

**Interreg**

CENTRAL EUROPE



European Union  
European Regional  
Development Fund

**CERlecon**

TAKING  
**COOPERATION**  
FORWARD



**AT3.3 - 2nd cohort of start-ups/young SMEs training  
Playpark Veneto – ENAIP Verona**



**The 2nd Cohort**



**CERlecon – PP3 Regione del Veneto – Direzione Lavoro + PP4 ENAIP Veneto**

## 1. CERlecon FACTS

**Programme priority:** *1. Cooperating on innovation to make CENTRAL EUROPE more competitive*

**Programme priority specific objective:** *1.2 To improve skills and entrepreneurial competences for advancing economic and social innovation in central European regions*

**Programme result:** *R 1.2 Status of capacities of the public and private sector for skills development of employees and entrepreneurial competences achieved through transnational cooperation driving economic and social innovation in central European regions*

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**Project acronym:** *CERlecon*

**Project title:** *CENTRAL EUROPE Regional Innovation Ecosystems Network*

**Project index number:** *CE119*

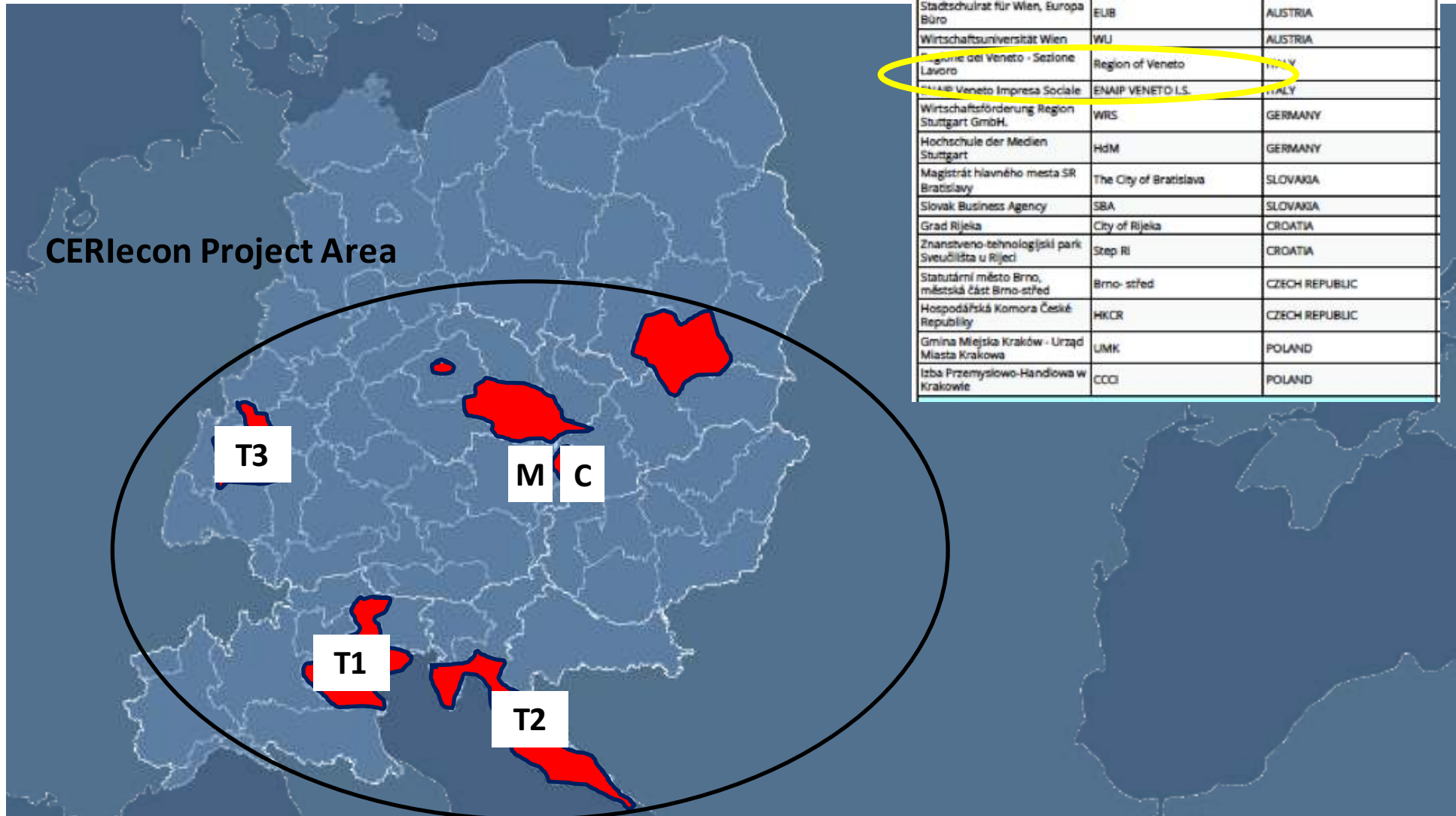
**Lead partner:** *Vienna Board of Education, European Office (AT)*

**Project duration:** *36 months* | Start date: *02.06.2016* | End date: *31.05.2019*

**Total project budget:** *€3.112.975,00* | ERDF *€2.558.255,75 (80% - 85%)*

**Project partnership:** *7 CE Member States (AT, CZ, DE, HR, IT, PL, SK) @ 2 PP = 14 PP*

## 2. CENTRAL EUROPE & CERlecon MAP



### 3.a CERlecon explained

7x 3 = 21 staff



7x 30 (3x 10) = 210+ firms  
50% female  
50% male  
50% social innovation  
50% economic innovation  
100% RIS3

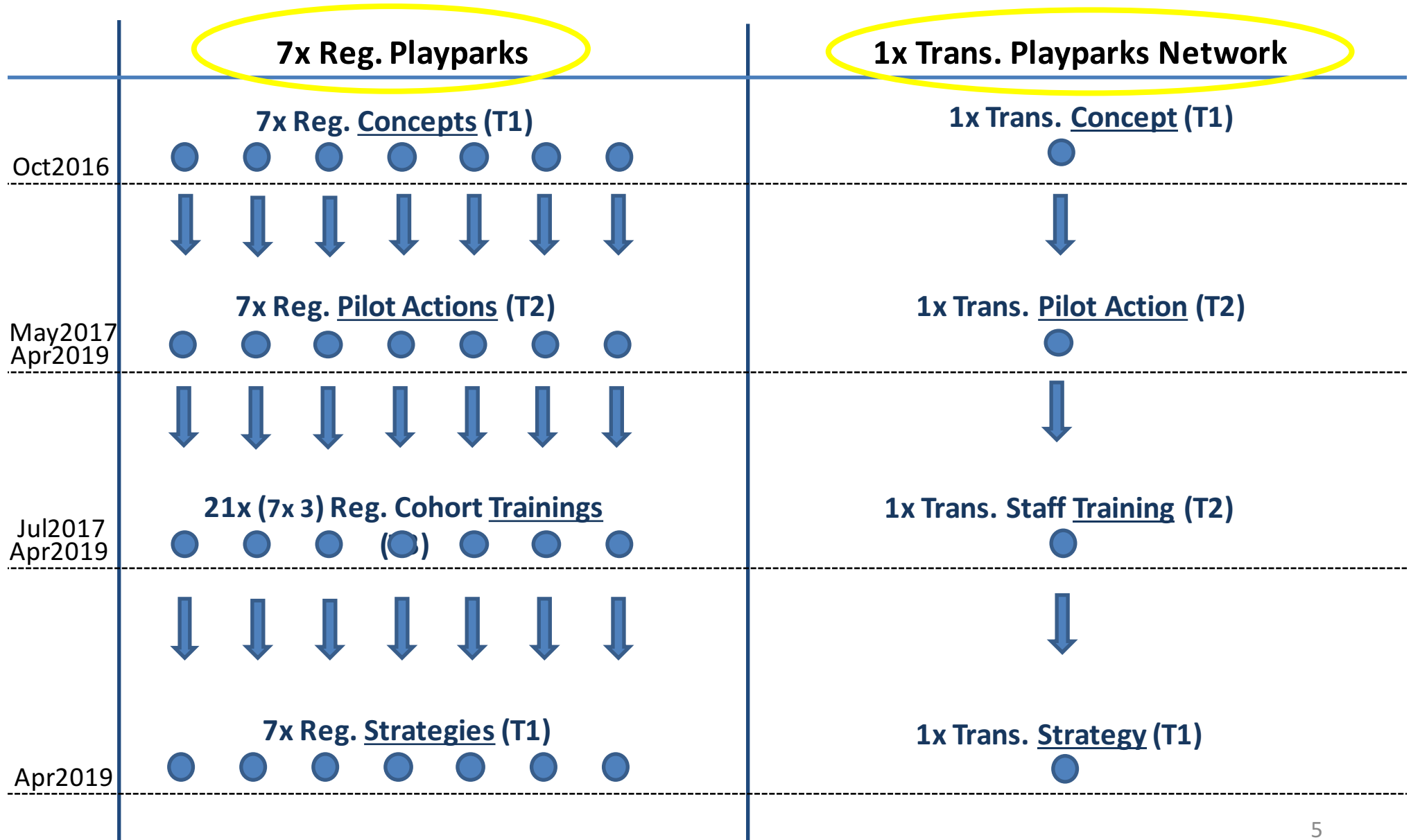
The CERlecon project main objective is **to increase and improve the skills of employees in the business sector** (particularly in **start-ups** and **young SMEs**) in CE Member States regarding novel technologies, innovative products, services or processes and social innovation **contributing to regional smart specialisation strategies**. An entrepreneurial culture will be developed and fostered so that more and more young females and males are inspired to become entrepreneurs and develop their own firms. Their skills and entrepreneurial competences will be improved through the best possible regional support and training available in new-type comprehensive regional innovation ecosystems.

*These ecosystems will incorporate and utilise regional smart specialisation strategies (RIS3) as drivers for innovation*

By the mid of 2019, **CERlecon will have changed 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** and a **transnational innovation ecosystems' network** in a majority of Central European Member States.



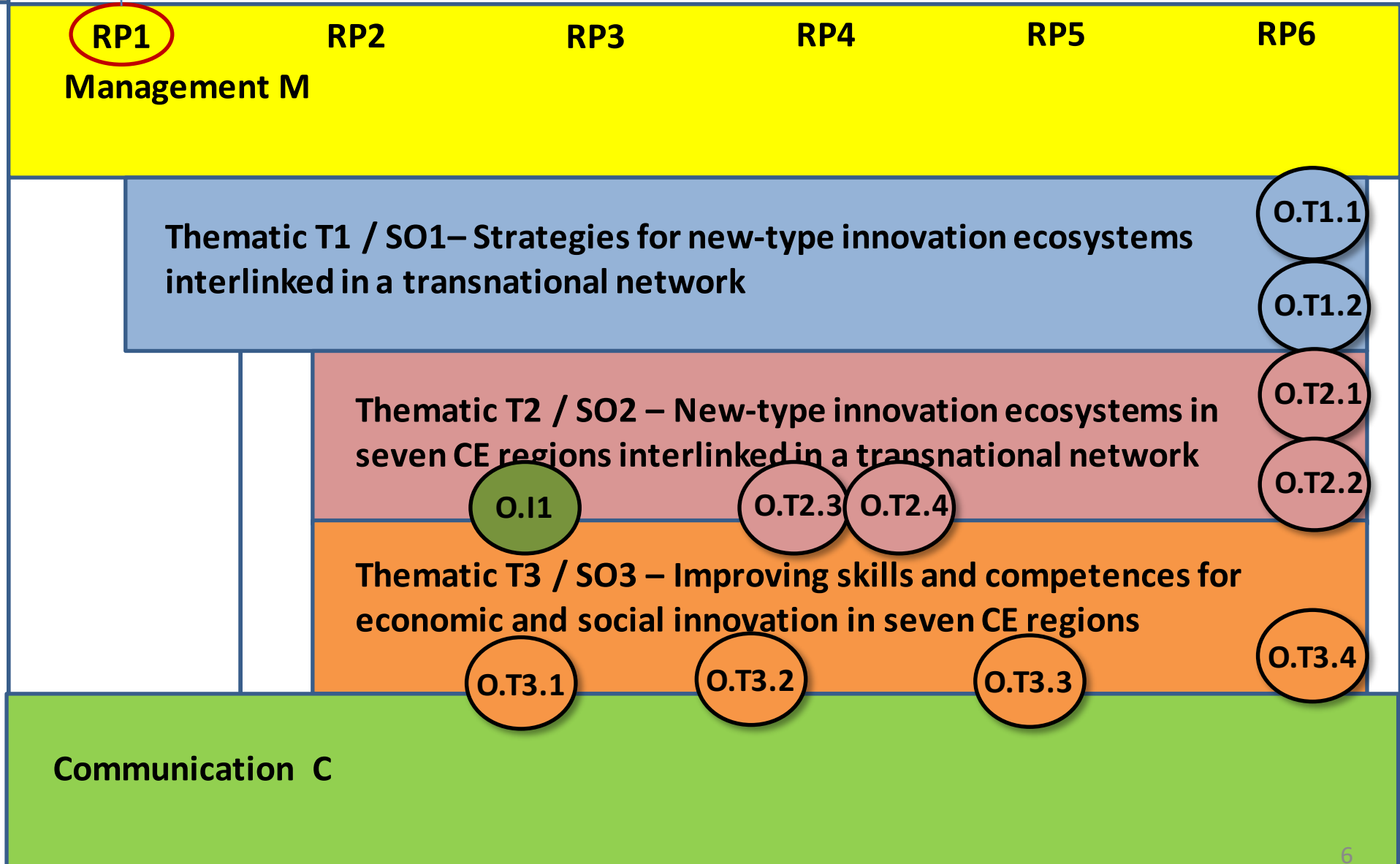
### 3.b CERlecon explained



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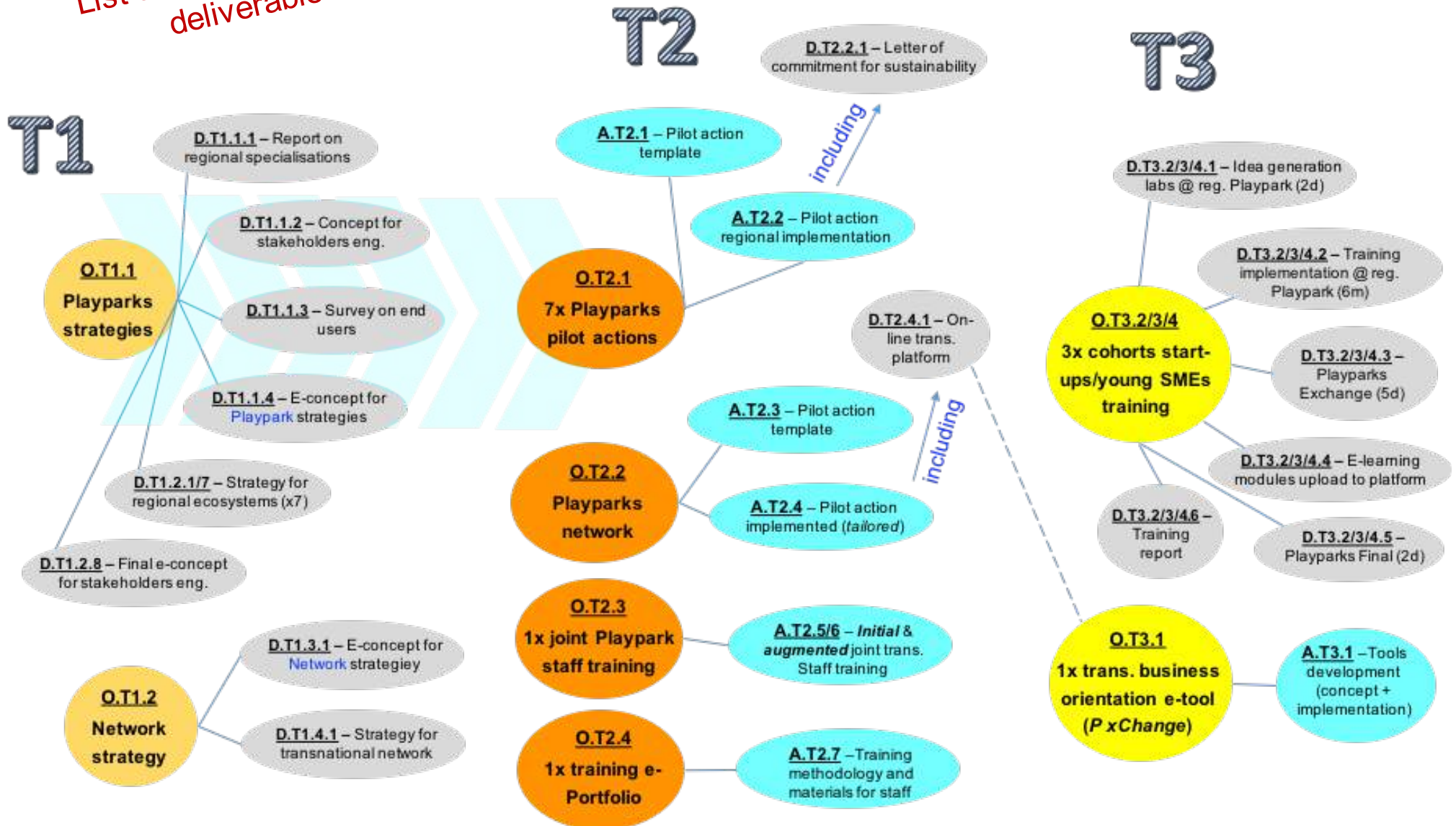
6 months

### 4. CERlecon PROJECT WORK PLAN



## 5. CERlecon Synopsis

List of project Outputs & deliverables



## 5.a CERlecon Playpark Veneto

### STRUCTURE & OPERATION

located @ PP4 –  
ENAIIP Veneto in  
Verona



*Starting from September 2017*



REGIONE DEL VENETO



Progetto di Vita  
**CATTOLICA** *per i* **GIOVANI**

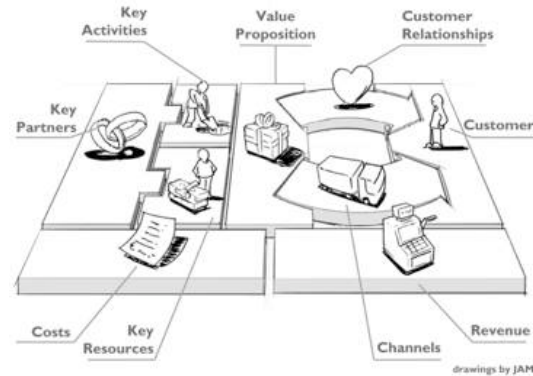




## 5.b CERlecon Playpark Veneto

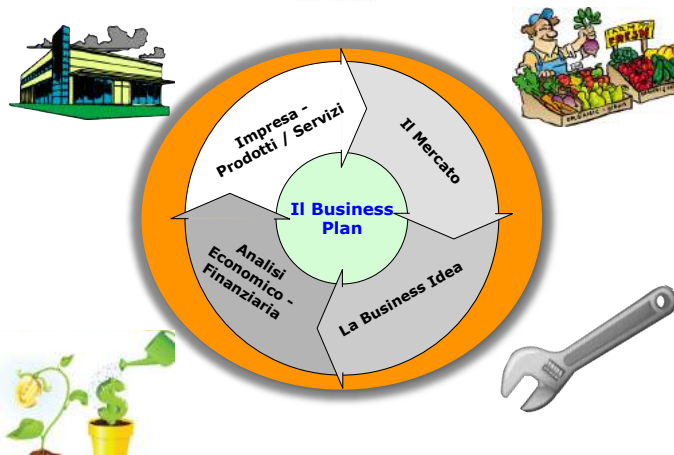
ACTIVITIES

TRAINING



SEMINARS & WORKSHOPS

INTERNATIONALISATION



CONSULTANCY & ADVISORY

Trans. Playparks  
Network

PROMOTION & NETWORKING



**A.T3.3 – 2nd cohort of start-ups/young SMEs training at reg. Playparks/in the trans. Network**

**Deliverables for activity (AF)**

**Veneto Playpark**

1

**D.T3.3.1 – 2nd cohort reg. Playparks idea generation labs**

In order to develop and foster an entrepreneurial culture in CE, reg. Playparks will run two-day idea generation labs to inspire young females and males to develop viable economic and social innovation business ideas based on nat./reg. RIS3

2

**D.T3.3.2 – 2nd cohort start-ups/young SMEs training implemented (6-months)**

The 70+ selected start-ups/young SMEs (10+ per region) are trained according to the Playpark methodologies developed at their reg. Playparks and in the network in all six interlinking domains of a functioning ecosystem (*D. Isenberg*)

3

**D.T3.3.3 – 2nd cohort Playparks Exchange (5-day)**

Based on the success of their RIS3 business idea on the Playpark xChange tool (D.T3.1.2), 12+ firms & 1-2 Playpark staff are chosen per reg. for 5-day work-visit at another Playpark to accelerate SME internationalisation and create new firms

4

**D.T3.3.5 – 2nd cohort Playparks Final (2-day) – Veneto (IT)**

All 2nd cohort reg. firms will take part in the Playparks Finals and pitch their final ideas/products in a trans. competition. An international jury of experts/funding initiatives will chose winners who receive personal coaching sessions



**Introductory workshop / seminar** based on creativity (es. *Methodology of design thinking*) open to all possible interested

The Playpark Veneto is located on ENAIP Verona premises in the form of a co-working space 'open' for participants and equipped with basic 'facilities' [*WiFi connection, printer, meeting room, ...*]

Activities / functions as set in the project:

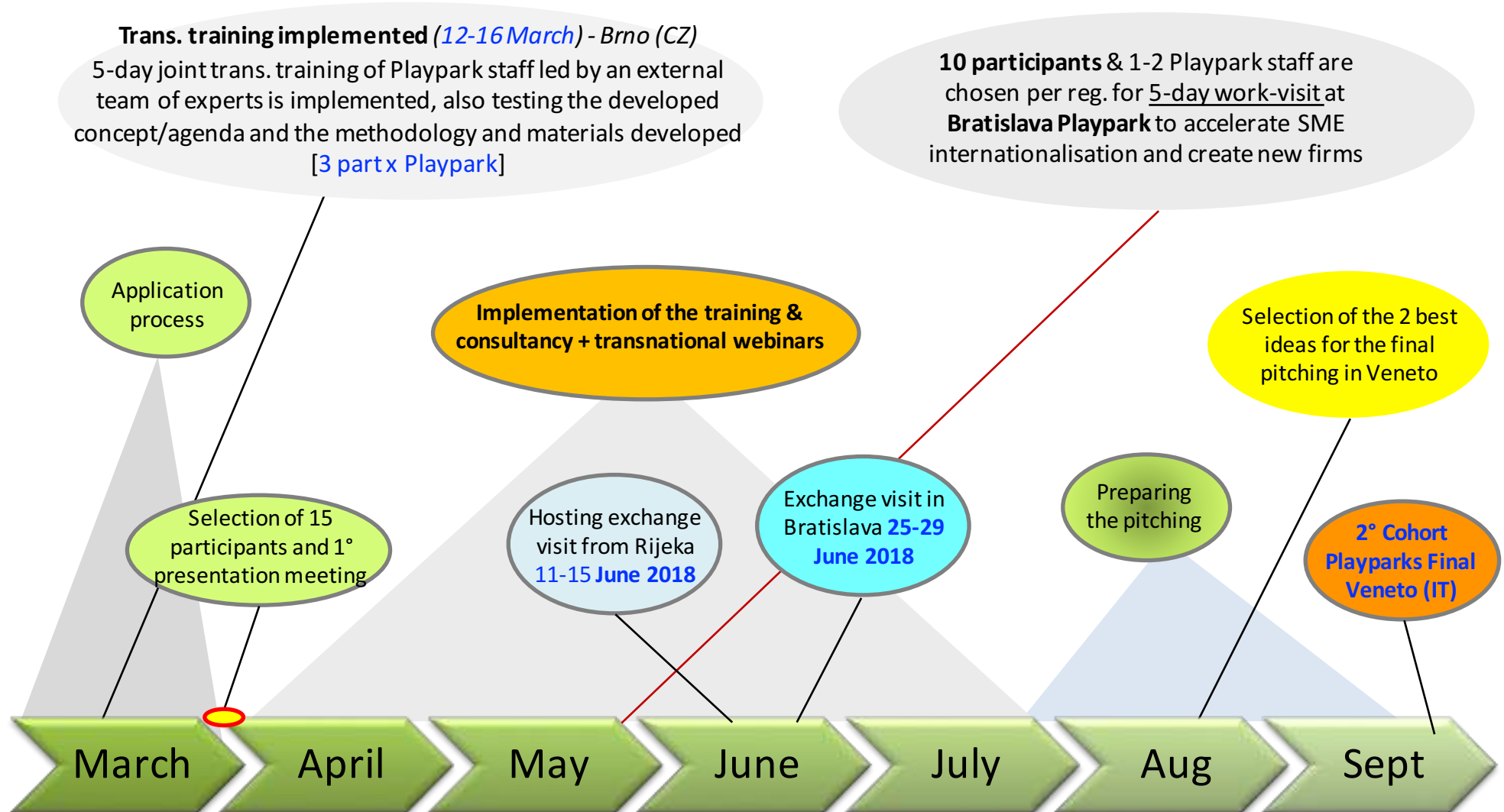
- **TRAINING** – workshops / seminars on the business plan and the business start-up (*basic intervention planned on 8/10 seminars of 4 hours each*)
- **CONSULTING** – targeted support in the drafting of the BP and the promotion phase / pitching of the business idea (= *10/15 hours of individual counselling to group*)
- **FUND-RAISING / NETWORKING** – support the identification of potential financial instruments and networking with local / regional stakeholders
- **INTERNATIONALISATION** – periodic *webinars* with other 6 Playparks and transnational networking of the business idea

↓  
**Selection of 15 participants** to the 'operational' phase

↓  
**Operational phase** of the Playpark c/o ENAIP Verona

↓  
Selection of the **2 best ideas** for the final pitching in Veneto

**A.T3.3 – 2nd cohort of start-ups/young SMEs training at reg. Playparks/in the trans. Network**



**COMMON TOOLS AND CONTENTS**

<p>Introduction</p> <p>Project overview</p> <p>Playpark concept</p> <p>Training overview</p>	<p>Value proposition design</p> <p>Value proposition canvas</p> <p>Strategy canvas</p>	<p>Business model generation</p> <p>Business model canvas</p>	<p>Pricing</p> <p>Business plan elements</p> <p>Funding needs/sources</p> <p>Crowdfunding</p>
<p>Introduction to the Idea Lab</p> <p>Creativity</p> <p>Teambuilding</p> <p>Sources of innovation</p>	<p>Empathy mapping</p> <p>Ideation</p> <p>Pitches</p>	<p>Sustainability driven entrepreneurship</p>	<p>Playpark Xchange e-tool</p> <p>Entrepreneur RIS3 app</p>
<p>Customer</p> <p>Customer experience mapping</p> <p>Customer persona</p> <p>Jobs to be done</p>	<p><b>Experience exchange and Q&amp;A session</b></p> <p>Participants share and discuss their previous experience</p>	<p>Business model checklist</p> <p>Marketing coordination tools</p> <p>Disruptive innovation</p> <p>Testing</p>	<p>Storytelling</p> <p>Pitch preparation</p> <p>Final pitches</p>
<p>How to start?</p> <p>Dreams and gripes discussion</p>		<p>One page strategy</p> <p>Rapid prototyping</p>	<p>Q&amp;A session</p> <p>Next steps</p> <p>Training evaluation</p>



JOIN CERlecon



<http://tinyurl.com/CERlecon>

CERlecon offers inspiring trainings,  
networking possibilities, and being part of  
an entrepreneurship ecosystem free of  
charge.

WHO CAN BE TRAINED?

Emerging entrepreneurs  
SMEs  
Micro enterprises  
Start-ups  
Spin-off companies  
Students, pupils

Contacts:

[lavoro@regione.veneto.it](mailto:lavoro@regione.veneto.it)

[direzione@enaip.veneto.it](mailto:direzione@enaip.veneto.it)

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**How to participate!!!**



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Cerca con Google

Mi sento fortunato

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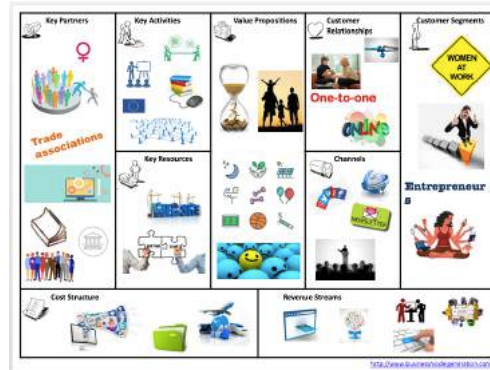
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... from the 1st Cohort

**RARE**  
THE CREATIVE RECYCLING



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## ... from the 1st Final





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# Thanks for the attention



Regione del Veneto Direzione Lavoro  
Tel. 041 279 5305—5807



Enaip Veneto I.S.  
Tel. 049 8658919

