



Joint initial training concept/training agenda

CERlecon - CE119
Deliverable D.T2.5.1

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1. Project summary and document introduction

Change is still needed to make the cities and regions in Central Europe better places to work and live. Daring young entrepreneurs with brilliant ideas could contribute considerably to this change. But they can't. Factors such as a lack of an entrepreneurial culture and mind-set leading to a limited interest in entrepreneurship are hampering their efforts. There is also inadequate training to improve their skills and entrepreneurial competences and innovation in general is being hampered by the lingering effects of the historical east-west divide and the recent economic crisis through an underinvestment in R&D.

And yet, entrepreneurs must be empowered to create change; they "form the majority of business entities and are the biggest employers" in Central Europe. "It is important to provide, at regional level, the right mix of financial and non-financial support to assist entrepreneurs to create new firms." "And this is our goal. By mid-2019, we will contribute to a change in the way entrepreneurs are inspired, trained and supported through a balanced package of strategies, actions plans, pilot actions, training, and tools to create new-type comprehensive regional innovation ecosystems in seven Central Europe regions. With our three-step logical project approach (Development - Implementation - Improvement), we want entrepreneurs and SMEs to benefit the most from what we do. But also their regions will benefit because from now on regional smart specialization strategies will be further used to develop novel technologies, and brilliant products and services for economic and social innovation." The joint development of all outputs and a transnational network interlinking the regional ecosystems to improve international skills emphasize the project's transnational character. At present, there is presumably no such state-of-the art innovative support scheme in Central Europe. "That is why everything that we do will be transferable for the benefit of others."

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WORK PACKAGE T2 will implement the new-type comprehensive six-domain regional innovation ecosystems in PP regions to train and create new firms, above all through synergies with funding initiatives.

It will also implement the trans. network that interlinks the ecosystems to accelerate international SME growth. T2 pilot actions will implement, test and evaluate the T1 eConcepts, leading to strategy finalisation. T2 will produce four outputs to achieve Project SO2/Results.

Output O.T2.1: Reg. Playparks: 7x reg. pilot actions for innovation ecosystems implementation in PP regions through two activities: (1) Development: Pilot action template for six-domain reg. ecosystems, leading to (2) Implementation: Reg. Playparks in PP Regions based on reg. pilot actions.

Output O.T2.2: Playparks network: 1x trans. pilot action for innovation ecosystems network implementation through two activities: (1) Development: Pilot action template for trans. network incl. links between reg. Playparks and the network, leading to (2) Trans. Pilot Action tailored to and implemented in the project area.

Output O.T2.3: Playparks network: Joint Playpark staff training through two activities: (1) Initial joint trans. training of Playpark staff and after the 1st cohort training experience at the reg. Playparks (2) Augmented joint trans. training of Playpark staff.

Output O.T2.4: Playparks network: Training methodology and materials ePortfolio through one activity: (1) Training methodology and materials for Playpark staff training. Process-related communication aims to increase the commitment of the target group (policy/support/SME/funding initiatives) and to create a positive attitude towards the Playparks and network.

Led by an experienced start-up/SME support provider (PP10), all project partners will be involved in all WP activities. T2 is the logical result of T1 and prepares the way for T3.

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DELIVERABLE D.T2.5.1

Joint initial training concept/training agenda

Regional Playpark staff and the training team develop together a staff training workshop concept and agenda, which are posted to the online Playparks network platform (D.T2.4.1).

The purpose of this document is to depict the concept and agenda of the Initial joint transnational training, thus enabling each project partner to successfully organize and run the Idea generation Lab and the regional CERIecon Playpark as a whole.





2. Concept, aim and purpose of the training

The purpose of the Initial joint transnational training is to enable each partner to successfully organize and run the Idea generation Lab, as well as the regional CERIecon Playpark.

During the joint transnational training, consultants/mentors/Playpark managers will be qualified to run and deliver trainings, consulting and mentoring services to CERIecon cohort members.

Key characteristics:

- Train the trainer/consultant/mentor format
- Workshop style extremely practice oriented participants should be able to deliver lectures and/or mentorship to Playpark beneficiaries
- Leveraged with reading materials, tools and other sources (books, webinars, YouTube...)

Key topics:

- Playpark management and startup consulting skills in general
- Idea generation lab
- Innovation management and growth tools
- Startup development and growth tools

The trainings should include all tools listed in D.T2.1.1 and defined as standard tools for use in all Playparks, accepted as appropriate for entrepreneurial support in all regional ecosystems.

The training will be action oriented - the aim is to enable participants to use and to teach the selected tools and activities that are to be applied in all seven regional Playparks.

In case of need, additional trainings for Playpark staff clarifying CERIecon assumptions in the context of the local situation can be organized in the project regions. However, the costs of these are to be carried by the regional PPs.

Upon request, subsequent Skype seminars involving the same internal staff of this Initial joint transnational training can also be organised in order to facilitate and promote the exchange of knowledge and experiences among Playparks.





3. Training Content

The joint transnational training content is based on the premise that the average participant will not be an expert, but will however have a medium level of knowledge, meaning familiarity with some innovation management, startup support and development tools and concepts.

During the workshop, topics will follow the startup development logic as much as possible.

Workshop modules are based on "Tools" and "Concepts".

"Tools" are standardized activities that are known as best practices in startup/innovation development lifecycle.

Participants will learn:

- how to use tools;
- how to guide or teach Playpark beneficiaries to use tools;
- which circumstances are most appropriate for usage of each tool;
- limitations of tool usage;
- which outcomes trainers and beneficiaries can expect from each tool.

"Concepts" are thinking tools and guidelines for decision making process or innovation development process. It is important that participants understand the key concepts and become able to use them during the consulting and mentoring process of the participants.

Participants will learn:

- origins of the concepts;
- situations or circumstances where concepts are applicable;
- guidelines how to apply concepts in real life situations;
- cases or examples of concepts implementation/applicability.

The overall aim of the Initial joint transnational training is to enable the participants to run Playpark idea generation labs on their own covering and refreshing many of the elements important for running the playparks and learning new skills that could be implemented in the playparks.

It is important that the training participants undergo the whole idea generation process in order to understand how Playpark beneficiaries might feel and where difficulties arise. The idea generation process contains explicitly topics like prototyping and pitching, which act as a teambuilding measure.

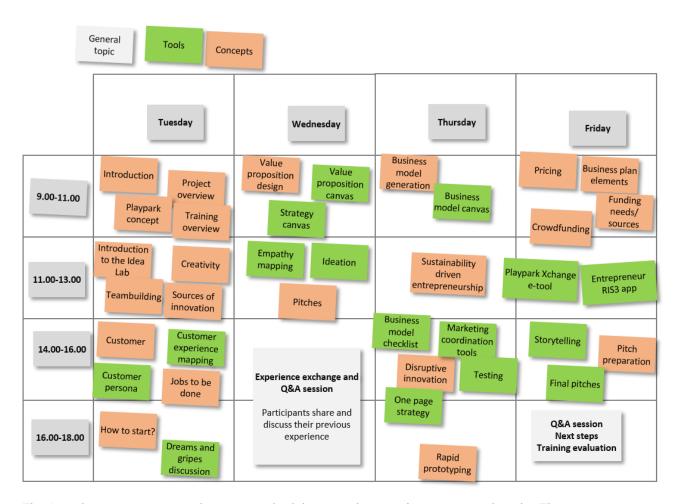
To save time and make the training as practicable as possible each participant will set challenges like: "Find a sustainable product, event or service generated by the CERIecon project that can be used by your institution after the project lifetime!" or "Envision the product or service that is the core of the imagined startup!".

Each challenge should fulfil at least the criteria of desirability, feasibility and (somehow) viability.





4. Training Schedule

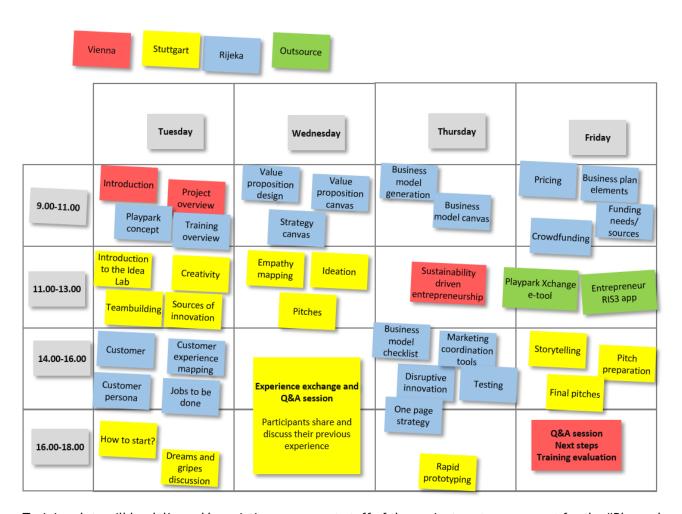


The Initial joint transnational training schedule is made out of concepts and tools. The training aims to improve the existing competences of the participants and to enable them to better understand the complex challenges startups face, as well as to immediately address the identified challenges with state of the art tools, proven and used in similar circumstances and challenges.





5. Training Lecturers - PP distribution



Training slots will be delivered by existing permanent staff of the project partners, except for the "Playpark Xchange e-tool" which will be delivered by the experts that developed the tool. Project partners permanent staff will be used because of existing experience and knowledge of working with startups, as well as due to the possibility of follow up support which will be easier to implement if lecturers are available as partners' employees.





Morning session 9.00-11.00

- Introduction (all),
- Project overview
- Playpark concept
- Training overview

Morning session 11.00-13.00

- Introduction to the Idea Lab
- Creativity
- Teambuilding
- Sources of Innovation

Afternoon session 14.00-16.00

Customer understanding

Concept of customers, users and beneficiaries, differences and common elements

Jobs to be done

Key concept for customer and market understanding

Customer persona

Tool for description and understanding of target customer group

Customer/User Experience mapping

Tool for description and understanding of behaviour, usage and consumption patterns of targeted customers/users

Afternoon session 16.00-18.00

- How to start?
- Dreams and gripes discussion

How to find innovation challenges





Morning session 9.00-11.00

- Value proposition design
 Key aspects of the value proposition formulation and design from customers perspective
- Value proposition canvas
 Tool for understanding and comparison of product/service value proposition and customers' needs and
- wantsStrategy canvas
 - Tool for value proposition competitive comparison and improvement.

Morning session 11.00-13.00

- Empathy mappingDescribe your user/client/customer
- IdeationHow to encourage wild ideas
- Pitches

Afternoon session 14.00-18.00

Experience exchange
 Discussion regarding tools and concepts presented
 Sharing previous experiences in working with startups





Morning session 9.00-11.00

- Business Model Generation
 Concept of business models, business model logic, creation and presentation of business model
- Business model canvas
 Tool for business model analysis, creation, change and improvement

Morning session 11.00-13.00

- Sustainability-driven entrepreneurship concept & competences
- Sustainability Business Canvas
- Service Learning
- The Living Wall

Afternoon session 14.00-17.00

Business model checklist

Tool for assessment and improvement of business models

Testing

Concept of testing, evidence based decision making and pivoting - testing methods

Tools: Testing and learning card

Disruptive innovation

Concept of disruption - disruptive and sustainable innovations, causes, differences and key features, guide for commercialization strategy

One page strategy

Tool for strategic management and startup market deployment

Marketing coordination tool

Tool for integration of marketing activities across various channels, markets and seasons

Afternoon session 17.00-18.00

Rapid prototyping





Morning session 9.00-11.00

Financing of the entrepreneurial project

Concept: Key topics of funding needs and sources

Business plan elements

Key elements - costs, incomes logic

Pricing

Tool: Cost based pricing

Concept: value / competition based pricing

Alternative funding

Concept of crowdfunding, peer to peer lending etc.

Morning session 11.00-13.00

Participants split in two groups in order to follow the two workshops below, to be held simultaneously.

Playpark Xchange e-tool

or

Entrepreneur RIS3 app

Afternoon session 14.00-16.00

Storytelling

10 principles of storytelling

Pitch preparation

Working with the storytelling canvas

Final pitches

Pitch your idea in 3 minutes

Afternoon session 16.00-18.00 (optional)

- Discussion, Q&A session
- "Next steps" and follow up activities
- Training evaluation







http://tinyurl.com/CERIecon

www.interreg-central.eu/CERIecon

