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## 2nd cohort Training eReport

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**CERlecon - CE119**  
**D.T3.3.6**

**September 2018**

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# Playpark Overviews Summary

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Young entrepreneurs and company founders often come up with their new and innovative ideas willing to open up new businesses but fail due to an inappropriate or lacking culture in their region. The lack of an entrepreneurial culture and mind-set in Europe often leads to a limited interest in entrepreneurship and the start-ups are confronted with a rocky road ahead. In order to improve the entrepreneurial ecosystem and smoothen the process of building up new businesses seven regions in Central Europe came together for the project “CERlecon”.

The aim of the CERlecon project is to support and encourage young entrepreneurs through an inspiring environment and additional training opportunities to create new firms, create new work places and even give them the chance to change the world with their new products and services. It 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.

Seminars, workshops and mentoring support the development and implementation of business models and convey the necessary entrepreneurial knowledge. An international exchange with startups from the other project regions, network meetings and company visits complete the programme.

The start-ups can develop their project at a free workplace for the duration of six months. To this purpose, the seven different partners established so-called Playparks. Playparks are co-working spaces, equipped with everything a young entrepreneur needs for successful brainstorming sessions, workshops and mentoring by supervisors.

Area, equipment and opening hours may differ which is why we take a closer look at the similarities and differences in the following. The biggest playpark with 130 square meters is located in Stuttgart. The playpark programme offers 5-7 activities per week such as lectures, mentoring or networking events. The Playparkees are supported by two staff members of the Generator Startup center.

With 110 square meters playpark Vienna is second biggest. It is open 24/7 and supervised by one staff member. The startups feature social and technological innovation equal parts. Weekly meetings are scheduled.

Bratislava startups can work in an area of 78 sqm. Six regular activities are offered on a 2-weeks basis including workshops on entrepreneurial skills. The playpark is open on weekdays from 8am until 6pm.



The Cracovian Playpark is available from 10am to 6pm. 60 square meters house diverse Startups. The playpark offers the possibility to host meetings with business partners in affiliated rooms. Startups are supported in promotion, legal aspects and acquiring investors. Up to four people support the Playparkees.

Playpark Verona is also supervised by four staff members, supporting young entrepreneurs during opening hours weekdays from 9am to 5pm. The Startups share 34 square meters of space and have meetings scheduled twice a week.

Playpark Brno offers 50 square meters, workshops, teaching basic entrepreneurial skills, focusing on personal mentoring and consulting.

Startups based in Rijeka are trained in 2 workshops per week and have one key per team for unlimited access to the playpark.

To sum it up: Even though there are minor changes in the design and implementation of the programme, the network helps to highlight what all the Playparks have in common. The idea of a Playpark is not only creating suiting and free working environments for young entrepreneurs. The most important aspect of the project is creating a European network for company founders and startups where a main part is networking. The Playpark programme creates a European network with an inspiring environment across borders. The possibilities of working together and learning from another are endless and enabled through CERlecon.

Further details related to the Playparks can be found in the tables below (in alphabetical order by the regions of CERlecon).



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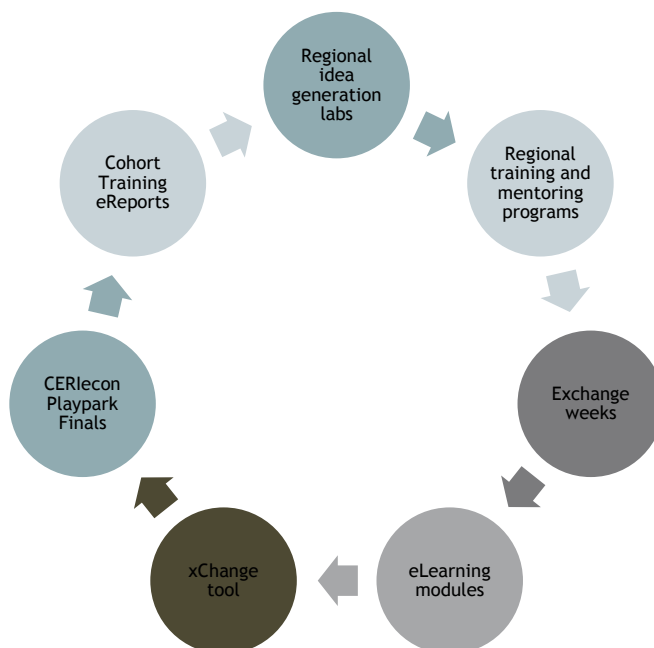
# Summary of the 2<sup>nd</sup> regional cohorts' experiences

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All seven regional Playparks are established and up and running, the Transnational Trainings for the Playpark staff were implemented, the methodology and the contents of those Trainings were jointly developed. At the moment, all Partners are working on regional solutions to make their respective Playpark sustainable. In Vienna, for instance, the Playpark will be incorporated into the City's strategy on "Learning neighbourhoods". After project lifetime, the seven regional Playparks will continue to work together according to the Letter of commitments already signed by the partners. Contents that were developed in previous projects (e.g. i.e. SMART) will be also incorporated, thus showing in practice that those contents are still relevant and in use.

In the 1<sup>st</sup> cohort of regional Playpark trainings, only 52 start-ups and young SMEs were trained to improve their skills and entrepreneurial competences, although according to the AF the number should have reached 70+ start-ups and young SMEs. From ca. 100 business ideas participating in the 1<sup>st</sup> regional idea generation labs, 52 ideas were chosen to participate in the regional cohort training and mentoring programme. To compensate the lower number it was reported that all of the 52 start-ups/young SMEs completed the 6-month 1st cohort training. In the 2<sup>nd</sup> cohort of regional Playpark trainings, the number of trained start-ups increased to 86.

The 2<sup>nd</sup> cohort was also trained according to the Playpark methodology developed at the regional Playparks and in the network in all six interlinking domains of a functioning ecosystem.



**Figure 2: CERlecon Cohort and Training Sub-systems**

As part of the regional cohort training programme, start-ups together with the respective Playpark managers visited another Playpark during the so-called ‘Playpark Exchange week’.

### 2<sup>nd</sup> cohort Playparks Exchange (5-day)

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

#### *What is the added value of an exchange for CERlecon participants?*

The participants can benefit in various ways from the exchange, as it is another possibility to network with other young firms/start-ups from Central Europe and learn about and experience new tools and concepts. It also offers the perfect opportunity for the visiting young firms/start-ups to learn about the national resp. regional RIS3 economic and social emphases of the hosting Playparks.

During the exchange week, the participants meet other young firms/start-ups, which are in a similar situation. At the same time, they get to know other cultures, best practice examples, intercultural communication as well as soft skills etc. Also hard skills, like further funding structures, creative industries, and business modelling among others can be learned during the week. The focuses can be discussed between the different exchanging partners so that the benefit is as big as possible on both sides.

#### *How the exchange is organised*

Each Playpark is allowed to send max. twelve participants, plus one to two Playpark staff members in order to exchange and broaden knowledge on different topics of interest. Visiting Playpark staff members can also act as ‘guest lecturers’ at the hosting Playpark.

Before the Exchange week takes place a fine tuning should take place between the hosting and the visiting Playparks. The hosting Playparks will support the visiting Playparks with information



about cost-effective accommodation and information about public transport, etc through an extra deliverable called ‘Helpful hints dossier’.

The hosting/visiting order for the 2<sup>nd</sup> cohort was the following:

- (1) Bratislava is going to
- (3) Cracow is going to
- (5) Stuttgart is going to
- (7) Vienna is going to
- (2) Brno is going to
- (4) Rijeka is going to
- (6) Veneto is going to (1) Bratislava.

*Suggested schedule for the Exchange week*

In the following, a possible schedule for the Exchange week is suggested, which can be adapted to the needs/specific focuses of each Playpark. The schedule simply shows possibilities in order to make it easier for the Playparks to plan the week. The schedule shows different types of activities where both, the young firms/start-ups and Playpark staff have the possibility to network, have fun and also learn something about the new culture. As mentioned, the hosting and visiting Playparks jointly define the exact schedule, the exact types of activities and the exact timeframes before the Exchange week takes place.

	Monday, 27	Tuesday, 28	Wednesday, 29	Thursday, 30	Friday, 1
Morning		Workshop	Getting to know the city	Round table	Summary Evaluation
Afternoon	Arrival + Check-in	Excursion	Networking time	Workshop	Departure
Evening	Welcome Informal get together			Fare-well	



**2<sup>nd</sup> cohort Playparks Final (2-day) - Venice (IT)**

In order to finish up the 2<sup>nd</sup> cohort in an adequate scenario, the 2<sup>nd</sup> Final was organised in Venice (IT) (20-21 September 2018), where the best start-ups of every region had the chance to pitch their final ideas/products in a transnational competition. An international jury of experts/funding initiatives chose winners who received personal coaching sessions





# Summary of the feedback of 2<sup>nd</sup> cohorts' start-ups

## Overview of the regional Playparks

### A. Playpark Bratislava

Name(s) of the Playpark manager(s)	Mr Martin Menkyna
Number of staff at the Playpark and number of working hours/week (FTE)	5; Mr Martin Menkyna (34 hours/week on Playpark/CERlecon), Mr Miroslav Polacek (16 hours/week on Playpark/CERlecon), Ms Ivana Spirova (38 hours/week on Playpark/CERlecon), Milan Simak (8 hours/week on Playpark/CERlecon), Ms Miroslava Krasnanova (11 hours/week on Playpark/CERlecon),
Number of start-ups trained in the 2 <sup>nd</sup> cohort	15
What kind of start-ups did you have in the 2 <sup>nd</sup> cohort? What did/do they focus on?	The start-up projects greatly varied from new technologies (design experiments of applying biotechnology of micro-algae to home lamps, technologies used for acoustic thermic modification of wood) and cool medical stuff (improving health prevention by scanning the intestinal microbiome and recommending custom made food supplements) to new brands (creating unique pieces of clothes and jewellery or producing branded reusable eco grocery bags) and alternative educational courses (for primary school children using a combination of learning skills, for company employees in nutrition and healthy lifestyle). And of course, there were the always popular mobile apps and software improvements (helping families impacted with autism or apps innovatively improving performance of various tools in social networks, economic software and city parking).
What kind of needs did your start-ups bring into the training programme? Did you have a special aim for the six months training?	<p>Start-ups needs included:</p> <ul style="list-style-type: none"> <li>• move from their particular stage at the time of the beginning of the training programme to the next stage/s (varies)</li> <li>• move from no corporate personality to found and start a small company</li> <li>• gain entrepreneurial skills, information and experience</li> <li>• consult their projects/business plans with professionals and</li> <li>• networking and gaining business contacts</li> </ul> <p>Our aim was to:</p>





	<ul style="list-style-type: none"> <li>• enable the participants to experience/attend an attractive international training and mentoring program</li> <li>• help them to move at least from concept to a solid business model stage</li> <li>• help them to produce a solid business model and an attractive investor pitch video</li> <li>• help them to gain/improve practical entrepreneurial skills, information and experience</li> <li>• enable them to consult their projects/business plans with our mentors and lecturers</li> <li>• enable them national/international networking experience and gaining business contacts</li> <li>• create a friendly and supportive community and enable the participants to receive/give feedback to their projects also among themselves</li> <li>• enable them to experience and improve pitching and presentation skills also by attending a specialized training workshop on this topic and participating in the regional pitching event in English with the presence of investors</li> <li>• improve their practical English language skills</li> </ul>
<p>Did you focus on one a certain branch within the 2<sup>nd</sup> cohort (e.g. tech/creative industries)? If so, which one? If not, why did you decide to do so?</p>	<p>No, we focused on students and other groups of non-entrepreneurs and future entrepreneurs (pre-accelerator program focused on early stage start-ups with no corporate personality/found company yet, taking them from concept to solid business model) and enabled all participants focused on any business branch to participate in the programme in order not to limit the interest in the programme and ensure diversity of the project topics within the group.</p>
<p>What kind of structure did you provide to the start-ups within the six months? Which additional help did you provide in addition to the training (e.g. networking events, mentoring, coaching, overtaking entrance fees to conferences...)</p>	<p>Info days, Cohort opening/Idea Generation Lab (including successful start-ups guest speakers), registration/visits of participants at the Creative Lab at SBA (a fabrication laboratory), 8 practical entrepreneurial skills training workshops, 3 round table discussions of the participants with the main PP BA mentor organized on a monthly basis, exchange weeks, shooting of investor pitch videos session, regional pitching event in English with the presence of investors.</p>
<p>Begin of the 2<sup>nd</sup> cohort training (date)</p>	<p>19.03.2018</p>
<p>End of the 2<sup>nd</sup> cohort training (date)</p>	<p>05.09.2018 (Regional pitching competition), 15.11.2018 (end of individual mentoring of 3 best projects/participants)</p>
<p>Opening hours per week (either average number of hours or detailed opening hours)</p>	<p>Mon - Fri 8.00 - 18.00</p>



<p>Weekly calendar (which/how many activities are scheduled on a weekly basis?)</p>	<p>6 regular activities on a 2-weeks basis</p> <ul style="list-style-type: none"> <li>• 1 practical entrepreneurial skills training workshop</li> <li>• questions sent by the lecturer to the participants and vice versa before each training workshop in order to focus the activity of both groups and help the participants to make continuous progress toward their project goals</li> <li>• Facebook promotion of the workshop</li> <li>• regular Facebook posts about PP BA activities</li> <li>• continuous mentoring for the participants by the main PP BA mentor</li> <li>• providing the participants with all necessary continuous information by the PP BA manager and staff</li> </ul>
<p>Monthly calendar (which/how many activities are scheduled on a monthly basis?)</p>	<p>10 activities on a monthly basis</p> <ul style="list-style-type: none"> <li>• 1 round table discussion of the participants with the main PP BA mentor in order to help the participants to make continuous progress toward their project goals</li> <li>• shooting short educational videos on various topics with chosen lecturers in order to create content on Facebook and promote the program</li> <li>• 1 website article on PP BA</li> <li>• 2 practical entrepreneurial skills training workshops</li> <li>• questions sent by the lecturer to the participants and vice versa</li> <li>• Facebook promotion of 2 workshops</li> <li>• regular Facebook posts about PP BA activities</li> <li>• continuous mentoring for the participants by the main PP BA mentor</li> <li>• providing the participants with all necessary continuous information by the PP BA manager and staff</li> </ul>
<p>What changed in regard of the 1<sup>st</sup> cohort?</p>	<p>We added 1 more (increase from 7 to 8) practical entrepreneurial skills training workshop focused on Investor Pitch, we added 3 round table discussions of the participants with the main PP BA mentor organized on a monthly basis, we made the regional pitching event in English with the presence of investors a much bigger public event (from 20 to 60 event participants), we organized a larger press conference and majorly enlarged media coverage including national TV and press media.</p>
<p>What were the highlights during the cohort? (In terms of</p>	<p>Success of our finalists at the finals in Venice, the regional pitching event in English with the presence of investors organized as a much</p>



<p>events, excursions, discussions etc.)</p>	<p>bigger public event, successful press conference, exchanges Bratislava to Krakow and Verona to Bratislava</p>
<p>2<sup>nd</sup> cohort Playpark exchange week - INCOMING</p> <ul style="list-style-type: none"> <li>- Which regional Playpark did you host?</li> <li>- Date of this exchange week</li> <li>- Please share some of the highlights/your experiences/... of this week.</li> <li>- Do you have any feedback/evaluation quotes?</li> </ul>	<p>We hosted Playpark Verona; 25.-29.06.2018; We received the feedback from Playparkees and staff from Playpark Verona that they had found the exchange week attractive and diverse and they had enjoyed it.</p>
<p>2<sup>nd</sup> cohort Playpark exchange week - OUTGOING</p> <ul style="list-style-type: none"> <li>- Which regional Playpark did you visit?</li> <li>- Date of this exchange week</li> <li>- Please share some of the highlights/your experiences/... of this week.</li> <li>- Do you have any feedback/evaluation quotes?</li> </ul>	<p>We went to Playpark Krakow; 11.-15.06.2018; Our Playparkees found the exchange week in Krakow interesting, the staff welcoming, the highlight was the Nowa Huta area where is the Playpark Krakow based, the presentations of Nowa Huta startups active in the community and the bike sightseeing tour.</p>
<p>What happened after the training period with the participants of the 2<sup>nd</sup> cohort?</p>	<p>The 3 best projects/participants have just finished the individual mentoring. Most of the participants continue working on their projects and some of them have already started their own companies or intend to do so in the coming months which was one of the aims of the Playpark program in Bratislava.</p>



## B. Playpark Brno

Name(s) of the Playpark manager(s)	Matěj Mareš, Vít Čermák, Tomáš Psota
Number of staff at the Playpark and number of working hours/week (FTE)	6 staff (3x PM + 3x coaches) 1 FTE all together (40 hrs per week)
Number of start-ups trained in the 2 <sup>nd</sup> cohort	17
What kind of start-ups did you have in the 2 <sup>nd</sup> cohort? What did/do they focus on?	Young students beginning with development of their business idea. Focus was very broad - recyclable backs, coffee shop, apps., clothing
What kind of needs did your start-ups bring into the training programme? Did you have a special aim for the six months training?	Yes, very specific. To develop their idea so it makes sense. Large focus was on validation and change.
Did you focus on one a certain branch within the 2 <sup>nd</sup> cohort (e.g. tech/creative industries)? If so, which one? If not, why did you decide to do so?	No. Our aim is to help to develop business idea regardless the focus.
What kind of structure did you provide to the start-ups within the six months? Which additional help did you provide in addition to the training (e.g. networking events, mentoring, coaching, overtaking entrance fees to conferences...)	We have workshops every week (around 8 workshops). And then it is more about individual coaching and mentoring. Participants have opportunity to meet investors/professional business men/women and get feedback.
Begin of the 2 <sup>nd</sup> cohort training (date)	27. 2. 2018
End of the 2 <sup>nd</sup> cohort training (date)	21. 9. 2018
Opening hours per week (either average number of hours or detailed opening hours)	Workshops every Monday from 4pm to 8pm, than individual mentoring. Co-working place is available trough the whole day/week in Impact Hub.
Weekly calendar (which/how many activities are scheduled on a weekly basis?)	Workshops every Monday from 4pm to 8pm (8 workshops), + one Meeting with business professionals + individual mentoring and coaching + one week Exchange in and out



	+ project Finals
Monthly calendar (which/how many activities are scheduled on a monthly basis?)	See above 4 Workshops
What changed in regard of the 1 <sup>st</sup> cohort?	We know what to expect and we know the project retirements. There was change in methodology for the workshops.
What were the highlights during the cohort? (In terms of events, excursions, discussions etc.)	Meeting with business professionals (internal pitching day). Exchange in (Vienna to Brno) and Exchange out (Brno to Rijeka) Project finals in Venecia
2 <sup>nd</sup> cohort Playpark exchange week - INCOMING - Which regional Playpark did you host? - Date of this exchange week - Please share some of the highlights/your experiences/... of this week. - Do you have any feedback/evaluation quotes?	14. 5. - 18. 5. 2018 (Vienna) It was great week for both sides. We had pitching of the startups, several workshops (with investor, pitching skills and others). We can provide schedule of the week. The feedback was very good.
2 <sup>nd</sup> cohort Playpark exchange week - OUTGOING - Which regional Playpark did you visit? - Date of this exchange week - Please share some of the highlights/your experiences/... of this week. - Do you have any feedback/evaluation quotes?	25. 6. – 29. 6. (Rijeka) Our startups enjoyed the week very much. They had some interesting workshops (pitching, crowdfunding, business model) and saw some interesting startups from Rijeka. The feedback was good. Our startups enjoyed the week very much.
What happened after the training period with the participants of the 2 <sup>nd</sup> cohort?	Some of them are continuing with the business idea. Some participants participate in business club.



## C. Playpark Cracow

Name(s) of the Playpark manager(s)	Pawel Majka/Joanna Urbaniec
Number of staff at the Playpark and number of working hours/week (FTE)	4 persons + trainers employed for specific trainings, 6-8 hours for week
Number of start-ups trained in the 2 <sup>nd</sup> cohort	10 at the beginning, two startups resigned during the project (in June)
What kind of start-ups did you have in the 2 <sup>nd</sup> cohort? What did/do they focus on?	Our group was specific, they were mainly people after graduation. Most already had professional experience and specific plans. That is why they needed less initial training and more precise training and mentoring support for their ideas. That is why training and legal advice were the most popular. The more so because the rules on the protection of personal data have changed over the course of the second cohort.
What kind of needs did your start-ups bring into the training programme? Did you have a special aim for the six months training?	Our idea for Playpark is to introduce the topic of activities in the local area. We try to show that acting in the region can also be a force and an opportunity. That is why we organized meetings with entrepreneurs who are building local brands. We presented local brands that succeeded because they promoted themselves as local services and products.
Did you focus on one a certain branch within the 2 <sup>nd</sup> cohort (e.g. tech/creative industries)? If so, which one? If not, why did you decide to do so?	We did not focus on one branch. We accepted startups regardless of the sector in which they wanted to work.
What kind of structure did you provide to the start-ups within the six months? Which additional help did you provide in addition to the training (e.g. networking events, mentoring, coaching, overtaking entrance fees to conferences...)	In addition, we invite startups from the Playpark to trainings organized by the City Hall and the Chamber of Commerce and Industry (training organized independently from the CERlecon Project). In addition, during the second cohort, the City Hall organized a startup festival: startKRRkup - a startup week in Krakow. Our startups were invited to the festival events (over 30 of them took place).  In addition, we organized meetings with entrepreneurs who have recently succeeded to share experiences.  Mentoring support lasted all the time, we treat it as a permanent element of the project.
Begin of the 2 <sup>nd</sup> cohort training (date)	March 2018
End of the 2 <sup>nd</sup> cohort training (date)	October 2018 (Theoretically, we should finish the second cohort in August. However, since July to August is in Poland the time of summer holidays, during which people travel to all parts of the world, we also conducted additional training in September and October.)
Opening hours per week (either average number of hours or	10-19 (there is a possibility to arrange individually different hours with Joanna Urbaniec)



detailed opening hours)	
Weekly calendar (which/how many activities are scheduled on a weekly basis?)	one training + one mentor's duty on the weekend. However, it should be noted that it depended on the month. For example, in March, April, May and June we had more classes during the week and only 1-2 in July and August.
Monthly calendar (which/how many activities are scheduled on a monthly basis?)	As above. Theoretically, we had four trainings and four meetings with mentors in a month. This was changed depending on whether there were holidays or other non-working days in a given month. Changes also occurred during the summer months of summer holidays.
What changed in regard of the 1 <sup>st</sup> cohort?	<p>I must point out that the second cohort is very different from the first one. The first cohort consisted of people just planning their ventures. The second cohort has already come with very specific and advanced projects.</p> <p>The first cohort was formed quite late, so soon after the first training she went to Rijeka for exchange. It turned out that this exchange helped a lot. The trip helped to build a group, consolidate our startups.</p> <p>The second cohort began classes quickly, the exchange in Stuttgart was to take place at the end of the training programme. That is why we organized additional events once a month to consolidate the group. Unfortunately, it did not bring the expected results.</p>
What were the highlights during the cohort? (In terms of events, excursions, discussions etc.)	<p>The biggest challenge in the second cohort was to convince startups that the extra classes we invited them to make sense for them. That they do not come to us only for the information they expect, but also for added value.</p> <p>Therefore, the most important moment in the second cohort were meetings with local entrepreneurs who were successful. They were able to talk about their own experiences and show that sometimes it is good to look at the business more widely.</p>
<p>2<sup>nd</sup> cohort Playpark exchange week - INCOMING</p> <ul style="list-style-type: none"> <li>- Which regional Playpark did you host?</li> <li>- Date of this exchange week</li> <li>- Please share some of the highlights/your experiences/... of this week.</li> <li>- Do you have any feedback/evaluation quotes?</li> </ul>	<p>Our second cohort left for Stuttgart in June. This was not the most perfect date of departure, because: summer holidays were approaching and everyone was thinking about going on vacation. In addition, the world football championships were still running and some startups wanted to watch matches.</p> <p>Stuttgart welcomed us very hospitably. He organized even watching matches (during the exchange there were matches and Germans and Poles, unfortunately both teams lost).</p> <p>Our experience shows that the faster you organize exchanges, the better, because joint trips help consolidate the group.</p> <p>We are also wondering whether it would not be a good idea to organize trips for thematic groups. I do not know if it would be possible. However, groups belonging to the common industry during travel work better and benefit more (this observation also results from other trips we organize, regardless of the CERlecon project).</p>



<p>2<sup>nd</sup> cohort Playpark exchange week - OUTGOING</p> <ul style="list-style-type: none"> <li>- Which regional Playpark did you visit?</li> <li>- Date of this exchange week</li> <li>- Please share some of the highlights/your experiences/... of this week.</li> <li>- Do you have any feedback/evaluation quotes?</li> </ul>	<p>Playpark Bratislava came to Krakow. We have prepared a series of trainings for our guests and a city tour on bicycles. Just like for our startups, we organized meetings with local entrepreneurs from various industries.</p> <p>The experience of this exchange indicates that it is better not to organize training in the early morning.</p>
<p>What happened after the training period with the participants of the 2<sup>nd</sup> cohort?</p>	<p>We maintain contact with all participants who have not given up on their actions. We invite them to additional events organized in Playpark Krakow (we invite you to these events also startups from the first cohort). Three startups have already established companies and run their businesses.</p>
<p>Additional comments</p>	<p>We were surprised how different the first and the second cohort were. These two cohorts had very different expectations and a very different approach to training. In the case of the second cohort, we had to undertake a series of additional activities to mobilize startups for activities in Playpark.</p> <p>It seems to us that we should pay attention to the dates of exchanges. Exchanges organized near summer holidays can be embarrassing.</p> <p>It seems to me that one more thing should be noted, perhaps specific to Poland. As the research results that were published in the report Startups in Poland 2018, the majority of startups in Poland are founded by people after graduation, often people over thirty.</p>





## D. Playpark Rijeka

PP	PP10
Name(s) of the Playpark manager(s)	Neven Tamarut, Playpark Manager Silvia Nađ, Project Coordinator & Playpark Manager Assistant
Number of staff at the Playpark and number of working hours/week (FTE)	Playpark staff (8): - Strategic Steering Committee Member - 10% - Strategic Steering Committee Member Substitute (flexible hours) - Project Partner Coordinator & Communication Manager - 80% - Finance Manager - 10% - Playpark Manager - 20% - Project Assistant - 15%
Number of start-ups trained in the 2 <sup>nd</sup> cohort	12
What kind of start-ups did you have in the 2 <sup>nd</sup> cohort? What did/do they focus on?	Out of 12 teams, there were three teams focused on tourism/traveling sector, one team focused in the sector of maritime affairs, two teams focused on eco-brands and healthy lifestyle sector, three teams from the art sector and hand-made products. There were also two teams from the IT sector - one focused on big data analytics, and the other focused on flood control systems. Idea developers and leaders of 7 teams were women.
What kind of needs did your start-ups bring into the training programme? Did you have a special aim for the six months training?	Our start-ups expressed the following needs: a place for work, custom one-on-one consultations regarding their business, gaining knowledge regarding prototype development, business model, marketing and market entrance.  Our special aim was to become actively involved part in the business development process of our Playpark teams during which we gained a valuable feedback on how programme structure affected their project ideas progress. One-on-one consultation hours were perceived as the most value-added activity for our Playparkees who stated that the mentoring opportunity brought them enormous value for further improvement and development of their ideas and business.
Did you focus on one a certain branch within the 2 <sup>nd</sup> cohort (e.g. tech/creative industries)? If so, which one? If not, why did you decide to do so?	Due to a sector variety of accepted ideas, it was decided not to focus on only one specific branch but rather to offer broader knowledge about business development to encourage the entrepreneurial spirit among the teams while focusing more on specific topics based on individual needs during one-on-one consultation hours.
What kind of structure did you provide to the start-ups within the six months? Which additional help did you provide in addition to the training (e.g. networking events, mentoring, coaching, overtaking entrance fees to conferences...)	Within a six months programme of the 2 <sup>nd</sup> cohort, there were 5 weeks of workshops and 5 weeks of mentoring. Workshop topics were the following: Job to be done and Value Proposition Canvas, Business Model Canvas, Business Costs & Financing, Market research & Business Planning, Starting a Business (Legal and Bookkeeping Frameworks), Pitching deck and Crowdfunding for Beginners.  Mentoring and consultation hours were provided by our 3 lecturers and mentors, each specialized in a different segment of business



	<p>development, who guided, directed and followed up teams in their idea development process.</p> <p>After exchange programmes, there were two months (July and August) for one-on-one consultations on request. By mid-August and after the xChange tool results, mentors decided the finalist teams and started with preparation for the Finals pitch. After the 2nd cohort training &amp; mentoring programme finished, participants are left with the opportunity to continue using the co-working space for a symbolic pre-incubation fee and/or attending again lectures and workshops during the 3<sup>rd</sup> cohort programme for free. Playpark Rijeka continued with supporting the 2nd cohort teams through several activities like providing occasional consultations hours for free until the end of a CERlecon project lifetime and information about further business opportunities via email (eg. local and national open calls for funding, tender applications revision for free, open applications for regional accelerators programs, subsidized or free participation in local and national business conferences and networking events etc.)</p>
Begin of the 2 <sup>nd</sup> cohort training (date)	<p>27.03.2018. (signing contracts)</p> <p>10.04.2018. (first workshop)</p>
End of the 2 <sup>nd</sup> cohort training (date)	27.09.2018.
Opening hours per week (either average number of hours or detailed opening hours)	24/7 Playpark co-working space
Weekly calendar (which/how many activities are scheduled on a weekly basis?)	The weekly cycle consisted of 2 workshops per week (one workshop lasted for 3h; 6h in total per week) with the following week of mentorship/one-on-one consultations per team (consultation lasted 1-2h per team; 12h+ per week). Schedule flow on a monthly basis looks like this: workshops week - mentorship week - workshops week - mentorship week etc.
Monthly calendar (which/how many activities are scheduled on a monthly basis?)	Monthly cycle consists of 4-5 lectures (12-15h in total) + 2 one-on-one consultations per team (in total 24h+ of consultations). In the meantime, we communicate formally with our Playparkees via email/phone and in person regarding workshops' materials and topics, preparation for mentoring & consultation hours etc. Also, we shared interesting and useful information regarding various conferences for pitching contest opportunities and to arrange informal networking events.
What changed in regard of the 1 <sup>st</sup> cohort?	The lower number of applicants, less interest in attending the workshops, networking activities and participating in an exchange program, less motivation. It seemed that the better period for CERlecon programme was during autumn and winter time instead of summer months.
What were the highlights during the cohort? (In terms of events, excursions, discussions etc.)	Highlights were events within exchange programmes, both incoming and outgoing because it seemed to be the most inspiring parts of the whole training programme, significantly due to the networking factor.



<p>2<sup>nd</sup> cohort Playpark exchange week - INCOMING</p> <ul style="list-style-type: none"> <li>- Which regional Playpark did you host?</li> <li>- Date of this exchange week</li> <li>- Please share some of the highlights/your experiences/... of this week.</li> <li>- Do you have any feedback/evaluation quotes?</li> </ul>	<p>Hosting: Playpark Brno</p> <p>Dates: June 25<sup>th</sup> - 29<sup>th</sup></p> <p>Participants of 12 teams found Pitching, Business Model Canvas and Crowdfunding workshops very useful while enjoying the most a visit in Peek&amp;Poke computer museum and getting inspired by CERlecon Talks - Success Stories event.</p> <p>Some of the comments from evaluation feedback:</p> <p><i>Great info about crowdfunding! Super pitching!</i></p> <p><i>Pitching - it was practical training!</i></p> <p><i>More focus on our projects.</i></p> <p><i>I learned a lot from workshops and the atmosphere was really inspiring.</i></p> <p><i>I would love to meet more people (startups) from Croatia and maybe some more countries. 😊</i></p>
<p>2<sup>nd</sup> cohort Playpark exchange week - OUTGOING</p> <ul style="list-style-type: none"> <li>- Which regional Playpark did you visit?</li> <li>- Date of this exchange week</li> <li>- Please share some of the highlights/your experiences/... of this week.</li> <li>- Do you have any feedback/evaluation quotes?</li> </ul>	<p>Visiting: Playpark Verona</p> <p>Dates: June 11<sup>th</sup> - 15<sup>th</sup></p> <p>5 startups from Playpark Rijeka visited Verona and highlights of the exchange could be summed up in visiting interesting places/co-working/hubs like Fab-lab, 311, H-Farm and Santa Marta, as well as participating in interesting Presentation Design and Round Table Workshops.</p> <p>Some of the comments from evaluation feedback:</p> <p><i>I felt really welcomed and lecturers were motivated to inspire us &amp; explain everything. Great organisation, I gained some added value in my knowledge and thinking, that I take with me.</i></p> <p><i>The whole program was well planned, very useful and interesting. Thank you!</i></p> <p><i>There were much more workshops than I expected. I am very satisfied.</i></p>
<p>What happened after the training period with the participants of the 2<sup>nd</sup> cohort?</p>	<p>Some of the participants continued using coworking space for a symbolic fee (3 teams), some of the participants occasionally seek consultation/mentoring regarding the improvement of their projects (3 teams). Most of them either continued working on their ideas fully on their own and started their own businesses or found an employment elsewhere.</p>



## E. Playpark Stuttgart:

Name(s) of the Playpark manager(s)	Dorothee Mathes Lisa Lang Violetta Fasulo
Number of staff at the Playpark and number of working hours/week (FTE)	3*100%
Number of start-ups trained in the 2 <sup>nd</sup> cohort	12
What kind of start-ups did you have in the 2 <sup>nd</sup> cohort? What did/do they focus on?	All of the start-ups came from the creative industries and focused on software/games, design and fashion, art, books or advertising.
What kind of needs did your start-ups bring into the training programme? Did you have a special aim for the six months training?	Most of the start-ups needed help in defining their next steps/milestones and developing a business model. Many needed network contacts and help with validation of their model. Our aim was to help every start-up individually to achieve their milestones.
Did you focus on one a certain branch within the 2 <sup>nd</sup> cohort (e.g. tech/creative industries)? If so, which one? If not, why did you decide to do so?	Creative industries
What kind of structure did you provide to the start-ups within the six months? Which additional help did you provide in addition to the training (e.g. networking events, mentoring, coaching, overtaking entrance fees to conferences...)	Workshops and Seminars Mentoring with mentors from businesses as well as mentors from our Startup Center Networking events, such as talks with other founders, visits to other programmes and businesses Individual coachings if needed (e.g. for legal questions) Trade fairs - we helped our start-ups to take part in trade fairs for free, such as new.New Festival, where they could pitch their ideas as well.
Begin of the 2 <sup>nd</sup> cohort training (date)	8 April 2018
End of the 2 <sup>nd</sup> cohort training (date)	22 June 2018
Opening hours per week (either average number of hours or detailed opening hours)	Mo-Fr: 6:00-21:00 Sa: 8:00-16:00
Weekly calendar (which/how many activities are scheduled)	Activities were scheduled every Thursday and Friday, approximately 4-5 activities per week.



on a weekly basis?)	
Monthly calendar (which/how many activities are scheduled on a monthly basis?)	Approximately 15-20 activities per month.
What changed in regard of the 1 <sup>st</sup> cohort?	We adjusted the content of our workshops based on the team's feedback from the 1 <sup>st</sup> cohort. We also adjusted the workshop times a little bit.
What were the highlights during the cohort? (In terms of events, excursions, discussions etc.)	The exchange to Vienna, the Demo Day, the "Kick-Out" that allowed a lot of discussions and to gain valuable feedback.
2 <sup>nd</sup> cohort Playpark exchange week - INCOMING - Which regional Playpark did you host? - Date of this exchange week - Please share some of the highlights/your experiences/... of this week. - Do you have any feedback/evaluation quotes?	We hosted Start-ups from Cracow from 25 <sup>th</sup> - 29 <sup>th</sup> of June 2018. <b>Highlights:</b> <ul style="list-style-type: none"> <li>- Visiting a social start-up on fashion</li> <li>- UUX Speeddating (how to improve your usability and user experience)</li> <li>- Photo scavenger hunt for Stuttgart Startup scene</li> <li>- How to successfully build up your business (talk with Start-ups, experts and a business angel)</li> </ul> <b>Evaluation quotes:</b> <ul style="list-style-type: none"> <li>- Best experience: Stuttgart is a perfect city for B2B opportunities; two dots is a very cool approach to more creativity; I'm definitely more open and motivated to run my own business/startup; Creativity is important</li> <li>- Worst experience: transport to Stuttgart (many hours in bus) and watching football match</li> </ul>
2 <sup>nd</sup> cohort Playpark exchange week - OUTGOING - Which regional Playpark did you visit? - Date of this exchange week - Please share some of the highlights/your experiences/... of this week. - Do you have any feedback/evaluation quotes?	We visited Playpark Vienna from 16. - 20. July 2018. <b>Highlights:</b> <ul style="list-style-type: none"> <li>- World Café: Challenges of Start-ups</li> <li>- Scavengerhunt with Innovation/Start-up Challenges</li> <li>- Workshop: Presentation Methods</li> <li>- Vienna Business Agency: Intro on "Start-up Ecosystem"</li> </ul> <b>Evaluation quotes:</b> <ul style="list-style-type: none"> <li>- Best experiences: exchange with other start-ups, tips to avoid distraction, what I could do and who I could contact if I want to move my business to Vienna; which tools I could use</li> <li>- Suggested improvements: focus more on business exchange, more discussion and collaboration in the workshops, less official programme and more time just to get to know each other</li> </ul>
What happened after the	Almost all of them continued to work on their business ideas. They also



training period with the participants of the 2<sup>nd</sup> cohort?

decided to meet up every month in order to exchange their status and to have discussions and give each other feedback.



## F. Playpark Verona

Name(s) of the Playpark manager(s)	Elisa de Martini
Number of staff at the Playpark and number of working hours/week (FTE)	The Verona Playpark has 4 staff members. Each member works every day from 9AM to 5 PM.
Number of start-ups trained in the 2 <sup>nd</sup> cohort	9
What kind of start-ups did you have in the 2 <sup>nd</sup> cohort? What did/do they focus on?	The 2nd cohort selected start-uppers with business ideas related with Creative industries, Smart Manufacturing, Sustainable living and Agrifood. The major operating field was represented by innovative services.
What kind of needs did your start-ups bring into the training programme? Did you have a special aim for the six months training?	First of all, the startups brought need of capital, both at the seed investment level and at the venture capital level. All of them were looking a partner as well, in order to put together the strategic development of their business idea. All the participants showed a need for specific entrepreneurial skills, together with a more startup-friendly cultural and normative ecosystem. The aim for the six month training was to focus on already structured business idea, that only needed the last improvement in order to enter into the market.
Did you focus on one a certain branch within the 2 <sup>nd</sup> cohort (e.g. tech/creative industries)? If so, which one? If not, why did you decide to do so?	The cohort training and selection was mainly focused on the degree of development of the business idea. There was no limitation concerning the branch, of course within the framework of the S3 Priorities in the Veneto region: New technologies for sustainable living; New technologies for the creative industries; Advanced technologies for manufacturing; Providing healthy and safe food (agri-food).
What kind of structure did you provide to the start-ups within the six months? Which additional help did you provide in addition to the training (e.g. networking events, mentoring, coaching, overtaking entrance fees to conferences...)	During the six month cohort the Veneto Region Playpark provided the start-ups with networking events. Enaip is a national network of services for training and employment promotion as to the inspiring principles and cultural project of acli, Enaip works in the field of education for the integral development of individuals mentoring, coaching, overtaking entrance fees to conferences...). Playpark Verona thanks to the cooperation with Enaip and Regione Veneto organized networking events in the region (i.e. May 22th Focus-group) aimed at sharing with local stakeholders the project's goal and activities, as well as heeding potential suggestions to improve the effectiveness on the territory and establish new collaborations. Within the playpark



	activities personalized mentoring and coaching sessions were organized and implemented for the individual development of the entrepreneurial skills.
Begin of the 2 <sup>nd</sup> cohort training (date)	6 April 2018
End of the 2 <sup>nd</sup> cohort training (date)	7 July 2018
Opening hours per week (either average number of hours or detailed opening hours)	The Playpark is open to the participants from Monday to Friday (9AM - 5PM).
Weekly calendar (which/how many activities are scheduled on a weekly basis?)	Playpark Veneto scheduled 2 meetings per week. Consultants and mentors organized individual meetings and trainings according to the specific needs of the Playpark participants.
Monthly calendar (which/how many activities are scheduled on a monthly basis?)	Playpark Veneto scheduled 8 meetings per month. Consultants and mentors organized individual meetings and trainings according to the specific needs of the Playpark participants.
What changed in regard of the 1 <sup>st</sup> cohort?	The second cohort had a focus on less mature entrepreneurial ideas, developed by younger subjects compared to the first cohort. The selection was made based on individual skills more than on structured business ideas. Unlike the first cohort a brand new path of “Business idea generation” has been experimented. This is because some young people had not yet developed their idea before starting the training
What were the highlights during the cohort? (In terms of events, excursions, discussions etc.)	During the second edition two focus groups were implemented. Local stakeholders were involved in all events. Discussion among participants in the activities was continuous.
2 <sup>nd</sup> cohort Playpark exchange week - INCOMING - Which regional Playpark did you host? - Date of this exchange week - Please share some of the highlights/your experiences/... of this week. - Do you have any feedback/evaluation quotes?	The Verona Playpark hosted the Playpark of Rijeka (Croatia), from June 11th till the 16th.  The participants of both Playparks had the opportunity to present their business ideas, to share suggestions and perform their pitches. During the 5 days-visit the wannabe startupper have been involved in several activities and workshops, in Fablab of Grezzana (province of Verona), Progetto di Vita-Cattolica per I giovani, Innovation Hub, IXL Center, H-Farm.  Participants really appreciated “Presentation Design” and “Round Table” lectures.
2 <sup>nd</sup> cohort Playpark exchange	The Verona Playpark visited the Playpark of Bratislava, from June 25th





<p>week - OUTGOING</p> <ul style="list-style-type: none"> <li>- Which regional Playpark did you visit?</li> <li>- Date of this exchange week</li> <li>- Please share some of the highlights/your experiences/... of this week.</li> <li>- Do you have any feedback/evaluation quotes?</li> </ul>	<p>till the 29th.</p> <p>The Exchange was mainly dedicated to getting to know Bratislava start-up ecosystem. Playparkees had the chance to meet successful start-ups from Slovakia-Sensoneo, Ecocapsula, and Geneton. They also visited The Slovak Business Agency and the National Business Center of Bratislava region. During those days the participants followed several activities, such as visiting the co-working space '0100 Bratislava', Lab.cafe, the Playpark itself, the Comenius University Science Park, and the Slovak Business Agency. They also had a Round table in which they presented and shared their business ideas.</p>
<p>What happened after the training period with the participants of the 2<sup>nd</sup> cohort?</p>	<p>The positive results of the preparation activities carried out during the six month training are evident. All the participants have maintained contact with the Playpark, which they regularly attend. Over 70% of Participants are currently doing entrepreneurial activity.</p>



## G. Playpark Vienna

Name(s) of the Playpark manager(s)	Laura Hohoff Cornelia Steiner (monitoring)
Number of staff at the Playpark and number of working hours/week (FTE)	1, 50%
Number of start-ups trained in the 2 <sup>nd</sup> cohort	11
What kind of start-ups did you have in the 2 <sup>nd</sup> cohort? What did/do they focus on?	7 of the Start-ups have their focus on social innovation. Refugeescode, now called New Austrian Coding School sets up a one year program to train refugees with IT-Skills., Kulturenreich wants to empower and help foreign women to be integrated in the Viennese job market, Instaglot created a platform where languages can be learned in decoupled tandems, integrating target groups such as refugees and elderly in this system. Another Start-up (My Future Academy) focuses more on workshop for teenagers on finding their talents and another Start-up wants to create a toolbox for team and project related work (Strukturmanufaktur), another (Patron4Change) has a platform where Entrepreneurs can start their seed financing phase with the help of Patrons. Book Your Room are developing a way to use empty classroom and school buildings for interim use. The other 4 Start-ups have a sustainability focus. Hempstatic are developing an alternative to cement with hemp based materials, Bau und Natur focuses on constructing and planning houses, that are energy efficient and with materials like clay etc., Obstraupe developed a technology for picking up efficiently fruits from orchard meadows that otherwise would be wasted. Kern-Tec are developing an effective way of using the pit from stonefruits by splitting them into hard and soft shell, thus finding many new forms of utilisation, e.g. in snacks or cosmetic industries.
What kind of needs did your start-ups bring into the training programme? Did you have a special aim for the six months training?	As the Start-ups were at different stages, we tried to accommodate every Start-up with a tailored offer as well as milestones most useful for them. As some were focused more on applying for grants, or developing their business plan, others were more focused on using the co-working space of the Playpark for Team Meetings, others needed certain mentors and networks to help them overcome specific hurdles. Overall aim was to give them the confidence that sustainability-driven entrepreneurship is a valid concept to earn money and a network which helps them overcome the hurdles of starting your own business.
Did you focus on one a certain branch within the 2 <sup>nd</sup> cohort (e.g. tech/creative industries)? If so, which one? If not, why did you decide to do so?	Our Focus in Vienna is: Social and ecological Innovations, Smart city. The RCE Vienna at the WU Wien has a strong accentuation on green start-ups within a setting of green economy, social innovation and smart cities. Our major focus is concerned with the competences and skills of sustainability oriented entrepreneurs and the related methods and didactics of teaching these competencies and skills.  Based on our work, our role in CERlecon is to link the development of innovative methods for teaching and the training of our start-ups in the



	Playpark.
What kind of structure did you provide to the start-ups within the six months? Which additional help did you provide in addition to the training (e.g. networking events, mentoring, coaching, overtaking entrance fees to conferences...)	<p>Peer-to-Peer: At Playpark Vienna, we focused on regular Peer-to-Peer Sessions were the Start-ups met with the Playpark Manager and synergies were used in order to address the topics and needs of each Start-up.</p> <p>Coaching and Mentoring: Additional to the two day Idea Generation Lab, which was a 2-day coaching and workshop session, they were provided with two 'one on one' coaching sessions throughout the training, each Start-up also received a mentor to help them with important networks.</p> <p>Workshops and Networking Events: Furthermore, there were some networking possibilities at several events hold at the Playpark in cooperation with the Social City Vienna. Additionally Workshops with e.g. an international focus, inviting Kate Raworth -a well renowned scientist holding a workshop on "How to do business within the doughnut" or more practical Workshops on topics like "Design Thinking for Social Entrepreneurs".</p> <p>Part of the Training was also the Exchange Weeks here in Vienna and in Brno.</p>
Begin of the 2 <sup>nd</sup> cohort training (date)	18.03.2018
End of the 2 <sup>nd</sup> cohort training (date)	30.09.2018
Opening hours per week (either average number of hours or detailed opening hours)	24/7
Weekly calendar (which/how many activities are scheduled on a weekly basis?)	<p>Meetings (Start-up intern):3 a week</p> <p>Meetings (Start-up with externals): 2</p> <p>Co-working: Individual, Daily action (not tracked)</p> <p>Total: 5</p>
Monthly calendar (which/how many activities are scheduled on a monthly basis?)	<p>CERlecon Brunches:1</p> <p>Peer-to-Peer Sessions:1</p> <p>Start-up Workshops:1</p> <p>Meetings(internal/external): 20</p> <p>Total:23</p>
What changed in regard of the 1 <sup>st</sup> cohort?	More involvement in the Playpark due to Peer-to Peer Session, more synergies between the Start-ups. High quality of Start-ups: Both Viennese Start-ups won the Playpark Finals in Venice. Start-ups used the Playpark more often as workspace.
What were the highlights during the cohort? (In terms of events, excursions,	<p>2 Start-up Camps (one right at the beginning, one mid-term)</p> <p>Exchange Weeks</p> <p>6 Peer to Peer Sessions throughout the 6 Months</p>



<p>discussions etc.)</p>	<p>Internal Pitching Finals Goodbye 'Kick-out' Event</p>
<p>2<sup>nd</sup> cohort Playpark exchange week - INCOMING</p> <ul style="list-style-type: none"> <li>- Which regional Playpark did you host?</li> <li>- Date of this exchange week</li> <li>- Please share some of the highlights/your experiences/... of this week.</li> <li>- Do you have any feedback/evaluation quotes?</li> </ul>	<p>We hosted Stuttgart from the 15<sup>th</sup> to the 19<sup>th</sup> of July.</p> <p>The exchange week was great. The Stuttgart Start-ups were able to gain some insights into the Viennese Start-up Scene and were able to exchange knowledge, network and widen their knowledge on entrepreneurship during workshops.</p> <p>Feedback: Sometimes there was too much on the agenda, which was quite exhausting for the Start-ups.</p>
<p>2<sup>nd</sup> cohort Playpark exchange week - OUTGOING</p> <ul style="list-style-type: none"> <li>- Which regional Playpark did you visit?</li> <li>- Date of this exchange week</li> <li>- Please share some of the highlights/your experiences/... of this week.</li> <li>- Do you have any feedback/evaluation quotes?</li> </ul>	<p>We visited Playpark in Brno from the 15<sup>th</sup> to the 18<sup>th</sup> of May.</p> <p>The Start-ups had the opportunity to pitch in front of investors and get feedback from their perspective. They were able to experience Innovative Organisations and receive valuable input in workshops on topic of presentation techniques, as well as using social impact as entrepreneur</p> <p>Feedback: More Brno Start-ups Involvement would have been great</p> 



What happened after the training period with the participants of the 2<sup>nd</sup> cohort?

As Two Start-ups won the finals in Venice, they are allowed to use the Playpark for another 6 months. The others are still close in contact and in the network of the Playpark, for example by taking part in the Networking Event(Guided tour), that happened on the 25<sup>th</sup> of October.



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