Transnational Roadmap

based on findings from regional maps and gap analysis in Innow project

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The Transnational Roadmap

This roadmap covers the steps that participating partners should take in order to have a validated tool in our hands that is helping to develop innovative businesses with corporates and also gives the link to make cross-border businesses.

Participating countries:
- Croatia
- Hungary
- Poland
- Slovakia
- Slovenia

Timeline: from April 2020 to March 2022

- Initial draft of the Business Support Package	July 2020
- Support Package Pilot 1	October 2020
- Support Package Pilot 2	June 2021
- Final version of Business Support Package	December 2021

Target group needs:

Target groups are the SMEs and startups in the region (participating countries). Their needs have been analysed in the Regional Maps document. Here we refer to it and follow the findings where tools need to be developed.

Existing services and tools to address these needs

There is an education program scheme called PRIMER already used by the partners. Suggested programme length is 4-weeks. Programme is based on suggested 40 hours of theory and practical workshops led by professional mentors. Primer ends with a local Demo Day. The participating innovators provide a set of 6 deliverables at the end.

(Letter of intent, Business Model Canvas, Competitive landscape, Go-to-market strategy, Roadmap, Pitch deck)

All topics of the Primer covered:

- Basics:
    - o Team building & management
    - o IP and legal aspects
    - o Lean startup methodology
- Strategy:
    - o Business model canvas
- Business:
    - o Go-to-market strategy &
    - o B2B marketing strategies
    - o Sales strategies
    - o Competitive landscape
- Planning:
    - o Roadmapping
    - o Finances and investments
- Presenting
    - o One pager
    - o Pitch deck structure
    - o Pitch training

The problem is that only providing training is not sufficient to develop new businesses that survive on the market and can start growing. Neither the content (not detailed enough) nor the tools (only classroom education and mentoring) is sufficient to provide that skills what the target group needs.

Content of the business support package

Approach: we can keep the PRIMER as a basic tool, but

- we need to adjust the content,
- make elements of PRIMER accessible for those too who do not need the whole program, only some part of it and
- develop new tools to properly fill the gap identified.

We see that the support package will consist of two parts: Training and Partnerships. Training for developing missing skills, Partnerships for extending missing skills with external resources.

Training

It should be modular, and modules should be extended by more time and effort on practice and large company contribution. Training modules based on the gap analysis can be:

- Business and Market
- Legal and IP
- Organisation
- Finance and controlling

Business and Market

This module is pretty much covered already in theory, but more assistance in practice needed, so we would keep:

- o Lean startup methodology
- o Business model canvas
- o Go-to-market strategy &
- o B2B marketing strategies
- o Sales strategies
- o Competitive landscape

We would add:

- mentoring through validation,
- involve large companies' resources in validation.

Legal

Due to having substantial shortages in legal and intellectual property competences, we would promote legal and IP training to a separate module. The module would contain:

- basics of corporate law
- basics of IP law
- shareholders agreement

We would extend training with a continuously available IP and legal consulting service.

Finance

In finance we also desired to promote training section into a separate module and concentrate on

- financial planning,
- controlling and
- receiving and using external financial resources (investments).

We need to provide financial tracking and mentoring along the development cycle of each customer.

Organisation

Due to this topic is very broad and we received many diverse feedbacks we would test the market on this. There are many players on the market so we need to select support services and embed into the support package instead of developing new one.

What we build on:

- Team building and management
- Roadmapping (derive action plans from strategy)

What we would add:

- Develop strategic thinking,
  - eg. simulation exercises of organisation when executing business growth

- Interpersonal skills development.

We also keep in mind that we should have HUBs workforce capacities in our network.