




INNOVATION MANAGEMENT

Final event


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 The Medi-Cube project was cofinanced by INTERREG IIB - ARCHIMED and Ministry of Economics of Greece



SCOPE:
Pilot application of incubation management digital platform

- 1.1 Evaluation and selection of the incubator
- 1.2 Evaluation of existing internal environment
- 1.3 Installation and customization of the digital application
- 1.4 Training the incubator employees
- 1.5 Monitor of the pilot application and supporting the users
- 1.6 Good Practices Report in developing and managing innovation in business incubators


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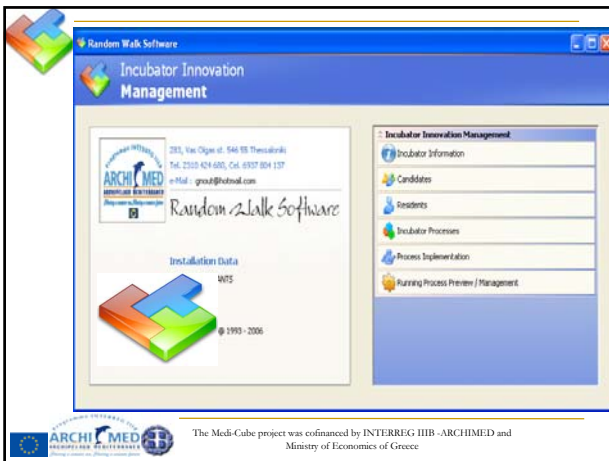


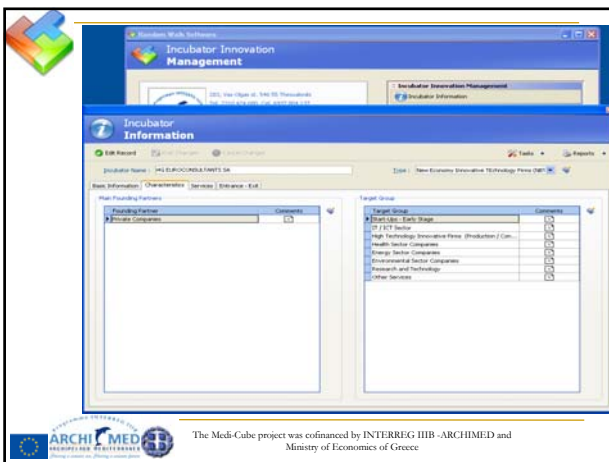
Incubating Units


Technopolis Technopolis has the vision to become the premier Information Technology Park in Greece. Its aim is to support new innovative enterprises in the fields of Informatics and Technology.

i4G The aim of i4G is to employ its workforce, draw upon the expertise acquired from the Incubator's daily practice in order to promote the "i4G operational model".

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1. Evaluation and selection of the incubator for the pilot application

- Incubator search in the Region of Central Macedonia
- Evaluation of the incubators using state of the art methodology
 - Choice of the Incubator and first briefing about the benefits of the digital application for the management of innovation


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2. Evaluation of existing internal environment in response to pilot platform incorporation

- **Procedures.** The main procedures of the two incubators were analyzed, in order to decide whether additional parameterization was necessary.
- **Human resources.** Interviews were conducted with the staff involved. The outcome was information regarding studies, experience, IT skills, position in the organization, involvement in the procedures and their status of authority.
- **Special needs.** All the involved administrative and managerial staff have been interviewed to find out whether they have special needs regarding the platform.
- **Infrastructure.** The technological infrastructure was analysed to assess its compatibility with the platform and its capability to perform adequately. In particular, information regarding servers, desktops, databases, was gathered to decide upon any potential adjustments to be made.



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3. Installation and customization of the digital application

The procedures chosen were:

- Entry
- Exit
- Funding
- New Product Development

The above procedures were customized in each incubator. Consequently, the following actions are necessary for a successful application.

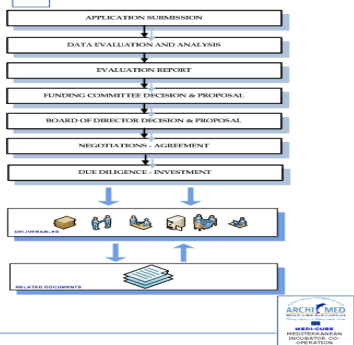
- Configuration of the above mentioned processes
- Communication
- Evaluation of the observations
- Resolution of Technical Problems



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Funding Process



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4. Training of the employees of the incubator in the use of application

A coherent training strategy is required for the effective application of the Information System in question. All the involved parties undergone some training session in order to become accustomed to the specific assumptions of the application.

The training sessions were being conducted based a specific methodology and on site.

The training was realised in four distinct steps:

- Methodology of Training
- Identification of the Training Needs
- Training Plan
- Execution of Training plan



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5. Monitor of the pilot application and supporting the users of the digital platform

- The team was very close – daily basis
- Monitor the deployment
- Took actions when was necessary
- Gather all information regarding the whole process of the digital application software in the incubators, assessing its success and collecting feedback regarding elements that could be improved or added either immediately or in the future



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6. Good Practices Report in developing and managing innovation in business incubators

- Software tools day to day management and support the innovation process of each incubate
- To define the key benchmark metrics and assess the incubator's relevant position according to the benchmark
- To reevaluate the incubator's performance and gauge the impact of the software.



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RESULTS

- *Specialized software is critical to the successful innovation management in incubators.*
- *Innovation of each incubate is important, but also important is its competitiveness*
- *Benchmarking and best practice sharing should focus on the four key incubator service areas: entrepreneur training, business support, financing, and technology support.*
- *Business incubators should be encouraged to periodically undertake impact assessments.*
- *Virtual environment can create substantial value*



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Experience

- The team that worked together in all stages: development, implementation, best practice formulation
 - Has extensive experience and know how
 - Managing – Consulting incubators



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Region of Central Macedonia

- 4 incubators
 - 3 private, 1 non for profit
 - 1 private is one of the largest in Europe





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Region of Central Macedonia


- Last 4 years:
 - 60 incubates – mainly start ups
 - < €10m - 20 firms equity funding



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Region of Central Macedonia


- 14% GDP of the country (€30b)
- 130.000 enterprises
- 2m inhabitants
 - Poor results in terms of new start ups mainly
 - Small number of incubators related to the population


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Region of Central Macedonia

- Invest more capital in the established incubators
 - Venture Capital
 - Marketing networking
- Invest in new incubators
 - Infrastructure - Services – Venture capital – networking


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■ Built on the region expertise and on new economy markets and virtual infrastructure



Thank You !

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