From strategy to implementation boosting entrepreneurial spirit in regions – iEER experience
From strategy to implementation boosting entrepreneurial spirit in regions – iEER experience
EU policy for SMEs and entrepreneurs

Areas to improve (SWOT)

Monitoring

10 Action plan/11 structure fund programme

Interregional learning & best practices

Entrepreneurship ecosystem

- Policy design
- Startup support agencies
- Accelerator
- Funding support
- Monitoring
- Regulation
- Interregional learning & best practices

SWOT

- Startup support agencies
- Accelerator
- Funding support
- Monitoring
- Regulation
iEER GOAL: Improving general understanding about entrepreneurial ecosystems and the development needs of startups

FORMATION
Mission > Vision > Strategy
- Co-founder team formation
- What, to whom? & Why and how?

-2 Problem / Solution Fit
-1 Vision / Founders Fit
0 Product / Market Fit
1 Business Model / Market Fit
2 GROWTH Scale Up
3 Establish & Strengthen

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.

© StartupCommons
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, RCIiTT, 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”