



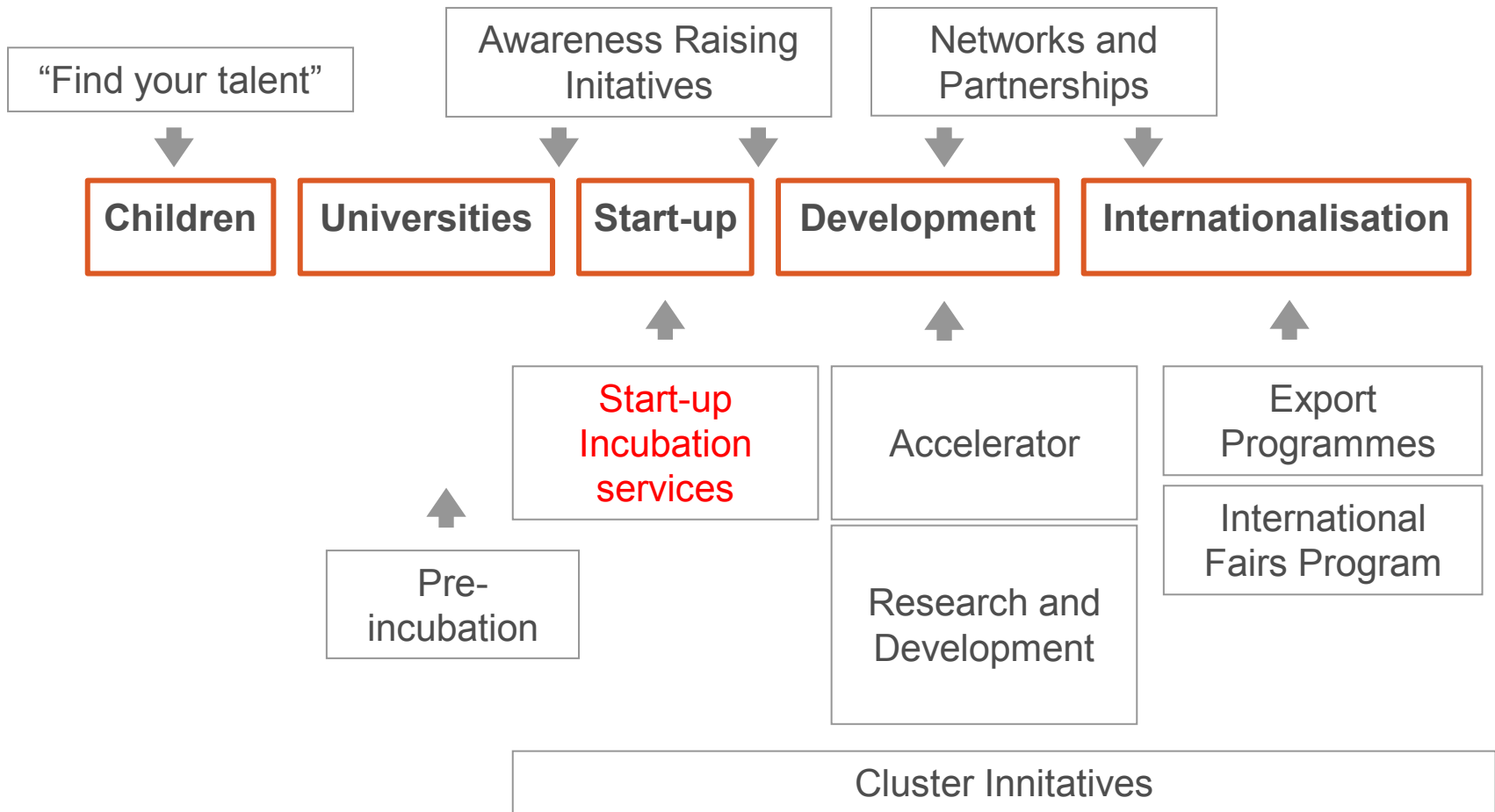
**FINANCIALLY SUSTAINABLE INCUBATION MODELS  
KEY SUCCESS FACTORS  
WG3 – TIERS OF SUPPORT**

# AGENDA

1. CREATIVE ECOSYSTEM
2. CLUSTER COOPERATION
3. BUSINESS MODEL
4. TIERS OF SUPPORT - 6 PILLARS
5. CREATIVE BRATISLAVA

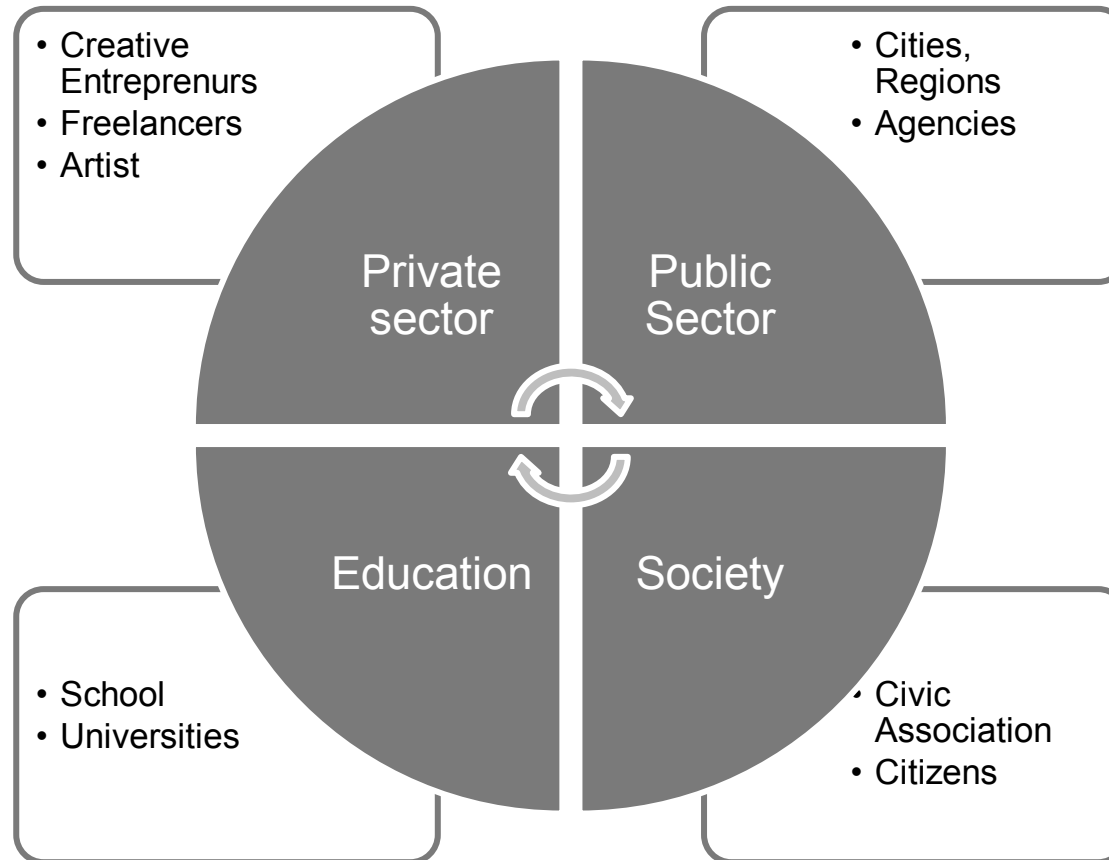
# CREATIVE ECOSYSTEM

Not only startup incubation, but complex support for creative industries



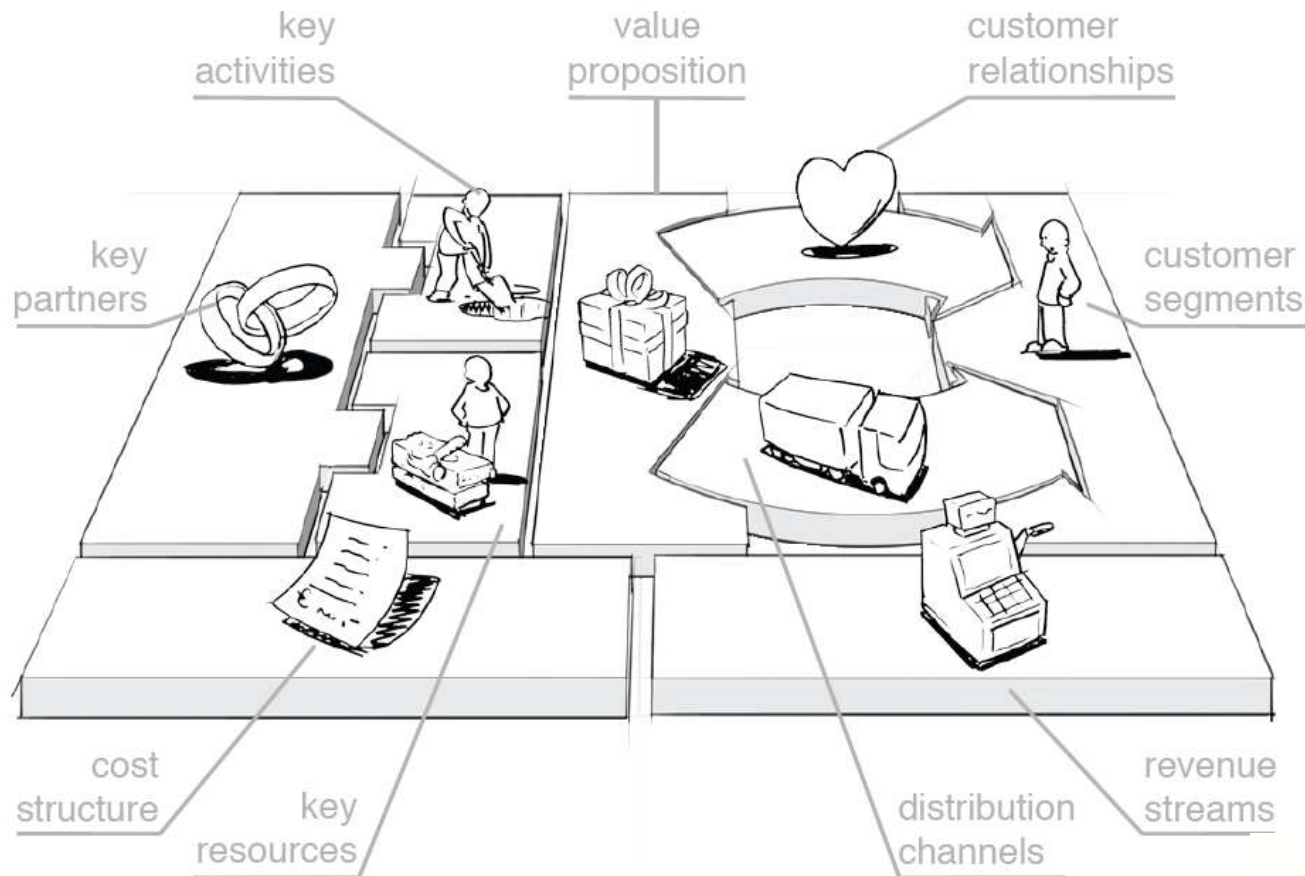
# CLUSTER COOPEATION

Working together on shared goals



# BUSINESS MODEL

Financial sustainability is about applying business principles such as strategic and financial planning, income diversification and generation, sound governance.



# **TIERS OF SUPPORT – 6 PILLARS**

- 1. Talent and skill development**
- 2. Business support and financing**
- 3. Infrastructure for creative entrepreneurs**
- 4. Marketing, commercialization and export**
- 5. Working in partnership**
- 6. Innovation, research and development**

# BEST PRACTICES

## 1. TALENT AND SKILL DEVELOPMENT

### **Complex entrepreneurship education (Valnalón)**

- From primary and secondary school, universities to lifelong education
- Different programs such as:
  - A Company in my School
  - European Junior Enterprise
  - Enterprising Families
  - Young Production Companies
  - Entrepreneurship Workshop ....
- Working with businesses to adapt curriculum to future needs
- Certification „Entrepreneurship driving license

### **Educational programs with international partners (Minc, Malmo)**

- Partnership with universities such as Stanford will increase profile and quality

# COMPETENCE CENTER

Self-assessment of skills in competence center is great for evaluating impact and progress for wider community

Dismiss X

- 1**  
Select your skill areas below or click to set your level and then use the slider to find your skill level.  
[Watch video](#)
- 2**  
Find and add any certifications or qualifications that you hold. Then add the technologies you use, to keep your profile up to date.  
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- 3**  
You can print or share a link to your profile with anyone you choose. So they can clearly understand your skills.  
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- 4**  
Plan your personal development by finding the right learning that will develop your skills and take you to the next level.  
[Watch video](#)

Skills (0) Certifications (0) Technologies (0) Expand all

Category	Levels Set	Expand
<b>Architecture, Analysis and Design</b>	0 of 8 levels set	⤴
<a href="#">Systems Architecture</a> ⓘ	<input type="button" value="Set my level"/>	<input type="button" value="Find all learning"/>
<a href="#">Data Analysis</a> ⓘ	<input type="button" value="Set my level"/>	<input type="button" value="Find all learning"/>
<a href="#">Human Needs Analysis</a> ⓘ	<input type="button" value="Set my level"/>	<input type="button" value="Find all learning"/>
<a href="#">Systems Analysis</a> ⓘ	<input type="button" value="Set my level"/>	<input type="button" value="Find all learning"/>
<a href="#">Data Design</a> ⓘ	<input type="button" value="Set my level"/>	<input type="button" value="Find all learning"/>
<a href="#">Human Computer Interaction/ Interface (HCI) Design</a> ⓘ	<input type="button" value="Set my level"/>	<input type="button" value="Find all learning"/>
<a href="#">Systems Design</a> ⓘ	<input type="button" value="Set my level"/>	<input type="button" value="Find all learning"/>
<a href="#">IT/Technology Infrastructure Design and Planning</a> ⓘ	<input type="button" value="Set my level"/>	<input type="button" value="Find all learning"/>
<b>Business Change</b>	0 of 9 levels set	⤵
<b>Information Management and Security</b>	0 of 3 levels set	⤵
<b>IT Project Management</b>	0 of 9 levels set	⤵



# COMPETENCE CENTER

Skills (0) Certifications (0) Technologies (0) Expand all

## Systems Architecture

This sub-discipline is concerned with the competencies required to create, maintain and manage IT architecture models representing the operating model for an organisation and their lower level components. It also includes those competencies required to interpret, use and apply information contained within an IT architecture to inform a range of business improvement activities, particularly those involved in the design, development, enhancement and maintenance of information technology systems supporting an organisation.

Set your level now

Not set 3 4 5 6 [Save this level](#) [Cancel](#)

Level 3 - do you do any of these activities?

- ✓ **Contribute to IT architecture work...**
- ✓ **Gather, use and maintain information relating to IT architecture models**

**Performance Criteria**

- Accurately gather specified information about the processes, operations, and functions that currently exist within the organisation, and document the relationships between them in order to inform IT technology architecture activities
- Accurately gather specified information relating to the information that is held within, processed, and used by the organisation
- Gather all relevant information required to populate IT technology architecture models and roadmaps
- Correctly use and interpret all information contained within current IT technology architecture models and roadmaps under direction
- Correctly maintain existing IT technology architecture models and roadmaps using and documenting all relevant information required

- ✓ **Assist others with IT/technology architecture work...**

1 of 8 levels set [^](#)

2 > 3 > 4 > 5 > 6 [Edit](#) [Find learning](#)

[Set my level](#) [Find all learning](#)

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# **BEST PRACTICES**

## **2. BUSINESS SUPPORT AND FINANCING**

### **Tailor made incubation program (Cockpit Arts)**

- 1:1 coaching and mentoring
- Initial funding in association with Princess Trust
- 100% success rate

### **Acquisition of 3-rd party funding (Coralia)**

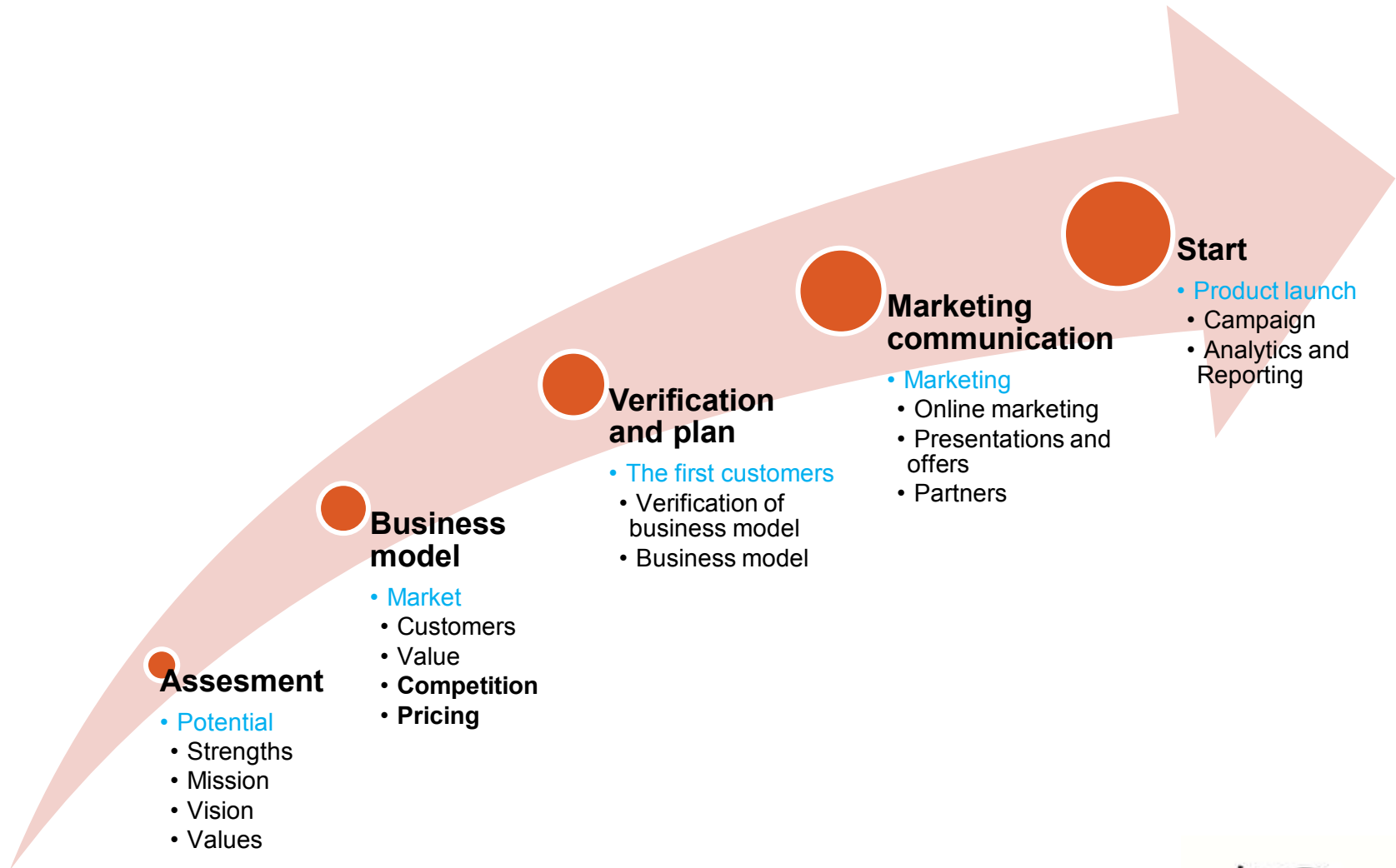
- OneStop shop for companies to get access to venture capital, banks and EC funding

### **Project management services (Business services outsourcing,..)**

### **Financial tools (Vouchers, Crowdfunding,..)**

**TIERS OF SUPPORT**

# INCUBATION PROGRAMME



# BEST PRACTICES

## 3. INFRASTRUCTURE FOR CREATIVE ENTREPRENEURS

### Specific infrastructure for CCIs subsectors (not only ICT)

- TV and Film studios (MEC Malmo)
- 3D prototyping (FabLab Asturias, C4CC London)
- Craft / Ceramics (Cultural Factory Asturias)

### Infrastructure for meet the needs of value chain (Fashion Example)

- From natural resources to final products / complete lifecycle
  - Agriculture (linen plants, wool)
  - Printing on textiles
  - Prototyping
  - Mass production

**TIERS OF SUPPORT**

# 3D SCANNER



## **BEST PRACTICES**

# **4. MARKETING, COMMERCIALIZATION AND EXPORT**

### **Story of Bratislava**

Collaborative project of local creative people to improve branding of Bratislava

### **Increasing awareness about creative industries**

Promote entrepreneurship, creativity and importance of local economy, showcasing local actors

### **Provide physical and virtual space for presenting local creative companies:**

- Pop-up shop: Camden Collective, Permanent shops: Laboral
- Open days: CockiptArts, Physical exhibition space: Corallia Clusters

# **TIERS OF SUPPORT**

# BEST PRACTICES

## 5. WORKING IN PARTNERSHIP

### **Operate incubator in partnership** (Tagus park Incubadora)

- Leverage synergies and economy of scale
- Engage private sector (Telecommunication, Banks,...)

### **Support growth of networks**

- Local or regional creative network
- National specialized networks (Slovak Fashion Council, Chamber of Architects,..)
- European networks (EBN, ECBN, EVIA)

**TIERS OF SUPPORT**

## **BEST PRACTICES**

# **6. INNOVATION, RESEARCH AND DEVELOPMENT**

### **Research and mapping on impact of Creative Industries**

Redefine business model for subsectors, asses current situation with advanced mapping, define KPIs and targets

**Facilitate CCIs R&D project between SME and Universities** (Coralia Clusters)

**Transfer university research results into business** (ITTO, Patras)

**Innovation voucher for SMEs**

**TIERS OF SUPPORT**



# MEASURING SUCCESS

There is lack of relevant data about maturity level of creative entrepreneurs,  
lack of data about spillovers to other sectors.



Large research is planned in 2015 on employment, quality of jobs  
and entrepreneurship in Slovak creative industries

# CREATIVE BRATISLAVA

## Project Sustainability

- Setting up creative cluster as institutionalized form of Regional Implementation Group to manage implementation of plan.
- Transferring outputs and Regional Implementation Plan into regional strategies (Integrated Regional Strategies, Bratislava Region,.. )
- Preparing projects for creating regional creative center with incubators and accelerators for creative industries with ERDF funding.

**"IF EVERYONE IS MOVING FORWARD  
TOGETHER,  
THEN SUCCESS TAKES CARE OF ITSELF."**

***HENRY FORD***



**THANK YOU FOR YOU ATTENTION.**

**Vladimír Kmet'**

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