

Transfer of Innovation • Entrepreneurship • Start-up Training & Support • Intellectual Property Management • SMEs • Croatia • E-learning • Poland • VET • Cooperation • UK

SLIM newsletter / No 2

December 2013

Dear Partners,

Welcome to this new edition of the SLIM Project Newsletter!

The second edition will give you an update on the evolution of our common project.

We are now entering a very exciting part of our project. After the research phase that was recently completed, we are now awaiting the birth of the first modules of the e-course for the entrepreneurs and their official launch!

What used to be a very attractive, but distant idea, is now becoming a reality... We still have lots of work ahead of us but we can be proud of this common achievement.

We are also glad to announce the next project meetings, which will take place first in Rijeka and then in Dubrovnik... All this announces a very pleasant Croatian spring. We are all looking forward to it!

But before we all meet on the Adriatic, on behalf of all the members of the consortium, EFMD wishes you wonderful celebrations, a nice and white Christmas and a good start of 2014!

Dr Christophe Terrasse

Director, Projects
EFMD

PAST & UPCOMING EVENTS

-  **06-07 June 2013**
WERI Annual Conference
-  **10-11 June 2013**
EFMD Annual Conference, Brussels
-  **14 June 2013**
[TansMedri Conference](#), Rijeka (HR)
-  **9-11 September 2013**
BAMDE Conference, Albena (BG)
-  **27 September 2013**
Researchers' Night, Rijeka (HR)
-  **12-13 November 2013**
[ISBE Conference](#), Cardiff
-  **14-15 November 2013**
Partners' Meeting, Manchester (UK)
-  **24-25 February 2014**
[EFMD Entrepreneurship Conference](#), Boston (USA)
-  **4-5 April 2014**
[Cross Partners Conference](#), Dubrovnik (HR)
-  **23-25 April 2014**
[University-Industry Interaction Conference](#), Barcelona (ES)

PROJECT NEWS - Project Management

MANAGEMENT HIGHLIGHTS

The project has been running already for one year. The most important activities carried out at management level at this phase are:

- Partner Meeting held in Warsaw on 6-7 June 2013
- Partner Meeting held in Manchester on 14-15 November 2013
- Interim report to be submitted by the end of November



- Look into platforms for the e-course and the website and check translation costs
- All partner to complete the Exploitation Survey
- Feedback on the Dissemination Plan to be provided.

PARTNER MEETING IN MANCHESTER

General information

The Partner Meeting took place at the MMU Business School in Manchester on 14 and 15 November 2013. Twelve people attended the meeting, from MMU, EFMD, FEB, UNIRI and SGH.

Highlights

The partners discussed the updates for each work package and determined the actions for each WP and partner.

The discussion focused mainly on the content and mode of delivery of the eCourse in order to achieve as much interactivity as possible. Given that the course is targeted at entrepreneurs, it is of utmost importance that it is relevant for their needs and is delivered in an accessible way.

Other topics that were discussed are:

- General project progress per WP
- Interim report
- Main findings from the SME Needs Analysis
- Cross-partner conference in Dubrovnik
- Use of social media for dissemination and of a LinkedIn group, in particular
- Evaluation of the eCourse
- Strategy for the sustainability of the eCourse beyond the project
- Train the trainer event and guidebook.

PARTNER MEETING IN WARSAW

General information

The Partner Meeting took place at the Warsaw School of Economics on 6 June 2013. Nine people, from MMU, EFMD, FEB, UNIRI, SGH and BTM, attended the meeting.

Highlights

The partners discussed the updates for each work package and determined the actions foreseen for the upcoming months.

The main action points decided are:

- Participation in the ISBE Conference 2014
- Increase the number of SMEs involved in the Needs Analysis survey
- Create a standard statement for all partners to use on published material when using data collected within the SLIM project
- Share among partners video case studies to be used as examples for the development of the e-course

PROJECT NEWS - SMEs Needs Analysis

HIGHLIGHTS

During year 1 WP2 has finalised the following activities:

- 380 SMEs surveyed in Poland, UK and Croatia
- SMEs Analysis Reports 1 and 2 finalised and distributed among partners

NEEDS ANALYSIS REPORT 1 AND REPORT 2 FINALISED

Background

From 12 May 2013 to 28 May 2013, a survey has been conducted among Croatian, British and Polish SMEs in order to identify the appropriate kind of support, training and advice needed by SMEs to improve their activities. The results of this survey have been collected in Reports 1 and 2 and are meant to be used to tailor the online course that SLIM is developing to help small businesses to commercialise their ideas, learning from companies with more experience and enable Croatia to maximise its educational potential in entrepreneurship.

The survey was distributed online to more than 5000 SMEs, whose contacts came from the internal databases of the project partners, the Croatian and Polish Chambers of Commerce, and other sources. 380 SMEs completed the survey; 213 of them are based in Croatia, 100 in Poland and 67 in the UK.

Most of the respondents are from the service sector (23.8%) or manufacturing (20.4%), have between 2 and 10 employees (42.7%) or between 11 and 50 employees (31.3%), and are not located in science parks, business incubators or designated government areas for business.

Main findings

Innovation

The first part of the survey was dedicated to **Innovation**. The enterprises were asked whether their business has introduced a new product or service (product innovation), new processes for producing or supplying goods and services (process innovation) and marketing innovations in the past 3 years. The sampled SMEs resulted moderately innovation-oriented: 73% per cent of them declared they introduced a new product or service, 52.7% introduced a new process and 55.4% introduced a marketing innovation. The best results are those of the UK.

76% of the SMEs who introduced a product innovation confirmed they have introduced a product or service new to their business and 43% said it was also new to the market. 82.4% of those who introduced a new process innovation declared it was new to their business and only 29.8% that it was new to the market. As for marketing innovation, it concerns, in order of importance, change in marketing methods, change in product/service design, new advertising campaigns and finally market research.

Research and Development

In order to investigate SMEs position towards **Research and Development**, the businesses were asked about the frequency of their R&D engagement during the past 3 years. The results were not excellent; 30% of the sample is continuously engaged in R&D activities, 10% occasionally and 29% not at all.



As for the protection of the ideas, the surveyed companies perceive the lead-time over competitors as the most important factor, followed by secrecy and complexity of design. 230 SMEs affirmed they have taken formal actions to protect innovation in the past 3 years: 35.2% businesses registered a trademark, 21.3% owe database right, whilst the others applied for a patent, registered a copyright or registered industrial design.

Research Education and Training

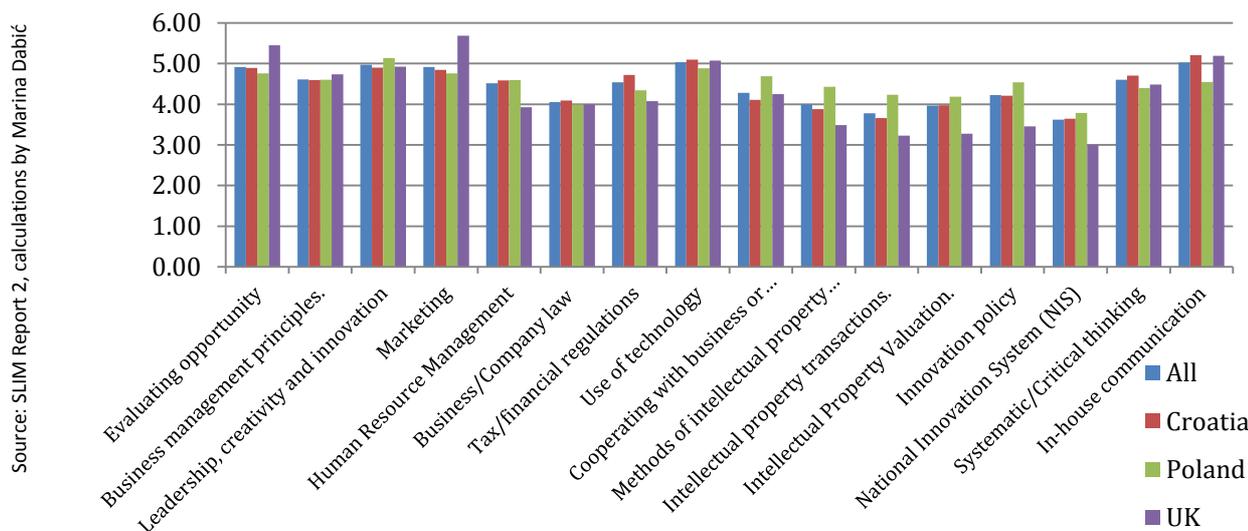
The last part of the survey was dedicated to **Education and Training** and was aimed at identifying the best ways to approach business education. When asked which learning approach would best suit their employees, the respondents considered learning on the job as most beneficial, followed by, in order of importance, learning based on case studies, face to face learning and, with lower scores, self-study, simulations and e-learning.

To help businesses to bring ideas to the market, the areas in which the training is considered

more important are (in order of importance): use of technology, in-house communication, leadership, creativity and innovation, marketing and finally evaluating opportunities. The lowest overall mark was given to the national Innovation System (see Fig. 1 below).

To draw a profile of the respondents concerning the existing level of knowledge and education on innovation, they were asked whether during the last 3 years their business has received training or support in any of the identified areas. It came out that the highest amount of training and education was received in use of technology, tax/financial regulations and in-house communication, whilst the least training was received in national transactions and innovation policy. According to the answers provided, what SMEs need is more training in leadership, creativity and innovation, followed by use of technology, in-house communication, marketing and business management principles.

Fig 1. Importance of training/education in bringing ideas to market



PROJECT NEWS - e-Course and Pilot Phase

HIGHLIGHTS

- The topic and content of the modules of the e-course have been discussed and defined
- A draft of two modules has been presented to the partners at the Partner Meeting
- Registration option added to the e-course website
- Pilot will be starting at the beginning of January

DEVELOPMENT OF THE E-COURSE

The biggest challenge in the project is the development of the e-learning course.

A lot of research and preparation work has been done and the course is currently being developed. The comprehensive training course will be tested during the pilot phase.

The agreed four modules that will form the e-course are the following:

Module 1: Innovation and Intellectual Property (IP) Management

1. The search for innovation (*types of innovation; demand- and supply-related sources of innovation; creating new ideas: what can the management do?*) – A. Kowalski
2. Knowledge and technology transfer (*models for converting knowledge into innovation; forms and models of technology transfer*) – M. Weresa
3. Protecting Intellectual Property (IP) – A. Kuźnar
4. Managing Intellectual Property (IP) – A. Kuźnar
5. Innovation policy – instruments in the European Union and at the national levels (Croatia, Poland and the United Kingdom) – all Partners

Module 2: New Venture Business Plan – M. Panfil

1. Industry and Competition Analysis
2. Venture Analysis and Strategy
3. Venture and Product / Service
4. Business Planning Resources and Venture Team
5. Financial Plan and Risk Assessment

Module 3: IP Financing and IP Valuation – M. Panfil

1. Why Value IP?
2. Sources of IP Financing using Debt
3. Sources of IP Financing using Equity
4. Methods of IP Valuation.
5. IP Valuation – case studies

Module 4: Marketing and strategy of new product development – M. Lewandowska

1. Decision making under uncertainty
2. Developing strategy for innovative products
3. Marketing of new products
4. Managing innovation networks
5. Marketing plan for the new product

The SMEs interested in participating in the pilot and test the e-course can now register through the SLIM website, at: <http://www.e-sgh.com/slim/?page=e-course&chl=en>. The pilot will run from January to April 2013. WP4 is responsible for the Development of a Guide for trainers that will be available in March.

After the end of the pilot phase, the activities for the Transfer of Innovation carried out by WP5 and aimed at the sustainability of the project will start.



PROJECT NEWS - Dissemination, Quality Assurance and Exploitation

HIGHLIGHTS

- The Cross-partner conference will take place in Dubrovnik on 4-5 April, at the OFEL 2014 Conference
- Dissemination Plan finalised
- Regular monitoring to ensure the quality and progress of the project's activities
- Exploitation Strategy finalised, containing the results of the survey circulated among the partners in May

EVENTS

During year 1, the project has been disseminated in a number of events and seminars both in the form of general dissemination (provision of information and handing out flyers) and specific presentations.

Taking into account all the forms of dissemination used, a large number of stakeholders have been reached.

WERI Conference

Dissemination was carried out at the WERI Conference held in Warsaw (PL) on 6-7 June. 40 people - professors and PhD students, entrepreneurs, SMEs, policy makers - took part in the session where SLIM was presented, explaining to the audience how universities may bring their research and their work to the real world of SMEs.

The participants were very interested in the e-course and highlighted that there is need for educational projects increasing the skills in innovation, key driver of competitiveness in knowledge-based economy.

The event was clipped to a Partner Meeting. The meeting was crucial in bringing together the partners to discuss ideas for the new e-course.



TransMedri Conference

UNIRI disseminated SLIM at the [TransMedri final Conference](#) held in Rijeka (HR) on 14 June.

50 academics and students participated in the event, showing interest and recognising that the project could significantly contribute to the university-business sector cooperation and its results are directly connected to business improvement.



BAMDE Conference

EFMD carried out dissemination at the BAMDE Conference - The European Entrepreneurship: How Entrepreneurs (Should) Act in Global Business Environment, held in Albena (BG) on 9-11 September.

15 people – Professors and PhD students in entrepreneurship, entrepreneurs, representatives of associations of entrepreneurs, representatives of local administration, representatives of organisations supporting SMEs – attended the session in which SLIM was presented. The participants showed interest in the training course and in the project itself and some participants asked for additional info at the end of the session.

Researchers' night

General dissemination was carried out at the Researchers' Night, an event that took place in Rijeka (HR) on 29 September 2013.

Flyers were handed out and information on SLIM was provided. The visitors gave positive feedback.

ISBE Conference

Marina Dabić participated in the 2013 [ISBE Conference](#) that took place in Cardiff on 12 and 13 November 2013, where she presented the paper "SMEs' Needs for Intellectual Property: Harry Potter's Magic or Systematic Education Support?".

The paper was developed starting from the data obtained from the Needs Analysis survey carried out within SLIM. It was developed trying to answer three main questions:

- 1) Is small still beautiful?
- 2) Does innovation lead to international success?

- 3) Systematic educational support – is there a purpose?

The audience showed great interest in the presentation and in the topic.

Upcoming events...

Train the Trainers meeting

The event will take place in Rijeka (HR) in February 2014. The dates have not been fixed yet.

Cross Partner Conference

The Cross Partner Conference will take place on 3-4 April in Dubrovnik, within the framework of the 2nd International OFEL Conference (OFEL 2014) on Governance, Management and Entrepreneurship. The topic of the event is "Inside and Outside of Managerial Mind - Building the bridges between disciplines".

The conference location has been changed from Belgium (as foreseen in the proposal) to Croatia, the beneficiary country, and is clipped to an existing event, in order to reach a much wider audience and also provide a great opportunity for the partners to attend this event.

EFMD Entrepreneurship Conference

[EFMD Entrepreneurship Conference](#) will take place in Boston (USA) on 24-25 February 2014.

University-Industry Interaction Conference

The [University-Industry Interaction Conference](#) will take place in Barcelona (ES) on 23-25 April 2014.

Reminder: when carrying out dissemination activities, partners are asked to complete a debriefing form. The template is available on the Wiki space created for SLIM, at <http://leonardoslim.wikispaces.com/>

