

PROJECT GOOD PRACTICES FOR STAFF EXCHANGE

A) ACCELERATION MODELS

FRANCE

FFWD Normandie

FFWD Normandie is a regional acceleration programme labeled French Tech Ticket. It targets growing businesses willing to develop their company in Normandy regarding the strategic sectors of activity: agri-food, health and well-being, digital, energy and cosmetics. Once the selection process made by the FFWD team, the regional investment fund Normandie Participations and its co-investor Crédit Agricole propose a first seed investment up to 150 000 € to each company. **Location:** Basse-Normandie, France

<https://www.interregeurope.eu/policylearning/good-practices/item/69/ffwd-normandie-business-acceleration-programme/>

SPAIN

Yuzz , Young entrepreneurs (pre-seed) Program

Program for the promotion of talent, innovative ideas and the entrepreneurial spirit directed to young people with ages between 18 and 31.

Young people selected to participate in the YUZZ Program will have support, training and advice aimed at facilitating the development of a business project based on the ideas proposed and eligible for the prizes provided in the Call. Santander YUZZ Program is developed in parallel in Argentina, Portugal and Spain.

Location: Andalucía, Spain (España)

<https://www.interregeurope.eu/policylearning/good-practices/item/860/yuzz-young-entrepreneurs-pre-seed-program/>

GO2Work – coworking

National free training program to accelerate projects of entrepreneurship with innovative methodologies. It is a national program implemented in each region. It is promoted and developed by the School of industrial organization

- General and specific objective of the Program: Achieve that entrepreneurs in a short period of time, start their projects. Coworking EOI is a workspace designed for innovative entrepreneurs. Designed to increase the chances of success of innovative projects in an early stage of development with the aim of getting entrepreneurs that want, in a short period of time, start their projects.

Location: Región de Murcia, Spain (España)

<https://www.interregeurope.eu/policylearning/good-practices/item/861/go2work-coworking/>

Speed Up Murcia

Offers the opportunity to 40 unemployed professionals of the Region of Murcia to create their own company

The program's main thread will be the application of Lean Startup approaches to the steps that the entrepreneur has to take to start up the business idea. These approaches are based on the Customer Development methodology of Professor Steve Blank and Bob Dorf of Stanford University, which prioritize the client against the business idea.

Location: Región de Murcia, Spain (España)

<https://www.interregeurope.eu/policylearning/good-practices/item/868/speed-up-murcia/>

A*Eibt (accelerator program for technology-based companies)

Advisory and consulting actions to accelerate the development of the business models of technological-based SMEs, as well as the access to funding and investors

At least, one joint training session (3h) and one weekly tutorial (1h) will be held for each of the 30 participating companies each week.

The methodology contemplates an (i) initial diagnosis, where special attention will be given to the risk analysis within the acceleration process, resulting from this initial diagnosis a (ii) proposal of periodic monitoring with metrics. To this end, (iii) scorecards will be used and provided. In relation to the common acceleration part, the methodology contemplates providing the participating companies with the necessary training and advice to place companies in a better position in the market and able to participate in rounds of financing.

Location: Región de Murcia, Spain (España)

<https://www.interregeurope.eu/policylearning/good-practices/item/869/a-eibt-accelerator-program-for-technology-based-companies/>

POLAND

Start in business

Aims to prepare 50 project participants to start and running business through participation in training and transfer of investment subsidy and bridging support.

The main problem which triggered the introduction of the practice was low professional activity of people over 50 in rural areas. The aim of the project is the development of entrepreneurship and self-employment by creating 28 new jobs and maintaining them for a minimum period of 12 months by the subregion residents remaining in the most difficult situation on the labor market (people from 30 years of age unemployed, inactive professionally, jobseekers who meet at the same time at least 1 criterion: people aged 50+, women, disabled people, long-term unemployed and people with low qualifications)

Location: Podlaskie, Poland (Polska)

<https://www.interregeurope.eu/policylearning/good-practices/item/736/start-in-business/>

Starting platform for new ideas "Hub of Talents"

Starting platform for new ideas "Hub of Talents" is an incubation program that helps to prepare a market-verified business model and a minimum viable product.

The main reason why the platform was created was a small number of innovative enterprises in Eastern Poland. The start platform was a project implemented in partnership. The Project Leader was Bialystok Science and Technology Park. The funds for the platform came from the Eastern Poland Program. How did the incubation process work? 70 startup enterprises participated in the incubation process (max. 10 months), which were incubated in 6 centers (parks) and received basic and specialized services for the development of their innovative ideas. After incubation, each of them had a market-verified business model (business model assumptions have been verified by the market) and Minimum Viable Product (product with enough features to satisfy early customers, and to provide feedback for its future development) of their product or service.

Location: Podlaskie, Poland (Polska)

<https://www.interregeurope.eu/policylearning/good-practices/item/716/starting-platform-for-new-ideas-hub-of-talents/>

LITHUANIA

Buildit

Buildit – accelerator of things is a hardware-based startup accelerator which is focusing on hardware in combination with software. Buildit is a 3 month accelerator program based in Estonia's SPARK business and community centre, plus a 1 month Seedcamp-style investor "roadshow" across the main business hubs of Europe, USA and Asia to meet investors and potential partners. For this program startups can apply from anywhere, though at first there was a particular emphasis on Eastern Europe and Russia. Teams must comprise at least 2 members and preferably have (or be close to) a working prototype. Other perks include free open office space during the program at Tartu Science Park, access to prototyping facilities via Protolab, prototype testing with end-users in a "Living Lab" setting via Smart City Lab, and other services from various partners, including server space, licenses, development tools, design services, testing facilities, marketing services, legal, accounting and banking services, interns, etc.

Location: Eesti, Estonia (Eesti)

<https://www.interregeurope.eu/policylearning/good-practices/item/14/buildit/>

HUNGARY

Aquincum incubator

This incubator is a unique, structured meeting platform between startups, business angels and competitive business entities. The aim of the Aquincum Incubator is to help passionate and visionary technology entrepreneurs showcase their early stage projects and become successful in international markets, by making its knowledge base, investment capital and broad relationship network available to them. An important element of the incubation program is transferring the ability to turn an idea into business. In possession of the experience gained from successful businesses, founders and experts of the incubator can substantively contribute to the success of incubated companies and help them overcome obstacles to their development.

<https://www.interregeurope.eu/policylearning/good-practices/item/276/aquincum-incubator/>

Location: Közép-Magyarország, Hungary (Magyarország)

Design Terminal

Founded in 2004 and becoming a private non-profit Ltd in 2016, deals with incubation of creative enterprises in 3 areas: design, urbanism and digital products. The mentoring program is an accelerator helping start-ups grow by developing their product or service and connecting them to corporate clients. DT accepts start-ups that create real value and whose innovation could change the industry as a whole (i.e. mobility, learning, healthcare, etc.). The entrepreneurs selected based on professional aspects receive special mentoring (partly with the contribution of the Corvinus University of Budapest), and get the opportunity to participate on professional events and exhibitions. And for all this, they do not require equity. During the mentoring program the start-ups are working continuously and step forward in business planning, in organization development, in legal background knowledge and in marketing.

At the end of the mentoring period the mentors lead the mentees to the real capital, real investors make real business with them.

Location: Dél-Alföld, Hungary (Magyarország)

<https://www.interregeurope.eu/policylearning/good-practices/item/274/design-terminal/>

GERMANY

Funding of Start-up Centers

Lower Saxony wants to develop its territory by enhancing the success rates of technology orientated start-ups and their successful introduction and sustainable establishment at the market. This enhancement is made through the funding for setting up Start-up Centers across Lower Saxony.

The grant is addressed to establish new start-up centers and expansion of existing start-up centers. A maximum of 50% of the cost (max 100.000 Euro p.a.) for the start-up center can be funded for max. two years.

Funding is available for any natural or legal person who will act as responsible body of the start-up center.

Location: Hannover, Germany (Deutschland)

<https://www.interregeurope.eu/policylearning/good-practices/item/1168/funding-of-start-up-centers/>

B) ACCESS TO FUNDING

ITALY

MIP - Mettersi in proprio (Start up your own business)

MIP is the Città Metropolitana di Torino's service for enterprise creation. The service offers expert consulting.

MIP service consists of a set of integrated actions, aimed at spreading the entrepreneurship culture, stimulating new business ideas and fostering the establishment and development of successful enterprises.

The practice is implemented in 2 phases with a consultancy activity and mentoring service:

Phase 1: Customized assistance path

First analysis of the business idea, feasibility study, consultancy (juridical, commercial, economical), business plan drafting or self-employment setup.

Phase 2: Specialist advice and tutoring

Analysis of market conditions and development opportunities, support in the definition of development projects, support in the access to funding. Mentoring service supports new entrepreneurs in the first three years and provides support in accessing finance instruments, investments, public funding, etc.

Location: Piemonte, Italy (Italia)

<https://www.interregeurope.eu/policylearning/good-practices/item/137/mip-mettersi-in-proprio-start-up-your-own-business/>

FRANCE

Regional funding entities in Normandy

AD Normandie developed a public regional equity fund Normandie Participations. It is dedicated to help the creation of employment and the local fabric of economy in a profitable way on the Normandie. The fund invests from 150K€ to 10M€ with private co-investors (30% minimum of the funding round) with the same valorisation and shareholders agreement ("pari-passu"). It is dedicated to all investment stage: Seed, Venture, Growth, LBO, distressed investment.

Normandie Participations has invested in 15 companies for about 10M€ in less than one year.

Furthermore, the fund offers a potential seed investment in convertible note for the companies entering the acceleration programme. The fund can participate up to €1 million per year (=10 companies accelerated).

In parallel to the fund, the AD Normandie implemented regional supports called "Impulsion", which are available for regional companies (the accelerated companies can also benefit from the aids). There are different types of «Impulsion» under the form of subventions or loans.

Location: Basse-Normandie, France

<https://www.interregeurope.eu/policylearning/good-practices/item/138/regional-funding-entities-in-normandy/>

SPAIN

MurciaBan - Business Angels Network

MurciaBan, Business Angels Network is a private non-profit organization, whose mission is to provide a meeting place for Business Angels and Entrepreneurs who have developed innovative initiatives that need investment and advice to make them prosper and grow. We ensure a protocol and deontological code that will regulate all the relationships between all the components of the Network, putting in contact the demand and the private investors, willing to finance, advice and work in new companies or in their more initial stages of life. A Business Angels Network (BAN) aims to relate SMEs in the process of creation or expansion with investors. The objective is to be able to relate the financing needs and the "know-how" of the SMEs with the financial power and business leadership of the Business Angels.

Location: Región de Murcia, Spain (España)

<https://www.interregeurope.eu/policylearning/good-practices/item/1724/murciaban-business-angels-network/>

Financial Office of the Regional Development Office of the Region of Murcia (INFO)

A specialist will guide the company to find and process the request for that economic boost that your company needs to grow. The multiple options available, from non-reimbursable grants from different organizations, both regionally and nationally to different sources of alternative financing, such as participative loans and contributions from private investors, will be within your reach so that no good idea remains doors of success.

Location: Región de Murcia, Spain (España)

<https://www.interregeurope.eu/policylearning/good-practices/item/872/financial-office-of-the-regional-development-office-of-the-region-of-murcia-info/>

Wannaseed

WANNASEED invests in projects with a global vocation in the validation or seed phase. Entrepreneurs usually have problems to access to private investment in very early stages. The main mission of WANNASEED is the active participation in recently created business projects with great growth capacity and vocation to become high added value companies, contributing monetary capital and management experience of the members of the vehicle to each of the invested companies.

Location: Región de Murcia, Spain (España)

<https://www.interregeurope.eu/policylearning/good-practices/item/1723/wannaseed/>

POLAND

Loan for "0"% designated for investment purposes

The rules for granting loans: the loan for "0" is granted for investment purposes, including: purchase of machines and devices, purchase, construction, adaptation or modernization of production, commercial or service facilities, implementation of new technical and technological solutions, This may also be available for used machines. There is no innovation requirement.

Location: Podlaskie, Poland (Polska)

<https://www.interregeurope.eu/policylearning/good-practices/item/759/loan-for-0-designated-for-investment-purposes/>

LITHUANIA

INVEGA fund

INVEGA fund aims to improve the access of SMEs to external funding. The Fund provides loans and guarantees to SMEs and invests into SMEs which are in early (development and growth) stages and have a big potential for growth.

The implementation of financial instruments of the INVEGA Fund ensured that 326.7 M EUR reached 3,492 SMEs by the end of 2015 making it possible to carry out a number of business projects.

Location: Lietuva, Lithuania (Lietuva)

<https://www.interregeurope.eu/policylearning/good-practices/item/182/invega-fund/>

GERMANY

Access to Finance for Start-ups: Venture capital fund NSeed

The fund supports growth-triggered cash requirements, investments in fixed and current assets and the realisation of innovative and technological ideas. For a silent partnership NBank participates financially by her Capital Investment Company Lower Saxony as silent partner, without direct influence on the management, but with business development analysis by a periodic reporting of the management. The engagement is in a range from 100.000 to 300.000 Euro, the annual fee depends on the current market situation and the credit standing.

Location: Hannover, Germany (Deutschland)

<https://www.interregeurope.eu/policylearning/good-practices/item/1167/access-to-finance-for-start-ups-venture-capital-fund-nseed/>

B) INTERNATIONALISATION OF SMES

ITALY

Mentoring Program

The Mentoring program aims to encourage the exchange of managerial experiences across international markets with business leaders, with personal or professional ties to Piedmont. It consists in a voluntary relationship between a business professional with significant and well recognized work experience (Mentor) and an up and coming entrepreneur (Mentee). The Mentor facilitates the professional development of these mentees. Mentors are Italian professionals living abroad, with ties with Piedmont by origin, study or work. Mentors must have +10 years of proved experience on the field of management and business development. Mentees are Company Executives or key managers in a company based in Piedmont, interested in the international growth of the company. Both parties engage in the relationship on a voluntary, non paid basis and sign an agreement to adhere to certain ethical guidelines. The Mentoring lasts at least 8 months. The objective of the mentoring program is to improve the internationalization process of the companies in the piedmont territory by sharing good practices and experiences.

Location: Piemonte, Italy (Italia)

<https://www.interregeurope.eu/policylearning/good-practices/item/344/mentoring-program/>

FRANCE

Export accelerator

Therefore, the objective of the XPORT ACCELERATOR, gathering the staff and expertise of the founding entities: the Normandy Development Agency, Normandy International Chamber of Commerce and Industry and Business France, is to provide companies with a single referent to simplify their efforts and help them accelerate their international development. These three founding entities are pooling their resources, skills and networks to enhance the export support for Norman companies. The company willing to integrate this accelerator can benefit from tailor-made advice to structure its strategy and develop an action plan. A single referent will be appointed to support the entrepreneur or the export manager, by focusing on the achievement of their defined objectives and mobilizing the appropriate means to achieve it.

Location: Basse-Normandie, France

<https://www.interregeurope.eu/policylearning/good-practices/item/847/export-accelerator/>

SPAIN

Foreign Promotion Plan 2014-2020 Region of Murcia

The purpose of this Program is to support companies in the Region of Murcia to carry out their diagnosis of competitive position and their potential for internationalization, as well as the preparation and execution of their international marketing plans to promote their introduction and consolidation in the foreign markets and the improvement of their competitiveness, through actions aimed at opening new markets or the introduction of new products, including participation in international fairs and exhibition events, promotional activities of the company abroad, international marketing actions, registration of patents and trademarks and implantations abroad.

Location: Región de Murcia, Spain (España)

<https://www.interregeurope.eu/policylearning/good-practices/item/874/foreign-promotion-plan-2014-2020-region-of-murcia/>

Xpande Digital Program

It supports the company's online positioning in a target foreign market, thus reinforcing its international strategy.

The objective of the Program is to encourage and enhance the use of digital marketing as a basic tool to improve the positioning of SMEs in international markets, through personalized advice, as well as a package of support for the implementation of the Marketing Plan digital.

Location: Región de Murcia, Spain (España)

<https://www.interregeurope.eu/policylearning/good-practices/item/879/xpande-digital-program/>

POLAND

Services provided by the PRDF aimed at helping local entrepreneurs reach foreign markets.

The Podlaska Regional Development Foundation organizes events and provides services addressed to local entrepreneurs that are to help them / encourage them to enter the markets of other countries.

Location: Podlaskie, Poland (Polska)

<https://www.interregeurope.eu/policylearning/good-practices/item/763/services-provided-by-the-prdf-aimed-at-helping-local-entrepreneurs-reach-foreign-markets/>

LITHUANIA

Expo Consultant LT

The measure Expo Consultant LT is a non-refundable grant that allows SMEs to obtain the necessary information, consulting and other methodical assistance in the field of export, search and screening of potential foreign markets and international trade, and consequently stimulate export growth and increase competitiveness of their businesses.

Location: Lietuva, Lithuania (Lietuva)

<https://www.interregeurope.eu/policylearning/good-practices/item/1080/expo-consultant-lt/>