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

Private sector
- Creative Entrepreneurs
- Freelancers
- Artist

Public Sector
- Cities, Regions
- Agencies

Education
- School
- Universities

Society
- Civic Association
- Citizens
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.
COMPETENCE CENTER

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.

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
a. 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.
b. Accurately gather specified information relating to the information that is held, processed, and used by the organisation.
c. Gather all relevant information required to populate IT/technology architecture models and roadmaps.
d. Correctly use and interpret all information contained within current IT/technology architecture models and roadmaps under direction.
e. Correctly maintain existing IT/technology architecture models and roadmaps using and documenting all relevant information required.

Assist others with IT/technology architecture work...
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,..)
INCUBATION PROGRAMME

Assessment
- Potential
- Strengths
- Mission
- Vision
- Values

Business model
- Market
- Customers
- Value
- Competition
- Pricing

Verification and plan
- The first customers
- Verification of business model
- Business model

Marketing communication
- Marketing
- Online marketing
- Presentations and offers
- Partners

Start
- Product launch
- Campaign
- Analytics and Reporting

InCompass PROJECT
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
3D SCANNER
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
Operate incubator in partnership (Tagus park Incubadora)
- Leverage synergies and economy of scale
- Engage private sector (Telecomunication, Banks,...)

Support growth of networks
- Local or regional creative network
- National specialized networks (Slovak Fashion Council, Chamber of Architects,..)
- European networks (EBN, ECBN, EVIA)
6. INNOVATION, RESEARCH AND DEVELOPMENT

Research and mapping on impact of Creative Industries
Redefine business model for subsectors, assess 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
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.
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 YOUR ATTENTION.

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