

## Start-Ups and the ERIK Network:

### Review and Introduction to the Workshop

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- Review of TWG activities
- The evolution of the TWG
- The ERIK Start-up Model and The Good Practices Cases
- Start-up Profiles of Hamburg and Lower Austria
- Objectives of the workshop
- Agenda of the workshop

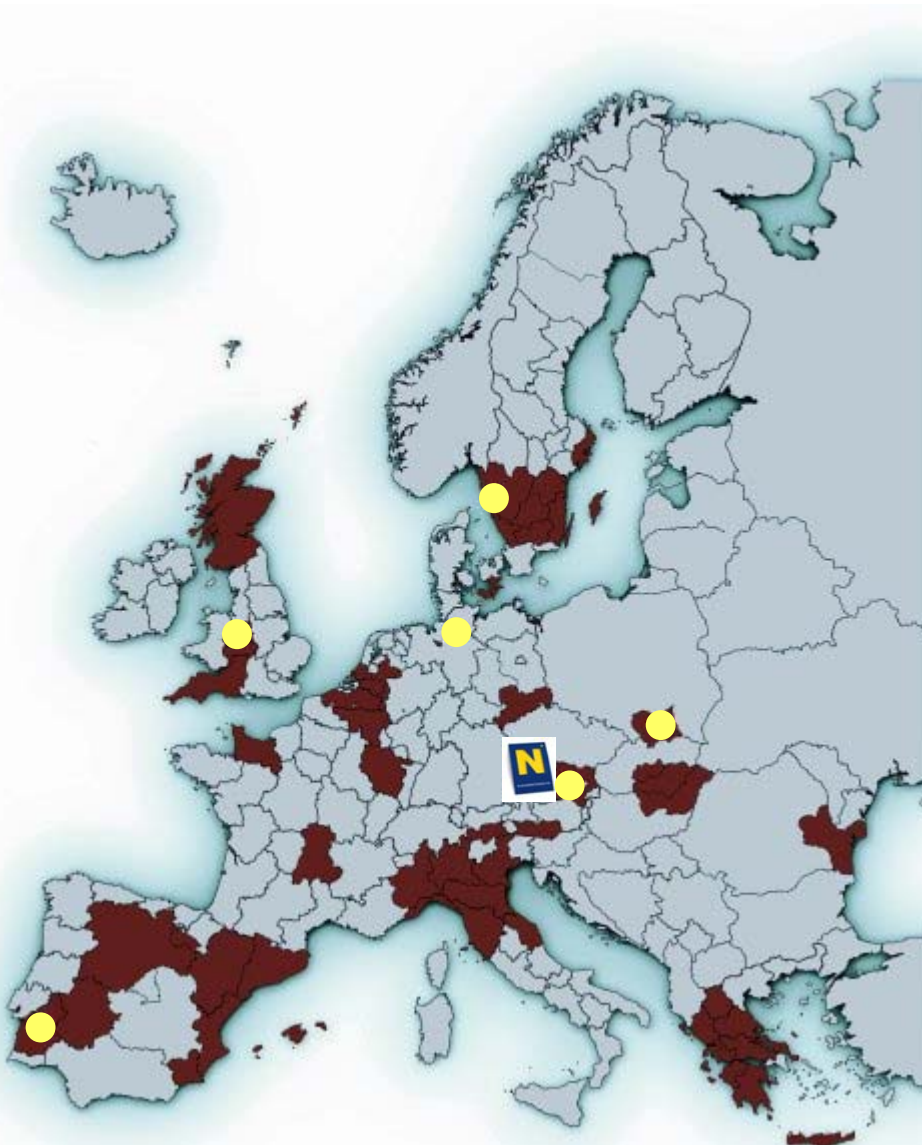
## Review of TWG activities: conferences, workshops, study visits



- 4 – 5 December 2003 “Support to Start-ups and Spin-offs”,  
Wiener Neustadt (Lower Austria)
- 9 – 11 June 2004 “Clusters/Business networks” and  
“Support to Start-ups and Spin-offs”,  
Coventry and Birmingham (West Midlands, UK)
- 29 Sept. – 1 Oct. 2004 “Science and Industry Relationship” and  
“Support to Start-ups and Spin-offs”,  
Gothenburg (Western Sweden)
- 20 – 22 April 2005 Conference: Technological innovation and regional  
cohesion in a wider Europe – The role of regional  
innovation policies for growth, competitiveness, sustainability  
Krakow (Malopolska, Poland)
- 11 – 12 July 2006 “Services and support to start-ups and spin-offs”,  
Évora (Alentejo, Portugal)
- 30 August 2006 in-depth discussion of Case Studies HH and NÖ,  
(Hamburg, Germany)



# Review of activities: conferences, workshops, study visits



## The event regions



# Review of activities: the evolution of the start-up TWG



## ERIK Network 1st stage:

- Focus on knowledge based start-ups (KBSU) and start-ups with potential for global competition
- Development of the ERIK Start-up Model with a set of indicators
- Elaboration of “Regional Start-up Profiles” based on the Start-up Model

## ERIK Network 2nd stage (ERIK+):

- Broader approach of innovation oriented start-ups/spin-offs
- Gathering of Good Practices Cases in the ERIK database
- Selection of Hamburg and Lower Austria as Case Studies; comparison of the “Regional Start-up Profiles” of HH and NÖ
- Elaboration of the Policy Recommendations



# The ERIK Start-up Model and The Good Practices Cases



ACCENT GRÜNDERSERVICE (Lower Austria)

IDEEN-/GRÜNDERFONDS (Hamburg)

IDEAS (Algarve)

HEP (Hamburg)

VINNOF (Flanders)



COMEÇAR - Entrepreneurship Support Offices (Alentejo)

THE OVER 50'S PROGRAMME (West Midlands)

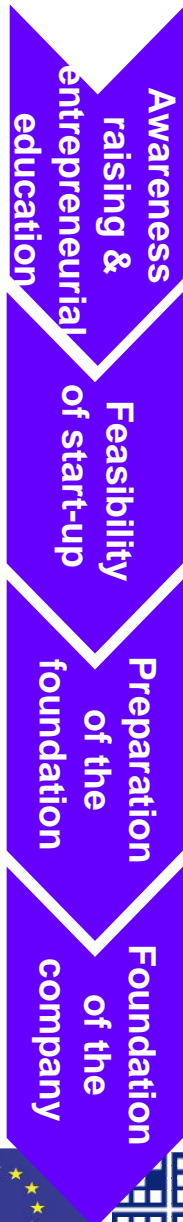
TOURISM START-UPS (Ionia Nisia)

VIVERNET (Extremadura)

PRE SEED ACCELERATION (Lower Austria)



# The ERIK Start-up Model: List of Indicators



1.1 Information events/days
1.2 Promotion campaigns
1.3 Integration of entrepreneurship in education
1.4 Establishment of new entrepreneurial research and studies
1.5 Regional climate of entrepreneurial culture
1.6 Regional legislative, administrative and tax framework
1.7 Degree of awareness about creating the own start-up as opportunity and realistic alternative to employment
2.1 Business idea competition
2.2 Technology & business idea scout
2.3 Initial consultation
2.4 Start-up hunting
2.5 "First proof" of business ideas
3.1 Profiling
3.2 Idea and Partner matching
3.3 Training & individual consulting
3.4 Prototyping Clinics
3.5 Business plan development
3.6 Market & competitor analyses
3.7 Patenting & licensing
3.8 Entrepreneurship on probation
3.9 Investment Opportunity Forum
3.10 Cultivation of industrial and financial relationships
3.11 Ratio of public and self financed money to total budget for the preparation step
4.1 Mentoring of foundation
4.2 Providing infrastructure with basic services for new companies
4.3 High technology venture capital investment (‰ of GDP)
4.4 Activity index 1: Number of KBSUs per 100.000 inhabitants
4.5 Activity index 2: Number of new start-ups in innovation relevant areas per 100.000 inhabitants



## 1.5 Regional climate of entrepreneurial culture ¶

[Reynolds 2000, page 9]: "The perceived social legitimacy of entrepreneurship makes a difference. GEM 2000 used a variety of measures to determine the level of respect in the community for those starting new firms. Two such indicators were (a) the extent to which fear of failure acts as a deterrent to starting a new firm and (b) respect for those starting new firms. These and other measures indicate a fundamental difference in social and cultural values between countries with high levels of entrepreneurial activity and countries where entrepreneurship is not an integral feature of everyday life." ¶

**Source:** → own regional surveys; available investigations of the regional climate ¶

**Measurement:** → quantitative/qualitative indicator ¶

**Metric:** → 0: = → very high fear of failure and no respect for those starting new firms ¶

5: = → unsuccessful entrepreneurs are not treated as "losers", basic social net in case of failure ¶

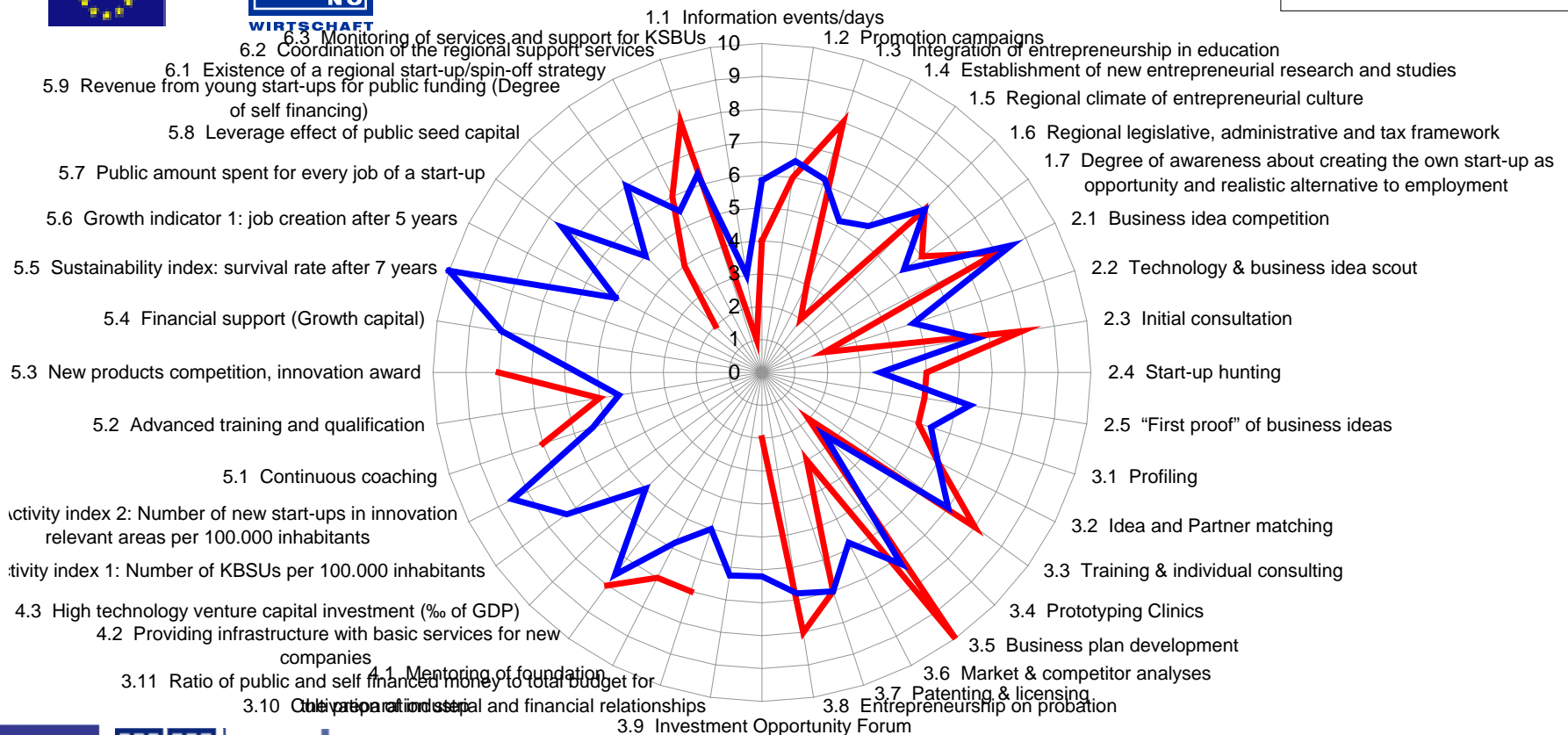
10: = → high respect for new entrepreneurs, very low of failure due to social and financial backing, e.g. RTOs and universities provide for employees the opportunity of a come back (a leave of absence scheme as a 'safety net' for potential spin-out founders) or government converts a loan into a nonrepayable subsidy in case of a failure of the spin-off, support for young mothers (full day of children etc) ¶



- Elaboration of "Regional Start-up Profiles"
- Comparison with overall sample



## Comparison of Regional Start-up Profile of own Region to TWG Sample



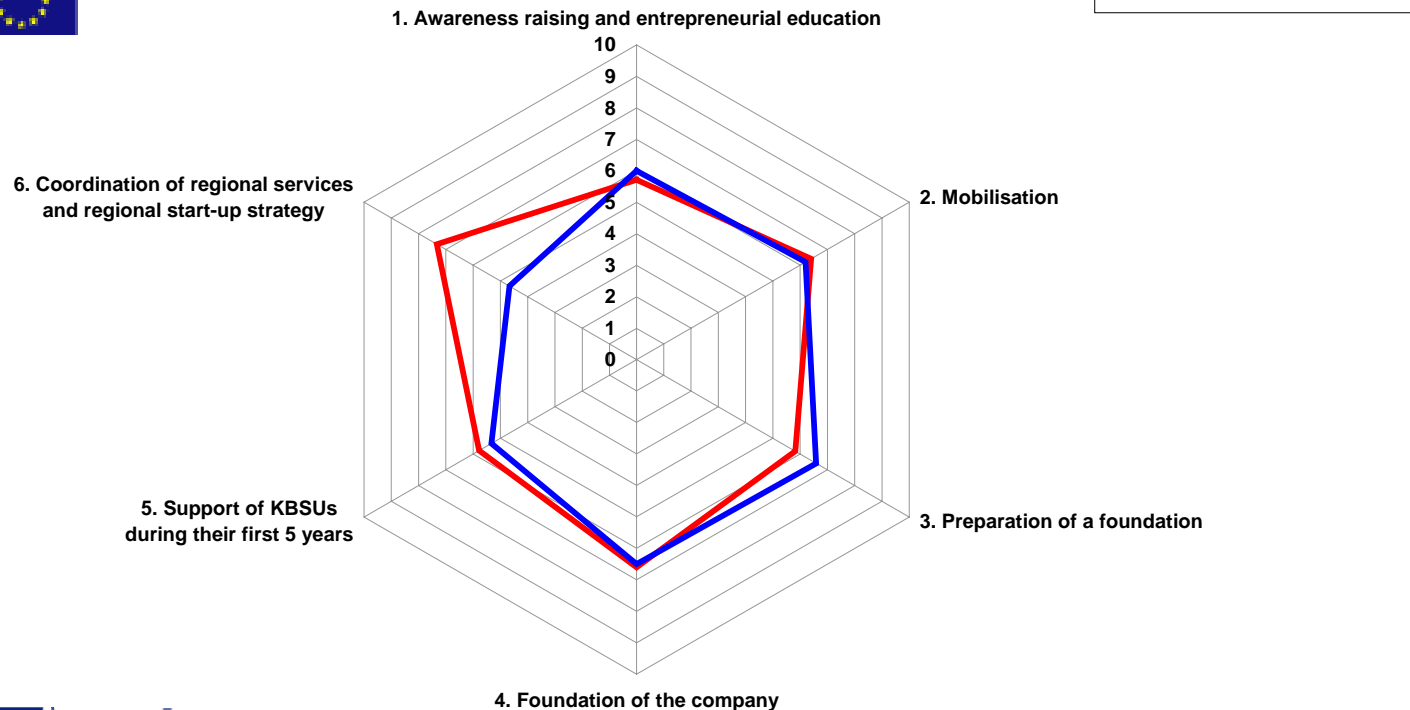
# Nov. 2006: Case study meeting NÖ & HH for identification of success factors



- Comparison of regional start-up profiles:
  - every step of the ERIK start-up model was considered separately
  - For every step: each indicator scoring and reasons for scoring were discussed
- Deduction of success factors and lessons learnt



Comparison of Start-up Profile of Hamburg and Lower Austria



- Active and also provocative participation in discussion!  
Like the Regional Program of Innovative Actions !!
- Defining Success Factors for regional support of innovation oriented start-ups and spin-offs
- Learn more about
  - monitoring and measuring the effects of regional support of innovation oriented start-ups and spin-offs
    - on the individual start-ups
    - on the whole region
- Finish the workshop with remaining open questions
  - ... as indicator for intensive discussions and shortage of time
  - ... But NOT as indicator for passive behaviour and preventing from asking relevant questions!
- Identification of future trans-regional collaboration in the field of support of innovation start-ups/spin-offs and transfer of other successful tools within the Innovative Actions – Irma Priedl, Martina Ebner and Hans-Christian Jäger as TWG coordinators will be at your disposal after the workshop

- *Moderation and rapporteur : Hans-Christian Jäger*
- *Impulse presentation by Dr. Wolfgang Tüchler*
- Good Practice Cases by
  - Alentejo (Ana Luisa Brejo) and
  - Lower Austria (Dr. Doris Agneterafter the coffee brake
- Good Practice Cases by
  - Experiences of a supported new entrepreneur (Mag. Rouven Haas)
  - Hamburg (Dr. Helmut Thamer) and
  - Flanders (Muriel Uytterhaegen)
- Lessons Learned and Policy Recommendations (Mag. Irma Priedl)

Please do not hesitate to ask your questions during the workshop!!!