



European BIC Network (EBN)



Uwe Hoppe

Director of the Board of EBN

CEO Business and Innovation Centre Frankfurt (Oder) GmbH

Sofia, 23 November 2009



EBN – European BIC Network

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The Business & Innovation Centres (BICs):

- A **European Commission Regional Policy** initiative to support regional economic development
- *Public/private non-profit making partnership based on strong local consensus*
- An independent instrument for support to innovative new and existing enterprises



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BIC = response to the perennial challenge

*how to turn innovative entrepreneurial
projects into successful businesses,
adding long term value to regional
economies?*



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A homogeneous, but flexible
solution:

The “**Business & Innovation
Centres**” = a regional focal point for
innovators and entrepreneurs:

- promoting innovation & entrepreneurship
- detecting innovative business projects, from both new & existing innovative SMEs
- co-operating with other organisations to ensure an A - Z range of assistance to these innovative business projects



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Development of BIC instrument:

- 1984: 1st BIC in Liège, Belgium created as EC DG XVI pilot project
- *1984: EBN created*
- 1991: first non-EU BICs created in Czech & Slovak Republics
- *1991 - 98: constant development of BICs throughout Europe*
- 1999: positive independent evaluation of the BIC instrument
- 1999: BICs integrated into mainstream Structural Funds
- 2009: over 150 BICs in 23 European countries and beyond



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Factors of the BICs' success

- Strong local partnership
- Qualified experts
- High quality services
- Flexibility



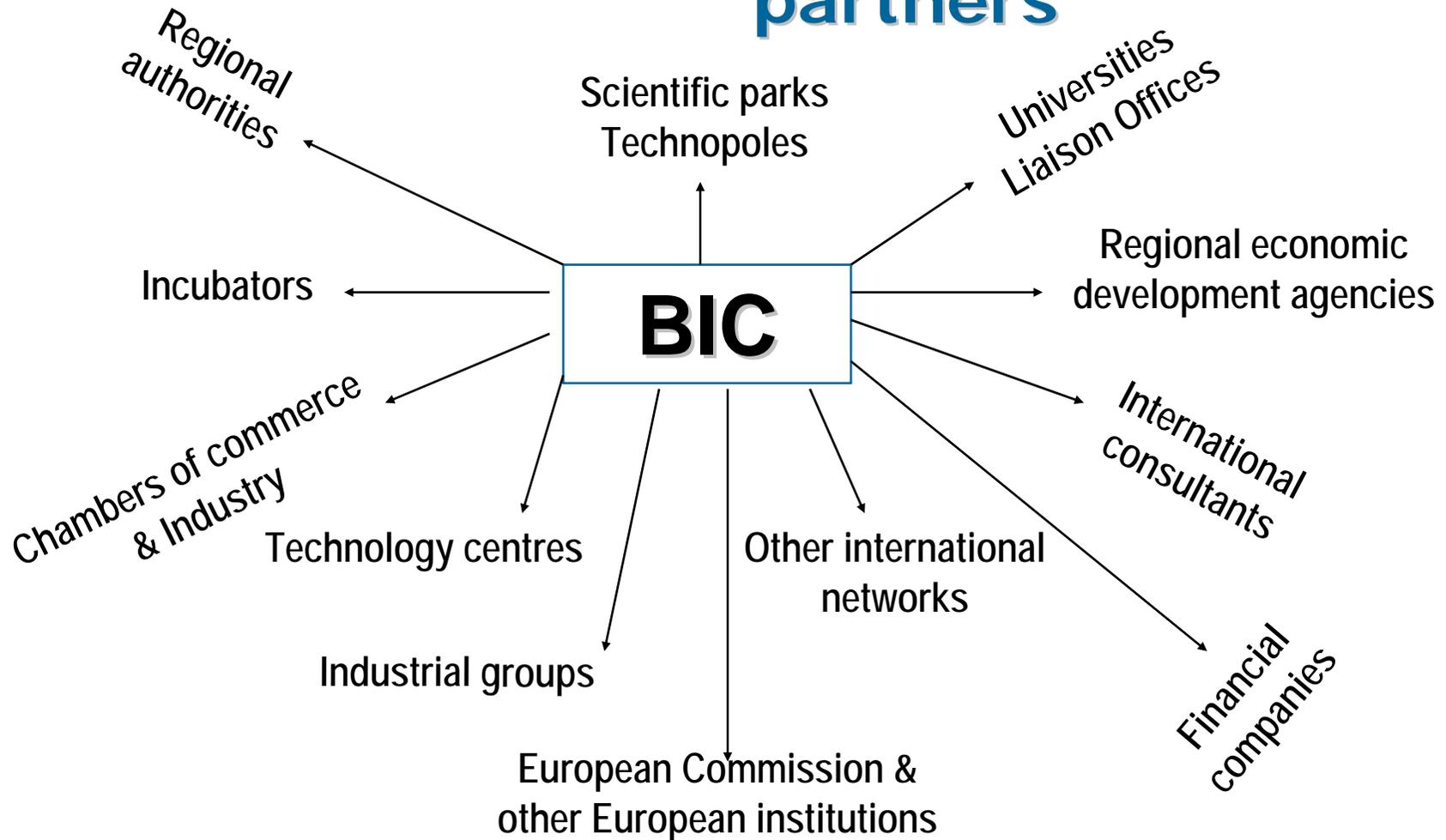
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The BIC environment & partners



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BIC services to entrepreneurs

- Evaluation of innovative projects: strict selection policy
- *Business planning*
- Financial management
- *Access to financing*
- Training/ development of management skills
- *Technological assistance and technology transfer*
- Marketing advice and assistance
- Internationalisation and trans-national co-operation
- Inter-enterprise co-operation
- Accommodation of enterprises, provision of logistical services (incubator)
- Assistance beyond start up



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BIC services to local authorities

- Promotion of entrepreneurial spirit
- *Detection of innovative projects and project initiators*
- Analysis of requirements of SMEs inclined to innovation
- *Catalyst/ Mediation between the supply and the demand of services for SMEs*
- *Promotion and implementation of local development projects*
- *Expertise in wide range of EU programmes aimed at SMEs*



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EBN

- a ***membership driven, organisation*** designed to support the BICs in their mission
- a reference point for ***innovation, entrepreneurship, SMEs & regional development***



The EBN network

- The European Network of BICs, incubators, innovation and entrepreneurship & start-up Centres >>> « Innovation-based incubators » >>> Business & Innovation Centres (BICs)
- An organised Network of 200+ Business & Innovation Support Centres covering most regions of EU 27 + neighbouring as well as partnering countries
- An initiative taken @ 25 years ago by the EC (DG Regio !), public authorities, industry leaders, and Universities >>> A pioneer in PPP, a connector between knowledge and business
- A dynamic cluster of clusters with 25.000+ entrepreneurs within the active portfolio
- A *community* of qualified & committed intermediaries



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European BIC Network

- An International non-profit-making association
- Established in 1984 (25th birthday end of 2009)
- Sources of income:
 - Still a contractor for EC but no direct funding – via projects with members.
 - Income comes from:
 - » Membership Fees
 - » International Projects
 - » Technical Assistance
 - » Events and Seminars
 - » Strategic Partners and Sponsors
- Objective to support members, our “core-customers”
 - A network of 150+ accredited members (EC-BICs), 70 Associate Members, and 15 ESA-Incubators
 - Manage the EC-BIC & Esinet trademarks
- Permanent 10 staff, based in Brussels
- Board of national network representatives
- An open Network with cooperation agreements with other networks (EEN, Eurada, IASP, Eban, ...), and powerfull connections with private sector.



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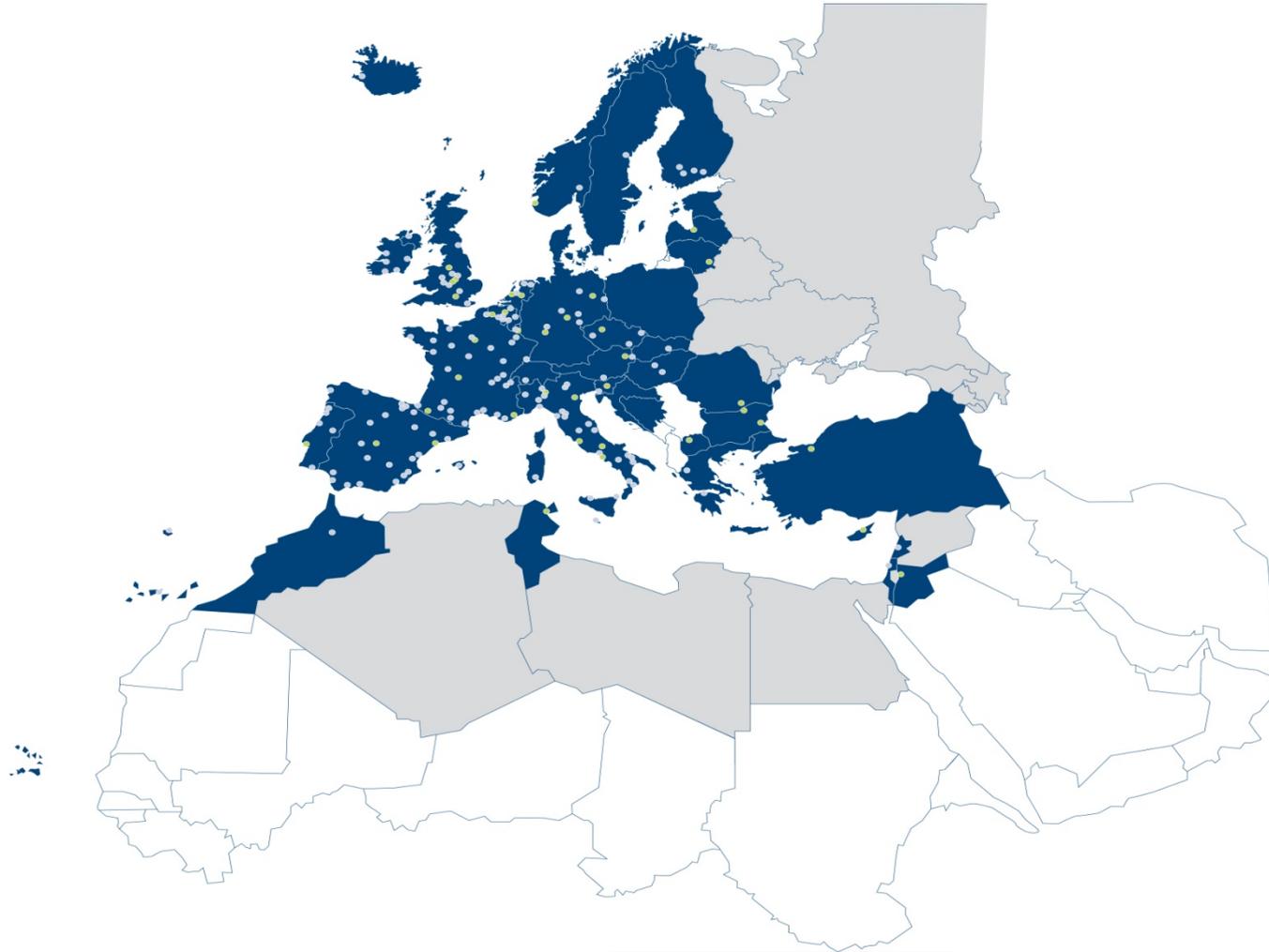
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Members



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EBN = services to the BIC network

- Quality assurance: management of **EC-BIC label**
- *Development: technical assistance to new & existing BICs*
- EU project engineering
- *International B-2-B co-operation*
- *N-2-N: fostering links with other SME networks: EEN, EURADA, ILS-LEDA etc.*
- *Information, communication, events & exchanges of best practice*
- *Representation at EU, national and regional level*



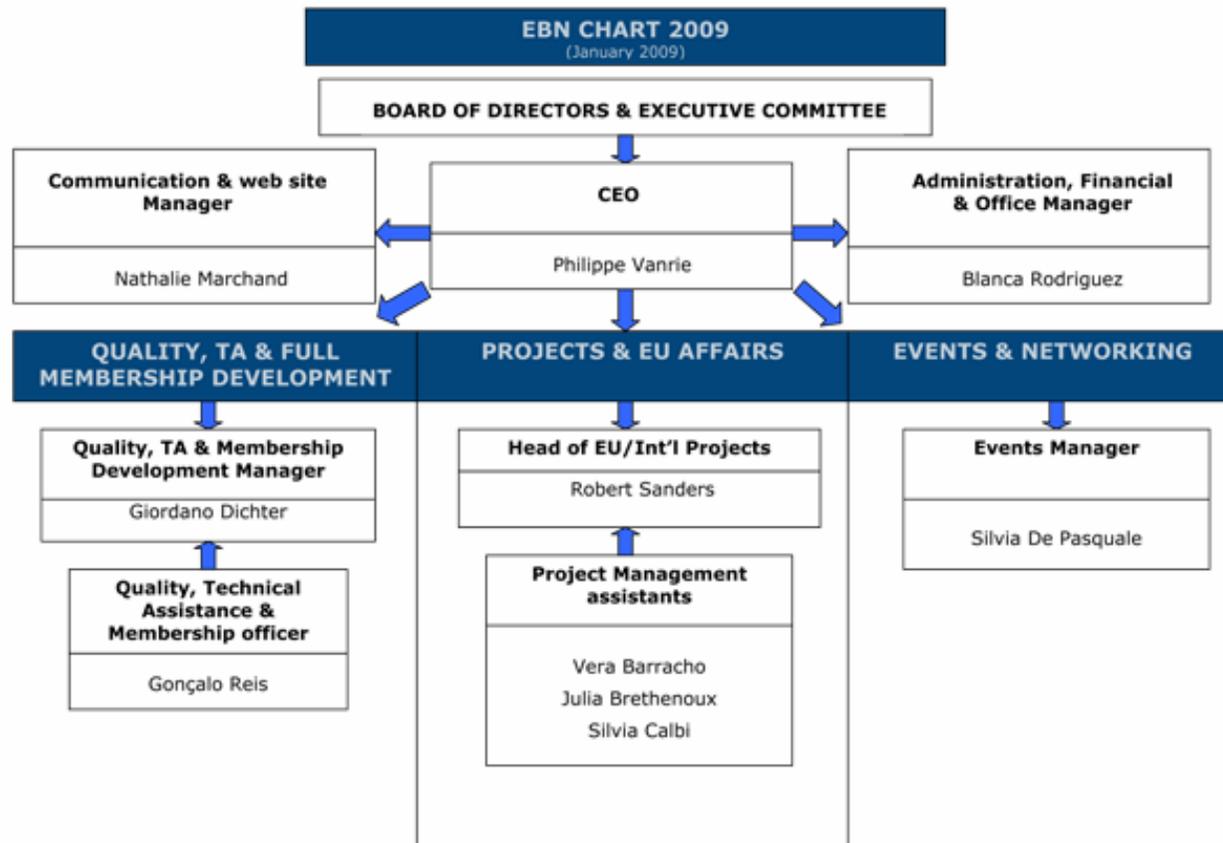
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Managing the Network



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The “EC-BIC” logo

a sign of quality and a range of services designed to support innovation, entrepreneurship and regional development



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The BIC Quality Mark Criteria

- An EC-BIC must:
 - Operate in a defined region: (a province, city etc.) with more or less than 0,5 Mill inhabitants
 - Be recognised by the public authorities in its region
 - Be either public, private or a mix of the two
 - Co-ordinate its activities with other business support organisations in the region
 - Have a defined and adequate budget (definite cost center)
 - Have a business plan which aims to create and develop innovative enterprises
 - Have a dedicated team of at least three full time staff and must be managed professionally and autonomously.



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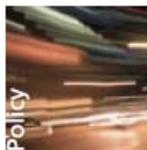
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Evaluating the Performance of the BIC Network

- **Annual assessment**
 - Annual Observatory
 - Evaluation of individual BICs
- **BIC Quality Mark Committee (BQMC)**
 - Guardian of the BIC Quality System
 - 7 voting members
 - » European Commission DGE – Mr. Gunnar Matthiesen
 - » 3 x BIC Directors (also Board Members)
 - » 3 x External Experts



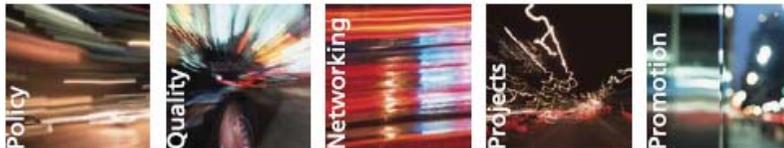
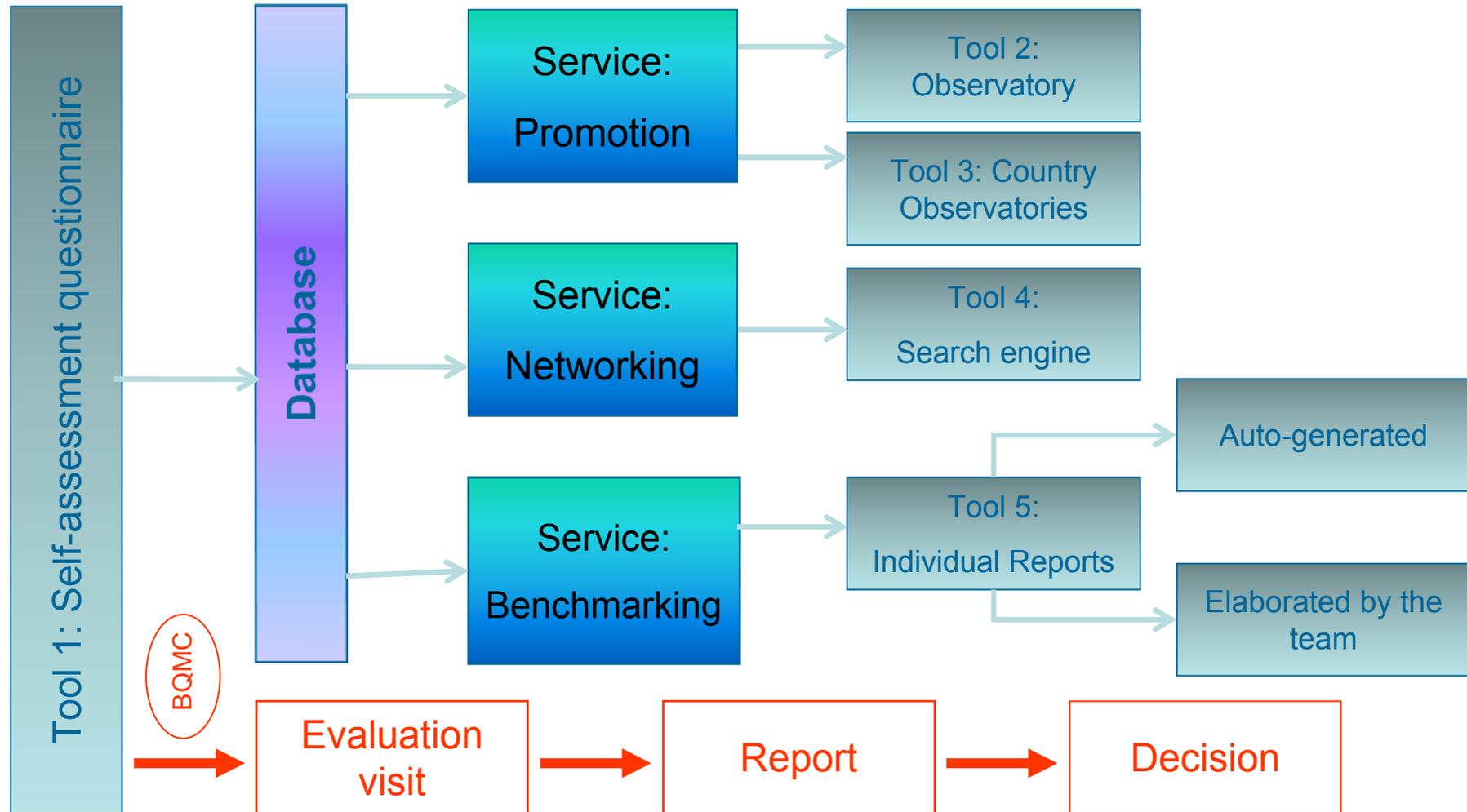
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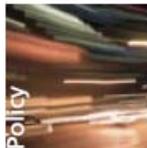
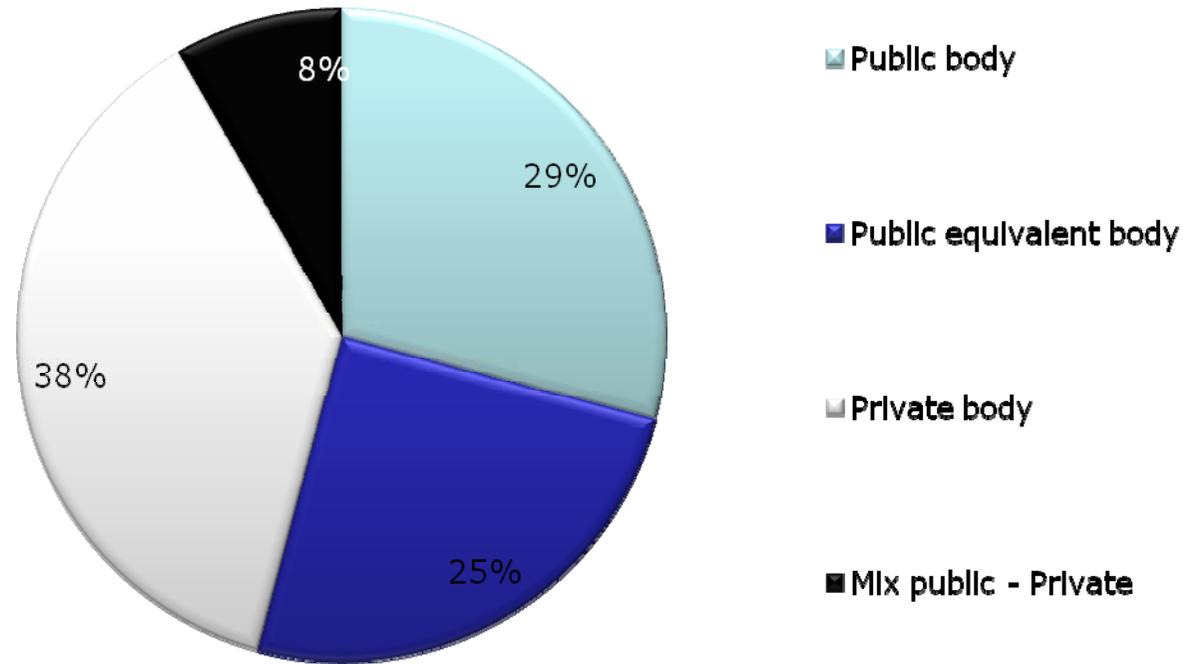
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Quality Initiative - Process



BICs Legal status



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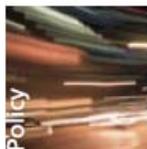
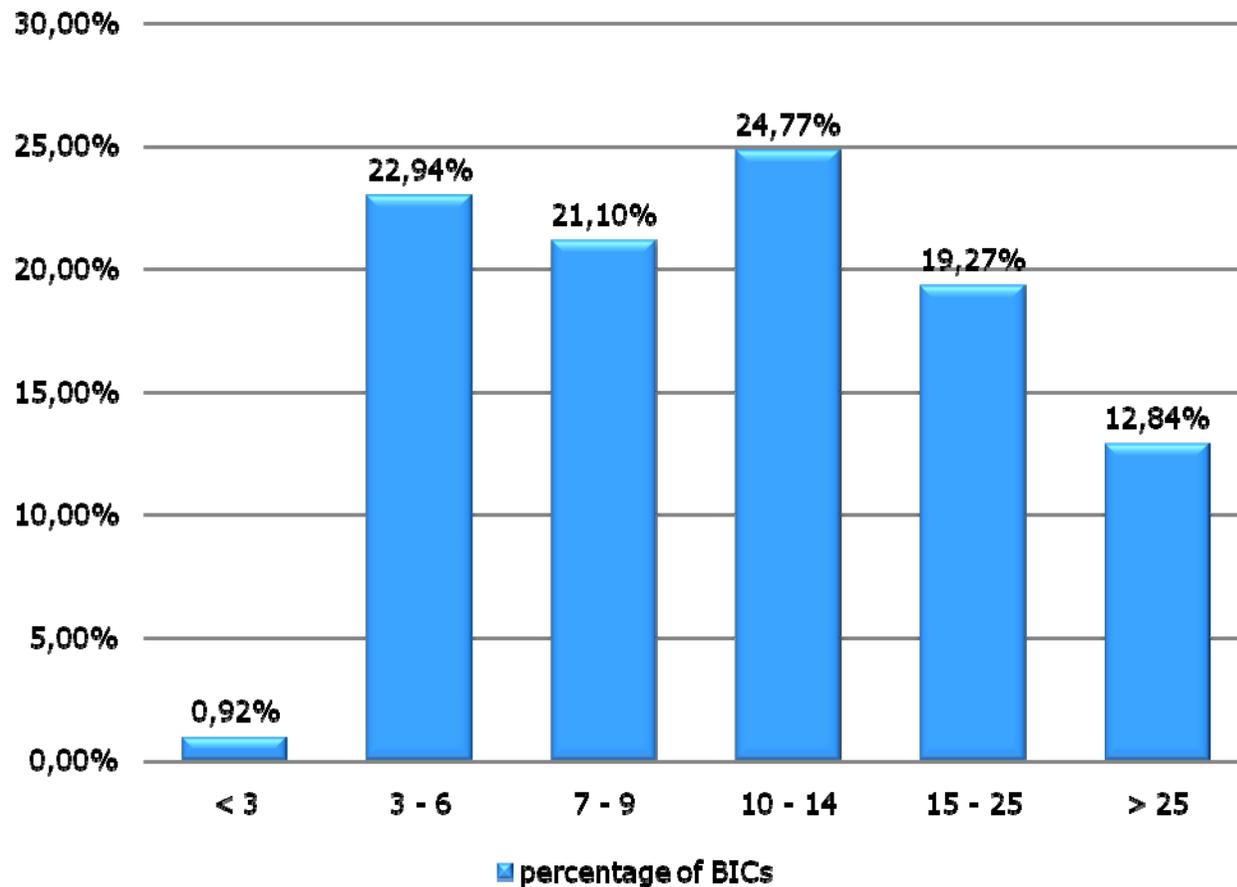
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Size of BICs



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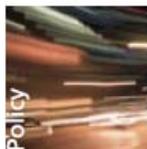
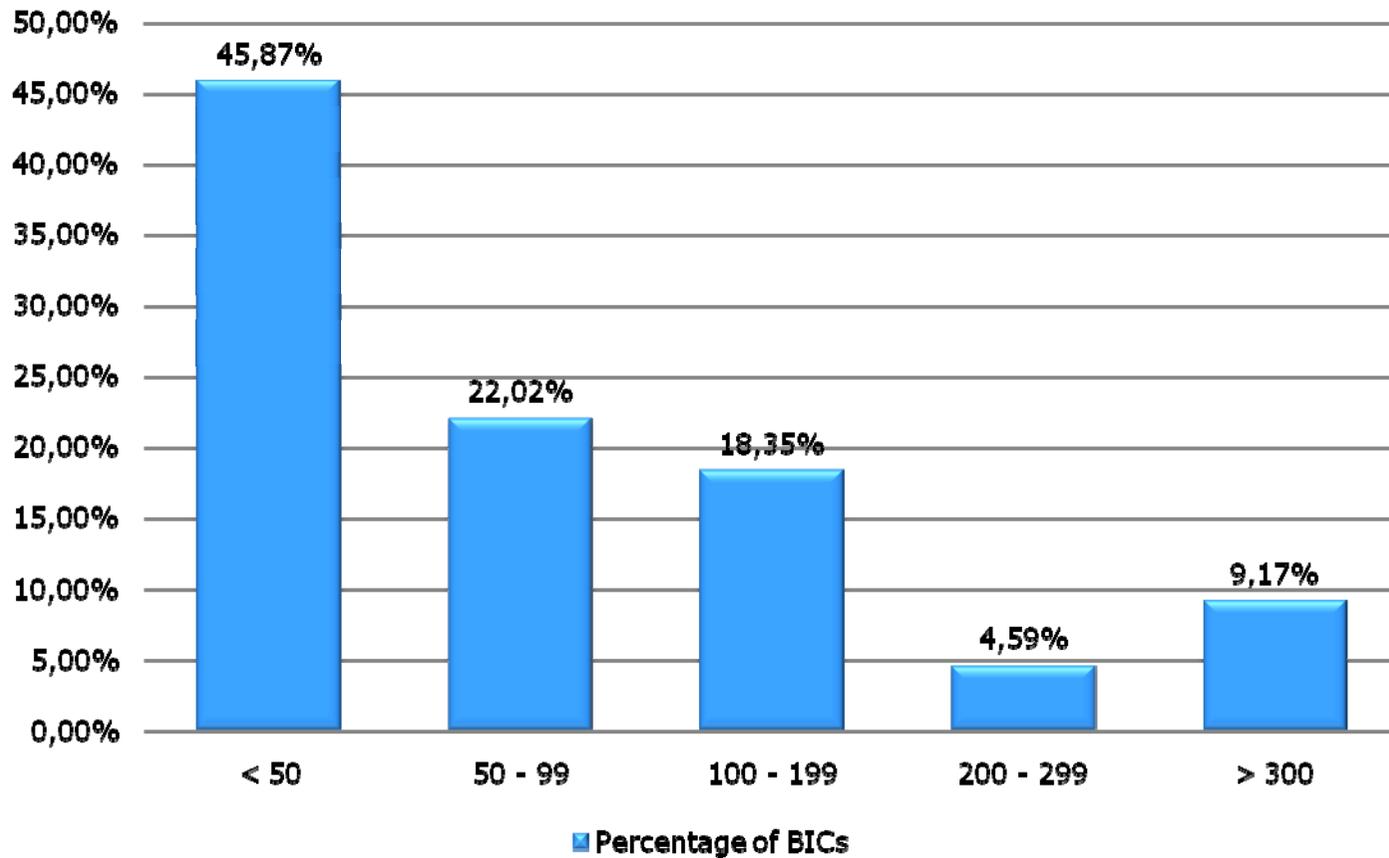
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External Experts Used



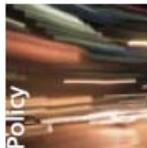
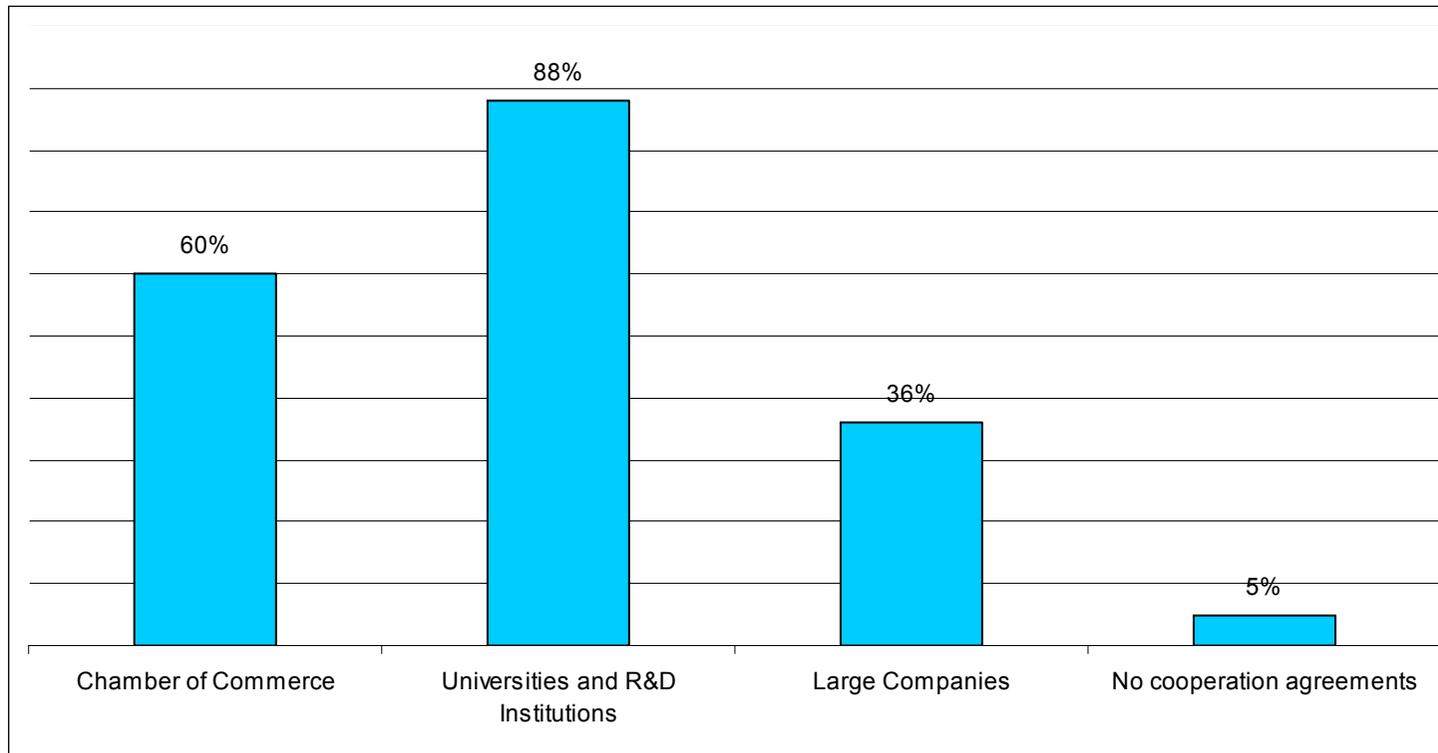
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BICs' strategic alliances



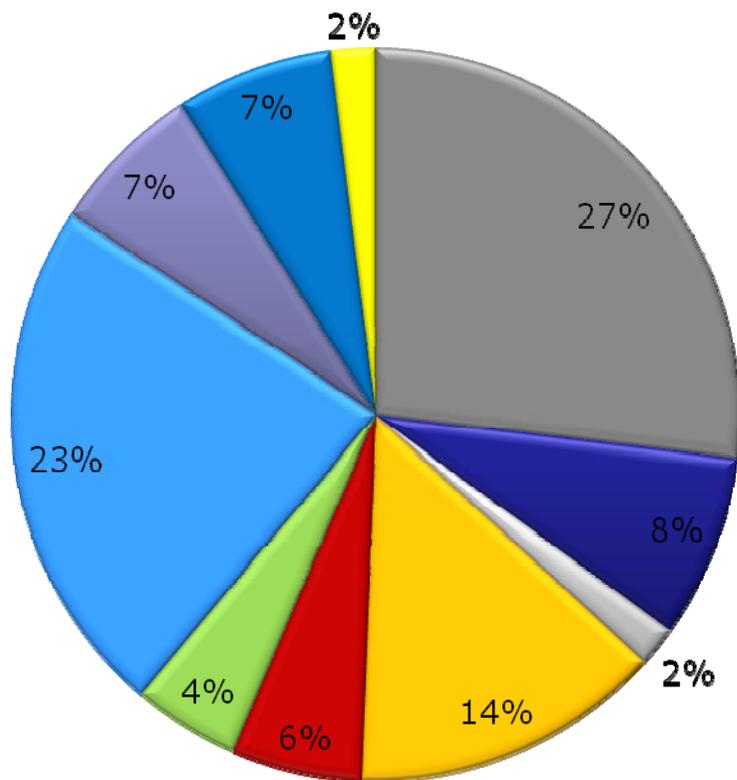
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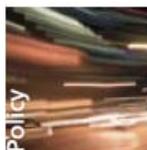
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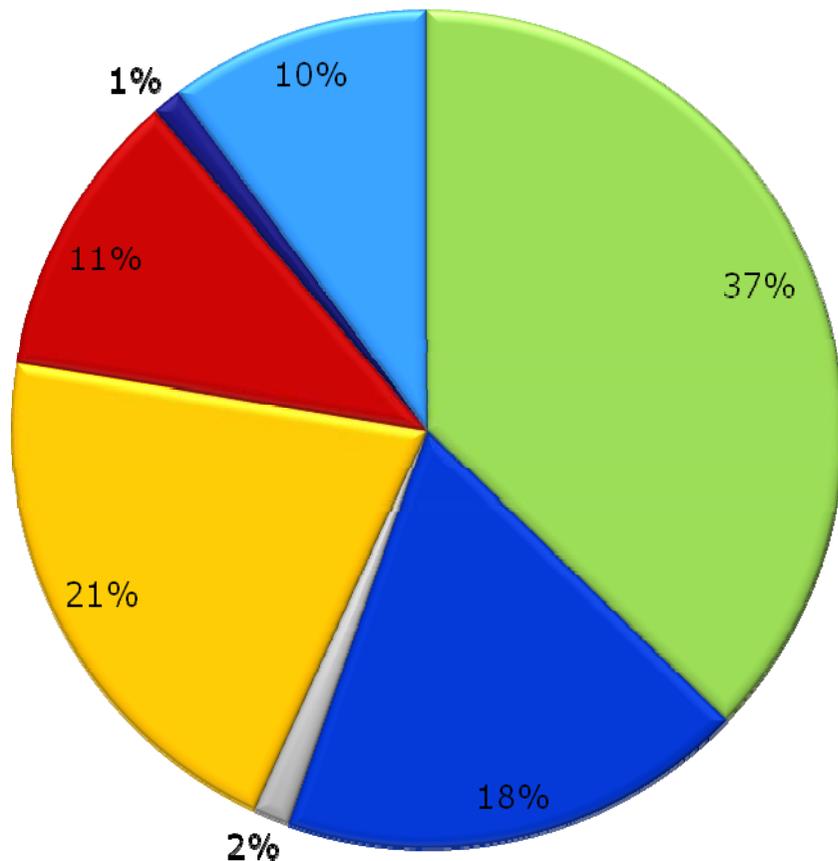
Income breakdown



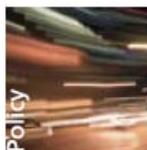
- National, regional, local bodies
- EU structural Funds
- Other public subsidies
- Public Sector Income - Programme or project management
- Other public Income
- Income from EU Programmes
- Income from housing + Incubator services
- Income from client-SMEs/Entrepreneurs
- Other private Income
- Private sponsorship



Breakdown of Expenditures



- Payroll
- Consultants and external experts
- Subsidies to Entrepreneurs
- Overheads
- Cost of incubator building(s)
- Financial costs
- Other costs



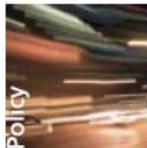
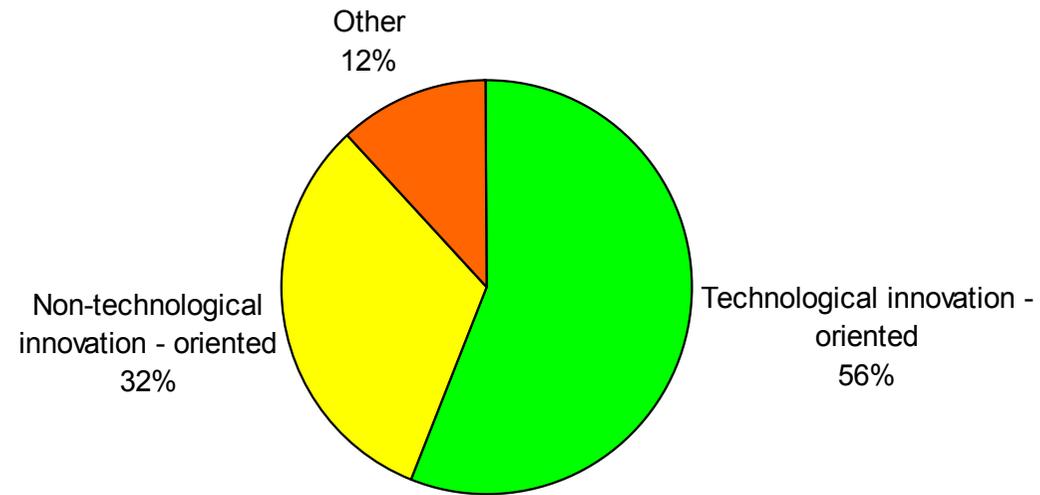
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Innovative Projects

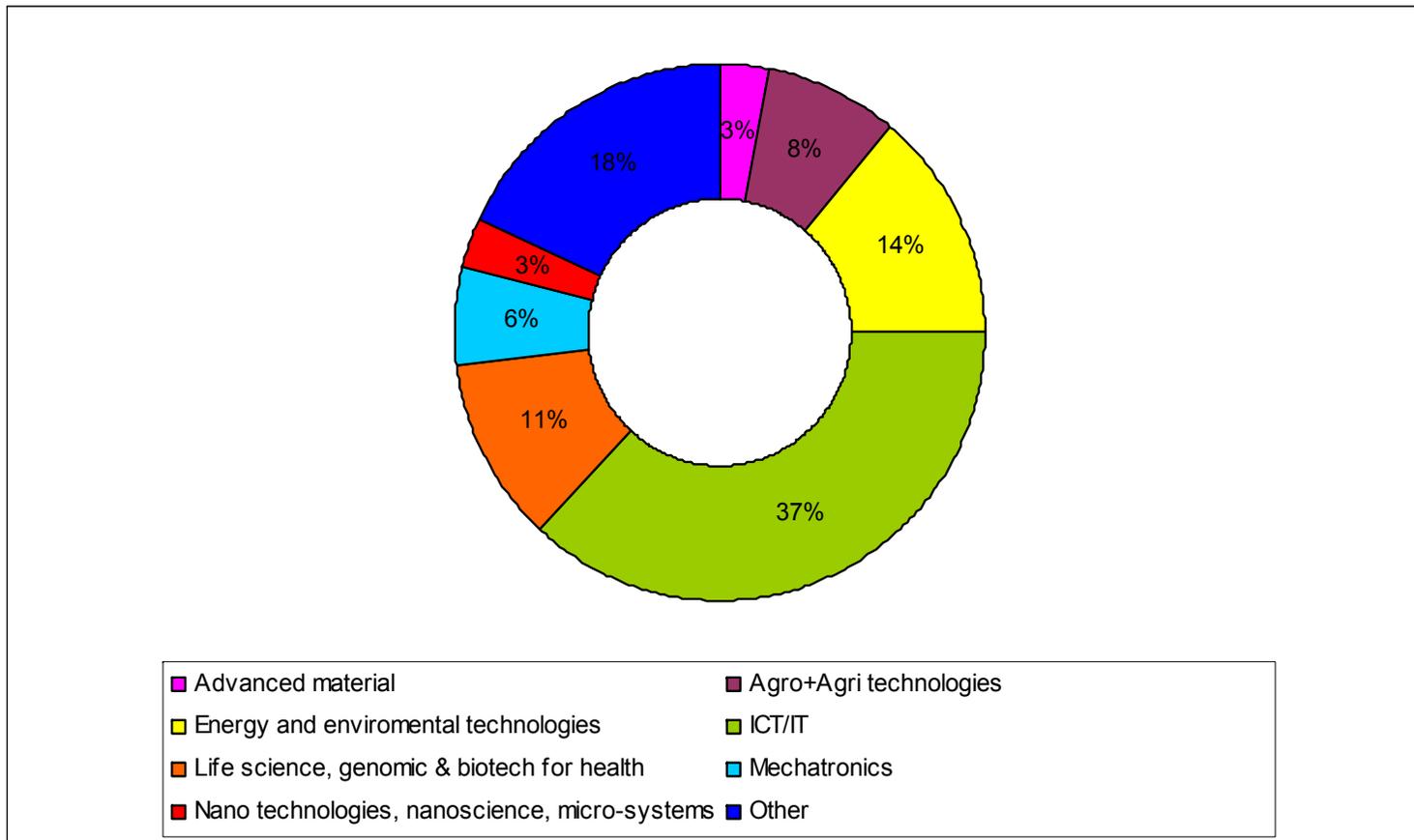


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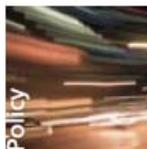
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Value For Money

	Network	
	2007	2008
Value for Money		
Cost per job created with support of a BIC	8.789,00	10.839,59
Public financial contribution per job created	5.410,00	6.150,08
Average number of start-ups per 100K€ of BIC income	2,15	1,93
Average number of jobs created per 100K€ of BIC income	11,10	9,19
Average number of business plans created per 100K€ of BIC income	5,80	3,53
Average number of companies assisted per 100K€ of BIC income	8,00	9,81
Average number of start-ups per FTE member of BIC staff	2,12	1,71
Average number of jobs created per FTE member of BIC staff	11,00	8,16
Average number of business plans created per FTE member of BIC staff	5,75	3,14
Average number of companies assisted per FTE member of BIC staff	8,00	8,72



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Impact of EBN services

- **Sharing of best practice across network**
 - Case studies
 - Products and services that have a tangible result for SMEs in one region can be introduced in another
 - EBN training for BICs facilitates improvement in services for enterprises
 - Technical Assistance – customised support from EBN experts → improvement in services for enterprises
- **Benchmarking**
 - Annual Observatory helps BICs to promote results to key agencies → improved support and co-operation
 - BICs can monitor their performance against rest of network → mentoring from the best BICs



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Impact of EBN services (2)

- **Projects:**
 - International partners generate cross border activities → opportunities for enterprises to “internationalise”
 - Funding for BICs to undertake project work → ultimate benefit for enterprises
 - Tender Watch
- **Creation of new tools:**
 - Diagnostic tools for use with enterprises
 - Databases and search engines for BICs
 - To find partners/opportunities for enterprises



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What does the project team do and why?

- Management of European projects (for and with EBN members)
- Proposals' development (including supporting BICs bidding)
- Tender Watch (selected opportunities for BICs and their client SMEs)
- Helpdesk (any EC related queries from our members are taken care of)
- Advice (in depth assistance for BICs in preparing, implementing and reporting EU projects)
- Consortium building (Partner searches, connecting stakeholders)
- Promotion of opportunities for BICs' client SMEs
- Thematic working groups: ESINET, Maritime BICs, FOOD-BICs, Cleantech BICs



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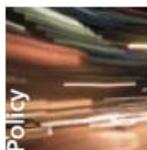
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What?	Network of incubators supporting exploitation of space and satellite navigation technologies "Bringing space down to earth"
Which sectors?	Applications across all sectors – ICT, telecoms, food, textiles etc
When?	Launched in July 2002
Who?	4 founding members: EBN, ESA, WSL and D'Appolonia
Support?	ESINET is financially supported by ESA and represented in space/sat projects: Navobs +, INVESaT, KIS4SAT
Lessons?	<ul style="list-style-type: none"> • European projects provide a dynamic platform for ESI-NET activities • A specialised sector attracting more and more incubators





Maritime BICs

What?	A group of EBN members based in coastal regions sharing experiences on maritime projects
Which sectors?	Potentially all maritime issues with a focus on maritime safety and security
When?	Launched in June 2008
Who?	Innovabic, BIC Friesland, BIC Liguria, BIC Burgas, Westbic, BIC Do Minho, BIC Area Science Park Trieste, Synergia, BIC Chile, ITC Canarias, TVT, Corkbic, Noribic, SE BIC, BIC Kent, BIC Beira Atlantico, BIC Cartagena, BIC Murcia
Support	Maritime BICs contributed to the European project GASD
Activities planned	To submit proposals to the Atlantic Transnational Area Programme Call 2009. Deadline: 5th June 2009





Cleantech BICs

What?	Network of 'eco-leaders' in the BIC network
Which sectors?	Renewable energies. Dit2 clusters in biomass, previous projects covering wind and solar energy. Well-established 'cleantech' cluster in Finland.
When?	Launched Summer 2008
Who?	21 participants at initial meeting, 45 Directory entries
Funding?	<ul style="list-style-type: none"> • Opportunities identified in CIP IEE call, • The European Institute of Innovation and Technology (EIT)
Activities planned	<ul style="list-style-type: none"> • Preparation of proposals for the IEE and Eco-innovation calls • Transatlantic Green Platform, La Baule, June 2009 • Cleantech Venture Day, Lahti, November 2009





FOOD-BICs

What?	Network of 'agro-food leaders' in the BIC network
Which sectors?	All agro-food related sub-sectors
When?	Launched Autumn 2008
Who?	20 participants at initial meeting, 20 Directory entries
Funding?	Financial support to be explored with Auchan FP7 proposal submitted on 15th January 2009 to KBBE-2009-2-5-02: Barriers to network learning in SMEs including 8 BICs
Activities planned	<ul style="list-style-type: none"> • Hopefully starting the work on FOOD-IES • Murcia Food Fair, November 2009



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B I C

www.bic-ffo.de



BUSINESS AND INNOVATION CENTRE

FRANKFURT (ODER)

GOALS



Development of innovative and technology-orientated SME

- to contribute to the economic development in the region
- to promote the region internationally



BIC



BUSINESS AND INNOVATION CENTRE

FRANKFURT (ODER)

TASKS



- Consultation and support of entrepreneurs and established companies
- Evaluation/selection of innovative projects
- Assistance for innovative companies and institutions which are interested in setting up
- Promotion of co-operation between companies and institutions in the region
- Marketing advice and assistance for companies of the region
- Presentation and promotion of the region's innovative potential nationally and internationally

B I C



BUSINESS AND INNOVATION CENTRE
FRANKFURT (ODER)

FIRST ADDRESS FOR COMPANIES



situated in a technology park with parking lots and vast green spaces



BIC



BUSINESS AND INNOVATION CENTRE
FRANKFURT (ODER)

LOCATION



The BIC Frankfurt (Oder) and the technology park „East Brandenburg“ is provided with excellent traffic connection

- Autobahn A12/E30 Berlin - Hannover - Den Haag with connection to the German Autobahn-network
- Major roads to Posen and Warszawa
- Rail road connection Paris-Brussels- Warszawa -Moscow
- Airports in Berlin are 45 to 90 minutes away
- Waterway Oder – Stettin; Oder-Spree-Canal – Berlin with connection to the European inland navigation network



BIC



BUSINESS AND INNOVATION CENTRE
FRANKFURT (ODER)

INFRASTRUCTURE OF THE BIC



Modern building with 5500 sqm on four floors

- office space and workshops
 - * single offices
 - * self contained business areas with 2 and 4 offices
 - * workshops
- meeting and conference rooms
 - fully equipped with technical facilities for 180 participants



BIC



BUSINESS AND INNOVATION CENTRE
FRANKFURT (ODER)

INFRASTRUCTURE OF THE BIC



- Central reception service
- Restaurant and catering service
- Entrance hall and gallery for presentations of companies
- Modern high-quality communication techniques
 - * ISDN telephone system
 - * Broadband internet connection
 - * Studio and a portable system for videoconferences



BIC



BUSINESS AND INNOVATION CENTRE
FRANKFURT (ODER)

OFFERS TO ENTREPRENEURS AND COMPANIES



Consulting – individually and straight to point

- Assistance beyond start up
- Business planning
- Marketing advice and assistance
- Financial management
- Access to financing
- Technological assistance and technology transfer
- Internationalisation and trans-national co-operation

BIC



BUSINESS AND INNOVATION CENTRE
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OFFERS TO ENTREPRENEURS AND COMPANIES



Service

- Central reception and telephone service
- Office services
- Modern copying machines
- Organisation and implementation of conferences, workshops, seminars
- Restaurant and catering-service
- Cleaning and security service

BIC



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FRANKFURT (ODER)

SUPPORT OF THE FOUNDERS



During the start up of a technology-orientated company the founders receive following support

- Providing “Start up office”
 - app. 18 sq. m
 - free of rent up to six month
 - furnished
 - telephone
 - PC
- Free consult during the start up
- Usage of the infrastructure and services

BIC



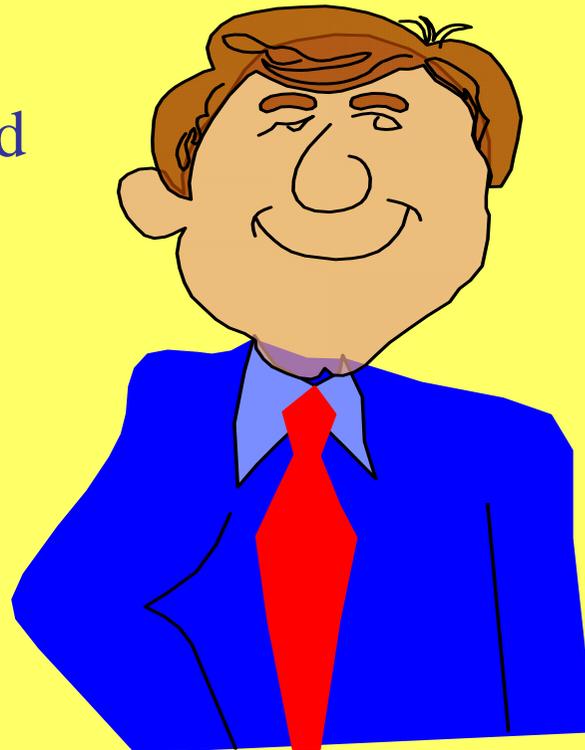
The perfect entrepreneur of a technology-orientated SME

Degree: Diploma in technical field + MBA
+ marketing experience

25-30 years old

fit as a fiddle

no family
obligations



well-filled
savings account

1-2 bigger estates

Gap in the market
(20 takers a' 5 %)

The typical entrepreneur of a technology-orientated SME

excellent technician

Age 30-50 years

married



**No money in
savings account**

No reliabilities

No financing experiences

**no knowledge of
marketing**

**finds it difficult to introduce his “very
good” product to the market**

TENANTRY



- Entrepreneurs with innovative products and services
- Spin-offs of companies
- Innovative departments of large companies
- Technology-orientated service companies
- R&D facilities
- Producers of innovative customized products
- Public technology and business promotion institutions
- Service providers

BIC



BUSINESS AND INNOVATION CENTRE

FRANKFURT (ODER)

SHAREHOLDER



- City of Frankfurt (Oder)
- Savings Bank Oder-Spree
- ExperConsult Ltd. Dortmund
- Chamber of Industry and Commerce Frankfurt (Oder)
- KDT Fortbildungs- und Umschulungs- Ltd.
- Uwe Hoppe

BIC



BUSINESS AND INNOVATION CENTRE
FRANKFURT (ODER)

FIGURES



1991 founded
1993 new building
2009
37 tenant with app.
270 employees
10 associated companies

since 1991
223 companies, of it
164 Founders
1083 employees in the building
753 new jobs through start ups

BIC



BUSINESS AND INNOVATION CENTRE
FRANKFURT (ODER)

FINANCING CONCEPT OF BIC



- Cost-covering business operation
- Non-profit company
- Start up subsidies (EC, DG XVI, 70% limited to 2 1/2 year)
- Subsidies for a new building (75%)
- Supported by local administration through project financing
- Profit making through renting of office space and providing of services
- Revenues through co-operation of projects of the Federal Government, of the state of Brandenburg and the European Community

BIC



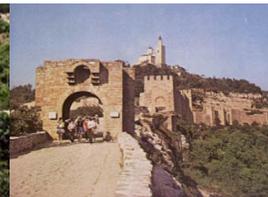
BUSINESS AND INNOVATION CENTRE
FRANKFURT (ODER)



Business and Innovation Centre

Central Northern Bulgaria

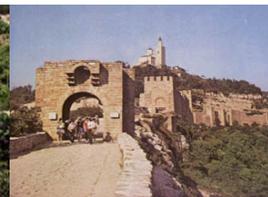
Satellite of BIC Frankfurt (Oder)





BIC Central Northern Bulgaria Members

- BICs – 2 (Germany)
- Universities – 3
- Research Institutes and Laboratories – 3
- Representatives of government and local authorities – 3
- NGOs and Agencies – 3
- Chambers of Commerce and Industrial Associations - 3
- Private companies – 8
- Banks – 1
- Other members - 15





BIC Central Northern Bulgaria Address

Bulgaria

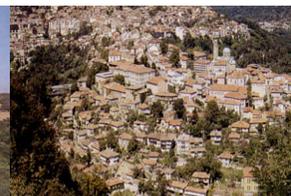
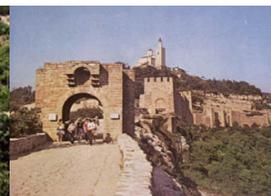
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BUSINESS AND INNOVATION CENTRE
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