

GUIDELINES FOR MAPPING

WP 3.3

Activity 3.3.1

Identification of SMEs and Need Analysis

Workpackage Leader: Technology Park Ljubljana Ltd

INTRODUCTION

Interreg Italia-Slovenija project TRAIN aims to interconnect areas of biomedicine & bioinformatics, to improve diagnostic & treatment methods for various diseases, such as myocardial arrest, chronic wounds and inflammatory neurological diseases.

Apart from the research, essential for such applications, another key aspect is the technology transfer of the applications developed onto the market.

The first step in this process is to canvass the transnational area and identify those companies, research institutions, Universities or other interest groups that would employ the developed technologies in their processes or help develop/improve these technologies in any other shape or form.

The process of identifying these companies is *mapping*, which in this particular project means an Excel sheet filled by the partners with relevant information on a company and/or research organisation. The process of mapping is (in short) as follows:

1. Design of the Excel Sheet / Map
2. Developing a good understanding of “target” companies and organizations
3. Analysis of the map and start of the next phase

The following document will provide guidelines on how to execute mapping efficiently and in line with high quality standards. Also included will be the descriptions of activities for each partner, with Technology park Ljubljana Ltd as the manager of this workpackage.

The mapping activity is expected to start by the 7th of May 2018, with the first draft to be completed in late June 2018 and a final version to be submitted to Technology park Ljubljana Ltd by the middle of September 2018.

1. Design of the Map

TPLj has created an interactive Excel Sheet with specified categories that have proven relevant for identifying companies, based on past experience.

The main goal of the map is to:

- get a comprehensive overview of the transnational area.
- Get an overview of what kind of companies and organizations are present and most importantly,
- what is their focus and how does that focus align with the TRAIN's agenda.

The map is split into different categories, some of which are of informational purpose, while others are the key identifiers. The categories are:

- **Basic information:** needed for a quick overview of the company, these categories are:
 - country of origin,
 - region,
 - founding year,
 - contact (try to insert a contact of a person, not just info e-mail),
 - website,
 - enterprise size:
 - Micro (<10 staff headcount & <= 2mln € annual turnover),
 - Small (<50 & <= 10 mln €),
 - Medium (<250 & <= 50 mln €),
 - Research organization,
 - University.
- **Focus:** in a sentence or two describe the essence of the company/organization.
- **Key words:** in 3-5 words try to use such keywords that describe the company's/organization's sector, focus and products.
- **Target groups:** select only the main target group(s).
- **Sector:** define in what sector they operate as accurate as possible. For description of broader sector areas, refer to the document *NACE2*.
- **Current & Potential Markets:** select on which markets is the company/organization active or wishes to expand to.

- Business relation: choose that overwhelming business relation type. If the organisation is a non-profit, choose the overwhelming type of collaboration.
 - B2B: business to business
 - B2C: business to customer
 - B2G: business to government
 - G2G: government to government
 - G2C: government to customer
 - G2B: government to business
- Interest in involving Stakeholders: though not always possible to answer, it is important to map those companies/organizations that we know, would be interested in cooperation internationally and/or within the project. Also, based on company's references try to determine whether the company involved stakeholders in its project and/or product development.
- Topic: select whether the company/organisation works in the field of Big Data, HCA or both.
- Ecosystem connection: determine whether the company/organisation is a part of an ecosystem, e.g. Technology Park.
- Expressed interest: is the company/organisation expressed interest in cooperation within the project. This category will be updated later on, when selecting those companies/organizations we should move forward with.
- Contributor: select the acronym of your organisation.

The map will be uploaded to Dropbox. Each partner is to save its own version titled: *TRAIN_mapping_Partner name*. TPLj will later add all the sheets together and arrange the information accordingly.

2. Who is our target

While it would be impractical to include every company and organization that is somewhat connected with software developing or biotechnology, we must remain inclusive and open-minded for opportunities that may arise from fields and sectors not usually associated with TRAIN's agenda.

What one should be looking at, when mapping companies and organizations is the **potential of either to cooperate within the project and if TRAIN's product could be somewhat useful to them**. To give an example: although formulated on myocardial cells, the protocol developed in the project might also be interesting to companies in food manufacturing and water sampling – a good case of this is the already established cooperation with ExperTeam within the project.

Also relevant is the type of company. Experience shows, that bigger companies with a well-established R&D department are less keen to collaborate within smaller projects. That is not to say, that we should completely avoid Large Enterprises, only to focus our strength into Scale Up companies and SMEs.

The same cannot be said for Research Organizations, whether big or small, the cooperation will depend on the identification of common (research) goals and we therefore cannot exclude any organization. Experts from each field (HCA and Big Data) will provide further details on which organizations to include.

One crucial component of mapping is a Network of partners, each PP has. Connections made, and trust built are invaluable when finding partners to present a certain product or service. No partner should hesitate to map companies and organizations relevant to the TRAIN project.

Keep in mind, that this **mapping is supposed to analyse the need for innovation on a transnational level**, thus you are encouraged to include companies from other regions, especially if they are a part of your Network of partners.

The goal is to map **120** companies/organisations/institutes, that is why the distribution for each partner is divided in such a way, that all together Slovenian partners map 60 companies/organizations and the same goes for Italian partners. To achieve this number, companies/organization from outside the region will have to be included, the only **criteria is that the company/organization is connected with the region of the project** in some meaningful way.

3. Analysis of the map and start of the next phase

After all partners submit their maps, TPLj will then create a joint version. Companies/organizations will be sorted through alphabetically and those that have expressed interest in cooperation will be specifically marked.

Analysis of the map will also include the analysis of the type of companies/organizations mapped and in which sector they operate. This information will give insight into what kind of companies/organizations are predominating and how should we approach them, what type of events would be the most suitable and how should we present TRAIN project to them more closely.

The following activity, after mapping will begin in October 2018 and will last till February 2019. The main goal of this activity will be to conduct one-on-one interviews with those companies/organizations that have expressed interest in cooperation (15-20 interviews, all together in IT and SLO). Furthermore, a case study will be made on a successful technology transfer case in a similar field as is the TRAIN project, to see which techniques to implement when approaching interested parties.

4. Timeline

1. TP Lj will send a map to all PP by 7th of May 2018.
2. Provide a draft map, filled in with information on companies/organizations by 18th of June 2018.
3. TP Lj to revise and give feedback by the 6th of August 2018.
4. Final version/complete map to be filled in and sent to TP Lj by 14th of September 2018.