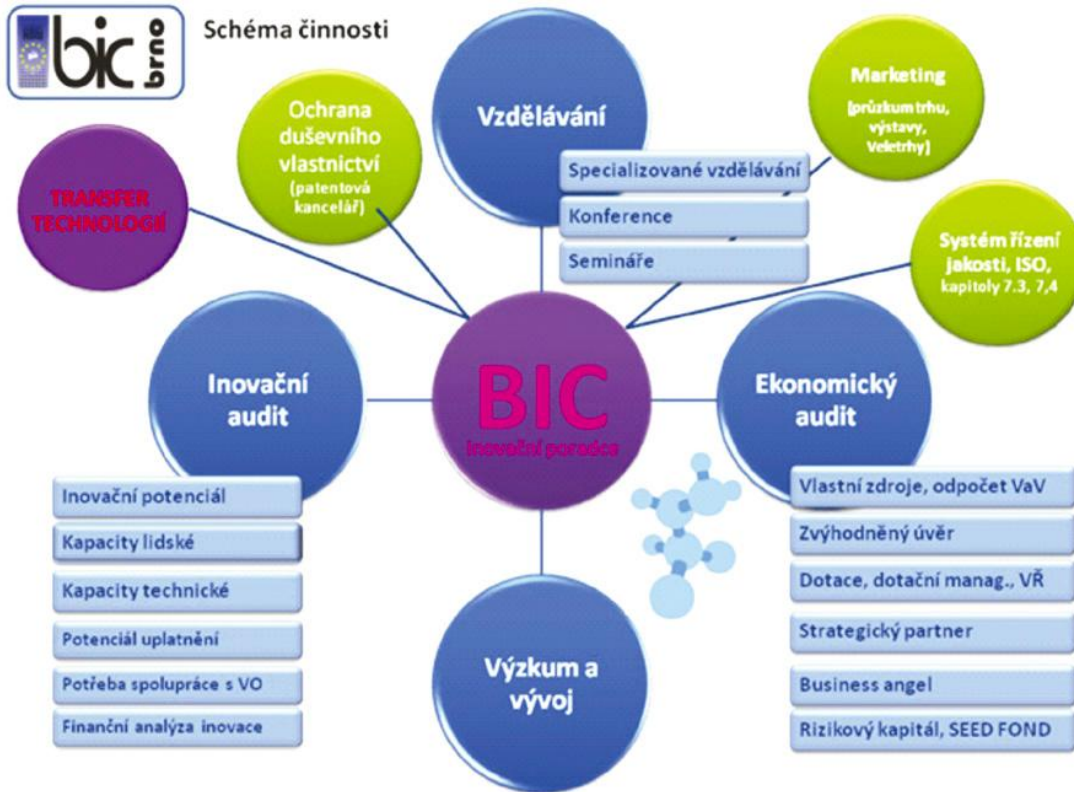
Future vision:

- Use of company know-how and of 20 year experience. Maintain continuity in the realization of projects for the support of enterprising from domestic and foreign sources, company focus mainly on projects of R&D, the development and transfer of knowledge and innovation in practice.
- Full cover of services (in terms of organizing, personnel and funding) involving the preparation and project submission to international projects of EU, mainly to HORIZONT 2020 Program. Use of close cooperation with Technology Centre of Academy of Sciences CR and its Brussel's branch CZELO. Establish strong contacts with international partners – coordinators of international projects.
- Strengthen and use links to EBN and its connection to European Commission, mainly contacts to DG Enterprise and Industry and DG Research. Those connection will contribute in permanent participation in European projects prepared in collaboration with foreign partners.
- Deepened and more effective links to financial and investment systems for support of innovations. The aim is to create qualified help in preparation of new innovation projects of firms with strong dynamics of their development.
- Make better use of close links to research institutes and universities (Scientific Board) via their projects and their involvement in realized projects. Expand those links to next research institutes and staff.
- Long-term compliance with EC-BIC grade label.

Company know-how:

- The company is a member of European network EBN and has contract-based collaboration with many well-established partners (e.g. Technological Centre of AS CR).
- The company has a strong background in links to universities whereby developing a strong knowledge base for realized research and development projects.
- The company complies with quality conditions for scientific parks in Europe.

Organizational chart



Financing

First part of the company income comes from commercial activity, involving particularly:

- looking up funds for collaboration and realization of enterprising and research plans,
- assistance at preparation and realization of projects,
- assistance at knowledge and technologies from research to,
- looking up potential foreign partners while mediating contacts,
- R&D indirect support („deductions“),
- service according to individual needs of firms.

Second part comes from income from funding, especially from realized projects of the Operation Program of Education for Competitiveness.

BIC Brno, as a research organization meets principles of undivided funds to partners at handling company economic results pursuant to §16 Section 3, Act No. 130/2002 Coll. Financial sources balance is regularly transferred to next period of company economy.

Involvement in projects

SPINNET

Partner of the Project on Cooperation, Innovation and Networking (SPINNET) of Science and Technology Parks and Universities).

Education of innovation consultants

The project develops a modular system of education focused on innovation counselling, management of research and innovations in industrial practice, qualification in rewarding of innovations and managing multidisciplinary work teams. That educational system will be determined for employees in enterprise R&D, managers, consultants and lectors involving individuals from various areas of industry and science, basic and applied research and experimental R&D.

The added value rests in focus on innovation MSP staff and targeted development of their competencies while using international experience and methodologies. New skills of innovation advisors will be demonstrated in the development of possibilities of the product sphere in using science and research capacities effectively, and on the contrary, R&D will be more focused on needs of the product sphere, will implement tasks and projects which will be directly a result of practical assignment and thus, R&D results will be immediately economically applicable. The project innovativeness consists above all in the development of the qualitatively new approach leading to the increase of the innovation potential of firms in the Region and its more effective use.

RAPlus

The key objective of the project is to reach a systematic collaboration between the Centre of Transport Research, v. v. i. and other involved partners. The stated partners are recruited from business unions (involvement of enterprising sector), research organizations (researchers, scientists) and universities (students, academic staff).

By means of holding common discussion forums, business meetings and other seminars the involved partners will share know-how and experience, followed by interlink of research, academics and private sphere and last, but not least use of CDV will increase in the application sphere (growth of commercial orders).

OKOBIOTECH

The main idea of the project is to involve Czech institutions in international projects of EU framework programs. The parallel intention is the performance of qualitative evaluation of projects while reflecting the obtained knowledge into the Czech policy of R&D via themes.

In the area of new technologies the model of effective cooperation is being developed within OKO. The stated cooperation ensues from the collaboration of consortium and academics linked to the sphere of development.

A long-term objective of the project is the support of science-technical economic development of new technologies and their transfer to practice. The project contribution for MSP, universities and Academy of Sciences CR is mediation of the participation of research institutes in using results of research in new advanced technologies. Next benefit of the project lies in involvement in CR and EU scientific platforms. OKO applies for research of new technologies a system of support of new technology development into pilot projects specifying research plan. So far, they have been involved into 5 development target groups.

PROINCOR

PROINCOR Project proposes to strengthen competitiveness of SMEs via support of their innovation performance in the geographical corridor from Baltic Sea to Mediterranean Sea.

By focusing on that area PROINCOR will contribute to reduction of economic differences between Eastern and Western Regions and countries along the former iron curtain.

The project is based on pro-active approach involving visits of innovation consultants in some 500 small and middle-sized enterprises. The innovation consultants will use internationally applied procedures for the evaluation of actual performance of companies and while using the common guide for innovation audit, they will conduct innovation audits free of charge (in de-minimis regime).

The innovation audit specifies strong and weak points of innovation management. The innovation consultants jointly with the company management will develop action plan for increase of the innovation potential, or improvement of innovation performance. If needed, next regional partners will be addressed for example from research and transfer of technologies to assist in start-up of new projects for the support of development projects for the support of product and process innovations. At the beginning of the project the innovation consultants will be trained by excellent European experts. Besides regular meetings of the innovation consultants group the project partners will establish a monitoring system on-line for better quality of inter-regional and international communication and cooperation. The innovation process is running mainly via interaction of companies and institutions at local and regional level. However, PROINCOR will use all available information on innovation needs

and opportunities from the SMEs point of view to intensify technical collaboration among individual participants in the area of innovations in the Baltic-Adriatic Corridor.

PROINCOR outputs will be visible in the firms which have improved their innovation management, have managers and employees trained, opened projects on the development of production and processes including the preparation of investments and newly established cooperation. The association of PROINCOR project partners is interested in the continuation of collaboration with innovation consultants even after termination of the project. PROINCOR Project impact will be analysed in detail. That analysis will result in recommendations and proposals on the improvement of existing innovation policy while stressing the strengthening of innovation support to SMEs in the Baltic-Adriatic Corridor.

Innovation to practice

The project reacts to needs of South Moravia Region specified in the Regional Innovation Strategy. The project develops a complex system of education consisting of five tailor-made theme modules for a target group and verifies it in the pilot course for the purpose of its final improvement.

The resulting educational product will contribute in increasing the ability to use the innovation potential of South Moravia Region especially through improving and deepening knowledge and skills of innovative enterprises staff and in the first phase even of consultants and advisors operating in STPs, clusters and of other scientists at universities or research institutes sharing research and development of innovations and their transfer to industrial practice.

Infrastructure – premises and related services

Being a bearer of the European quality brand „EC-BIC“ granted by European Commission via EBN (European Business and Innovation Centre Network) we fulfil functions of support and development of innovation enterprises through “Virtual Scientific Park” i.e. without rent of incubation premises. Innovation enterprises are provided by us the comprehensive range of services listed below. We organize the enterprising innovation structure of firms by associating into so called „BIC Family“. Services of our virtual scientific park also involve the collaboration in research and development projects of scientific institutes of universities, research institutes and firms. We also conduct our own research aimed at increased competitiveness via better transfer of technologies and development of innovations.

Counselling and consulting

Innovation audit and counselling

Innovation audit of a firm will reveal strong and weak points of innovation management . Innovation advisor of BIC Brno will firstly make the initial assessment of the innovation potential of the firm (according to the international methodology) and successively, jointly with the firm management will develop action plan for increase of the innovation potential of the firm, or possibly for improvement of its innovation performance. The service also includes assistance in the development of business plans or consulting and assistance at processing of development plans of the firm.

Counselling on funding

Audit on funding is a first step to obtaining funding from the EU. It covers a comprehensive service whose objective is mapping basic possibilities of obtaining financial support and successive look up of suitable funding from your firm.

We will set up a funding profile mapping your possibilities of drawing upon funds in the area of human resources development, we will help you to accommodate your plan of funding to current calls while looking up suitable funding for specific projects.

Offered services:

- Assessment of the possibility of co-financing development projects from funding other sources
- Tailor-made regular monitoring on current funding possibilities according to client requirements
- Expert’s opinion on requests for co-funding

- Quality assessment of outputs of projects co-funded from funding sources
- Indirect support of research, development and innovations – tax deductions for R&D
- Next methods of funding – seed fond, business angels, venture capital

Counselling is especially aimed at the following programs and types of supports:

- Operation program Enterprising and Innovation (OPPI)
- National programs of R&D support (OP VaVpl, EUPRO, EUREKA, etc.)
- Programs of Technological Agency CR (Alfa, Beta, Omega, Centres of Competence)
- Support of enterprise participation in international projects of R&D (7th Framework Program, HORIZON 2020)
- Operation Program Education for Competitiveness (OPVK)
- Operation Program Human Resources and Employment (OPLZZ)

Project assistance

Our services cover the whole project cycle, i.e. from project definition and look up of a suitable funding title through project application processing including annexes and their print, administration, organization of procurement and monitoring of the project realization and finally submission of the final report and billing. We have profound experience with preparation, administration and realization of projects from programs OPPI, OPLZZ, TACR, or with Ministry of Education aimed at R&D.

Offered services:

- Selection of a suitable program for the support of a specific business plan
- Verification, if all preconditions for obtaining support are met
- Formulation of business plan in accordance with objectives of a funding program
- Coordination of project application preparation including annexes
- Complete processing of the project application and annexes (project, financial plan, feasibility study, cost benefit analyses ...)
- Assistance with project administration at times of its implementing (bidding, monitoring reports, keeping files...)

Indirect support of research and development

In the Czech Republic R&D is supported directly (funding) and indirectly (deduction item from tax base). With indirect support the tax payer must prove that R&D is concerned. However, according to valid legislation and other documents (NV, MF guidelines, et.) it is difficult to assess clearly if R&D is really involved or if it is just contract manufacture or innovations. That situation solution is assisted by certified persons with the background in the area of R&D projects assessment. BIC Brno team has such certified advisor ready to assist you if required.

Since January 1, 2005 it is possible to apply a deductible item for R&D in the Czech Republic, similarly as in other EU countries. Tax payers can deduct from income tax base 100 % costs incurred at implementation of a R&D project having a form of experimental, theoretical, projection and construction works, calculations, proposed technologies, production of functional sample or product prototype or its part and for certification of results obtained through R&D project. So currently, it is possible to use for research and development both direct support in the form of funding, or indirect support via applying a deductible item.

Intellectual property protection counselling

BIC Brno employees will be glad to provide you with basic information in the area of patent protection of industrial property, trade mark, utility designs, etc. In more complicated cases we collaborate with patent and trade mark office covering by qualification all technical lines and is experienced enough in protection of industrial property rights in the context of support of enterprising, innovations and implementation of R&D in practice.

Education and community building

The area of education is an integral part of our services where we focus above all on innovations and other areas closely connected with that phenomenon, e.g. marketing or intellectual property protection. Assisted by our projects, we are trying to develop comprehensive educational programs which lead enterprise employees through the whole process of innovations.

Educational program „Education of innovation consultants“ – a newly developed modular education system enabling qualification of so called innovation consultants from ranks of enterprise staff who could after graduation operate inside the company and initiate its innovation potential.

Educational program „Innovation to practice“ – a comprehensive modular educational course based on coaching in five key areas necessary for innovations (Technology foresight, innovation funding, art to sell innovation, how to protect innovation and technology transfer and commercialization).

Internships

A part of continuous education are internships of students and other interested individuals who would like to get practice in the area of BIC Brno activities and to acquire new experience and knowledge. Internships are organized both within realized projects of SPINNET and RAPIus, and within the Fund of Further Education Program. Last but not least we are directly addressed by students regarding consulting or leading theses. Internships are held in BIC Brno and at the same time we are ready to mediate internship at collaborating companies.

Technology transfer

BIC Brno has strong know-how and links to universities and research institutes, which forms a knowledge base for implemented innovation projects. Close links with scientific staff is implemented for example via “BIC Brno Scientific Board” formed from significant scientists of universities and research (Prague, Brno, Olomouc, Zlín and Liberec). We pay special attention to links to research capacities in large Va-Val projects (e.g. CEITEC, NETME).

Offered services:

- Selection of a suitable institute for collaboration
- Mediation of contacts between enterprises and research institutes
- Selection of funding for such collaboration
- Assistance at project preparation
- Assistance at knowledge and technology transfer from research to companies
- Looking up potential foreign partners and mediation of contacts
- Mediation of short-term or long-term vocational internship for students in companies and next services according to individual needs of companies

Miscellaneous, non-specifiable

International cooperation in research and development

Our company is a member of the European network EBN „European and Business Innovation Centre“ and has contract based collaboration with many well-established partners (e.g. Technology Centre AS CR, CZELO).

Within implemented projects we support the participation of innovation enterprises and research institutes in international projects of R&D. Our aim is to increase the participation of Czech researchers in international projects and collaboration. We have personnel and information infrastructure established capable of providing both scientists and expert community including innovation enterprises with support and required information on possibilities of participation in international research programs.

Currently, we aim above all at transition between “7th Framework Program” and HORIZON 2020 Program”.

Regarding international cooperation, we have good links to innovation partners in Germany, Austria, Slovakia, Slovenia, Italy, Estonia and Poland.

Offered services:

- Providing information on international programs and current calls

- Counselling and assistance at preparation and administration of projects
- Informing on participation offers in individual projects
- Assistance at selection of foreign partners
- Mediation of communication between enterprises and academic sphere

4. 2. South Bohemia Agency for Support to Innovation Enterprising o.p.s.

STP profile

Mission, vision, strategy

South Bohemia Agency for Support to Innovation Enterprising (JAIP) was established in 2005 by Steering Committee platform transformation for support of innovation in the South (SCI) do into a non-for-profit organization. From 2003 that SCI platform was operating at South Bohemia Trade Chamber and mediated information among representatives of South Bohemia organizations dealing with research, development and innovations. The South Bohemia Region is the sole founder of JAIP.

The main mission of JAIP is to propose and apply policy of support of innovation enterprising, technology of development and research and development bases with regard to the national framework and regional specifics.

JIP vision is to be a key provider of information, contacts and counselling including, but not limited to, the area of biotechnologies in the South Bohemia Region, mainly for residing clients of South Bohemia Science and Technology Park (therein JSTP), small and middle-sized companies (SMEs), South Bohemia University in České Budějovice staff, Biological Centre of AS CR and for next entities in South Bohemia Region.

According to the foundation charter and status JAIP provides the following non-for-profit services for general public:

- Research and development in the area of management of innovation support of the regional nature. Research and development in the area of transition to regional economics based on knowledge while stressing regional specifics (by region nature is meant not only Cohesion Region of NUTS II level, but mainly the South Bohemia Region – Region of NUTS III, or a lower level).
- Collaboration at development, realizing and coordinating the research innovation policy.
- Organizing professional courses, training and other educational events including lecturing in the area of research and innovation policy, management and economy of research, development and support of innovations of the regional character; education of managers and of other staff from academic and enterprise sphere in research and development, and if need be, in the area of application of R&D results through intellectual property protection and technology transfer; that all in order to meet company objectives.
- Counselling in the area of research and innovation policy, management and economy of research and development of regional nature.
- Information services including publicizing activity in the area of research and innovation policy, management and economy of research and development of regional nature.
- Administration of database for needs of the development and evaluation of research and innovation policy, management and economy of research and development of regional nature.
- The overall administration and management of organizational form of Science and Technology Parks.

Legal form, organizational chart

JAIP is a non-for-profit organization instituted pursuant to Act No. 248/1995 on Non-for-profit organizations as subsequently amended. According to that act, JAIP is headed by general director reporting to Board of Directors.

The Council of Consultants of this organization is represented by the following institutions and enterprises:

- South Bohemia Regional Office

- South Bohemia University in České Budějovice
- Statutory City of CB
- Biological Centre of AS CR
- South Bohemia Trade Chamber
- Centre of Biological technologies
- SB Regional development Agency
- Science and Technology Part Association CR
- Labour Office in CB
- Economic Park České Velenice
- CzechInvest in CB

JAIP Board of Directors meets every six months. Jointly with Board of Directors is held also meeting of Supervisory Board and Council of Consultants – the expert advisory body.

JAIP has in total 6 full time employees (director, assistant, project manager, manager of finance, editor in chief of Gate2Biotech portal and one technician.

Housekeeping of premises is subcontracted. We also hire a great quantity of external staff, mainly lecturers for workshops, moderators and graphics.

Financing

As STP administration is one of the key activities of JAIP, it should provide the main part of income. Actually, it is only 20%. That figure ensues from the fact, the majority of enterprises reside in premises of Business Incubator and use advantaged rent. For 2 years already JAIP has been receiving from the South Bohemia Region non-investment contribution for activities realized in public interest amounting CZK 2.000.000 representing some 25% of income. Next 20% of income form revenues from counselling services provided to enterprises and for realization of job orders mainly for public sector.

So the most significant group of income comes from funding obtained from project activities. Project cover a wide spectrum of activities such as final outfit and operation of STP, education, administration of portal and networking (financed mainly from OPVK funds, Interreg IVC, OPPI and grants of a small scope).

Involvement in projects

JAIP implements the following projects:

- Partner of SPINNETProject
- South Bohemia Techprofile – collaboration with Association of Innovation Enterprising CR (AIE CR)
- JSTP environment – 1st phase
- Trefoil – support in teaching live science, biology, physics and chemistry of pupils aged 11 to 15 years
- INNOFUN
- MSB INNOCAT
- ENVITECH

JAIP also participates in the following projects:

- South Bohemia Regional Contact Organization – ERA
- Top Bio Business Angels Club
- Czech Eco System

For more visit <http://www.jaip.cz/projects>

Infrastructure – premises and related services

JAIP is the administrator of 1st phase of South Bohemia Science and Technology (JSTP), where this Agency also resides. JSTP is directly situated in the academic campus of South Bohemia University in České Budějovice and is aimed at activities supporting the establishment and growth of firms, industrial research and development and commercialization of its results. Clients mainly involve technology-oriented entities linked to South Bohemia University and Biology Centre of AS CR.

JSTP Phase 1 offers premises covering cca 600 m² of area for rent for various functional use. Those premises have been designed mainly for biotechnological processes akin to South Bohemia University and Centre of Biology AS CR v.v.i. focus.

- **Office premises** – standard parameters outfitted by connection to high-speed internet and basic furniture. The premises are either separate, or linked to laboratory premises and there are also premises which can be used in shared regime, such as meeting room, copy centre, etc. (cca 230 m² of leasable area)
- **Laboratories** – functional units of various outfit level, mainly determined for biological and chemical purposes, semi-sterile premises, independent laboratories or groups of laboratory premises (cca 280m² of leaseable area)
- **Pilot operation** – determined for biotechnological processes, a specific device has been installed here (cca. 78m² of leaseable area)
- **Technical background** of this facility complies with valid standards (storages, heat exchanger, elevator, communications, sanitary facility, etc.)

Project Phase 1 realization involving the facility erection also included the acquisition of basic technological outfit compatible with function of premises. Technological equipment and instruments are provided according to specific conditions for plans of individual clients.

JSTP development

JSTP development into the form of the targeted condition started by Project: “STP Design Phase 1 České Budějovice”. The project contractor (i.e. investor and beneficiary of funding amounting CZK 30 mil.) is South Bohemia University in CB. The project was co-financed by the European Fund for Regional development and Ministry of Industry and Trade as a part of PROSPERITY program which was a part of the Operation Program of Industry and Enterprising 2004–2006. Next funding was provided by the South Bohemia region (CZK 5 mil) and by Statutory City of České Budějovice (CZK 5 mil.).

Within Phase I of the project were built special premises of laboratory, pilot and administrative nature outfitted with selected pieces of equipment and technologies. Those premises have been designed especially for biotechnological processes akin to South Bohemia University and BC AV CR, v.v.i. focus.

Visualization of Phase IIA development:

The connecting project “Phase IIA JSTP Development” being implemented by JSTP, a.s., will expand the leaseable area to 3000 m². The Project is focused on the construction of infrastructure and technological capacities for JSTP operation as a whole. Phase IIA should be put in operation in the course of the second half of 2014.



Counselling and consulting

Consultants (employees or external specialists) provide counselling to JAIP mainly for start-up enterprises and entities interested in enterprising.

Areas of counselling suitable for interested entities in enterprising, start-up companies and existing firms:

- help in preparation of business plan
- help in the establishment and start-up of firm (enterprise foundation, staff recruitment, approach to education, contact sharing)
- help in promotion (marketing plan and organizing certain promotion activities), line specialization with direct link Gate2Biotech portal (<http://www.gate2biotech.cz/>, <http://www.gate2biotech.com>)
- preparation of applications for funding and grants management (only in case of residing enterprises)
- approach to alternative sources of funding – link to Business Angels Network /BAN/
- assessment using BLUES methodology
- intellectual property protection and use
- counselling at technical and technological problem solving
- counselling in technology transfer (TT), scouting within research teams
- the establishment of conditions for effective interlink of needs of private firma and enterprises offering professional technical and non-technical services South Bohemia University in CB and BC AV CR
- partner search /selection of project partners

Primary counselling to interested entities is provided free of charge.

Education a community building

Seminars

In the course of 2013 we managed to organize in total **37 scientific seminars, out of which 24 within the project Trefoil**. The seminars were attended most frequently by scientists of South

Bohemia University and the Biological Centre, but also by students and representatives of commercial entities. Seminars were very positively assessed by their attendees and their popularity was evidenced by a very big total number of 292.

Cooperation with students

Apart from the participation of students in organized seminars, in 2013 JAIP again started to teach students within Project SPINNET. The project supports students with internship in STP and innovation enterprises. Enterprising students solve innovative plans via team work supervised by experienced consultants. The project activities propose expansion of awareness on reasons, methods and standard conditions of collaboration between academic and application sphere while providing required competencies, know-how and motivation to collaboration with application sphere.

The Trefold project is also an interesting activity. The content is aimed at deepening of interests in pupils from 6 – 9 year of Basic School (aged 12 – 15) and lower grades of 8 year Grammar Schools in live science subjects, increase of initial education quality of pupils aged 11 to 15 and strengthening practical and laboratory teaching which has been currently unsatisfactory. Within that project lectures for 1770 pupils of Basic Schools and 80 teachers were realized.

Technology transfer

As an example of activities in TT can be stated external collaboration of JAIP within the project TRANSFER OF KNOWLEDGE AND TECHNOLOGIES IN SELECTED REGIONS – APPLICATION OF EDUCATIONAL MODEL “TECHNOLOGY TRANSFER MANAGER“. The project uses outputs of all-European project CERT-TTT-M (Certified Transnational Technology Transfer Manager, funded from 6th EU Framework Program) aimed at the development of the all- curriculum in a given area. The purpose of the project involves, but is not limited to the deepened understanding of the issue of transfer of knowledge and technologies from academic institutes to profit sphere, i.e. the effort to change thinking and motivation of other academic staff to cooperation with practice.

TT support and active promotion of innovative enterprising of a novel approach is the subject of the project Bridge4Innovation, which will culminate in 2012 by revision of strategic document Strategic Objectives and Management in the Area of Collaboration with Application Sphere. The project outputs accelerate activities in technology transfer. A significant activity within the project was the development of interactive dynamic internet portal (DIP mapping activities of mostly commerce nature of JU and BC while providing information on their instrumentation, laboratory and technological outfit. Moreover, it contains valuable information on market needs leading to collaboration with universities and R&D institutes B4I portal disposes of databases of firms and organizations.

Next focus of JAIP is expansion and better quality of provided services, specifically of technology transfer / knowledge, intellectual property protection and commercialization of R&D results. It aims at the update of databases where technology offers and demands are concentrated, followed by organizing or co-organizing cooperation meetings, education in the area of intellectual and industrial property, assistance in technology transfer (offer of professional assistance in processing offer, selection of potential partners, mediating contacts, etc.).

As a part of support of application initiatives JAIP offers its clients advertisement or promotion via free or cost advantaged offer of participating in national or international exhibitions and trade fairs.

Within Tri-lateral Technology Platform (TTP) JAIP as a partner of South Bohemia Chamber shares and will share activities helping in the development of cross-border collaboration among the South Bohemia Region, Lower Bavaria and Upper Austria.

Every year “Cross-border Day of Innovations” is organized by TTP where the newest trends and perspectives in the field of innovations are presented. At the end, enterprises and research institutes are awarded with „Cross Border Award“ for exemplary cross border cooperation in the area of research, development and innovations.

Miscellaneous, unspecifiable

Membership in networks

JAIP is also dealing with the support at the establishment and development of clusters in the South Bohemia Region. All cluster initiatives listed below are trying to find solutions for issues in human resources area, common promotion and research and development.

JAIP is an active member of the following cluster initiatives:

- Czech IT Cluster
- Mechanical Engineering Cluster /CGMC Cooperative/
- Regional Food Cluster

CEVTECH

- Czech Brewery Cluster

Additionally, JAIP is mapping the situation in the following clusters:

- Ekogen o.s.
- National Cluster Association
- Regional Utility Agency

Besides participation in clusters and similar initiatives, JAIP has concluded the Declaration of Mutual Cooperation with BIC Pilsen s.r.o. (a partner of EEN network consortium). The purpose of the cooperation is the establishment of conditions leading to a better coverage of the South Bohemia Region thus ensuring better quality and accessibility of Module A services (it covers especially information connected with enterprising in the European market) and of Module B (counselling and assistance in technology transfer and innovations) of Enterprise Europe Network.

JAI involvement in regional context

Cooperation at the development, implementation and coordination of the regional research and innovation policy is one of the basic activities of JAIP. An important part is also cross border collaboration in projects and common concept materials. Within this activity JAIP has already shared the preparation and successive development of the concept documents listed below:

- South Bohemia Regional Innovation Strategy
- Assessment of R&D outputs commercial potential within the region
- Potential partners for cooperation with the Innovative region of South Bohemia and Northern Austria
- Project business plan: Phase I of Science and Technology Park Design in České Budějovice (Phase I of JSTP České Budějovice Design)
- Study: The Concept of Science and Technology Park České Budějovice Development – Phase II development, A, B design of JSTP České Budějovice
- Study: The selection of site, inputs for layout and urban design of Science and Technology Park České Budějovice
- Technology Profile of the South Bohemia Region, Technology Profile of the Czech Republic – version 9, 10
- Study: Evaluation of results for EUPRO Program
- Contractual documents of JSTP containing: JSTP status; JSTP Client Rules; Business plan – outline, recommendation for business plan development; bidding criteria
- Concept and study within realized international projects JAIP – RAPIDE, MSB Technet

In the course of 2013 were developed seven methodologies as a part of the project V Innofun, shared by JAIP. The methodologies in Innofun should be used as a basic guide for all involved parties sharing mutual communication and creating the environment of innovation support. Generally, they should contribute in the development of enterprising culture in the region.

Besides methodologies listed above, JAIP has developed the concept of JSTP operation. JAIP employees are also developing regional annex, so called S3 Strategy on behalf of the South Bohemia Region. S3 strategy should become a concept document for the development of innovative environment, while each region will develop a similar document according to their specifics.

Gate2biotech portal administration

Gate2Biotech is a portal connecting the biotechnology community in Central Europe. It is mapping everything new in the line of biotechnologies. Thanks to that portal, many companies enterprising in this line can easily search research institutes and other partners for solving technology problems they are facing and they can also present here their offer of services to potential partners from the Czech Republic and abroad. Gate2Biotech portal serves like a bridge connection science and research sector with commercial one. It integrates offices and support organizations aimed at the support of innovative technology transfer into a single communication platform of Czech and global biotechnologies.

Being a mediator of information it draws attention to the area of biotechnologies and support of their application and transfer to practice. Moreover, it functions as a motivation tool of non-enterprising scientific public (especially of scientists and students) towards innovation enterprising or applied research. In order to strengthen information on biotechnologies we aim mainly at target groups using social networks. It is above all Facebook but we also enable to share our contributions through other communication platforms such as google+, twitter, digg, link, add.cz and others. The biggest response comes via Facebook as expected. The number of fans exceeded 1 300 and is continuously growing. Regarding a narrow scientific and age community this number can be considered success. During update of the content several times a day the attendance exceeds 2 000 visits per day thus contributing to the overall attendance of the portal. Site imaging moves in relatively big numbers – over 55 000 monthly out of some 20 000 unique IP addresses. Permanent visitors represent more than 30% of all entries.

4. 3. TECHNOLOGY CENTRE Hradec Králové, o. p. s.

STP profile

Mission, vision, strategy

In December 2004 the Municipality Council in Hradec Králové approved the plan of Science and Technology Centre development and its locating in building No. 19 of the former military airport. Then realization followed conditioning phases of the project with regard to a possibility of obtaining funding from the Operation Program Industry and Enterprising, program of Prosperity directly supporting erection and development of Science and Technology Parks, Business Incubators and Centres for Technology Transfer.

For the project of the Science and Technology Park erection being a tool for achieving this synergy was tipped as the most suitable facility a former dining facility (building No. 19) on the site of the former military airport in Hradec Králové. The project was contracted to EPIS spol. s r. o. The application to the CzechInvest Regional Office was submitted on 11. 4. 2006 and successively approved by Ministry of Industry and Trade CR. The decision on provision of funding was received by the Statutory City of Hradec Králové on 11. 9. 2006. On 12. 9. 2007 the foundation stone was festively knocked on. After less than 9 months, on 28.5. 2008 the completed building was handed over to investor and successively to TECHNOLOGY CENTRE Hradec Králové (TC HK). On 16. 6. 2008 the final approval of the site was granted and successively, on 24. 6. 2008 the Science and Technology Park was festively opened.

Company TECHNOLOGY CENTRE Hradec Králové o.p.s. as the operator of the Park was founded by the Statutory City of Hradec Králové and incorporated in Register of Non-for-Profit Organizations on 24. 4. 2006 on the grounds of the foundation charter as of 13 . 3. 2006.

In June 2007 TECHNOLOGY CENTRE Hradec Králové, o.p.s. joined the STPA CR, and successively in November 2008 the TC HK became an accredited STP. TECHNOLOGY CENTRE is actively participating in projects of regional and nation-wide impact. It is a partner of several projects dealing with education in the area of intellectual property protection and technology transfer and it also participated in the project of cross border collaboration creating an innovation portal. Since November 2007 the TC HK has been sharing the development of the Regional Innovation Strategy defining activities leading to the development of innovation enterprising, science and research in the Hradec Králové Region.

What the TC HK can offer:

- Rental office, production and laboratory premises for firms with interesting business plan and focus.
- Funded rent of office premises and counselling services in Business Incubator.
- Counselling and help to emerging entrepreneurs with the preparation of business plan, foundation of the firm and promotion.
- Practice-oriented seminars.
- Individual support to student teams.
- Student conferences on enterprising.
- Counselling on funding for enterprises, preparation of applications for funding and grants management.
- Education in the field of innovations and enterprising.
- Analyses on specified topics.
- Mediation of domestic and international internships to scientific staff, Ph.D. students and university students
- Service of virtual residence and virtual address.
- Operator of co-working centre in Hradec Králové
-

Organization chart

Founder: Statutory City of Hradec Králové

Legal form: Non-for-profit company (o. p. s.)

Administration bodies:

Board of Directors – 3 members

Supervisory Board – 6 members

Statutory representative: TC HK Director

Financing

Company financing is designed as multi-sources one. In fact, it includes three basic pillars whose proportion annually changes according to current situation.

Basic source of financing is income for provided services covering mainly rent for offices, rent for meeting rooms and rent for catering. Apart from income from rent the Technology Centre offers supplementary service for residing firms (copy centre, IT service, landline) and next services like catering for organized events and mainly offer of offices or virtual office being increasingly of an interest.

Next source of financing are individual won or in other way obtained commercial bids in the form of various analyses, expertises or field investigations. A part of this group of income is also funding obtained during realized projects from European funds.

Third pillar of financing are contributions (funding) from the company founder purposefully bound to operation, investment or activities, which annually differ in level and specification. Currently, Technology Centre manages balanced budget.

Involvement in projects

TECHNOLOGY CENTRE Hradec Králové is participating in realization of projects funded from the EU whose objective is to increase learning and competitiveness in the region while enabling especially to students their joining the professional life. Within those projects, the TC HK cooperates with well-established research and educational institutions.

Currently, it has been involved in realization of the following projects:

SPINNET

Partner of **Project of Cooperation, Innovation and Networking of Science and Technology Parks and Universities (SPINNET)**.

Intra-regional partnership for competitiveness in IT -MEPKIT (www.msic.cz)

Beneficiary of funding: **TECHNOLOGY CENTRE Hradec Králové** (16. 5. 2011 – 15. 5. 2014)

other partners:

- South Moravia Innovation Centre, Interest Group of Legal Entities
- Hradec Králové University
- Masaryk University in Brno
- Microsoft s. r. o. (non-finance partner)

The main objective of the project is to support viable business planes and prepare their bearers to an enterprise establishment.

The main activities of this project involve:

- **MIC Minutes** – a possibility of consulting enterprising ideas with experts
- **Boot Camp** – practically oriented seminar – basic entrepreneurial skills
- **Biz Spark Camp** – package of technical training of the following types:
- Hands On Labs – hands-in possibility to test technologies.
- Proof of Concept – the development of the overall pilot project supervised by lector.
- **Imagine Cup** – individual support of student resolving teams of Imagine Cup competition
- **MIC Accelerator** – a package of training and workshops dedicated to information technologies and enterprising alone.
- Supervision and counselling to projects from Microsoft professionals.
- Realization of an innovative IT project.
- **MS Business Academy** – a structured funded one-year cycle of seminars and workshops dedicated to correct functioning of software firms
- **Student Business Forum** – student conference on enterprising
- **Report ICT economics** – analysis of local software economics (possibilities of cooperation, SWOT analyses, etc.)

Hradec Králové Innovation Network – KIS (www.portal-kis.cz)

Beneficiary of funding: **IDV UHK** (1. 6. 2011 – 31. 5. 2014)

other partners:

- TECHNOLOGY CENTRE Hradec Králové o.p.s.
- Hradec Králové Regional Trade Chamber
- ARID – Association of Development of Inventions and Intellectual Property o. s.

Project objectives

Support of cooperation among tertiary education institutions, R&D institutes, enterprising and public sector via internships and practical experience.

- seminars, conferences, round tables, informal meetings
- visits of exhibitions on inventions abroad (IENA Nurnberg)
- internships and practical experience in PATLIB Centres in EU

Centre for Innovation in Biomedicine – CEPIN (www.cepin.eu)

Beneficiary of funding – **Charles University v Praze, Medical Faculty in Hradec Králové**
(6. 2011 – 31. 5. 2014)

other partners:

- Charles University in Prague, Pharmaceutical Faculty in Hradec Králové
- Hradec Králové Teaching Hospital,
- TECHNOLOGY CENTRE Hradec Králové o.p.s.,
- Hradec Králové University, Faculty of Informatics and Management,
- University of Defence, Faculty of Military Health Care Hradec Králové

The main objective of CEPIN Project is the establishment of the operating network of partners mainly in the area of biomedicine and facilitation of their mutual collaboration in the field of information transfer.

Project key activities:

- science related internships for academic staff and PhD students in abroad
- internships of PhD students and scientists in companies (e.g. Generi Biotech, s.r.o., ELLA CS, s.r.o., Zentiva a.s.)
- annual conference with participation of foreign scientists

Practical Academy of IT knowledge – PAITZ

Beneficiary of funding – **Czech Association for IT Services** (1. 2. 2012 – 31. 1. 2014)

other partners (10):

University of Enterprising a.s., Sense technologies a.s., **TECHNOLOGY CENTRE Hradec Králové o.p.s.**, Palacký University in Olomouc, Technology Innovation Centre in Zlín, VSB Technical University Ostrava, Mendel University in Brno, Technical University in Prague, Network Security Monitoring Cluster – Cooperative in Brno, Confederation of Employers of IT Industry in Prague

The key objective is the support of cooperation among institutions of tertiary education and enterprising public and non-for-profit sector in the field of development of practical IT skills.

Project key activities:

- **Webinars** – live form of online communication running via internet only through web browser on the topic advised in advance
- **Internships of students** in well-established IT firms
- **Career counselling** for university students

InovaCOM

Beneficiary of funding – **Innovation Centrum** by Technical University in Prague (1. 3. 2012 – 28. 2. 2014)

Other partners:

Palacký University in Olomouc, Technology Centre Pisek, **TECHNOLOGY CENTRE Hradec Králové o.p.s.**, Masaryk University in Brno

Key objective: Better quality collaboration between academic and commerce sphere in the area of technology transfer

- Establishment of institutes network of universities technology transfer
- Seminars „Soft skills“ – offer of course, e.g. Presentation skills, Time management, Management of Meetings, Facilitation Skills Training, Leadership, etc.
- Preparation of specimen documents specifying the collaboration of academic and commerce sphere (documents related to intellectual property)
- Webinars
- Use of foreign experience in this area

Infrastructure – premises and related services

TC HK disposes of non-residential premises determined for rent for enterprising purposes of emerging entities and innovative companies.

A part of premises are rented in advantaged regime for those clients who qualify themselves to “Incubation Program”. Offices are equipped with furniture and basic outfit includes fast internet and cheap voice services. Tenants can use services of reception, parking place directly before the building and two fashionably furnished meeting rooms including advance audio and video technology and internet wi-fi connection.

Price of rent in both blocks includes advantaged use of meeting rooms. Use of office background is self-evident (copying, fax, scanner, laminating, etc.) at favourable prices and access to know-how and contacts.

TC HK Business Incubator offers 800 m² area for emerging entrepreneurs. Start-ups or spin-offs having good ideas can receive from the incubator operator funding for rent of office, laboratory and other premises, followed by funds for consulting services, training or re-qualification. Next advantage of residing in the incubator is common share of premises, laboratories and technologies which improve cost saving mutual collaboration and communication with other firms.

Virtual Residence and Virtual Address service established 2 years ago:

- Virtual office with shared premises (co-working), which can be used by a firm jointly with other tenants. That operation is running in the centre of Hradec Králové close University Hradec Králové.
- Virtual office is designed for clients that do not need any space and want to use only services of reception and establishment of residence.

In Hradec Králové was implemented the project of co-working centre (named Coolworking) and was opened on 30. 9. 2013. The co-working centre represents a common and shared work area (often open space) where emerging entrepreneurs can use a work place for a monthly fee. The shared work place cost is obviously much lower than the office alone. Moreover, we are preparing various client packages (e.g. types of membership) according to length of stay and level of privacy at work and other accompanying services used by the client (e.g. counselling, mentoring, rent of meeting room and other supplementary services including networking events). Various types of membership should enable access to those services for maximum number of interested persons.

The target group involve emerging entrepreneurs, students, traders and free-lance people working from home, or cafés, restaurants outfitted with the internet, etc. Such co-working centre has not been operating in Hradec Králové yet, however this model has proven good in other cities (Prague, Brno, Ostrava, Olomouc).

Compared to work from home, the co-working centre has several substantial advantages:

- Own work place with high-speed internet and other administrative background.
- Cost saving. Shared office is much cheaper than individual.
- A great advantage is the social function, a possibility of meeting interesting professionals from various disciplines and mutual motivation (development of new projects and ideas, networking).
- Possibility of expansion of potential clients.
- Possibility of collaboration among co-working members.
- Accompanying networking events and services (counselling, mentoring, possibility of using meeting rooms, etc.)
- Price availability and flexibility (several types of membership), I pay for what it is consumed by me.
- Premises happen to be mostly situated in the centre of the city due to convenient transport accessibility including other accompanying infrastructure (services, offices, etc.).

Counselling and consulting

TC HK consultants provide counselling mainly for emerging firms and those interested in enterprising. Areas of counselling involve marketing, help with preparation with business plan, presentation skills, financing.) Additionally, we provide contacts for potential entities, but counselling in the area of intellectual property protection and use has been already ordered from us even by existing firms.

Areas of counselling suitable for those interested in enterprising and emerging firms:

- help with business plan preparation
- assistance with establishment and company start-up (company establishment, staff recruitment, access to learning, sharing contacts)
- help with promotion (marketing plan and organizing some promotion activities)

Areas of counselling for emerging and existing firms:

- preparation of applications for funding and grants management
- access to alternative sources of financing
- protection and use of intellectual property

Consultants provide consulting for emerging entrepreneurs free of charge. Each startup firstly participates in the opening meeting with the consultant to whom they present their business plan. During several meetings the key parts of the business plan are developed including successive presentation before investor.

Learning and community building

Start-up community emerges in dependence on TC HL activities for emerging entrepreneurs. In specific conditions of our region this activity is monitored in the course of 2012/2013 mainly via Facebook. Currently, it counts some 220 fans coming mainly from the Hradec Králové region and the number of members is continuously growing. Members are regularly meeting on a monthly basis while solving actual problems. Out of those 220 members we monitor some 10-15 interesting business plans which we try to actively help in various ways. .

For this start-up community we organize several events, specifically (MIC MINUTES, Student Business Forum, start-up community meeting, Round Table, counselling and consulting, Microsoft Business Academy, Friday Coffee – regular networking meetings). Additionally, face-to-face services connected with monitoring and coaching are provided as required. The description of those events is mentioned above. Through those events the start-up community is continuously educated regarding theory with the objectives of using the acquired knowledge at enterprising beginnings.

Startup community is a marketing tool for us and at the same time it provides feed-back of provided service effectiveness. Moreover, they are a sort of mirror of specific requirements which are later evaluated by us and thus we can update and specify the offer of our services.

Technology transfer

The TC HK is a centre of technology transfer in the Hradec Králové Region. The CTT task consists especially in providing counselling in the area of intellectual property to firms. Moreover, it develops a required infrastructure in that area. The TC HK provides mainly analytical services in technology transfer. In past we realized the following job orders, namely Technological Foresight. It involved analysis and prediction of future development in six progressive lines of the Hradec Králové Region and successive measures in R&D.

- collaboration with research institutes in the region (see UHK and CTBT)
- research projects of HIT Cluster
- organizing and mediating foreign internships with the objectives of obtaining results and their transfer for practical use in the field of technology transfer
- we realize learning and information events for target groups (scientists and R&D advocates).

For example, the following events were held:

- intellectual property protection in funded research
- technology and intellectual property appraisal
- technology transfer on social media
- specifics of technology transfer to Russia – pharmaceutical industry
- preparation of Good Practice Guide of individual institutes in CR dealing with technology transfer

Miscellaneous, non-specifiable

Regarding other activities, we can mention here a currently implemented project of the Co-working Centre offering entrepreneurs an alternative of the offer of providing shared work place with the background of full-value offices including services of reception. This project originated as an indirect reaction from the finding of the implemented job order called “Investigation of enterprising environment in the City of Hradec Králové”.

A certain exclusivity is an offer of services of virtual address or virtual residence for enterprising entities which for various reasons, do not want to connect their enterprising activities with their place of residence.

4. 4. Technology Innovation Centre s.r.o.

STP profile

Trade company: Technology Innovation Centre s.r.o. (therein „TIC“)

Company residence: Vavrečkova 5262, 760 01 Zlín

Legal form: company limited

Date of company establishment: 2. 5. 2005

ID No: 269 63 574

Trade register: Regional Commercial Court in Brno, Section C, File 48562

Basic capital: CZK 200 000

Partners:

Tomáš Baťa University in Zlín (therein „TBU in Zlín“) IČ: 708 83 521, nám. T.G.Masaryka 5555, Zip Code: 760 01 Zlín
Business share 50 %.

Zlínský kraj (dále jen „ZK“) IČ: 708 91 320, Tř. T. Bati 21, PSČ 761 90 Zlín
Business share 50 %.

Company bodies: General meeting

Supervisory Board

Executioner Mgr. Daniela Sobieská

Supervisory Board composition as of 31. 12. 2012:

Supervisory Board Director of the Zlín Region

Supervisory Board Member of the Zlín Region

Supervisory Board Member of the Zlín Region

Supervisory Board Member of TBU in Zlín

Supervisory Board Member TBU in Zlín

Mission, vision, strategy

Mission

The company mission is to establish the background and premises for the development and support of innovation enterprising in the region, possibilities of cluster initiatives, commercially oriented scientific and technological research, and application of university research results in business practice.

The key objective of The Technology Innovation Centre is to fulfil the strategy of economic development of the Zlín Region, establish conditions for the establishment and development of innovation enterprises, use of results of R&D in business practice while stressing high-techs and the development of new disciplines, technologies and services. Next objectives involve the development of support tools for innovative activities which will enable stimulation of economic growth and prosperity of the region and will increase competitiveness of local firms and will contribute in the creation and maintenance of highly qualified jobs.

Vision

Technology Innovation Centre s.r.o. will become the most significant institute of support infrastructure, innovations and enterprising in the Zlín Region.

Strategy

Technology Innovation Centre s.r.o. strategy stems from their aim and mission anchored in foundation charters and from strategic documents of TIC partners the Zlín Region and Tomáš Baťa University in Zlín, followed by commitments from already realized projects of this enterprise. TIC strategy is grouped in 4 basic pillars further broken up to individual measures leading to meeting the following objectives:

Pillar A proposes support of education to enterprising and innovations in students. Activities realized in 2012:

- 5th year of student competition “Best enterprising plan”,

- 3 supported business plans of students or graduates within the competition

„Best enterprising plan“,

- 28 held theme seminars for students in optional subject “Basics of Enterprising” for Faculty of Management and Economics,
- Expanded database of interesting business ideas of students.

In 2012 **via pillar B** enterprising and development of business activities were supported, including stimulation of innovative activities of firms by implementing the following activities:

- Better quality space of Science and Technology Park (STP) and Business Incubator in Business Innovation Centre Zlín, active work on the development of based firms within provided services, collaboration in the preparation of content of Technology Park project PROGRESS – Holešov, search of firms to the Science and Technology Park and Business Incubator,
- As of 31. 12. 2012, 28 business entities were based in building No. 23 BI and STP (since 2006, cumulatively supported 69 business plans), since 2006 cumulatively created 164 new jobs,
- 3 common projects of Innovation Infrastructure of the Zlín Region aimed at the support of counselling activities of the network,
- Since 2007 in total 10 micro credits have been provided – 2 of them in 2012 (micro credit is provided by the Regional Support Source s.r.o., TIC shared the preparation of that tool and its pilot verification, followed by the initiation of the collaboration of regional parks and incubators and expansion of that program even to those entities),
- Collaboration in realization of the financial tool for the support of cooperation of enterprises with R&D institutions “Innovation Voucher” with the Zlín Region (ROP SM) – 1st Call, update and completion of methodology for 2nd Call including negotiation with other universities and their involvement in the collaboration (involvement of Palacký University in Olomouc and Masaryk University in Brno),
- Exercising a function of „scout“ within Czech Eko System Program (realized by CzechInvest).

Pillar C main objective is and was in 2012 support of R&D collaboration with industrial practice and transfer of knowledge by exercising the following activities:

- Set-up system of counselling and support at project development; in 2012 were prepared 3 seminars with that topic; provision of information continued to target groups in announced calls via Innovation Portal and Innovation Bulletin,
- Organizing 3 seminars aimed at R&D activities financing from structural and community programs,
- Use of Cordis and Enterprise Europe Network database – an international database of offers of technologies, collaboration in R&D, participation in common projects,
- In 2012, 730 offers and demands were publicized on the Innovation Portal regarding collaboration in R&D and technologies, in 2012 were mediated 18 contacts among companies within publicized offers and demands that way,
- Providing expert counselling at the preparation of project in ALFA program where Plastics Cluster, TBU Zlín and three business entities participated – Spur a.s., Invos spol. s r.o. and Mateiciuc a.s.
- Database of companies interested in the involvement in international projects was complemented in 2012 by next 199 contacts.

Pillar D consists of activities promoting innovation and innovation enterprises. In 2012 the following activities were involved:

- Realization of 3rd year of “Innovation Enterprise of the Zlín Region“ competition,
- Edition of 4 issues of printed innovation bulletin in 500 copies per issue + electronic distribution (600 e-mail addresses), since 2009 to 31. 12. 2012 22 issues of printed bulletin were issued,
- Catalogue of firms of the Zlín Region – in 2012 we open web sites with online catalogue version for newly registered firms www.katalogfiremzk.cz, to 31. 12. 2012 were registered 249 company profiles in the Czech, English and German languages and catalogue of company profiles was complemented by catalogue of products.

Organizational chart

The approved organizational structure considers up to 15 employees, at the end of 2012 the company counted 9 employees and by September 2013 7 employees (including maternity leave).

- Director (at the same time company executioner)
- Head of BI and STP / project manager (deputy director)
- Project manager – work with students, emerging entrepreneurs
- Project manager – open innovations
- Project manager – catalogue of companies, innovation portal, innovation bulletin, international projects
- Head of administrative and executive department – administration issues, administration of building
- Receptionist
- Project manager / manager of finances / company economist – RD
- Head of Department of Cooperation with Industrial Practice / Project Manager - RD

External collaboration is exerted mainly in IT administration, accounting, housekeeping, security and management. Cooperation with students usually take place in connection with specific projects.

The company is split into 3 departments – Administration and Management – BI and STP – and Cooperation with Industrial Practice. However, the company is also managed in terms of projects as they are individual project teams created across department.

Financing

Though this company has been established by the Zlín Region and TBU in Zlín, TIC does not receive contributions/funding for ensuring everyday operation.

TBU in Zlín does not share the company financing, the Zlín Region is funding activities of the company via commitment of public services, i.e. always in advance specific activities are defined including binding indicators required by the Zlín Region from the company in the regime of public services and the contract on commitment to public services is concluded and according to agreed payments the funds are gradually transferred to TIC account while by a certain date of the successive year, those funds are billed to the Zlín Region together with evidence of fulfilled indices. Thereby, the commitment of providing maximum level of next sources for funding is not affected (income from commercial activities and other funding titles) by which support from the Zlín Region is shortened. If profit is generated, it is retroactively invested to development projects in the form of so called project financing fund. Potential profit is not distributed among partners.

We can include to commercial income revenues from rent of premises and income for counselling services provided to companies.

Next part of income comes from funding, mainly from OPVK and OP PS SR-CR + CENTRAL EUROPE (however, those projects are coming to the end in 2013 and unlike universities, the TIC operates especially in OPVK projects as a minor partner with corresponding budget thereof).

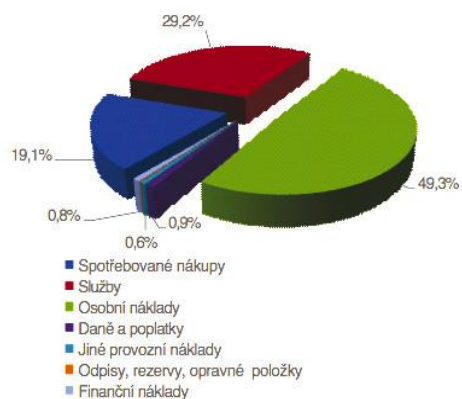
The TIC has not been currently performing investment activity, the building owner is the Statutory City of Zlín, while the TIC organizes operation of the site on the grounds of loan contract. Former investments were implemented by combining OPPP funds Prosperity, purpose funding of the Statutory City of Zlín (for co-financing of investments in city ownership) and own sources ensuing from commercial income. Next development (regarding capacity) is running in the technology park Progress in Strategic Industrial Zone Holešov, however, investor here is Industry service ZK, a.s., and the TIC is the project partner.

In 2012 the company was economically active at 12 cost centres in accordance with approved budget of 2012 with profit before tax amounting 819 CZK thousand. The company has two funds established, namely a reserve fund set up in accordance with Act No. 513/1991 Coll., Commercial Code and Fund of project financing, established by decision of General Meeting No. 003/2/VH/TIC/09. Total costs of the company in 2012 reached 96 % of those planned for 2012, while total revenues of the company (without funding) slightly increased the plan of revenues. Even though in 2012 the share of funding for cost coverage was lower than the share planned (cca by 7%) and thus there was a bigger need to additionally cover incurred costs of the company by own funds, regarding lower actual costs against

those scheduled and higher actual yields from revenues from sales of services against scheduled revenues, compared to the original plan, the company achieved higher profit by CZK 370 thous.

In 2013, the company would like to continue the trend of balanced economics with the involvement of funds from the EU which are considered in the approved budget of the company for 2013, however, in much lower volume than in 2012. Hence it is necessary to keep in developing and strengthening commercial activities of the company and achieve higher coverage of costs by own sources. The company also considers lower costs compared to 2012, mainly due to projects coming to the end and staff reduction because of maternity leave.

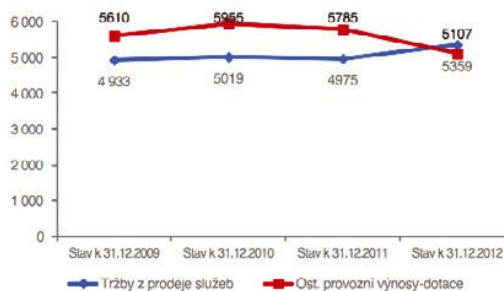
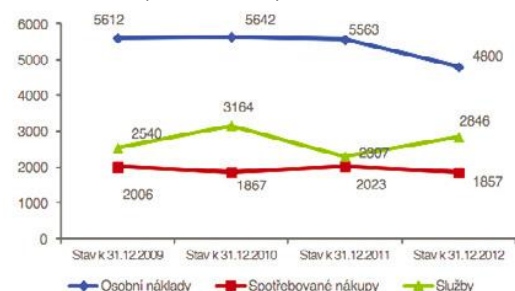
Total costs as of 31. 12. 2012



Total revenues as of 31. 12. 2012



Development of selected costs in 2009–2012 (thous.CZK) Development of selected revenues in 2009–2012 (thous.CZK)



Graph No. 4 shows dropping trend of funding vs. growth of revenues from commercial activities.

Involvement in projects

In 2012 the TIC successfully completed the following projects:

- Partnership for Cooperation Development off the Zlín Region PERPSPEKTIVE (OPVK) – role of partner

In 2013 the following projects and activities were realized:

- Partner of Project SPINNET
- Practical Academy of IT knowledge –development of professional skills of students for deeper cooperation – role of partner
- V. I. P. – Learning, Education, Innovation, Partnership – OP SR-CR (completed in January 2013)
- Future Laboratory for the Diffusion and Application of Innovation in Materials Science and Engineering (FLAME) – OP International cooperation – Central Europe (completed in May 2013)
- Jointly for Innovations (SPI) – OP SR-CR (completed in February 2013)

Infrastructure – premises and related services

The operates the building of Business Innovation Centre Zlín, the site is owned by the Statutory City of Zlín, The TIC operates it on the grounds of contract on loan and Zlín is a partner of the whole project. Premises are mostly of office nature and some 5500 m² of area is available, while leasable area is roughly half. A part of premises is determined for emerging enterprises in advantaged regime which are involved in so called incubation program. Remainign part is used by innovation enterprises in the regime of Technology Park and a part of premises is determined for institutions for enterprising support. Rent involves basic technical and administrative services, such as housekeeping, security of common premises, access to the internet (for incubators) and services of receptions (except to copying and similar services, those are subject to valid price list). There are meeting rooms and training hall available of capacity up to 130 persons (firms residing in the building have some discount). The building also included vegetarian dining room and café and next catering amenities are in close vicinity. A part of premises is furnished.

Access of firms to Business Incubator is subject to internal documents – a directive. The firm inclusion is decided upon by company director, Evaluation Commission is Advisory Body (composition: employees of operator, external partners – experts, investors and entrepreneurs bound by confidentiality agreement). Applicants submit their business plan and present it before the Commission. Preference goes to the firms with good prospectus, ideally of link or potential of collaboration with university. Incubator is not discipline-specialized, but the situation suggests the trend towards IT, multimedia and design. Premises are not air-conditioned, except the training room. During the rent period the firms can base their residence in the building.

Apart from standard rent areas even connected products are offered within Business Incubator and in October 2013 was launched a co-working place.

The building occupancy was at the end of 2012 cca 86 %. At the end of 2013 occupancy of the building was cca 96 %. Moreover, parameters are monitored such as the number of employees, number of newly created jobs and their structure (level of education, age, males x females). There was an effort to monitor even other data (mainly of economics and finance nature), however, those data has low predicative quality, as there can be discrepancy in case of self-employed persons, etc.)

Practice shows that to reside institutions for the support of enterprising and regional development increases “quality of address (plenty of services under one roof) and last but not least, a series of training activities, bringing life into the building, use of conference room, etc. Practice also shows that especially small offices up to 20m² are in demand.

The building location in the city centre is of advantage, therefore meeting rooms are used quite often. The problem on the whole site is parking. The TIC has a very limited number of parking places; however, the site is well accessible by foot and city transport.

In the beginning of 2014 the virtual incubator services were used by 6 clients and in co-working operate 8 clients.

Counselling and consulting

Counselling is offered to both emerging enterprises and the firms which exist for a longer period; they differ by its character because existing firms rather use funding audit and project processing, while emerging enterprises consult mainly business plan, possibilities of financing and generally the issue – how to open their business.

Counselling can be split into several categories:

- **Random counselling** – this is used by many “customers” outside the system of incubator – emerging entrepreneurs who come to consult their business plan, possibilities of financing, or they come to ask in what we could help them and we discuss their pan. Such opening meeting is free of charge; we share basic information and only exceptionally it is continued further. Random counselling also involves services of funding audit where we ae addressed by firms with the requests if this or that project could be financed from funding, or what are the current

funding possibilities. In some cases the application was processed (funding audit is provided free of charge, only application processing is paid). In certain cases even intellectual property protection is discussed.

- **Systematic counselling in connection with Business Incubator** – so called incubation program is running via regular evaluation of the company development on the basis of own evaluation mechanism; once a year there is a meeting held with each company and especially areas of enterprising selected in advance are discussed while the aim is to obtain information on the current status of the firm and at the same time, via that discussion to obtain feed-back for client (if they do not forget something which could...) That part is mandatory for firms and free of charge. An optional part is the second phase of evaluation – presentation of evaluation results and facilitation of the development plan; that part is charged and being used by just a few clients, specifically by 2 clients (but for many clients who participated in pilot testing of this methodology is even second part free of charge until the end of incubation). The evaluation also represents a systematic dialog between the client and incubator from which the requirement can ensue on next collaboration (e.g. search for trainees, interlink with university...)
- **Systematic counselling in connection with “Best business plan” competition** – this is counselling in the course of competition and successive work with selected plans which are realized. It is mainly consulting on business plan development, and successively, assistance during start-up of enterprising, mediation of contacts to suitable mentors / coaches / potential investors. In 2014 was launched “acceleration program” where the participants who proceeded to run 2 have a possibility of consulting their projects with representatives of partners already during finalization of their plan. In case of residing in Incubator, the standard incubation program continues.

Education and community building

The TIC Zlín realizes education and community building in the following formats:

Club Start-up 23

The club was open in May 2013. The platform is used for meeting, education and share of information on enterprising. The aim of the club is to educate future and existing entrepreneurs, build contacts and informal links. The club has been designed for those interested in enterprising and membership.

Under this brand we group and organize all educational workshops and streamed seminars for a target group of students and emerging entrepreneurs.

IN 2012 4 workshops entitled „Open your business and change your future“ were organized; that run was realized even in 2013.

The TIC has been organizing on the annual basis a run of workshops for students dealing with the issue of enterprising aimed at business stories, case studies, motivation and inspiration, financing, venture capital, etc. Moreover, workshops represent even a platform for informal meeting of this target group, exchange of experience, discussion over business ideas and their consulting. For students at secondary schools are realized workshops even in the form of visiting lessons, excursions in Business Incubator, etc.

Year 2012

- **Future of enterprising in CR – Radim Jančura (Student Agency)**
(Enterprising, future, students, finances)
When: November 13, 2012 14:00 – 16:00
- **How to build a team. Leadership – Petr Eliáš**
When: November 20, 2012 14:00 – 16:00
- **Success story – Slevíci.cz, founder Jiří Švirák**
Experience from stay in Silicon Valley
When: November 27, 2012 14:00 – 16:00

- **Finances – start-up for your enterprising**
(money, sources, banks, investors, business angels)
When: November 4, 2012 14:00 – 16:00

Year 2013

Technology Innovation Centre together with partners realized between November-December 2013 a run of 5 accompanying workshops to “The best Business Plan” competition in order to develop enterprising spirit and education of students in the Zlin Region.

The series of workshops entitled „Open your business, change your future“ started traditionally in October 2013 together with announcement of competition “The Best Business Plan”. At the run of five workshops performed Czech VIPs of the Czech business – Margareta Křížová, Business Consulting Director of CEAG s.r.o.; Michael Rostock – Poplar, investor; Jiří Švirák Chairman of the Board of BLUE 88 a.s.; Petr Eliáš, Chairman of the Board of ISPECTUM a.s. or Michal Berg, co-founder of eSports.cz. Continuously business stories were discussed, examples of good and bad practice, advice for emerging firms, methods of addressing investors and next similar topics. Workshops also included presentations of start-up firms which participated in previous years in the competition Best Business Plan. For example. Lukáš Kouřil (iTech21 s.r.o.) or Libor Minařík and Robert Pohuba presented their experience whose project Writesquare.com was a success in nation-wide competition of “The Best Student Innovative Prospectus”. Workshops were held within activities of Start-up 23 Club, Technology Innovation Centre and in total, almost 200 students, emerging entrepreneurs and other entities interested in enterprising were involved.

Streamed seminars – personalities

2012

Karel Janeček – RSJ Trading
Oldřich Neuberger –Libimseti.cz founder
Patrick Zandl –Mobil.cz founder
Patrik Riley – Head of Global Accelerator Network
Steven Kyuan – **Director of Varick Street Incubator, New York**
Martin Kasa –e-shop founder of KASA.cz
David Booth –ZeroTurnaround Company Director
Chris Burry, senior Vice President & Director, US Market Access Centre.

2013

Lucie Havlíčková – „How to present“
Lukas Fittl – Internet Metrics
Jan Veselý –Lean Canvas Business Model
Jan Veselý – Go to see people and develop your strategy, Leanstartup
Jan Řežáb – owner of Social Bakers
Jaroslav Gergič, owner of Good Data, How to organize work in a small startup

Basics of enterprising

The TIC prepared the concept of the optional subject entitled „Basics of Enterprising II“. That subject was pilot realized in the school year 2012/2013, while two graduates of this subject are implementing the business plan in Business Incubator TIC, next two students are realizing their plans outside the TIC premises. In the school year 2013/2014 the second run of that subject was implemented and completed in January 2014.

Commercial seminars

Advanced trends in contemporary marketing (31. 10. 2012)

The seminar will introduce you to the area of internet marketing and advertisement. You will get acknowledged with interlink of conventional forms of marketing, rules of segmentation of market in B2B, B2C, and the effective mixed marketing plan cocktail. Following graduation from the course you will start **thinking on marketing differently** and we will show you that a big **budget is not** always **the main thing**, which makes the project success.

Development of successful web sites (21. 11. 2012)

At the seminar you will get familiar with the overall concept of quality web sites concept. Information obtained at the seminar will enable you to understand the whole scale of important aspects which decide on the real success on the internet.

Marketing on social media – do not make silly mistakes (11. 12. 2012)

Information which you will get at this seminar will open new door for you to your customers and business partners- You will hear there everything about social media what you should know in order to success in the turbulent world of the internet and much more. The course is convenient for all who consider using of social media for promotion of brand, products and services – or they want to know more on possibilities offered by social media.

Technology transfer

The TIC provides infrastructure for spin-off firms.

We are preparing the project “Opened Innovations“ – which should be a platform where demand x offer will meet to collaborate.

We run an innovation portal – here, offers for cooperation are picked up, etc., including articles on trends.

We share publishing the magazine Company Partner (cooperation in Editorial Board + we prepare a part of content), edition some 20 thous. Issues, distribution to firms of the Zlín Region – it is a preparation for presentation of R&D results in connection of open innovations

We support innovation vouchers of the Zlín Region (collaboration in the preparation of concept, PR support, communicating with enterprising sector at processing of applications)

We have shared the preparation of several license contract on results of R&D in TBU

Miscellaneous, non-specifiable

- Being a member of Science and Technology Parks Association CR the TIC shares activities of that Association from the position of STPA CR Committee,
- AIE CR in the region
- Innovation Enterprise of the Zlín Region competition (every two years)
- Initiator tor of the establishment of the regional network PI, STP and CTT – common projects, activities, shared good/bad practices, common promotion
 - common problem solving – e.g. conditions of Prosperity program- “value handover”
 - establishment of consortia of selected partners for cross boundary collaboration projects (e.g. Trenčiansko-Zlín Innovation Platform, Education – Innovation – Partnership)
 - partnership in Best Business Plan competition, Innovation Enterprise of the Zlín Region
 - workshops / work with secondary schools in the catchment area of individual partners,
 - common PR – annual report, competitions, web,
 - the development of start-up firms catalogue (the aim is promotion of start-up firms in incubators and their involvement in business)
- open innovations system
- support of clusters and discipline / interdisciplinary cooperation – Plastics Cluster, Cross Boundary Collaboration of Rubber Companies...
- The TIC representative is a member of the RIS Steering Committee and member of many other work groups (TBU in Zlín, the Zlín Region, the Statutory City of Zlín)
- Regular meetings with colleagues from other Science and Technology Parks in the Czech Republic aimed at sharing Good Practice, mainly in the area of technology transfer

4. 5. Science and Technology Park Ostrava, a. s.

STP profile

The joint stock company Science and Technology Park Ostrava, a. s. was established by the Statutory City of Ostrava, VSB-TU Ostrava, Silesia University in Opava, Ostrava University in Ostrava and by Regional development Agency, a.s. Ostrava on the grounds of one-off foundation charter dated March 28, 1997, containing decision of founders pursuant to § 172 of Act No. 513/1991 Sb. As subsequently amended.

Equity shares of individual founders are:

| | |
|-------------------------------------|--------|
| Statutory City of Ostrava: | 59,1 % |
| Regional Development Agency, a. s.: | 9,1 % |
| VSB-TU Ostrava: | 13,6 % |
| Ostrava University in Ostrava: | 9,1 % |
| Silesia University in Opava: | 9,1 % |

The company is an enterprising entity and it covers its costs from obtained income and creates profit.

Board of Directors is a statutory body managing the company and acts on behalf of it. Its members are voted and removed by Supervisory Board (composed of representatives of shareholders.) Chairman of the Board is at the same exerting the function of Company Director.

Supervisory Board is supervising exercise of activities of the Board and implementation of enterprising activity.

General Meeting is held on the annual basis. Supervisory Body meeting is organized cca four times a year. Concluding contract-based rents for the period longer than three years and providing price advantaged services to incubated firms (personal presentation of applicants to Supervisory Board) are subject to Supervisory Board consent. Supervisory Board consists of representatives of the company shareholders.

The STPA disposes of 5 614 m2 of rentable area on two sites owned by the Statutory City of Ostrava (building Tandem is rented by the company, while Piano is loaned.) Currently two more facilities are being developed of the overall rentable area 5298 m2 for CZK 420 mil. Co-financed from OPPI – Prosperity.

The Moravia-|Silesia region and Ostrava alone is specific regarding the number of entities supporting the innovation enterprising and emerging firms (BIC Ostrava s.r.o., BI VSB – TU Ostrava, BI of University of Enterprising, a. s., IT Steel Třinec, Science and Technology Park Dakol, Karviná, Business Centre – Kaplův dvůr, Třanovice; Business Incubator RVP Invest, Fulnek; Centre of Enterprising and Development, s.r.o., Kopřivnice and others in the phase of the implementation preparation). The efforts of majority of entities is cooperate in the areas of common interests (activities aimed at students), however we can talk about a strong competitive environment which positively develop pressure on quality of services and negative pressure on price policy of subjects and fragmentation of effect in relation to the target group (individual competitions on business idea, participation in events, etc.

Mission, vision and strategy

Science and Technology Park Ostrava, a. s. (therein company) was founded as a response to a need to support intensity, quality and speed of distribution of innovations and technology transfer to economic practice of the region while stressing progressive (high-tech) technologies.

Company mission is to build and operate a Science and Technology Park which will provide a space for commerce-oriented scientific and technological research, industrial adoption of research, innovation of products and development of enterprising.

Organizational chart

STPA has in total 7 employees.

STPA Director is at the same time Chairman of the Board)

Technical manager is at the same time a member of the Board.

Assistant (part time)

Project Administrator

Accountant

Real estate administration specialist

Receptionist

Professional services (workshops) are organized externally. One of the Board members is a lawyer whose counselling is used for the establishment of companies and consulting of There is a maintenance man in DPP and housekeeping and facility security are subcontracted.

Financing

The STPA is a joint stock company established by act of law for the purpose of obtaining profit. Moreover, from the title of its mission it exerts non-for-profit activities (we operate two types of incubators, and carry out popularization activity related to innovation enterprising). The main income comes from rents of premises. Other services (consulting) are provided from own sources to tenants free of charge. Regarding its legal form the STPA has limited access to funding which can be drawn upon.

Since 2007 the STPA has been functioning without funded operations by the majority shareholder and has been using minimal sources from funding. Regarding construction of two new buildings and existing experience with residing of existing facilities, the new buildings probably will not be able to exist without external funding during first three years.

Involvement in projects

A partner of SPINNET.

Idea Incubator – support to emerging entrepreneurs from own funds.

OPPI – Prosperity – „Multi-purpose building III and IV of Science and Technology Park Ostrava“-requestor and beneficiary of funding is the Statutory City of Ostrava; the STPA participated in generation of applications, is partner-consultant of realization and co-administers the project.

Infrastructure – premises and related services

The STPA houses two facilities of private investors: Elcom, a. s. and Ingeteam, a. s. The STPA, a. s. administers two facilities: Piano building (cca 2500 m²), completed in autumn 2003 and loaned by the company and Tandem building (cca 2 900 m²), launched in operation in 2006 being currently occupied by a strategic tenant company Tieto Czech s.r.o.

Facilities have offices for rent (individual offices of area 23 - 120 m²).

Limitation for activities on the STPA, a.s. site.

Localized research, development, production and other activities must meet the following:

- must be of character of advanced activities with low share of raw material and energy inputs in the final product and its price;
- must not disturb the area in terms of transport;
- must comply with criteria of valid legal standards and regulations in terms of environmental impact.

Scientific focus of localized activities is not limited in any way. Such activities will be preferred, which will be primarily using capacities of regional universities and existing: regional research and development centres and collaboration with them. A guide for interested entities can be the following list of disciplines and activities:

- research, development and design activities;
- research and development activities oriented on cooperation with regional universities;
- biotechnology;
- nanotechnologies;
- development and manufacture of laboratory, measuring and testing technology;
- research, development and testing activities in the area of alternative energy sources;
- development of progressive technologies;
- SW development, production and installation of IT technologies;
- other research and development activities.

Even following disciplines are welcome of so called Strategic Services for enterprising sector which use progressive technologies and qualified human capital:

- Software Development Centres;
- Expert Solution Centres;
- Technology Centres

Inconvenient activities:

- heavy and light mechanical engineering;
- primary processing of raw materials, production of building materials, building yards, concrete plant, tarmacadam plant;
- large capacity transport bases;
- warehouses, wholesale and retail sale activities;
- companies with big transport burden, companies with negative impact on environment;
- activities with big share of energy and material inputs.

Criteria – interested entities will be evaluated on the basis of the completed questionnaire, possibly on the business plan submission.

A part of premises is rented in advantaged regime for clients of Idea Incubator and Technology Incubator (description see below) Premises are air-conditioned. The connection to the internet is available including voice services, services of reception, security of facilities for 24 hours a day, meeting rooms and lecture hall including audio and video technology (for tenants free of charge to a certain extent). All premises are electronically secured and linked to the desk of central security. Piano building houses a restaurant and squash courts.

Occupancy: Tandem – 100 %
Piano – 95 %

We provide services of virtual offices.

During the STPA existence the interest of our tenants changed from large offices of “open space” type to rather smaller ones (around 20 m²) because they can react to their economic development more flexibly. The original project of buildings was designed for a larger quantity of laboratory and pilot premises, however, in 2003–2005 there was almost no interest shown in this type of premises. Currently, the situation is opposite, therefore even in the project of new facilities being currently developed, the test rooms comply with more demanding criteria than the office.

Idea Incubator

The STPA offers support to emerging entrepreneurs. One of the basic criteria for entrepreneurs to be located in the incubator is a fact, that they are willing to bring something new to the market, e.g. a new technology, know-how, etc. The purpose of “Idea Incubator” is to offer help and conditions to creative people who want to implement their ideas, or just to challenge their potential. The form of assistance mainly consists in the offer of a short-term providing office premises with access to the internet (for 4 – 6 months), but also professional help while complying with full confidentiality of the STPA. Next significant help is counselling and assistance during the development of business plan of innovation or development project, counselling and assistance at search of convenient funding, and others. That all for a symbolic price. An important aspect is, that the interested person can use services of Idea Incubator a long time before being able to formulate the business plan, does not need to leave their existing job or study and to establish a company immediately, but they will get time, space and support for the idea to mature. In ideal case such project will continue in the linked Technological Incubator.

The key benefit for clients is:

- symbolic rent for a limited period of time
- all counselling free of charge in the scope needed by the client
- meeting rooms including technology free of charge

Technological incubator

Technological Incubator is determined for clients stemmed from the Idea Incubator, e.g. emerging enterprises (up to 3 year existence) or innovation firms existing already for a longer period, but which join the STPA with a new project, which additionally bears a high potential of new jobs creation.

The main advantage is advantaged rent for the period of 3 years of 50, 30 and 20 % in individual years. As those are already existing firms or firms which have passed through Idea Incubator, the interest in counselling shown by them is minimal.

Counselling and consulting

We support individual approach to counselling as not all clients must pass basic education connected with all aspects of business life. During opening meetings it is investigated what the clients are is "bothered by" and how we can help them. The main clients in the area of counselling are emerging entrepreneurs. Regarding intellectual property protection, we are dealing with it minimally, rather in the form of licenses (IT companies). The Centre of Support to Innovations disposes of its own intellectual property department supported from funding and if a requirement arises on a form of intellectual property protection, we send the firms there.

Counselling for emerging entrepreneurs especially involve:

- business plan development,
- assistance with the establishment of the company (contracts on foundation, residence, progress)
- help with promotion
- search for convenient financial resources, processing applications on funding and grants management

Both consulting and preparation of requests on funding are provided free of charge. Each entity interested in joining the Incubator will attend the opening meeting and will present its business plan. Key areas and problems will be defined which slow the client down in business realization. We do not dwell strictly on a company foundation, mainly at the initial phase, but majority of clients which pass through Idea Incubator found companies of limited liability. The STPA prepares contracts, advises in the procedure of establishment, and assists in search of financial sources.

"Death-rate" of clients is high, however we believe that it is reality in enterprising and we do not consider it a negative aspect of Idea Incubator functioning.

Counselling in the STPA is dealt by Company Director and Project Manager.

Education and community building

In past, the STPA organized events for resided companies and external interested entities which were charged by a symbolic prose. Despite promotion, those events were of minimum interest (supply overhung of similar events from similar entities), therefore, the STPA withdrew from it (events are funded from own sources).

But we would like to start up besides the development in the form of investments even activities aimed at students (despite activities of PI VSB) in the form of an optional subject designed on the principle of lecturers from practice:

We plan to realize "Best Business Plan" competition – regarding a small number of interested students to expand it to general public while the plans must be feasible or in a certain phase of realization. Addressing general public will require big costs for promotion, but the expected effect in the form of emerging entrepreneurs should be higher.

Currently, new web sites are being developed including restructuring of FB profile, which should ensure a community.

Technology transfer

The STPA (actually firms located there) operate on the side of demand in the field of Technology Transfer. VSB-TU Ostrava disposes of a specialized department of technology transfer which should commercially help in implementation of R&D results of university, offer instrumentation, etc.

Miscellaneous, non-specifiable

On the regular basis meetings of colleagues from other Science and Technology Parks of the Czech Republic are held aimed at good practice sharing, mainly in the field of activities aimed at students.

Being a member of Science and Technology Park Association CR, STP UP shares activities from the position of the STPA CR Board member.

Membership in networks

The STPA is an accredited member of the STPA CR.

STPA involvement in regional context

The STPA, being a member of the Work Group for Support to Start-ups of the Regional Innovation Strategy of the Moravia Silesia Region, is actively involved in the development of RIS (e.g. in the form of micro-loans, Funding Program for the support of start-ups).

STPA development

Currently, the construction of multi-purpose buildings III and IV in Science and Technology Park Ostrava is being developed (co-financed from OPPI – Prosperity, project cost CZK 420 mil., grant CZK 300 mil). The project will be completed in June 2015. This construction will result in cca 5 500 m² of rentable premises, so the size of this site will double.

STPA promotion

In order to increase awareness on the STPA, there are seminars held for secondary school students of the last year participated also by resided firms.

Currently, new web sites are being developed including FB profile – in connection with that even other marketing materials will be updated.

The independent marketing study is being prepared in connection with the completion of new facilities.

4. 6. Science and Technology Park of Palacký University in Olomouc

STP profile

STP UP is pursuant to § 22, Section 1, Letter c) of Act No. 111/1998 Coll. on Higher Education Act) and on Amendment and Supplements to Some Other Acts and pursuant to Article 36, Section 3, Letter d) of UP status institution. STP UP is headed by Director managing STP UP staff. Director reports to Vice-Rector for science and research matters.

The advisory body of STP UP is STP UP Council. The Council is chaired by UP rector who appoints next members for indefinite period, always involving:

- Deputy President of the Olomouc Region for regional development,
- Head of Strategic Development Department of the Olomouc Region,
- Lord Mayor of the Statutory City of Olomouc,
- Head of Economic Development Department of the Statutory City of Olomouc.

Every year are held the meetings of STP UP Council of expanded composition in presence of regional partners – representatives of the Regional Trade Chamber and regional representation of the Agency

for Support to Enterprising and Investments CzechInvest. The Council is a good platform where regional partners meet in one place and they can be explained many issues from the STP operations..

Mission, vision and strategy

Mission

The Science and Technology Park of Palacký University in Olomouc (STP UP) is contributing to the economic level growth of the Olomouc Region via the support of development of innovative firms, establishment of spin-off and start-up enterprises while stressing PU potential. It discovers and supports collaboration at implementation of research and development results in the commercial sphere while transferring the commercial sphere needs to science and research institutes of PU in Olomouc.

Vision

STP UP is a technology address in the Olomouc Region with a competent counselling centre for mutual support and sharing advanced technologies among innovation firms and science and technology Institutions of UP. It provides protection of intellectual property of UP in Olomouc and also of firms of continuous start-up and entry into real enterprising environment while supporting their further growth and development. Thanks to quality of outputs STP UP is a respected institution of the international scale.

Strategy

- office for rent, manufacture and laboratory premises for firms with an interest prospectus and focus;
- funded rent of office premises and consulting services in Business Incubator;
- counselling for emerging entrepreneurs in preparation of business plan;
- establishment of the firm, marketing and promotion;
- counselling on funding for firms, preparation of applications for funding and grants management;
- protection of intellectual property of Palacký University in Olomouc and STP UP clients;
- information and technology transfer, use of instrumentation and know-how of PU in Olomouc;
- education in the area of innovations and enterprising;
- promotion and networking.

Organizational chart

STP UP has in total 8 employees.

STP UP Director

Professional assistant

Support of enterprising area: Senior Consultant, Consultant, Project Manager

Technology Transfer area: Senior Manager for Business development, 2x Business Development Manager

Moreover, we hire a greater quantity of external staff, mainly lecturers for workshops, moderators and graphics. We subcontract housekeeping and technical administration of rented premises.

We are helped a lot by students; on some days they run the reception but we are much helped by them even with a more professional work (such as preparation of e-learning, verification and organizing contacts and database processing).

Financing

Even if STP UP is an independent economic unit of UP in Olomouc, it does not receive contributions for common operation from its budget.

Commercial income includes income from rented premises, income for counselling services provided to firms and for realization of job orders for public sector (Ministry of Industry and Trade, CzechInvest).

Second part of income comes from funding, mainly from OPVK.

Investment activity can be implemented due to projects of OPPI, partially funded by STP UP or Palacký University in Olomouc.

Currently, income from commercial activities and funds quite even. We are trying to increase income from commercial activities every year. We investigate all our activities not only in terms of their usefulness for a target group, but also regarding their possible economic yield.

Involvement in projects

A partner of SPINNET).

After graduation: More effective transfer of UP in Olomouc graduates to practice (preparation and teaching. 1. Employee, 2. Employer, 3. Entrepreneur, 4. Manager, 5. Expert Person, 6. Individual endangered by unemployment, 7. Work and enterprising in RU, 8. Practice in virtual environment (in the role of requestor)

Inova COM (collaboration of several STPs in CR, internships for students and academics in firms and in foreign TTOs, preparation of specimen contracts in IT) (in the role of partner)

Practical Academy of IT Knowledge – the development of professional skills of students for more intense collaboration (in the role of partner)

Infrastructure – premises and related services

STP UP disposes of non-residential premises in two buildings determined for rent of purposes of enterprising of emerging entities and innovation firms. Together with Expert Commission of STP UP it negotiates with those interested their applications for rent, while considering the requestor and the subject of their enterprising. On the proposal of Director, the Expert Commission members from ranks of employees UP and regional partners are appointed by UP recto. Not every company is entitled for rent in STP UP.

The firms from areas of biotechnologies, nanotechnologies and software companies are preferred. A part of rent is funded in the form of advantaged rent for those clients that qualify to “Incubation Program”. Offices are furnished and basic outfit involve fast internet and cheap voice services. Both offices and production premises are fully air-conditioned. Tenants can use services of the reception, parking place directly in front of the building and of two fashionably outfitted meeting rooms, including advanced audio and video technology and internet wifi connection. All rooms are electronically secured and connected to central security desk.

Rent price in both blocks involves the use of a small meeting room. Use of office amenities (copying, fax, scanner, laminating, etc.) is available for cost prices and there is access to university know-how and contacts.

We have also non-stop self-service refreshment organized.

Total area for rent is 2747 m².

Block A – 1707 m² – to 31. 12. 2013, rented 100 % (premises with independent entry)

Block B – 1040 m2 – to 31. 12. 2013 rented 62 % (offices of size 36 m2 and 2 pilot operations covering the area of 178 m2)

Total occupancy to 31. 12. 2013 is 82 %.

Experience has shown that it is convenient to have even small offices in the offer; demanded are offices of cca 20 m2 for 2 employees.

Block A has been designed so that all premises of rent are enter separately from the outside of the building. That arrangement is advantageous because those premises which cannot be rented can be standalone (area for rent covers almost 100% of flooring).

Besides standard premises for rent we also offer a virtual office of two variants:

- Shared office for co-working which can be used by the firm jointly with other tenants,
- Virtual office for clients who do not need aby premises and want to use services of reception and a possibility of company residence.

The virtual office is quite demanded. However, we provide residence only to firms having an interesting idea and focus or to firms of students and employees of Palacký University. This is how we differ from similar commercial projects.

Co-working is of less interest. In the functional co-working should be every time minimally several working people. Only so they are able to use its advantage – mutual interaction. In smaller towns and at inconvenient places this minimal occupancy will be difficult to reach.

Counselling and consulting

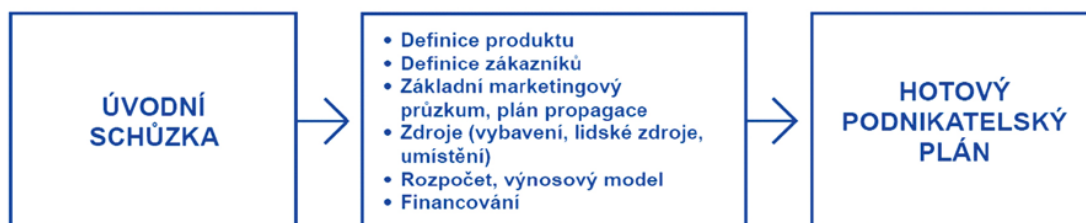
STP UP consultants provide counselling especially for start-up firms and those interested in enterprising. Grant counselling, but also the one in the area of protection and use of intellectual property are ordered even by existing firms.

Areas of counselling suitable for those interested in enterprising and start-up firms:

- assistance with business plan preparation
- assistance with a firm establishment and start-up (establishment, staff recruitment, access to education, sharing of contacts)
- assistance with promotion (marketing plan and organizing certain promotion activities)

Areas of counselling for start—up and existing firms:

- preparation of application for funding and grants management
- access to alternative sources of financing
- protection and use of intellectual property



STP UP consultants provide emerging entrepreneurs counselling free of charge. Each emerging entrepreneur firstly attends the opening meeting with consultant and will present its business plan. During several meetings 6 key parts of the business plan are analyzed.

Consultant and client will jointly assess the business plan and will do marketing research. STP UP consultant will also advise on legal acts required for enterprising (including license contract) will help with selection of employees, management of accounting and economic agendas, with advertisement and promotion, management of due diligence campaigns, with company performance assessment, or with gaining venture capital.

Unfortunately, “exodus” in the course of counselling is quite frequent. Emerging entrepreneurs are gradually losing motivation. Many prospectuses are missing a functional business model.

In 2012 counselling was provided to more than twenty interested entities, especially involving UP students, but also emerging firms from the Olomouc Region. The most interesting projects were the following:

- Production of herb syrups of Batka products
- DNA portraits
- Socket for charging mobile phones
- China Roses – online English learning for customers in China
- Mimmio.cz – social portal
- Gastro BiLangue – learning languages for restaurant staff
- Electro-bikes – tailor-made stylish electro-bikes

In 2013 counselling was provided to more than twenty interested entities, especially involving UP students, but also emerging firms from the Olomouc Region. The most interesting projects were the following:

- Watch theatre – a winning project of Martin Zavadil “Enterprising Head” competition 2013 – records of the best theatre performances from the whole CR
- Washer for ducks and bedpans – use of ozone in industrial washer of ducks and bedpans
- Neocam – project for connection and monitoring of web cameras to the internet
- Snoezelen Olomouc – multi-sense relaxation centre
- Kalokagathia Bath – fitness centre
- Olomouc Cards – cards which will attract

The Competition on best enterprising idea called “**Enterprising Head**” is a significant event which generated several dozens of business plans. The 4th year of this competition included 97 applications, out of which 67 were submitted on due date (in 2012, 56 applications for competition were submitted, while 43 of them were submitted on due date).

Companies are offered professional counselling at the preparation of application for funding, grant management and marketing, economic and personnel counselling.

Counselling on funding for firms is a suitable supplement of activities, being even commercially interesting. CzechInvest Agency launched a new program “Czech Eco System, supporting improvement of quality and accessibility of specific counselling services aimed at the preparation of projects of innovation for small and middle-sized companies as potential beneficiaries of venture capital for the increase of their competitiveness.

STP UP won in the Olomouc Region the competition on providing services of so called “scouts” – advisors who will assist requestors at the preparation of project applications. We submitted 5 applications.

We newly launched **incubation** program to which the best business plans of emerging firms are qualified.

The incubation program (marketing title UP Business Catapult) includes:

- discount for premises for enterprising (use of virtual offices for students for 6 months free of charge)
- use of meeting room free of charge and significant discount for rent of training room

- 5 hours per month of counselling services provided by STP UP consultant
- company effectiveness assessment every six months
- CZK 30 thous. For purchase of consulting services from external advisors
- a possibility of meetings with experienced mentors
- VIP registration for organized events of “JsmeMarketing and JsmeEnterprising” and access to materials from those events
- free of charge participation in networking events

Education and community building

In 2012 we initiated realization of two educational concepts aimed at enterprising and marketing (JsmeEnterprising and JsmeMarketing). STP UP Academy is a series of specialized professional seminars designed in a popular form on protection and commercial use of industrial property objects. Only verified lecturers of evidenced practice can lecture, there.

JsmeMarketing

JsmeMarketing is an open community of people interested in rational, creative and advanced methods of marketing emerging at UP in Olomouc. Our events are open to all students, firms and general public.

Professional Lecture

The base of the new educational concept are lectures of experts of Internet Marketing experts who offer the audience a real added value. The main topics of lectures involve: social media, SEO, we analytics, PPC advertisements, and internet marketing in general.

S.M.S. Workshop

During Social Media Strategy workshop maximally 16 attendees discuss with mentor the topic assigned in advance with the objective of the development of basic strategy of firm, brand or project on social media.

Informal Marketing

Informal meeting of people around “JsmeMarketing” and of other interested entities in marketing, social media, enterprising, etc., which is usually held after the end of S.M.S. Workshop.

In total, in “JsmeMarketing” 12 events were held in 2013 12 participated by 364 people (while in 2012 11 events were held participated by 265 people).

JsmeEnterprising

JsmeEnterprising is education for enthusiast in enterprising. Entrepreneurs and future businessmen can meet, gain and exchange know-how, inspiration and stamina for, establish personal and business contacts. The concept is a fixed part of the whole eco-system of STP UP, which wants to offer an ideal place for beginnings and growth of innovative enterprising via summary of all activities.

Business Know-How

Business Know-How is a key format of JsmeEnterprising. It offers businessmen, those interested in enterprising and to all others a valuable know-how conveyed by interesting guests from the whole CR. Topics show variety of target groups so that they could offer inspiring information to both experienced and emerging entrepreneurs.

Inspiration Evening

The Inspiration Evening will offer relaxation and inspiration at late afternoon or evening event. It involves a lecture given by interesting Czech entrepreneurs or by interesting personalities.

Chill Out Time

Many successful entrepreneurs have interesting hobbies and they have proven their success even elsewhere, than in their enterprising. We would like to facilitate a meeting with those personalities and get familiar with that “non-entrepreneurial” side of their life. It can involve a common projection of

documents, a lecture of an individual who has crossed the whole globe by hitchhiking, or a mini-exhibition of some significant Olomouc natives.

In total, in " JsmeEnterprising" 23 events were held in 2013 12 participated by 740 people (while in 2012 10 events were held participated by 267 people).

WWW sites of projects can be found on www.jsmepodnikani.cz

UP Business Club

STP UP does not offer only premises for enterprising, but total environment for growth of enterprising and ideas. We launched UP Business Club for those interested in enterprising, who so far, are not interested in renting premises in STP UP. UP Business Club members can be all promoters enterprising, emerging entrepreneurs and experienced matadors.

Advantages for members:

- access to materials from organized events of " JsmeMarketing and JsmeEnterprising"
- VIP registration for organized events
- 2 hours of counselling every quarter given by STP UP consultants free of charge
- discount for events organized by partners – e.g. discount for events TUESDAY Business Network
- participation in special networking events for club members

We offered Business Club free of charge. Since January 1, 2014 the membership has been charged CZK 500, including VAT. The number of members decreases but at the same time their quality increased. All events of " JsmeMarketing" are charged (again symbolically, - students CZK 100, non-students CZK 300), as well as majority of events of " JsmeEnterprising" are charged. Requesting a symbolic amount for participation has proved effective. There was a significant reduction of those who registered, but finally did not come to the event. Charging is also beneficial in such aspect, that visitors respect the event more.

STP UP Academy

STP UP Academy offers popularly developed topics from the field of protection and commercial use of industrial property objects, lectured by specialists with evidenced practice mainly for academic staff.

Within **STP UP Academy** the following seminars were held:

In total, in "STP UP Academy" were held in 2013 10 participated by 139 people (while in 2012 2 events were held participated by 42 people).

STP UP Academy is aimed at academy staff. Within this concept we will not offer a big quantity of lectures, but we will focus on quality, only. At the same time, each lecture should motivate attendees to enterprising.

Technology transfer

Palacký University disposes of high-quality instrumentation and valuable intellectual property, which can be implemented mainly in pharmaceutical industry, chemistry, biotechnology, optics, or nanotechnology. That technical outfit and know-how can be used by every company.

The development of services in 2012 was possible due to expansion of our team, which was supported by 2 **business development managers**. Now we have more options on how to inform potential clients that at UP in Olomouc even research for companies is implemented.

Capacity-supported institute of Technology Transfer has been searching business potential more intensively at UP while promoting it. There is an ongoing offer of services in the field of industrial property protection, especially for academic staff of Charles University. Continuously, market opportunities are searched for both in CR and abroad, colleagues help with processing of bids and coordinate realization of some of them.

We realized the first of events of the educational project **STP UP Academy**. Using popularly developed topics of protection and commercial use of industrial property objects presented by lecturers of evidenced professional practice, we would like to, apart from education itself, inspire academics for enterprising.

STP UP offers to commercial entities:

- search for best experts available in the discipline at UP in Olomouc,
- enabling access to cutting edge scientific knowledge and use of most advanced research instruments thus facilitating the development of new products or improvement of characteristics of existing ones,
- providing funds for co-financing common research from available grants,
- common overcome of barriers between academic and commercial world.

The most frequent type of collaboration was one-off or repeated consultation given by an expert from PU in Olomouc on a specific problem. During consulting the professional measurement was conducted and its interpretation.

Tailor-made research consisted in the involvement of experts from university in the solution of more difficult and time consuming projects.

The least frequent type of collaboration is sales of licenses for the use of industrial property objects (patents), however even this type occurred in 2012.

STP UP staff helped in realization of all those types of collaboration. Following acceptance of demand on cooperation they were searching the best expert possible and jointly with them developed a bid. They organized contract-based order, supervised its realization and finally, they carried out its billing. During the whole time, the company partner had one specific person for disposal who was his partner for successful implementation of the order.

UP in Olomouc Catalogue of instrumentation and services is a helper for effective work. **Catalogue of instrumentation and services** is a database of instrumentation, research capacities and know-how available at UP and usable in the regime of supplementary activity. The Catalogue is available on internet sites www.vyzkumprofirmy.cz and also in the English version on www.STPup.cz/cooperation. Currently interested entities can find in the Catalogue all 238 instruments and 119 services out of 52 institutes of UP, including 13 private companies.

A new thing is publicising of instrumentation of research centres of **VaVpl (R&D)**, which have already initiated their activities. The Catalogue was incorporated by research centres in their internet sites on which only those instruments and services are displayed, are available at the specific research and development centre.

In 2013 was mediated via STPUP to Palacký University **52 demands** on measurement, research and cooperation. Out of them, **37 new business cases were established and 15 cases** were successfully completed of the total value exceeding **CZK 300 000** and many of them still continue in next cooperation. Among others, due to intervention of STP UP the cooperation was re-established with Synthesia, a.s. and the start-up job order amounting CZK **100 000** was signed. We also got involved in the program of Innovation Vouchers. In total, services of University were used by 8 firms, out of which 7 firms were providing counselling given by STP UP at search of a suitable partner within University and at the preparation of application.

STP UP consultants were selected for the support of the second run of pilot program of Ministry of Industry and Trade entitled "Innovation Action" with the objective of testing and implementing the program in CR called **Knowledge Transfer Partnership (KTP)**. The Program has been successful in the UK for more than 30 years. It proposes to interlink knowledge of universities with potential of private firms – a firm will recruit a new graduate who deals with research and improvement of products and services of the company under the common leadership of the company and university representative. The recruited person can use for their work university amenities, so private company has a possibility to share university know-how, and on the contrary, university gets an opportunity to test its know-how in practice of the private company. STP UP consultants helped with preparation of two project applications of Geneproof a.s. and Chemap Agro s.r.o. **Both projects were supported.**

Both firms found suitable partners at UP in Olomouc (Microbiology Institute LF UP, Department of Growth Regulators of Haná. By virtue of Ministry of Industry and Trade the STP UP consultant will supervise not only the successful realization of those projects, but also the project of Rawat s.r.o., whose partner is Academy of Sciences, Institute of Botany.

STP UP staff attend scientific conferences (Mechanical Engineering Trade Fair, Ampér and others)

Staff of STP UP Technology Transfer Department got experience with Technology Transfer in institutes of TTO Salford University, TTO Bradford University and Imperial Innovations at Imperial College in London, BDC Basel in Switzerland, TTO Tech Minho, Guimaraes University in Portugal, followed by TTO Brock University and TTO Waterloo University in Canada. With the last named organization a memorandum was signed on collaboration at exchange and commercialization of results of universities. Moreover, TTO team was also intensively trained in one-day and two-day intense courses, namely in the following areas: „Basics Of Fundraising“, „Basics of Project Management“, „Managerial Skills – leadership of meetings“, „Communication and Know-How“, „Presentation Skills Effective Presentation“, „Managerial Skills – Time Management of Generation 4“ and „Communication Skills – Arguing and Negotiating“

Two Business Development Managers attend a specialized studies of Industrial Property Office in Prague.

An important activity was the preparation, print and distribution of Guide for Commercialization of R&D results at UP in Olomouc. The Guide objectives is to provide scientists with basic information on possibilities of use of results, their research and development.

UP Intellectual Property Protection

STP UP is administrating the Register on Announcement on Establishment of Objects of Intellectual or Industrial Property and File of Application of Objects of Industrial Property Submitted for Registration at Industrial Property Office and next offices on behalf of UP in Olomouc. In cooperation with UP Legal Department, the interested entities are provided assistance at concluding license contracts on Industrial Property Objects. The database of Industrial Property Objects is maintained – of patents and utility models of UP. All patents, patent applications and license contracts are kept in Microsoft Dynamics CRM.

In 2012 seminars were held for students of nanotechnologies and linked study at Medical Faculty of UP. The topic was Transfer of Results and Patent Protection. Seminars were attended in total by 50 students.

Coordination of Spin-off Entities Establishment

STP UP receives proposals on the establishment of spin-off entities, provides or organizes counselling for proposing entities including information on particularities of proposals, legal and economic aspects of the establishment of spin-off entities, and information on possibilities of commercial use of industrial property. Moreover, STP UP, on behalf of UP participates in negotiation on the establishment of spin-off entities, monitors foundation charters of those entities, monitors and evaluates the participation of UP in those companies and submits to UP Finance Officer the statement on business plan of the intended spin-off entity.

In 2013 there were some attempts to establish a spin-off firm. Proposal on its establishment was submitted twice in accordance with internal regulations entitled **Rules for Depositing Monetary and Non-monetary Funds of Palacký University in Olomouc to Legal Entities**. Unfortunately, the proposal was not approved by UPOL Managing Board.

Miscellaneous, non-specifiable

Being a member of STPA CR Board, STP UP shares activities of this Association.

Meetings with colleagues from other Science and Technology Parks in CR are regularly held being aimed at sharing good practice, especially in the area of Technology Transfer.

Membership in networks

STP UP is a long-term and accredited STPA CR member.

STP UP is a member of Czech innovation platform.

The membership in Tuesday Business Network continues including the associated membership in Enterprise Europe Network.

STP UP is also a member of National Cluster Association CR.

STP UP involvement in regional context

The STP UP representative is involved in the preparation of Regional Intelligent Specialization Strategy, section Olomouc Region (RIS3). STP UP is also a member of Economic Development Commission of the City of Olomouc.

STP UP development

The main part of Block A reconstruction, was successfully realized. The project funded from OPPI program Prosperity was completed in June 2012.

The key part B of Block A in STP UP was implemented within the project **Science and Technology Park of UP in Olomouc was implemented, Phase 2**. The reconstruction will be completed by 30. 6. 2014. Estimated cost of the project is CZK 15.1 mil.

In November 2013 was initiated erection of the third building of STP UP – Block C. It should be completed by November 2014. Estimated cost of the project is CZK 55 mil.

This project realization will result in the increase of area for rent in STP UP from existing 2 747 m² to targeted 4 084 m², which will ensure problem-free project sustainability and quality of offered services.

STP UP promotion

The biggest marketing event in 2013 aimed at the promotion of services of Business Incubator was **Enterprising Head 2013**. In total, 97 contributions were submitted to the third year of this competition while 67 of them were submitted in due time.

Even in 2013 were as the main promotion medium used internet sites **on the main domain www.STPup.cz**. The structure of sites was simplified and texts were updated.

Next important promotion electronic medium became **social network Facebook** – on STP UP home site (www.facebook.com/STPup) and on site of Enterprising Head competition (www.facebook.com/podnikavahlava) we regularly communicate with our fans.

Individual projects were promoted even via own domains: www.vyzkumprofirmy.cz, www.dotaceprofirmy.cz, www.podnikavahlava.cz, www.jsmemarketing.cz, www.jsmepodnikani.cz, www.vedavolomouci.cz.

Moreover, printed promotion in scientific magazines was used, followed by targeted letters and other media.

A completely new thing was autumn exhibition of photographs by Jiří M. Doležel and Jitka Brabcová. Following festive opening, photographs were displayed for almost one month on corridors of STP UP B Block.

STP UP consultants are also using for the establishment of contacts the professional network LinkedIn.com.

5. Conclusions

Good Practice in STP Guide is a continuously developing specification of basic terminology, functions and objectives of STP (founder, owner, operator, criteria for adoption of innovation enterprises in STP), experience from the period of STPA CR foundation and phases of its activity, phases of development of the National Network of STP in CR as a part of the system of innovation enterprising in CR; it also evaluates experience from realized phases of accreditation of STP in CR so far, and via criterion stated above (see Chapter 1 – Introduction) it complements the current 12th phase, and finally, connects to experience from fulfilment of STP task to be an active part of the innovation infrastructure.

Six case studies of STPs listed above in Chapter 4 evaluate in detail the profile of those STPs, their active role in the regional infrastructure, their task in counselling and consulting, their share in education and established communities, and implemented forms of technology transfer. Section “Miscellaneous, non-specifiable” presents next significant activities of these STPs.

Chapter 3 presents knowledge, experience, recommendations and conclusions on individual areas of activity. Those conclusions identified as „From practice “are one of the most important part of this Guide.

This Guide is **one of the six innovated products of SPINET project**, remaining ones are the following:

- We Are Establishing Innovation Enterprise Guide
- Methodology of Business Plan Evaluation
- Case study “By Practice to better Employment after Graduation”
- Good Internship in STP Methodology
- STP Catalogue in Printed and Electronic Form

6. Literature

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Annexes

I. Services provided to innovation enterprises Science and Technology Park of PU in Olomouc

| | | |
|------------|-------------------|---------------------------------------|
| TP | external | counselling |
| x | | Business plans |
| x | | Technology counselling |
| x | x | Patent counselling |
| | x | Certification counselling |
| x | x | Finance counselling |
| x | x | Accounting |
| x | x | Legal counselling |
| x | | Marketing counselling |
| x | x | Education (courses for entrepreneurs) |
| | | |
| STP | externally | Technical services |
| x | | Secretary office |
| x | | telephone exchange |
| x | | telephone, fax |
| x | | copying |
| x | | word processing |
| x | | reception |
| | x | buffet, dining room |
| x | | conference premises |
| | | computer for technical use |
| x | | workshops |
| x | | laboratories |
| | | access to databanks |
| x | | exhibition space |
| | | |
| STP | externally | Finances |
| | | Own capital |
| | | credits |
| | | contributions |
| | | other forms |



INVESTICE DO ROZVOJE VZDĚLÁVÁNÍ

SPINNET

Cooperation, Innovation and Networking
of Science and Technology Parks and Universities

CZ.1.07/2.4.00/17.0094

Period of project resolving: 09/2011 – 08/2014

Beneficiary of funding: Science and Technology Parks Association CR

Project objectives

Is to support cooperation among project partners, a defined target group and application and public sphere, followed by the establishment of environment for intense collaboration of academic and R&D sector with application sphere via suitably selected partners in individual regions. The project will result in the establishment of the national network which will be based on partnership of universities and Science and Technology Parks in regions.

Key project activities:

- pre-incubation of student innovative business plans
- internships of advocates of R&D and transfer of experience and knowledge
- internships of students via mirroring of managers in innovation enterprises
- long-term internships of students in Science and Technology Parks
- partnership with application sphere and portal of cooperation.org

Contact:

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Period of project resolving: 09/2011 – 08/2014

Beneficiary of funding: Science and Technology Parks Association CR

Project partners:

- South Bohemia Agency for Support to Innovative Enterprising
 - Technology Centre Hradec Králové
 - BIC Brno
 - Technology Innovation Centre Zlín
 - Science and Technology Park Ostrava
 - South Bohemia University in České Budějovice
 - J. E. Purkyně University in Ústí nad Labem
 - Univerzita Hradec Králové
 - Mendel University in Brno
 - Palacký University in Olomouc
 - VŠB-TU Ostrava
 - CzechInvest
-

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Iveta Němečková**

