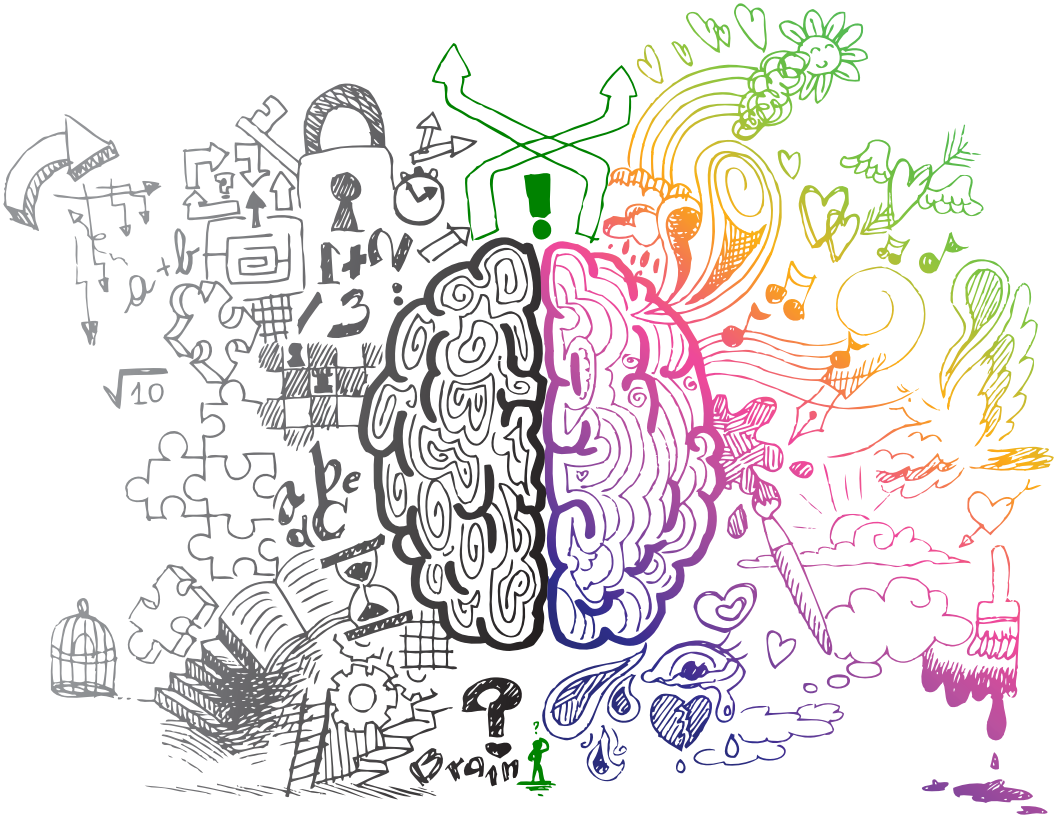
Transfer of Innovation • Entrepreneurship • Start-up Training & Support • Intellectual Property Management • SMEs • Croatia • E-learning • EU



SLIM

ideas to market

Stimulating **L**earning for **I**dea-to-**M**arket

SLIM
ideas to market

PROJECT DURATION 01/11/2012 – 31/10/2014

WHAT IS SLIM?

The competitiveness of an economy depends on its ability to produce future leaders with entrepreneurial skills.
Countries such as Croatia, which is currently joining the EU, are facing the challenge to develop entrepreneurial spirit, stimulate innovation and reinforce the cooperation between the education and business worlds.
The SLIM project is here to offer Croatian and other European SMEs and entrepreneurs e-learning tailored to their needs that is aimed at supporting development of business ideas and innovation.
An eCourse will be developed, tested and put in use, based on an SME Needs Analysis and combining an existing Diagnostic Tool and Intellectual Property Management programme.

WHAT DO WE EXPECT TO ACHIEVE?

- To address the gap between supply of knowledge and demand for knowledge in business that entrepreneurs and SMEs face.
- To encourage cooperation between training institutions and the world of work by making a course tailored to the needs of businesses.
- To help small businesses to commercialise their ideas.
- To focus the training on Intellectual Property Management as one of the challenging aspects of business.
- To develop a lasting partnership between all partners.

WHAT WILL WE DEVELOP?

SMEs Needs Analysis

Survey of SMEs in partners' countries to identify their learning needs. The results will be used to develop an online course to help small businesses to commercialise their ideas.

eCourse

The eCourse will be available in Croatian, Polish and English and will be complemented by a set of supporting materials for the entrepreneurs undertaking the training.

How to Guide for Trainers

Guidebook for trainers of the eCourse.

Case Studies

Five case studies describing the implementation of the eCourse during the pilot phase.

WHO'S INVOLVED

Project Core Partners

- *The Centre for Enterprise, Manchester Metropolitan University, UK* www.mmu.ac.uk
- *University of Rijeka, Croatia* www.uniri.hr
- *Faculty of Economics and Business University of Zagreb, Croatia* www.efzg.hr
- *Warsaw School of Economics, Poland* www.sgh.waw.pl
- *EFMD, Belgium* www.efmd.org

Project Associated Partners

- *The Federation of Small Businesses, UK* www.fsb.org.uk
- *Science and Technology Park of the University of Rijeka, Croatia* www.step.uniri.hr
- *BTM Mazowsze Sp. z o.o., Poland* www.managinginnovation.pl
- *Arenda d.o.o., Zagreb, Croatia* www.arenda.hr

Lifelong Learning Programme

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