



3rd cohort Training eReport

CERlecon – CE119
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Playpark Overviews Summary

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 CERIEcon.

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



Summary of the 3rd regional cohorts' experiences

All seven regional Playparks are still 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. Especially at the end of the project all partners were working on regional solutions to make their respective Playpark sustainable. In Stuttgart, for instance, the Playpark is nominated as the 8th regional accelerator. 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 1st 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 1st 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 2nd cohort of regional Playpark trainings, the number of trained start-ups increased to 86. The third cohort counted 76 successfully trained start-ups, which shows that after setting up everything and showing the market what the Playpark programme offers, the founders were happy to take part in it. This is a good starting point for the sustainability of the programme as now the startup scene knows the content and its success.

Also during the 3rd cohort the start-ups were 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.

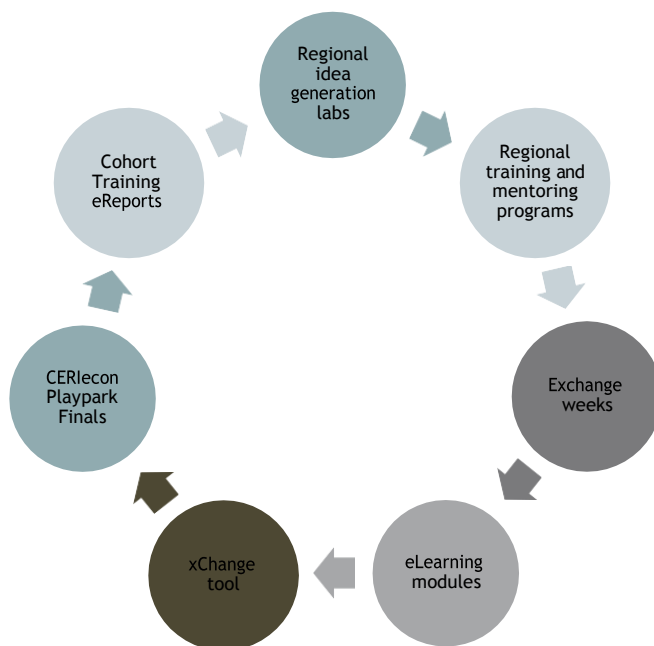


Figure 2: CERlecon Cohort and Training Sub-systems

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’.

3rd 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 3rd **cohort** was the following:

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

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	





3rd cohort Playparks Final (2-day) – Vienna (AT)

In order to finish up the 3rd cohort in an adequate scenario, the 3rd Final was organised in Vienna (AT) (4-5 April 2019), 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





Overview of the regional Playparks

1. Playpark Bratislava

Location of the premises where training programme took place (Full Address)	University Technology Incubator of the Slovak University of Technology ("InQb") Pionierska 15 Bratislava
Playpark within or outside the CERlecon partner institution (if outside, which institution is hosting the Playpark?)	Yes, outside, InQb
Area (m ²)	62,8
Weekly calendar (how many activities are scheduled on a weekly basis?)	Regular activities on a 2-weeks basis during the intensive training phase: <ul style="list-style-type: none"> • 1 practical entrepreneurial skills training workshop • Facebook promotion of workshops • regular Facebook posts about PP BA activities • continuous mentoring options for participants offered by the main PP BA mentor and workshop lecturers • continually providing the participants with all necessary information by the PP BA manager and staff
Monthly calendar (how many activities are scheduled on a monthly basis?)	In average there were 2 group learning activities/events per month during each of the 3 training cohorts although these were spread and concentrated according to the needs – e.g. workshops on a biweekly basis during the intensive training phase or activities on almost daily basis during Playpark Exchange week. Regular activities on a monthly basis during the intensive training phase: <ul style="list-style-type: none"> • 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 • 2 practical entrepreneurial skills training workshops • Facebook promotion of workshops • 2 interviews and articles introducing individual Playparkees /start-ups published on partner portal popularizing science http://vedanadosah.cvtisr.sk/hladat?search=Playpark • Regular articles on partner websites promoting PP BA activities • regular Facebook posts about PP BA activities



	<ul style="list-style-type: none"> • continuous mentoring options for participants offered by the main PP BA mentor and workshop lecturers • continually providing the participants with all necessary information by the PP BA manager and staff • and many more
What are the highlights during the cohort? (In terms of events, excursions, discussions etc.)	Success of our finalist at the finals in Vienna, the regional pitching event in English with the presence of investors, exchanges Stuttgart to Bratislava
Opening hours per week (either average number of hours or detailed opening hours)	24/7 mode or from 7:00 – 19:00 during Christmas and summer holidays
Number of staff at the Playpark and number of working hours/week (FTE)	3 (2,5 FTE)
Name(s) of the Playpark manager(s)	Martin Menkyna
Number of start-ups trained in the 3rd cohort	8
Did you focus on one a certain branch (e.g. tech/creative industries)? If so, which one? If not, why did you decide to do so? Did you change the branch in respect to the former cohorts? If yes, why.	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 program in order not to limit the interest in the program and ensure diversity of the project topics within the group.
What kind of start-ups do you have in your current cohort? What do they focus on?	<p>WiShare Team: Nikola Polcerová, Michal Takáč, Albert Fourage Idea: WiShare is a new social gift-giving service which makes gift giving easy! WiShare allows you to create your customized wish list for any occasion; Birthday, Wedding, Anniversary and more. Add products and services from any e-shop. Share your list with your friends and family who can easily make you happy with the gift you wished for without having to think and search for hours. With WiShare they will know your wishes without ever having to ask you again. Give and get the perfect gift.</p> <p>N.E.N.A Team: Veronika Gregová and her team Idea: The aim was to create a product that will be characterized by both - its simple design and a practical feature. Ecology is one of the most significant added value as there is use of the waste materials only – unutilized side products from large manufactures. This is how the project "N.E.N.A"– handmade sachets was born.</p> <p>Zmudri Team: Julián Gerhart, Pavel Balashov, Martina Bolibruchová, Miroslava Kašubová, Jana Kostovčáková, Lukáš Priškin Idea: Slovak schools do not often provide enough information that could students apply in real life. After finishing high school, they are not prepared for practice and are lost in practical and civic topics. Zmudri (in English it could be translated as Get smart) wants to improve it via interactive platform with online video courses in which students find all the answers on issues that were not addressed in school or were addressed inadequately. It wants to demonstrate that learning does not need to be painful and full of memorizing but can be fun.</p> <p>Shift It - Virtual Assistants</p>



	<p>Team: Simona Antalová Idea: For businessmen, who don't have time nor financials to pay assistant as an employee, we offer virtual assistant outsourcing services. "Just shift it to us, we will take care of it" WooAcademy Team: Milan Fraňo Idea: WooAcademy is an educational institution that provides courses and workshops for companies, groups and individuals. Our goal is guarantee the practical knowledge in online marketing, sales, IT skills and graphing for our absolvents. We help people get a better job or improve their business. Our focus is both on commercial clients & students who will learn how to use the theoretically acquired experience to support the idea of Generation 4.0 - an industrial generation that uses the ecosystem of education. Thru The Town Team: Juraj Pekarek, Zuzana Pekarek Idea: Our Vision is to help improve the mobility in the city through rental of effective ecological vehicles (electrical motor scooters). They will be available all over the city and easy to use for transport from your desired destination to anywhere in the city you like. You are not limited by drop off points. It allows you to avoid traffic jams and to arrive at your destination sooner than bus or tram or taxi. Our goal is to save your unproductive time and to spend it more effectively than in a traffic jam. Maxter Team: Natália Melegová and her team Idea: Maxter is a social platform that was born out of the students' experience with the vision of eliminating a known problem. A team of young and ambitious people who have a great sense of professional self-realization and work experience want to help skilled young people on their way to find a dream job and motivation for their own success. GapData Team: Radovan Kavický Idea: GapData is institution/company providing education & consulting within area of Data Science and AI/Machine Learning. We, as society (globally), are entering new Age, Data Age. Bad news is that both commercial/business and public/government sector are not ready for this great change and shift towards Industry 4.0, Open Data and era of automatization (implementing AI/ML across all the sectors of our economies). We're here to fill this gap!</p>
<p>What kind of needs do your start-ups bring into the training programme? What is your aim for the six months? (Only to be filled in case you found out new needs after the first 2 cohorts)</p>	<p>We did not really find out and new needs found out new needs after the first 2 cohorts</p>
<p>What kind of structure do you provide to the start-ups within the six months? Which additional help do 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, continuous mentoring options for participants offered by the main PP BA mentor and workshop lecturers, exchange weeks, regional pitching event in English with the presence of investors, individual mentoring by chosen mentors for 3 best start-ups</p>
<p>Begin of the 3rd cohort training (date)</p>	<p>10.10.2018 (3rd cohort IGL)</p>
<p>End (planned) of the 3rd cohort training (date)</p>	<p>14.03.2019 (Regional pitching competition), 30.04.2019 (end of individual mentoring of 3 best projects/participants)</p>



<p>3rd cohort Playpark exchange week – INCOMING</p> <ul style="list-style-type: none"> - Which regional Playpark were you hosting? - Date of the exchange week - What kind of activities did you offer? - Any comments/feedback 	<p>Stuttgart - Bratislava – 4.- 7.3.2019</p> <p>We offered visits to and discussions with various types of subjects present in Bratislava start-up ecosystem, workshops and networking opportunities.</p>
<p>3rd cohort Playpark exchange week – OUTGOING</p> <ul style="list-style-type: none"> - Which regional Playpark did you visit? - Date of this exchange week 	<p>In the 3rd cohort Playpark Bratislava was visiting Playpark Rijeka during the week 18.- 22.3.2019.</p> <p>Our Playparkees found the exchange week in Rijeka interesting, the staff welcoming, the highlight were the workshops and networking.</p>
<p>Additional comments</p>	



2. Playpark Brno

Location of the premises where training programme took place (Full Address)	Ekonomicko-správní fakulta Lipová 602 00 Brno-Pisárky	MU 41a
Playpark within or outside the CERlecon partner institution (if outside, which institution is hosting the Playpark?)	Outside. We cooperate with Masaryk University in Brno and Impact Hub Brno.	
Area (m ²)	Coworking space in Impact Hub Brno (cca 10 m ²) and place for workshops at the Masaryk University (cca 50 m ²).	
Weekly calendar (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 (how many activities are scheduled on a monthly basis?)	See above 4 workshops	
What are the highlights during the cohort? (In terms of events, excursions, discussions etc.)	Development of business ideas by participants. Meeting with business professionals (internal pitching day). Exchange in (Veneto to Brno) and Exchange out (Brno to Stuttgart) Project finals in Vienna.	
Opening hours per week (either average number of hours or detailed opening hours)	Workshops every Monday from 4pm to 8pm, than individual mentoring. Coworking place is available trough the whole day/week in Impact Hub.	
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)	
Name(s) of the Playpark manager(s)	Matěj Mareš, Vít Čermák, Tomáš Psota	
Number of start-ups trained in the 3rd cohort	19 start-up ideas, 9 women, 10 men (10 economy, 9 social)	
Did you focus on one a certain branch (e.g. tech/creative industries)? If so, which one? If not, why did you decide to do so? Did you change the branch in respect to the former cohorts? If yes, why.	Our aim is to help to develop business idea regardless the focus. Therefore we have supported technical / nontechnical startups.	
What kind of start-ups do you	Young students beginning with development of their business idea. Focus	



have in your current cohort? What do they focus on?	was very broad – mobile apps., coffee chocolate, bakery, clothing
What kind of needs do your start-ups bring into the training programme? What is your aim for the six months?	Same as in the 2nd cohort. To develop their idea so it makes sense. Large focus was on validation and change.
What kind of structure do you provide to the start-ups within the six months? Which additional help do 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. Participant have opportunity (at internal pitching and on the exchange) to meet investors/professional business man/women and get feedback.
Begin of the 3 rd cohort training (date)	01.10.2018
End (planned) of the 3 rd cohort training (date)	29. 4. 2019
3 rd cohort Playpark exchange week – INCOMING - Which regional Playpark were you hosting? - Date of the exchange week - What kind of activities did you offer? - Any comments/feedback	11. 2. 2019 - 15. 2. 2019 exchange Veneto in Brno The feed back from Italian startups was very good. We had pitching of the startups, several workshops (with investor, pitching skills and others).
3 rd cohort Playpark exchange week – OUTGOING - Which regional Playpark did you visit? - Date of this exchange week	18. 3. 2019 - 22. 3. 2019 exchange Brno in Stuttgart The feed back from our startups was very good. Our startups enjoined the week very much (the networking with startups from Playpark Stuttgart and the workshops).
Additional comments	



3. Playpark Cracow

Location of the premises where training programme took place (Full Address)	Stowarzyszenie B1 Osiedle Centrum B7 31 -926 Krakow
Playpark within or outside the CERlecon partner institution (if outside, which institution is hosting the Playpark?)	Association B1 (the current name – “Association B7”)
Area (m ²)	
Weekly calendar (how many activities are scheduled on a weekly basis?)	1-2
Monthly calendar (how many activities are scheduled on a monthly basis?)	4-6
What are the highlights during the cohort? (In terms of events, excursions, discussions etc.)	Exchange: Krakow - Verona, Vienna - Krakow, Meetings with Playpark participants from previous cohorts and business representatives
Opening hours per week (either average number of hours or detailed opening hours)	10.00-21.00 (10 am – 9 pm) - (earlier or later hours can be set)
Number of staff at the Playpark and number of working hours/week (FTE)	Four permanent employees in Playpark. They work about 4-5 hours a day. But they exchange rosters and not every one of them is every day.
Name(s) of the Playpark manager(s)	Paweł Majka (Municipality of Krakow) and Joanna Urbaniec (Association B1)
Number of start-ups trained in the 3rd cohort	11/12 (one participant reported at the beginning two projects, while during the project two startups decided to act together)
Did you focus on one a certain branch (e.g. tech/creative industries)? If so, which one? If not, why did you decide to do so? Did you change the branch in respect to the former cohorts? If yes, why.	At Playpark Krakow, we did not focus on one industry. We decided that it would be better to show the diversity of the startup environment in Krakow. We also did not reject any ideas that the startups came to Playpak with.
What kind of start-ups do you have in your current cohort? What do they focus on?	Startups in the 3rd cohort are various. We have social startups (solutions for the city, improved communication), medical startups and startups of services. Each of them has different needs. Medical startups are looking for ways to sell their products, startups expanding the market and social innovations are looking for ways to adapt their offer to the needs of the



	city.		
What kind of needs do your start-ups bring into the training programme? What is your aim for the six months? (Only to be filled in case you found out new needs after the first 2 cohorts)	In the third cohort, for the first time there were startups with an offer for local governments. We tried to help these startups adapt their projects to the real needs of the city. On the other hand, we try to attract their ideas to the local government.		
What kind of structure do you provide to the start-ups within the six months? Which additional help do you provide in addition to the training (e.g. networking events, mentoring, coaching, overtaking entrance fees to conferences...)	mentoring, coaching,	We provide startups (if interested) with participation in conferences and argues organized by the City	We constantly organize meetings (with the participation of previous cohorts, we want our startups to get to know each other) with representatives of local business and experts on social innovation. These are events for exchanging good experiences and building a community around Playpark.
Begin of the 3 rd cohort training (date)	15 november 2018		
End (planned) of the 3 rd cohort training (date)	30 may 2019		
3 rd cohort Playpark exchange week – INCOMING - Which regional Playpark were you hosting? - Date of the exchange week - What kind of activities did you offer? - Any comments/feedback	<p>Vienna Playpark, 4-7.02.2019</p> <p>Presentation on Austrian-Polish business relation and offer of the Austrian Office for Economic Cooperation in Krakow including offer for Austrian start-ups</p> <p>Workshop with Cecylia Malik, painter, performer, educator and activist- the general subject of the meeting will be performance and influencing authorities</p> <p>Workshop on psychology of business</p> <p>trainings on organization and development of social innovation organizations (run by NGO practitioners: Food&Life – start-up from 2nd cohort of Krakow Playpark running food trucks and reaturants where disabled people work and integrate with others, Turbo Torby /Turbo Bags – social start-up from Nowa Huta creating funny eco bags, Noble Parcel – charitable organisation (one of the most famous NGO's in Poland)</p> <p>a visit to FabLab Krakow</p> <p>visit to the company of one of the startups from Playpark Krakow (VR Room)</p> <p>The participants liked the visits in VR Studio and FabLab the most (in FabLab they participated in the 3D design presentation, they learned to work with 3D printing machines and lasers)</p>		



3 rd cohort Playpark exchange week – OUTGOING - Which regional Playpark did you visit? - Date of this exchange week	Playpark Verona 28.01.2019 – 01.02.2019
Additional comments	



4. Playpark Rijeka

Location of the premises where training programme took place (Full Address)	The Science and Technology Park of the University of Rijeka (STEP RI) Radmile Matejčić 10, 51000 Rijeka, Croatia
Playpark within or outside the CERlecon partner institution (if outside, which institution is hosting the Playpark?)	Within CERlecon partner institution PP10 - STEP RI
Area (m ²)	65
Weekly calendar (how many activities are scheduled on a weekly basis?)	The weekly cycle consists of 1 workshop per week (3h), 2 weeks in a row and then the following week is mentoring week (one-on-one consultations lasts 1-2h per team). Schedule flow on a monthly basis looks like this: workshops week 1 – workshop week 2 - mentorship week 1 – workshops week 3 – workshop week 4 - mentorship week 2 etc.
Monthly calendar (how many activities are scheduled on a monthly basis?)	Monthly cycle consists of 2-3 lectures (6-9h in total) + 1 mentoring week/consultation hours per team. 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 share interesting and useful information regarding various conferences for pitching contest opportunities and to arrange informal networking events.
What are the highlights during the cohort? (In terms of events, excursions, discussions etc.)	<p>Some of the highlights:</p> <ol style="list-style-type: none"> 1.Exchange weeks – both incoming and outgoing exchanges were perceived as an added value of a project, mostly because of the networking between hosting and visiting teams, as well as to developing friendships and further business cooperations among regional participants. 2.Participating at regional Finals competition was perceived as an added value due to the opportunity to rehearse and practice the pitching skills in more formal environment and in front of different audience than the one in the local Playpark. 3. Attending pitching contests like Voogle Conference 2019 and Algebra Lab Investors Conference 2019 where our teams had the opportunity to experience the real pitching in front of investors. Participating in such events was perceived as added value whereas 3rd cohort teams got a chance to present their ideas, seek investment and spread the word about their projects. Also, one of the 3rd cohort teams won the 1st place for best pitching at Algebra Lab contest among 20 other start-up ideas. Great success! (: 4.Pitch recording – during Pitching deck workshops, Playparkees founded video material as a valuable feedback they can use further to improve their pitch performance. 5.Playpark Rijeka Viber group and informal networking events outside the Playpark brought friendships and potential business cooperation to the



	3 rd cohort teams.		
Opening hours per week (either average number of hours or detailed opening hours)	Unlimited access 24/7 (There is one key per team for entering the building and an access card for entering the coworking space; we can monitor the usage of coworking space by Access Control online tool.)		
Number of staff at the Playpark and number of working hours/week (FTE)	Playpark staff (6): 1. Playpark Manager (32%) 2. Playpark Manager Assistant (Programme Coordinator – 80%) 3. Communication Manager (10%) 4. Mentors and Lecturers (2 - 10%, 1,5%) 5. Playpark Administration Staff, Project Assistants (2 - 15%)		
Name(s) of the Playpark manager(s)	CERlecon Playpark Rijeka Manager is Mr. Neven Tamarut who is also a mentor and a lecturer/coach together with Mr. Boris Golob and Ms. Jana Blažević-Marčelja. During 6-months programme all of them support teams through workshops and consultations. Regular assistance to Playpark Manager is provided by Silvia Nađ who is responsible for programme coordination (communication with Playparkees, mentoring & workshops schedules, exchanges and Finals organisation etc.).		
Number of start-ups trained in the 3rd cohort	8		
Did you focus on one a certain branch (e.g. tech/creative industries)? If so, which one? If not, why did you decide to do so? Did you change the branch in respect to the former cohorts? If yes, why.	There is still no specific branch Playpark Rijeka is focused on, meaning an equal number of both social and economic innovation ideas, regardless the industry, will be accepted. It's been decided to do so due to a variety of Rijeka University studies, a variety of ideas from application forms, number of interested young people willing to develop their own ideas and population number within the region in general. These factors led not to determine a specific branch of our programme but to teach and coach about important business development topics while encouraging the entrepreneurship spirit among students and young people. Regardless the branch, each team has been approached individually through the mentorship programme that provides consultations specifically tailored to their needs.		
What kind of start-ups do you have in your current cohort? What do they focus on?	Out of 8 teams, there are two teams focused on tourist events and activities, three teams app developers – one for music experience industry, one for management of sport facilities and one in the sector of nautical tourism services, one team is IT sector offering VR products, one team as NGO deals with project management of other NGOs and one team fits healthcare sector with innovative problem solution product. Idea developers and leaders of 3 teams are women.		
What kind of structure do you provide to the start-ups within the six months? Which additional help do you provide in addition to the training (e.g. networking events, mentoring, coaching, overtaking entrance fees to conferences...)	-16 workshops (51,5h) -mentoring (24h) -subsidized coworking space after 6-months -business consulting -networking	-16 workshops (49h) -mentoring (45,5h) -subsidized coworking space after 6-months -business consulting -networking	-16 workshops (54h) -mentoring (58h) -subsidized coworking space after 6-months -business consulting -networking



	-info & news about open calls/funding programmes (support: application support and revision)	-investors pitch preparation -info & news about open calls/funding programmes (support: application support and revision)	-investors pitch preparation -pitch competitions full support: application & preparation -info & news about open calls/funding programmes (support: application support and revision)
Begin of the 3 rd cohort training (date)	12.10.2018.		
End (planned) of the 3 rd cohort training (date)	12.04.2019.		
3 rd cohort Playpark exchange week – INCOMING - Which regional Playpark were you hosting? - Date of the exchange week - What kind of activities did you offer? - Any comments/feedback	<p>Incoming Exchange: Playpark Bratislava 18-22.03.2019. Schedule description: <u>Day 1:</u> TRAVEL & ARRIVAL - WELCOME <u>Day 2:</u> -Motivation, Presentation & Pitching Workshop -TouRist: Campus – Opatija / tour ride sightseeing -RiHub coworking visit -Startup World - Interactive Workshop <u>Day 3:</u> -Pricing Academy Workshop -Walking tour: Campus – Trsat Castle – City Center (sightseeing) <u>Day 4:</u> -Creative Entrepreneurship & Branding Workshop -Marketing Strategy Workshop -Primorska Kašetica visit <u>Day 5:</u> EVALUATION & FAREWELL - TRAVEL & DEPARTURE</p> <p>I gained a lot of insights in various topics such as – pitching, pricing or branding. Everything was perfect, thanks! (:</p>		
3 rd cohort Playpark exchange week – OUTGOING - Which regional Playpark did you visit? - Date of this exchange week	<p>Outgoing exchange: Playpark Vienna 25.02.-01.03.2019.</p>		



5. Playpark Stuttgart:

Location of the premises where training programme took place (Full Address)	Stuttgart Media University Pavillon Nobelstr. 10 70569 Stuttgart
Playpark within or outside the CERlecon partner institution (if outside, which institution is hosting the Playpark?)	Within the partner institution (in the premises of the Stuttgart Media University)
Area (m ²)	130
Weekly calendar (how many activities are scheduled on a weekly basis?)	There are workshops every Friday, occasionally there are discussion rounds on Thursdays. Generally, there are 2-3 activities per week.
Monthly calendar (how many activities are scheduled on a monthly basis?)	8-12 activities per month
What are the highlights during the cohort? (In terms of events, excursions, discussions etc.)	The Playparkees liked the exchange, as well as the so-called "Boxenstopps", which are discussion rounds for all Playparkees. In addition, participating in trade fairs and networking events was a highlight and the Demo Day where they presented their ideas.
Opening hours per week (either average number of hours or detailed opening hours)	Mo-Fr: 6:00-21:00 Sa: 8:00-16:00
Number of staff at the Playpark and number of working hours/week (FTE)	2 people, 2*100%
Name(s) of the Playpark manager(s)	Lisa Lang, Violetta Fasulo
Number of start-ups trained in the 3rd cohort	8
Did you focus on one a certain branch (e.g. tech/creative industries)? If so, which one? If not, why did you decide to do so? Did you change the branch in respect to the former cohorts? If yes, why.	Yes, the creative industries. We did not change the branch because as a Media University cooperating with the Regional Economic Development Department for Creative Industries we were already very specialised.
What kind of start-ups do you have in your current cohort? What do they focus on?	They focus on Software/Games, Fashion Design, Advertising and the book market.
What kind of needs do your	



start-ups bring into the training programme? What is your aim for the six months? (Only to be filled in case you found out new needs after the first 2 cohorts)	
What kind of structure do you provide to the start-ups within the six months? Which additional help do you provide in addition to the training (e.g. networking events, mentoring, coaching, overtaking entrance fees to conferences...)	<ul style="list-style-type: none"> - Workshops - Individual coachings if needed. - Free coworking in the Playpark. - Networking events and trade fairs - Mentoring
Begin of the 3 rd cohort training (date)	November 2018
End (planned) of the 3 rd cohort training (date)	April 2019
<p>3rd cohort Playpark exchange week – INCOMING</p> <ul style="list-style-type: none"> - Which regional Playpark were you hosting? - Date of the exchange week - What kind of activities did you offer? - Any comments/feedback 	<p>We hosted the Playpark Brno.</p> <p>Dates: 18th – 21st March 2019</p> <ul style="list-style-type: none"> - Pitches and getting to know each other - Networking and teambuilding workshop - Usability and User Experience Speed dating Workshop - Trip to the Mercedes Museum - Guided tour through Wizemann Areal - Startup Success Stories Event - Photo Scavenger Hunt - Pitch Training
<p>3rd cohort Playpark exchange week – OUTGOING</p> <ul style="list-style-type: none"> - Which regional Playpark did you visit? - Date of this exchange week 	<p>We visited Playpark Bratislava.</p> <p>Dates: 3rd – 7th of March 2019</p>
Additional comments	



6. Playpark Verona

Location of the premises where training programme took place (Full Address)	ENAIP VENETO Via Bencivenga Biondani 1 37133 Verona
Playpark within or outside the CERlecon partner institution (if outside, which institution is hosting the Playpark?)	NO
Area (m ²)	34 m ²
Weekly calendar (how many activities are scheduled on a weekly basis?)	Playpark Veneto scheduled 2 meetings per week, on Monday and on Thursday (from 9.30 to 13.00 or from 14.00 to 17.30). Consultants and mentors organized individual meetings and trainings (via skype or face to face) according to the specific needs of the Playpark participants.
Monthly calendar (how many activities are scheduled on a monthly basis?)	Playpark Veneto scheduled 8 meetings per month. The Calendar changed on the occasion of the Exchanges weeks, during which various activities were organized every day, inside and outside the Playpark.
What are the highlights during the cohort? (In terms of events, excursions, discussions etc.)	During the third edition PP4 together with PP3 organized two focus groups and a final meeting to thanks all the stakeholders involved in the 3 cohorts. Meetings between Professors of the Economic and Financial Department of UNIVR and playparkees were organized. Discussion among participants in the activities was continuous, especially during the exchanges weeks, when they had the chance to visit different start-ups incubators.
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).
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 5PM.
Name(s) of the Playpark manager(s)	Elisa de Martini
Number of start-ups trained in the 3rd cohort	11
Did you focus on one a certain branch (e.g. tech/creative industries)? If so, which one? If not, why did you decide to do so? Did you change the branch in respect to the former cohorts? If yes, why.	In line with the previous one, also the 3rd cohort training and selection was mainly focused on the degree of development of the business idea. We haven't chosen a specific branch because the ideas of selected start-uppers were all coming from different sectors and all valid ideas. Most of the ideas concerned innovative services.
What kind of start-ups do you have in your current cohort? What do they focus on?	The 3rd cohort selected start-uppers with business ideas related with Medical devices, Consultancy services, Music Apps, Videogames, Sustainable living and Body language.
What kind of needs do your	All the participants showed a need for specific entrepreneurial skills,



start-ups bring into the training programme? What is your aim for the six months? (Only to be filled in case you found out new needs after the first 2 cohorts)	together with a more startup-friendly cultural and normative ecosystem. The aim for the six month training was to focus on basic business idea, in order to understand if and how they could have been sustainable future business. In pursuing their business ideas, the participants also brought need of financial advises in order to get enough capital to start their business.
What kind of structure do you provide to the start-ups within the six months? Which additional help do you provide in addition to the training (e.g. networking events, mentoring, coaching, overtaking entrance fees to conferences...)	The six months cohort was characterized by 3 main clusters of activities: training at the Playpark, meetings with local stakeholders and visits to start ups incubators and lessons with external experts (e.g. University Professors). Within the playpark activities personalized mentoring and coaching sessions were organized and implemented for the individual development of the entrepreneurial skills. Through those activities playparkees had the chance to create networks and establish new relations with possible future partners of their business.
Begin of the 3 rd cohort training (date)	The training part of the 3 rd cohort started on November 14 th .
End (planned) of the 3 rd cohort training (date)	The training part of the 3 rd cohort ended on April 5 th with the 3 rd CERlecon Finals in Vienna.
3 rd cohort Playpark exchange week – INCOMING - Which regional Playpark were you hosting? - Date of the exchange week - What kind of activities did you offer? - Any comments/feedback	The Verona Playpark hosted the Playpark of Cracow (Poland), from January 28 th till February 1 st 2019. 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 311 Verona coworking space, in Fablab of Grezzana (province of Verona) and in M31 startups incubator of Padua. Participants really appreciated visiting M31 incubator and the ideas presentations lecture during which they had the opportunity to share opinions and doubts about their business ideas.
3 rd cohort Playpark exchange week – OUTGOING - Which regional Playpark did you visit? - Date of this exchange week	The Verona Playpark visited the Playpark of Brno (Czech Republic), from February 11 th till the 15 th . The Exchange was mainly dedicated to getting to know Brno startupper ideas. Playparkees had the chance to share their ideas through a “Pitch and Play time” event as well as to listen and learn from successful stories of Brno playparkees. During the week playparkees participated in several workshops (e.g. Startups investments and venture capital; Business with socially responsible approach; etc..) as well as in excursions in the city center of Brno and in the Blumenbecker robotic laboratory of the Science Technology Park of Brno.
Additional comments	-



7. Playpark Vienna

Location of the premises where training programme took place (Full Address)	Sachsenplatz 4-6, 1200 Vienna Austria
Playpark within or outside the CERlecon partner institution (if outside, which institution is hosting the Playpark?)	Outside of PP2 institution. Playpark was hosted by Social City Vienna
Area (m ²)	50
Weekly calendar (how many activities are scheduled on a weekly basis?)	4
Monthly calendar (how many activities are scheduled on a monthly basis?)	16
What are the highlights during the cohort? (In terms of events, excursions, discussions etc.)	Finals in Vienna Final Conference in Vienna Exchange Weeks Alumni Networking events
Opening hours per week (either average number of hours or detailed opening hours)	24/7
Number of staff at the Playpark and number of working hours/week (FTE)	1, 25h a week
Name(s) of the Playpark manager(s)	Laura Hohoff
Number of start-ups trained in the 3rd cohort	10
Did you focus on one a certain branch (e.g. tech/creative industries)? If so, which one? If not, why did you decide to do so? Did you change the branch in respect to the former cohorts? If yes, why.	Sustainability-driven entrepreneurs. We did not change the branch, as our focus worked very well and we tailored our programme according to the specific ranches needs, strengths and weaknesses. Furthermore, helping social and ecologically driven entrepreneurs is the expertise of PP2
What kind of start-ups do you have in your current cohort? What do they focus on?	Name and one-liner of Start-ups: Anderemeinung.at connects people with different opinions and helps them to have a respectful discussion.



	<p>Lingvano is an online learning platform for sign language learning.</p> <p>Viennese social podcast: a podcast where the social landscape of Vienna is better illuminated.</p> <p>Weco is an App on mobile devices, that works as an alarm clock. It wakes you up every morning, and reminds you to beecological. (Weco=Wake up ecologically). Every time you're turning off the alarm clock, you are planting a real tree.</p> <p>Bonvio rewards sustainability: A website advertises companies in Vienna and the surrounding area whose products/services contribute to sustainable development. With a (free) card (or the code on it), consumers receive discounts from those companies that are advertised on the website (and social media).</p> <p>Beeanco:Our business concept is like a „Green Amazon“, an online marketplace where consumers can get sustainable products and services in a sustainable fashion, with no additional effort over conventional Shopping.</p> <p>kindby is a website where you can rent baby clothing and accessories. There are three revenue streams; rental, buying new, and buying second Hand.</p> <p>MigraZoom is a comprehensive platform to support people in searching the right expert in education and work abroad, investment and many other relocation programs.</p> <p>Serious Gamer: The basic idea is to work with serious games to improve education. With the help of games, the pupils are able to view the content from a new perspective and learn how to avoid and detect mobbing.</p> <p>Marolena's voice: Marolena's voice is a blog about ZeroWaste, sustainability, mindfulness and women's issues like menstruation. At the same time, workshops on ZeroWaste will be offered and an art/educational project on ZeroWaste will be integrated - a ZeroWaste scavenger hunt through the city.</p>
<p>What kind of needs do your start-ups bring into the training</p>	<p>General Guidance on what the next steps are How to get Financial Support</p>



programme? What is your aim for the six months? (Only to be filled in case you found out new needs after the first 2 cohorts)			
What kind of structure do you provide to the start-ups within the six months? Which additional help do you provide in addition to the training (e.g. networking events, mentoring, coaching, overtaking entrance fees to conferences...)	Networking events with alumnis	One on one coaching every two weeks, Professional coaching with external expert	Workshops based on their needs (financial investment, pitching)
Begin of the 3 rd cohort training (date)	4 th of October, 2018		
End (planned) of the 3 rd cohort training (date)	8 th of April, 2019		
3 rd cohort Playpark exchange week – INCOMING - Which regional Playpark were you hosting? - Date of the exchange week - What kind of activities did you offer? - Any comments/feedback	Playpark Rijeka 25.2-1.3.2019 Pitching, World Café, City tour, Networking Event: Blind Spots In Education: Where Startups Step Up, social Initiatives/Founder Walk:good mobile, caritas innovation, vollpension, brutkasten, workshops: time management, value proposition design,		
3 rd cohort Playpark exchange week – OUTGOING - Which regional Playpark did you visit? - Date of this exchange week	Playpark Krakow 04.02-07.02.2019 Workshops, Teamactivities, City Tour, Inspirational Speech of environmental activist, social foundations in Krakow		
Additional comments			



What happened after the training period with the participants of the 2nd 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 25th of October.



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