

**From strategy to
implementation
boosting
entrepreneurial spirit
in regions – iEER
experience**





HDFD
HAUTS-DE-FRANCE
INNOVATION
DEVELOPPEMENT

Région
Hauts-de-France

GENERALITAT VALENCIANA
CONSELLERIA D'ECONOMIA SOSTENIBLE,
SECTORS PRODUCTIUS, COMERÇ I TREBALL

LAND BRANDENBURG
BRANDENBURGE

TRALEE
INSTITUTE OF TECHNOLOGY
INSTITUTUL TEICNOLOGIC TRALEE

LAUREA
UNIVERSITY OF APPLIED SCIENCES

UNIVERSITAT DE VALÈNCIA
ESTUDI GENERAL DE VALÈNCIA
U.V.E.G.

REGIONE MARCHE

REGIUNEA VEST ROMÂNIA

Region of Southern Denmark

West Pomerania

Technische Hochschule Brandenburg
University of Applied Sciences

nilga
northern ireland
local government association

Helsinki-Uusimaa Regional Council

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EU policy for SMEs and entrepreneurs

Monitoring

Areas to improve (SWOT)

Policy design

regulation

regulation

Entrepreneurship ecosystem

Funding support

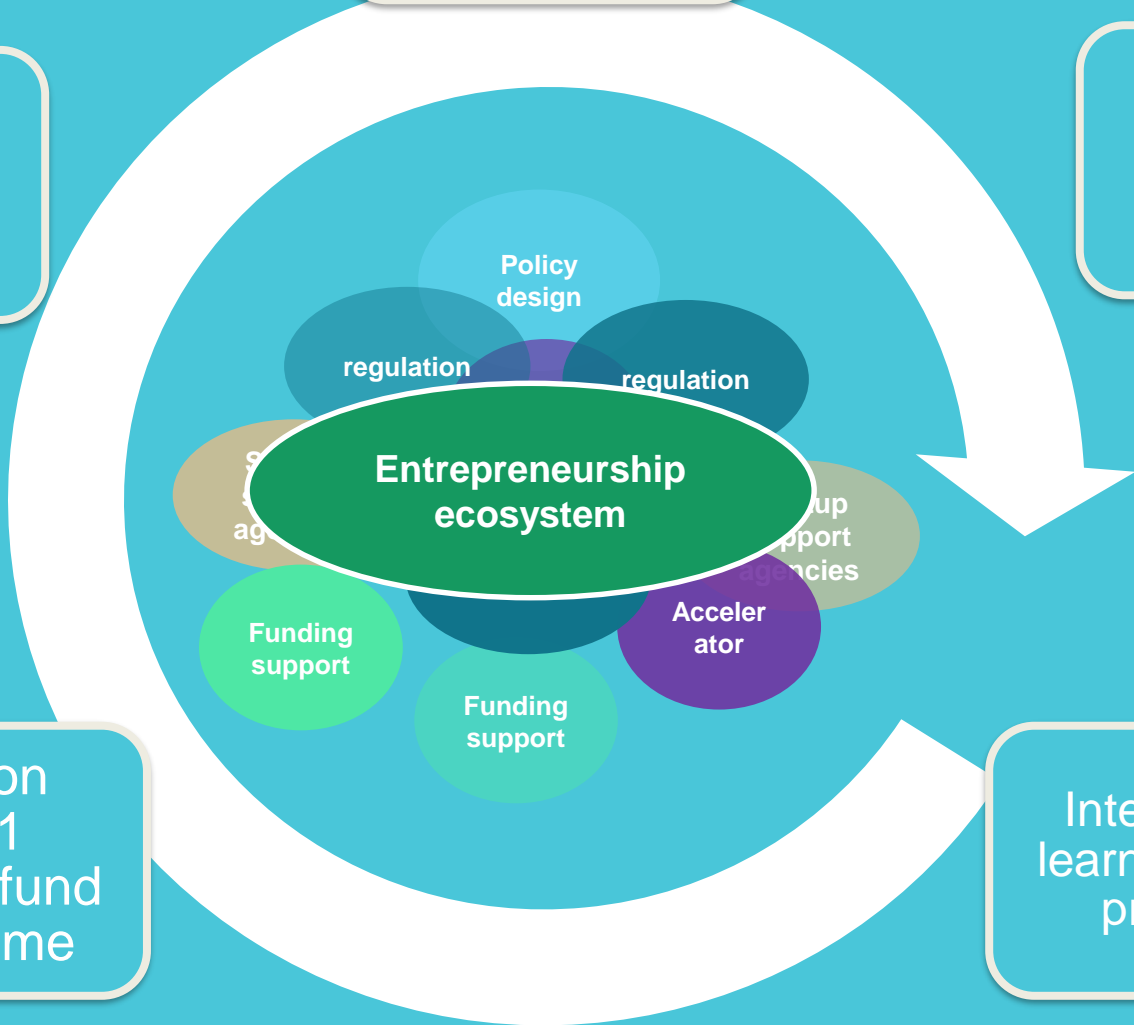
Funding support

Accelerator

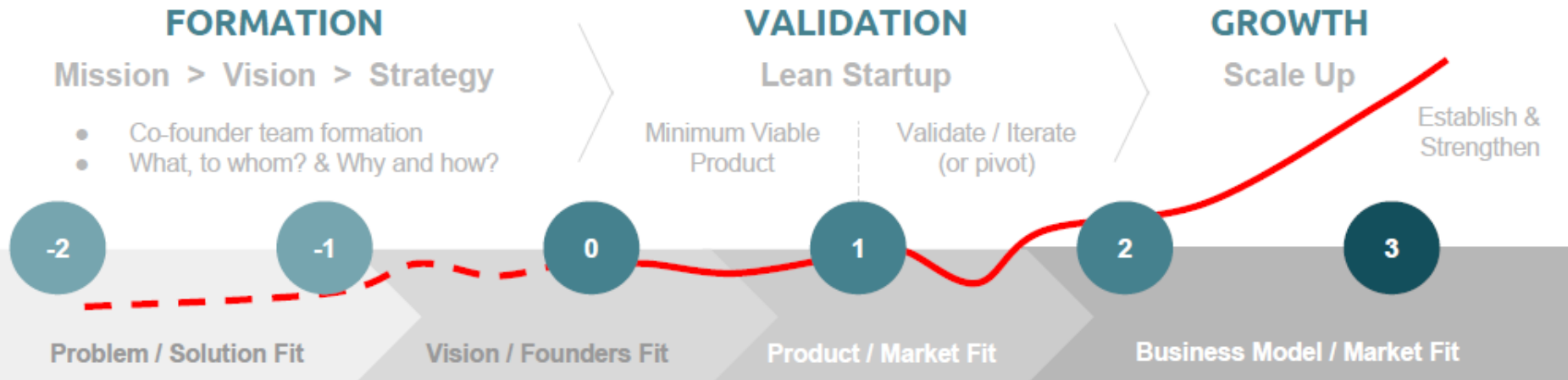
Support agencies

10 Action plan/11 structure fund programme

Interregional learning & best practices



iEER GOAL: Improving general understanding about entrepreneurial ecosystems and the development needs of startups



Ideating

Entrepreneurial ambition and/or potential scalable product or service idea for a big enough target market. Initial idea on how it would create value. One person or a vague team; no confirmed commitment or no right balance of skills in the team structure yet.

Concepting

Defining mission and vision with initial strategy and key milestones for next few years on how to get there. Two or three entrepreneurial core co-founders with complementary skills and ownership plan. Maybe additional team members for specific roles also with ownership.

Committing

Committed, skills balanced co-founding team with shared vision, values and attitude. Able to develop the initial product or service version, with committed resources, or already have initial product or service in place. Co-founders shareholder agreement (SHA) signed, including milestones, with shareholders time & money commitments, for next three years with proper vesting terms.

Validating

Iterating and testing assumptions for validated solution to demonstrate initial user growth and/or revenue. Initial Key Performance Indicators (KPI's) identified. Can start to attract additional resources (money or work equity) via investments or loans for equity, interest or revenue share from future revenues.

Scaling

Focus on KPI based measurable growth in users, customers and revenues and/or market traction & market share in a big or fast growing target market. Can and want to grow fast. Consider or have attracted significant funding or would be able to do so if wanted. Hiring, improving quality and implementing processes

Establishing

Achieved great growth, that can be expected to continue. Easily attract financial and people resources. Depending on vision, mission and commitments, will continue to grow and often tries to culturally continue "like a startup". Founders and/or investors make exit(s) or continue with the company.

Growth

Learning and implementing what works in regions

11 structural funding programmes and regional policies

RIS3 implementation for young entrepreneurs

Digital Health Venture Forum, Scale-up Denmark, Valencia Entrepreneur Council, Patent and Knowledge Bank Programme

Pathways for young entrepreneurship in outlying areas

Back-to-work Enterprise allowance, CEDES centers, Success through succession, Factory of the future, young company

Entrepreneurial competence & activation

PEIPIT, Student entrepreneurial society, C-Lab, Student companies, Aula Empreende.

Start up & Acceleration support

New frontiers programme, Slush, Antreprenor de Sezon, RCLiTT, StartupV

-3

Education

-2

Ideation

-1

Concepting

0

Commitment

1

Validation

2

Scaling

3

Establishing

mindset activation

Formation

Validation

Growth

Time

iEER impacts 2016-2020

Interregional learning and capacity building

- 14 interregional events
- 104 local events/meetings
- 1600 participants involved

Policy action plans and commitment to adapt

- 10 regional action plans & more than 50 actions
- Addressing 11 Growth and jobs programmes

EU policy impacts

- EC's start-up and Scale-up initiative
- CoR's opinion "Contribution of cities and regions to the new EU policy framework on SMEs"