



**Analysis on regional adaptation
process
Slovenia
(D6.1.2)**

Symbolic map

Author:

<i>Slovenia</i>	<i>Styrian Technology Park</i>
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Slovenia

Analysis on regional adaptation process (D6.1.2)

1. Overview of conducted meetings and events related to regional adaptation process of Pilot Actions

STP approached the selection of the appropriate Pilot Action model with the implementation of consultations with several stakeholders in the region. This was conducted within numerous informal meetings with different organizations and individuals, recognized as relevant stakeholders and opinion makers in the targeted area of expertise, as well as with the target groups of SMEs and start-ups:

- financing institutions e.g. NLB d.d. bank – Centre for Innovative Entrepreneurship;
- incubators / technology parks, e.g. Pomurje Technology Park;
- regional development bodies, e.g. Maribor Development Agency, Development Agency Posavje;
- enterprise support organizations, e.g. MDA Enterprise Europe Network, Institute for Innovativeness and Entrepreneurship, Agency for Territorial Marketing;
- crowdfunding community, e.g. Slovenian Meetup community of successful CFs;
- SMEs and startups already involved in the CF / planning to get involved in the CF.

Within the discussions it was recognized that the following areas of services are lacking in the region in order the crowdfunding support to be implemented on a higher level: i.e. support services for preparation and implementation of a CF campaign; individualized mentorship for CF campaigns in order to raise their chances for successful implementation; special marketing support (e.g. preparation of video materials).

According to the feedback gathered within the sessions for elaboration of an appropriate PA model, STP prepared a preliminary definition of the PA for Slovenia. The PA proposal was being carefully thought out also in combination with the training activities under the WP5 – Capacity Building, as well as with the activities under the WP4 – Quality Criteria. Based on the all facts taken into account, STP prepared the preliminary definition of the PA Slovenia as follows:

2. Preliminary definition of Pilot Action – Slovenia

Name of the partner	Styrian Technology Park – STP
Full title of Pilot Action	CrowdStream Support for Slovenian Crowdfunders
Acronym (if appropriate)	CrowdStream-4-Slovenia

Type of Pilot actions	<ol style="list-style-type: none"> 1. Preparatory public intervention 2. Incubator model 3. Innovation Fund model 4. Crowd-selection model 5. Other: Incubator model, combined with Innovation Fund model 	<p>If other describe the main attributes of the approach:</p> <p>Combination of the Incubator model and the Innovation Fund model with all main characteristics of both models, combined into one approach, in order to cover the needs of the wider target group.</p>
Responsibility	STP	
Target groups	Startups, SMEs, potential entrepreneurs / people with innovative business ideas	
Geographical focus	National / regional / local	
Short description of the PA	Education and mentorship for an efficient implementation of a CF campaign, Video pitching	
Detailed description of the content	<p>Pilot Action includes group activities in the field of education about common topics related to preparation and implementation of a CF campaign under supervision of an incubator (STP). Based on the interests and needs of individual participants, a plan of individualized mentorship sessions will be prepared in order to serve each interested/chosen startup/SME/individual person, according to their specific needs. Mentors with knowledge on specific aspects of CF campaign preparation & implementation will be involved in the mentorship process. Video pitching materials, needed for the purpose of a high-quality CF campaign, will be prepared by external experts from creative industries sector. Education and mentorship will be provided by STP staff as well as external experts.</p>	
Objectives	<p>The objective of the proposed PA is to support startups, SMEs and potential entrepreneurs / people with innovative ideas in the process of acquisition of the needed resources for implementation of their ideas, as well as to promote the CF as a means of boosting the ideas – among the potential final beneficiaries and among the regional / national stakeholders.</p>	
Activities	<ul style="list-style-type: none"> – Education on preparation and implementation of a CF campaign – Mentorship in the process of the CF campaign preparation and implementation – Preparation of Video pitching materials 	

Main output(s)	<ul style="list-style-type: none"> – 1 set of trainings, with at least 10 participants/ideas who will attend the whole series – 10 ideas to be promoted within all available promotion channels and social media resources of the project/partners – 5 ideas to be strongly supported with individualized education and mentorship – 2 ideas to be supported with preparation of video pitching materials – 2 ideas to participate on CF platforms 	
Involved actors / third parties	<p>External experts with knowledge of CF campaign preparation and implementation</p> <p>External experts from the creative industries sector</p>	
Impact on indirect aid acc. to signed State Aid Declaration?	<p>In case of involvement of startups and SMEs there could be a need to report the state aid on their behalf</p>	
Timeline / duration	<p>09/2018 - 04/2019</p>	
Subcontracting needed	<p>YES / NO</p>	<p>External experts as mentioned above</p>