

Workshop - Entrepreneurship

ARCTIC PROJECT CLUSTERING EVENT

MAY 10-11TH 2017

Today's workshop

- Introduction and purpose
- The moderator's presentation
- Project presentations
- Workshop and discussions, 3 main questions
- Summary

Who am I?

Camilla Sehlin

Incita AB – own Consultant business

Today: business development and guidance

- start ups
- SME in change (e g growth)

My background

- Master's degree in business and marketing, Luleå University
- 12 years in a rapid growth company (recruitment industry)

Common to successful SME I meet

- Brave
- Ability to think new
- Working towards goals
- Understand the customer/customers need
- Develop profitable business models
- Business Intelligence
- Co-working / Networking

Goal of today's workshop

get an **overview** of

- the ongoing **projects**,
- project **representatives**
- and invited **guests**

in order to

- exchange **knowledge**
- start finding **synergies** - between the participants and projects
(common goals and challenges)

Project presentations (7 min, max 5 slides)

Program	Project	Names
Nord	Business Model Innovation and Internationalization of Process Industry SMEs	Vinit Parida
		Ross Wakelin
		Matti Muhos
	Nordic Business Support	Sanna Savolainen
		Peter Larsson
		Anita Andressen
BA	Cleantech Kvarken	Susanne Wiklund Lindström
		Jan Nyman
	Ökad innovation	Mats Johansson
		Stefan Backlund
		John Dahlbacka
NPA	Circular Ocean	Neil James
		Lisbeth Ottosen
		Pauline White
	Creative Momentum	Saila Puukko

Invited guest (2 min)

Program	Name
Nord	Liza Påve
	Leila Nutti
Kolarctic	Seppo Ahola
	Johannes Vallivaara

No 1

What are your biggest success so far i the project?
(...that will lead you closer to the targets?)

No 2

Mention one/some of the challenges you are experiencing in your project? (relating till entrepreneurship)

...And what can be solutions to this?

No 3

What will you bring back to your projects from today's discussions?

Summery

Workshop day 2

- Goals, day 2
- Summery, day 1
- Workshop and discussions

Goal of today's workshop

- **find practical tools** for cooperation between projects and participants
- **identify current knowledge gaps** not covered by the existing projects
- inspire to **new projects**

Biggest success (day 1)

- Cross boarder business cluster
- Methods to directly support businesses
- Making website (creative edge)
- Event with different stakeholders
- Get project partners together
- Good internal communication within the project
- SME finding new business opportunities
- Connect micro companies with larger, more experienced companies (ex. more experienced in innovations and export)
- Matchmaking between different companies with common interests
- Create strategic meetings/events that allows SMEs to take their time to work strategic

Challenges and possible solutions (day 1)

Difficulties to get SMEs engaged in the projects

- Process the companies thru network and personal contacts

Difficulties to engage the management in the project

- identify the right persons in the beginning
- find strategic partners within the company

Difficulties to engage SMEs in the projects due to geographical distances

- Use technology, different kind of virtual meetings

Challenges and possible solutions (day 1)

Many SMEs are one man companies (especially in the cultural industry). It is hard to participate in events - the production will stop

- meet at each others companies instead of in conferences centres
- meeting in the evenings instead of daytime
- important to concretize the value for the company, so that they can see it as an investment

Time! Development projects will take time (the time within the project will not always be enough)

- Important to set the right expectations already from the start, so the companies will understand what it takes and which result they can expect

Challenges and possible solutions (day 1)

The companies do not want to attend fairs

- Create concrete meetings / meeting places that they know will yield results

All companies are not interested in exporting (due to different reasons - already fully booked, lack of time, lack of energy, they think it is a too large step...)

- Offer help to find venture capital
- Get help with getting more skills, ex. board members
- Attract more international companies to the local market. Then the local SMEs can become suppliers to the international companies on a local market.

No 1

What practical tools can we use for even better collaboration between projects and participants?

No 1 answers

- A tool for existing tool is needed
- An existing board game for stakeholders
- Event like this – possibilities to meet between project and programs
- Virtual meetings within and / or between projects
- PEAR reviews – study visits combined with company presentations and discussions
- The website www.keep.eu is a good start. Possibilities to add on more interactions?
- Ways of proving the trust between SMEs

No 2

Your proposals for new / future projects?

- Share knowledge and business models between projects.
- One idea may be to merge and create a project where you learn from different projects and find solutions to common problems. For example; how to attract SMEs to projects.
- Knowledge exchange within clusters, business exchanges, new contacts, etc.

Homework / Summery

What will you bring back to your projects from yesterdays and todays discussions?

- Information about other project
- Relations and contacts
- Ideas on solutions to different challenges. Ex:
 - Norway's way of building clusters
 - Ways of working with SMEs in remote areas/on large geographic areas
 - Different activities for different target group SMEs (no fairs, evening activites for one man companies etc.)