

Co-generation of competitive knowledge between University and SMEs – KNOW US

Conferenza - capitalizzazione dei risultati dei progetti nell'ambito della ricerca, sviluppo e innovazione / Konferenca - kapitalizacija rezultatov projektov s področja raziskav, razvoja in inovacij - Bled, 14.07.2014

**BUILDING BUSINESS ECO- SYSTEM AND
BUSINESS MODELS FOR INNOVATION**



2007-2013

cooperazione territoriale europea
programma per la cooperazione
transfrontaliera

Italia-Slovenia

evropsko teritorialno sodelovanje
program čezmejnega sodelovanja

Slovenija-Italija



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Progetto cofinanziato dal Fondo europeo di
sviluppo regionale

Projekt sofinancira Evropski sklad
za regionalni razvoj



A premise:

The new Cohesion Policy means regions and Member States must target EU investments on four key areas for economic growth and job creation:

- Research and Innovation
- Information and Communication Technologies (ICT)
- Enhancing the competitiveness of small and medium-sized enterprises (SMEs)
- Supporting the shift towards a low-carbon economy

Our experience, expertise and experience acquired with the project KNOW US leads us to focus on two priorities contained in the common strategic framework proposed by the EU.

- Priority: Strengthening research, technological development and innovation
- Priority: Enhancing the competitiveness of small and medium-sized businesses



The vision

“The new renaissance is the enterprise”

There is a need in the area to promote a synchronized movement of companies whose common goal is to drive a new renaissance that leverages on civic, cultural, natural and handmade capital.

THE MISSION:

“The meaning enterprise”

We believe in the promotion of the significance of the enterprise as a creator of new jobs related to the exclusivity of the territory, and the significance of the enterprise as a creator of new concepts released by the variety of the territory and to their customers and to the society through their products, processes and ways of connection.

A mediocre enterprise creates little value for customers and for the society by appropriating the relevant part because the problem is to divide it. A significant enterprise creates a lot of value for customers and society by distributing a significant part because the solution is to multiply it.



THE PARADOX TO SOLVE:

1 - The Paradox at level of space
“single vs. system”

2 - The Paradox at level of time
“tradition vs. innovation”

3 - The Paradox at level of quantity/quality:
“small vs. big”

4 - The Paradox at level of knowledge
“ theory vs. practice”.



FOUR MISSIONS TO CARRY OUT FOR THE FUTURE IN THE AREA:

- ☐ The mission at level of ***beliefs***: entrepreneurial excellence;
- ☐ The mission at level of ***purpose***: cheapness in the enterprise;
- ☐ The mission at level of ***focus*** : the difference in the cross border area;
- ☐ The mission al livel of ***values***: the centrality of the person.



The strategy

At the level of principles:

- 1 - The systemic innovation as “a prerequisite to compete”
- 2 - Enterprise *antifragili* as “leading actors”
- 3 - Identification of emerging trends such as the “starting point”

At the level of purposes:

- 4 - The development of (re-) innovative start-ups such as “singular goal”
- 5 - Development of ecosystem business as “systemic goal”
- 6 - Development of strategic social innovation as “possible goal”



The strategy

At the level of setting

7 -Neo-manufacturing as “the context of (re) action”

8 - Meta-tourism as “context of (valoris) action”

9 -Internationalization (web) and innovation as a “virtuous circle”

At the level of assets

10 - Human capital (and social) as the “key resource”

11 - The strategic open innovation as a “paradigm of reference”

12 - The finance for innovation as “indispensable lever”



In the context of the capitalization of the project results 2007 - 2013 in the field of research, innovation, economic development and technology transfer



An innovative proposal of the University Cà Foscari for the next Programme 2014 -2020



ACTION PLANS FOR THE CROSS-BORDER AREA



Action Plans - RESEARCH level

- 1 - Observatory on significant businesses
- 2 - Observatory on emerging trends



1 - The observatory on significant enterprises:

The goal is to identify successful medium-sized enterprises that can potentially develop cross border "business ecosystems".

1 - Identification of the significant enterprises through analysis of financial data (*antifragili* company);

2 - Mapping according to the framework of the tetrahedron value :

- the mission (purpose, beliefs, values and focus) and vision of the company;
- business strategy (productivity and / or growth) or pursued, and the setting business and the value proposition;
- the business model (elements in different building blocks - and their investment strategies - and their relationships) that have been adopted;
- identification of the "innovation system" used in the enterprise.



2 - The observatory on the emerging trends

The Observatory as "editorial project on line" to intercept the knowledge needs of businesses on current and expected changes.

It will be developed by three main activities:

- Search the social and technological megatrends;
- Identification of macrotrend at sectoral and / or regional level;
- Declination of microtrend implemented



Action Plans - SHARING level

- 1 - The events for the dissemination of knowledge
- 2 -The platform for knowledge sharing



1 - The events for the dissemination of knowledge

In the cross border area there is a need to organize dissemination events and recognition / awards ceremony events - between Veneto, Friuli Venezia Giulia and Slovenia.

The aim of the event is twofold:

A - contribute in-depth analysis of successful medium-sized enterprises in order to map their business models and the main driver of strategic innovation and then disseminate the results through research reports;

B - support successful medium-sized enterprises to improve their level by organizing moments of creative confrontation.



2 - The events for the dissemination of knowledge

Awards will be awarded to the most innovative companies

- italian/slovenian - in the following 5 areas:

- Technology-push innovation
- Market-pull innovation
- Design-driven innovation
- Social-pull innovation
- Financial-push innovation



The platform for knowledge sharing

The University of Cà Foscari will elaborate an online platform that will be functional to the involvement of companies, researchers and university students to collect material on trends, innovative ideas and successful business cases by re processing the material developed in the two observatories.

The platform acts as a tool for sharing a set of content split into areas of interest:

- trend;
- innovation;
- entrepreneurship.



Action plans - INTERVENTION level

- 1 - The cross-border innovation school for the generation of knowledge (KNOW US)
- 2 - The innovation laboratory to accelerate business

Another further need to intervene in the field of **TOURISM** to increase the competitiveness of SMEs in a strategic sector for the cross-border area.



What is the destination ?

Strategic Social Innovation

Human capital as a key resource

-The meaning company is a partnership of people before that a partnership of capital. because the aim is to meet the needs of people through the development of an economic activity that occurs priority in the work for others and with others.

- The realization of ecosystems business is an opportunity for the development of social strategic innovations, to respond the needs of society being able to generate profit so that they can respond even better to the needs of society.

This means, first, the construction of an environment based on trust and reciprocity that encourages the entry of young people into business and general labor inclusion of every deserving person.

The experience and knowledge it is major driver of innovation at all levels

- **Need to increase the number and inclusion in the process of strategic innovation of creative workers inside and outside the enterprises**

Thank you
for your attention

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REPUBLIKA SLOVENIJA
SLUŽBA VLADE REPUBLIKE SLOVENIJE ZA RAZVOJ
IN EVROPSKO KOHEZIJSKO POLITIKO



Ministero dell'Economia
e delle Finanze



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