

Regional policy and models to implement smE-MPOWER

framework for strenghtening SMEs

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☾ We are here to help SMEs

☾ We have to do something differently

- needs
- complexity
- new competencies required
- scientists think “research results”, SMEs think “innovation”

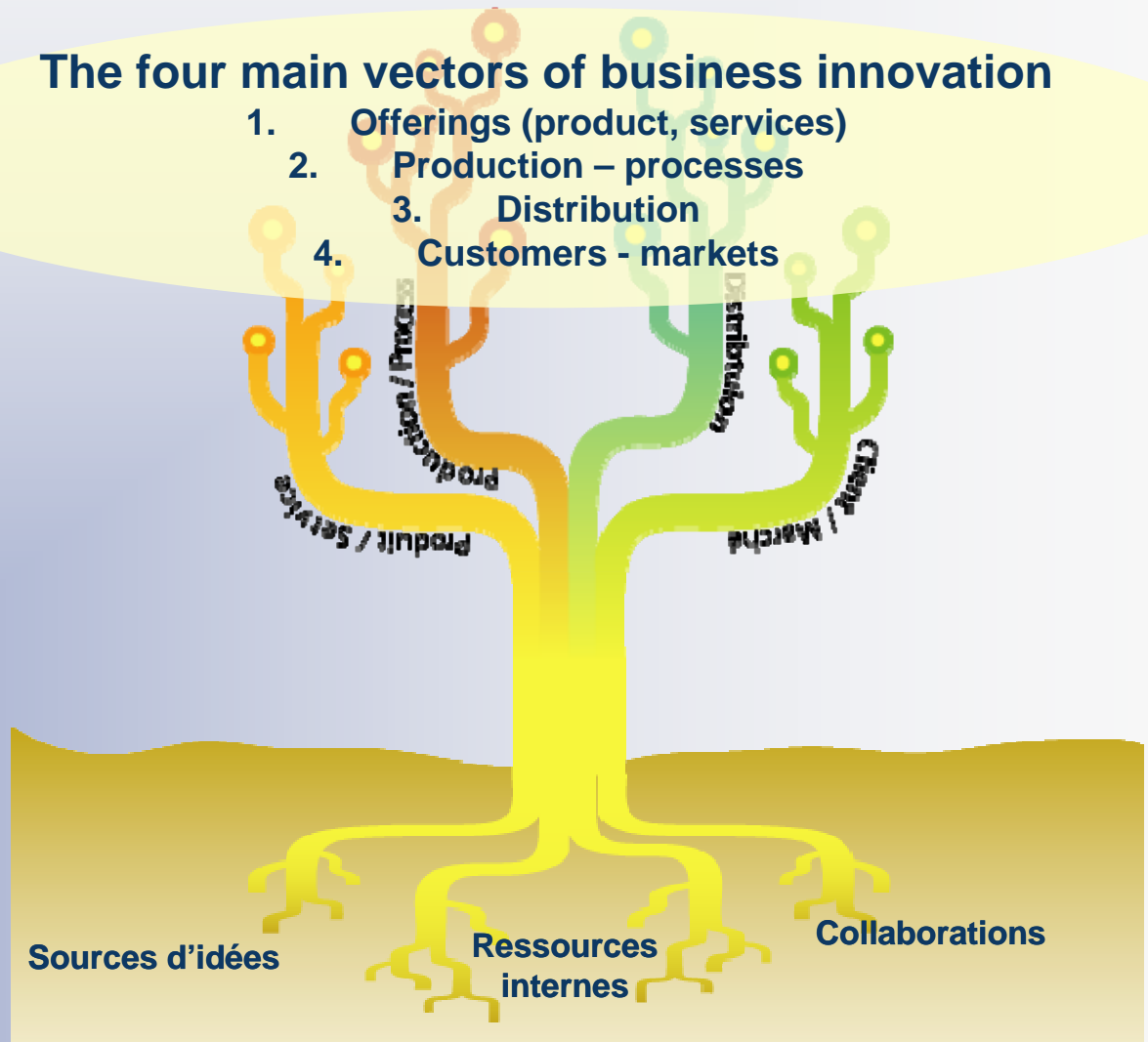
Business innovation

☞ The four dimensions

☞ “Roots”

The four main vectors of business innovation

1. Offerings (product, services)
2. Production – processes
3. Distribution
4. Customers - markets

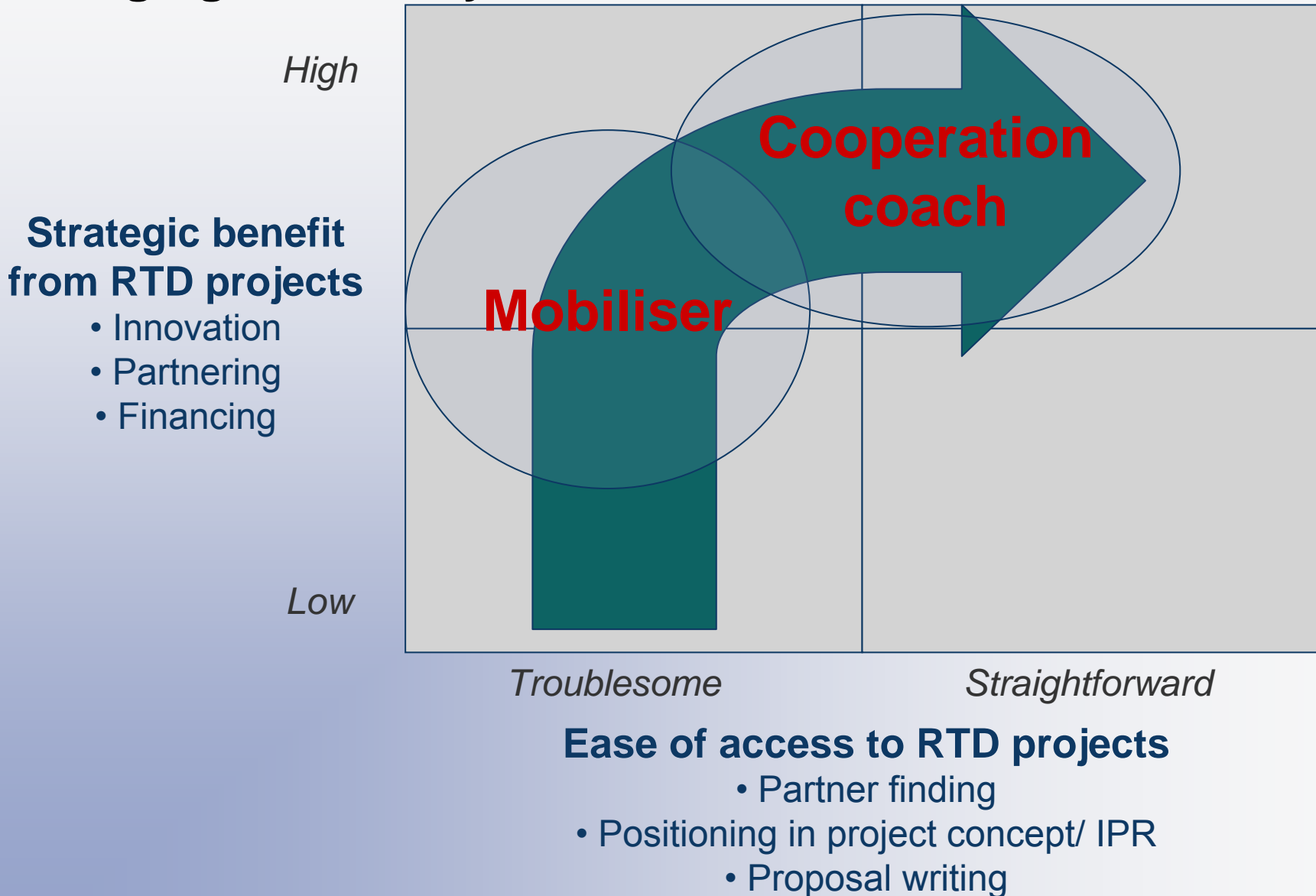


Areas where support is needed

- ☞ RIS West Switzerland; RIS Lithuania; RIS Presov Self-Governing Region (Slovakia); RIS North – West Romania;
- ☞ Challenges and issues:
 - Market – market penetration, strategic positioning of products, customer relationship
 - Strategic competence development
 - Strategy and organization
 - Collaboration in a network



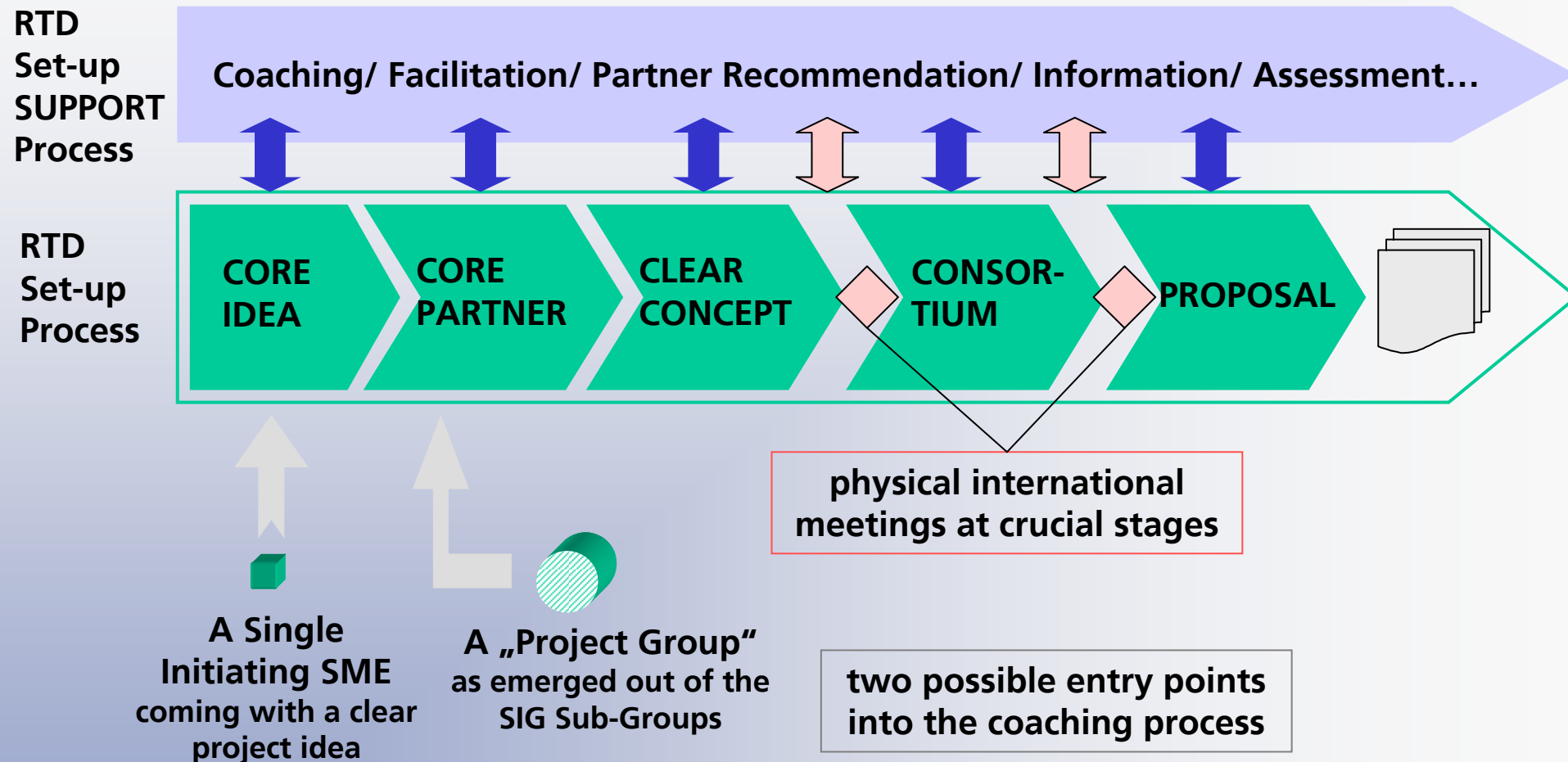
Bridging SME's Key Hindrances



What's the difference?

- **Clarify business innovation strategy (medium to long term focus)**
- **Evaluate funding opportunities (EU, national, EUREKA, others)**
- **Use business model as backbone for (project) partnering**
- **Design project concept & organisation**
- **Plan budget and financing**
- **Clarify flow of intellectual properties (IPR);
Cooperation Agreement; Exploitation Agreement**

CORE PROCESS: Innovation Coaching



Is it transferable?

☞ Is it transferable to other regions?

☞ Is it transferable to include other objectives?

☞ Implementation model

- Centralized model (LIC)
- Network (CSSO)
- Integration
- Training the coaches

A Framework for strenghtening SMEs

- Guide SMEs through collaboraton to business innovation
- Qualify SME coaches within and international knowledge community
- Provide regional innovation systems a proven practice to strengthen SMEs