

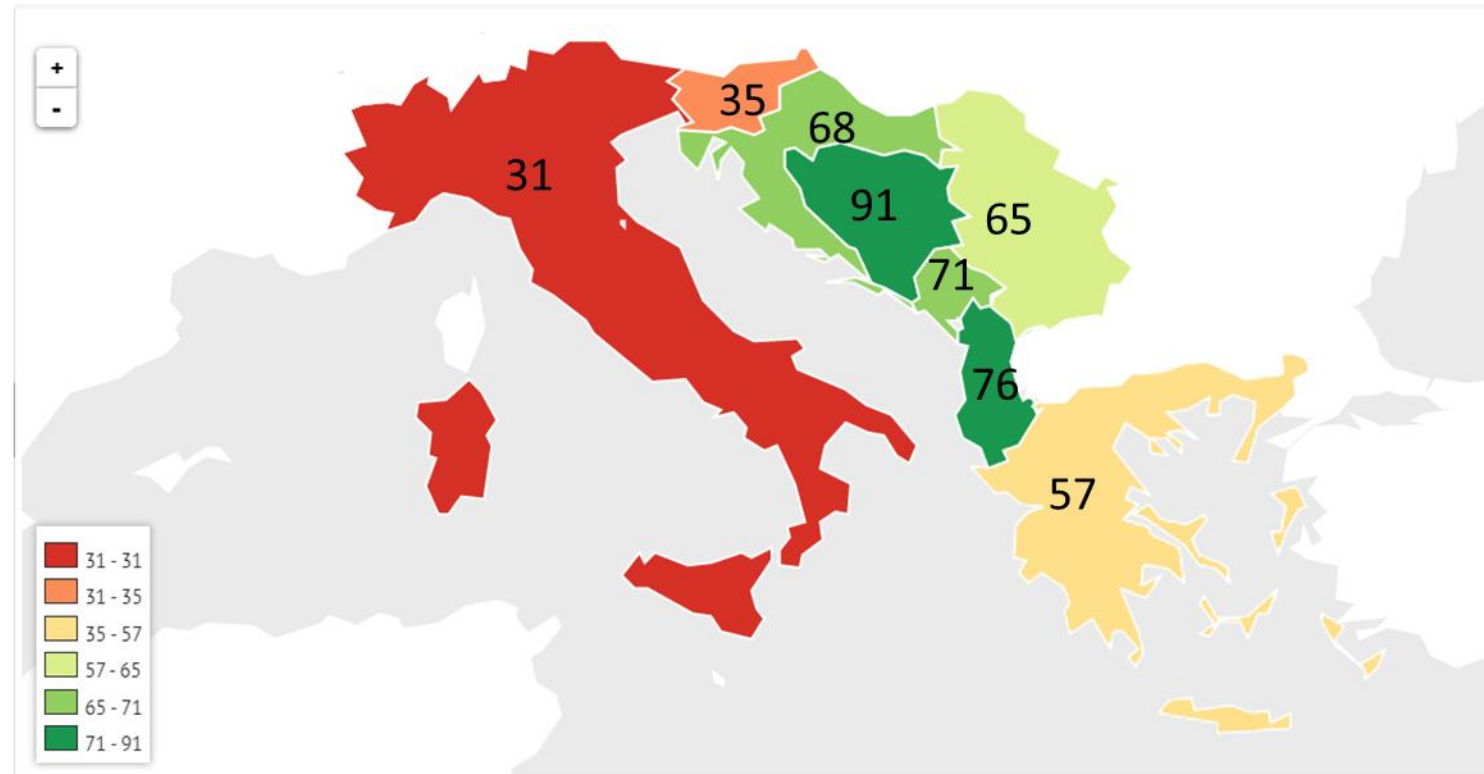
The virtual incubator paradigm as a tool to leverage regional entrepreneurship in the Ionian-Adriatic region. The YESS case.

Prof. Yorgos Goletsis, Dr Athanassia Mavrommati – University of Ioannina



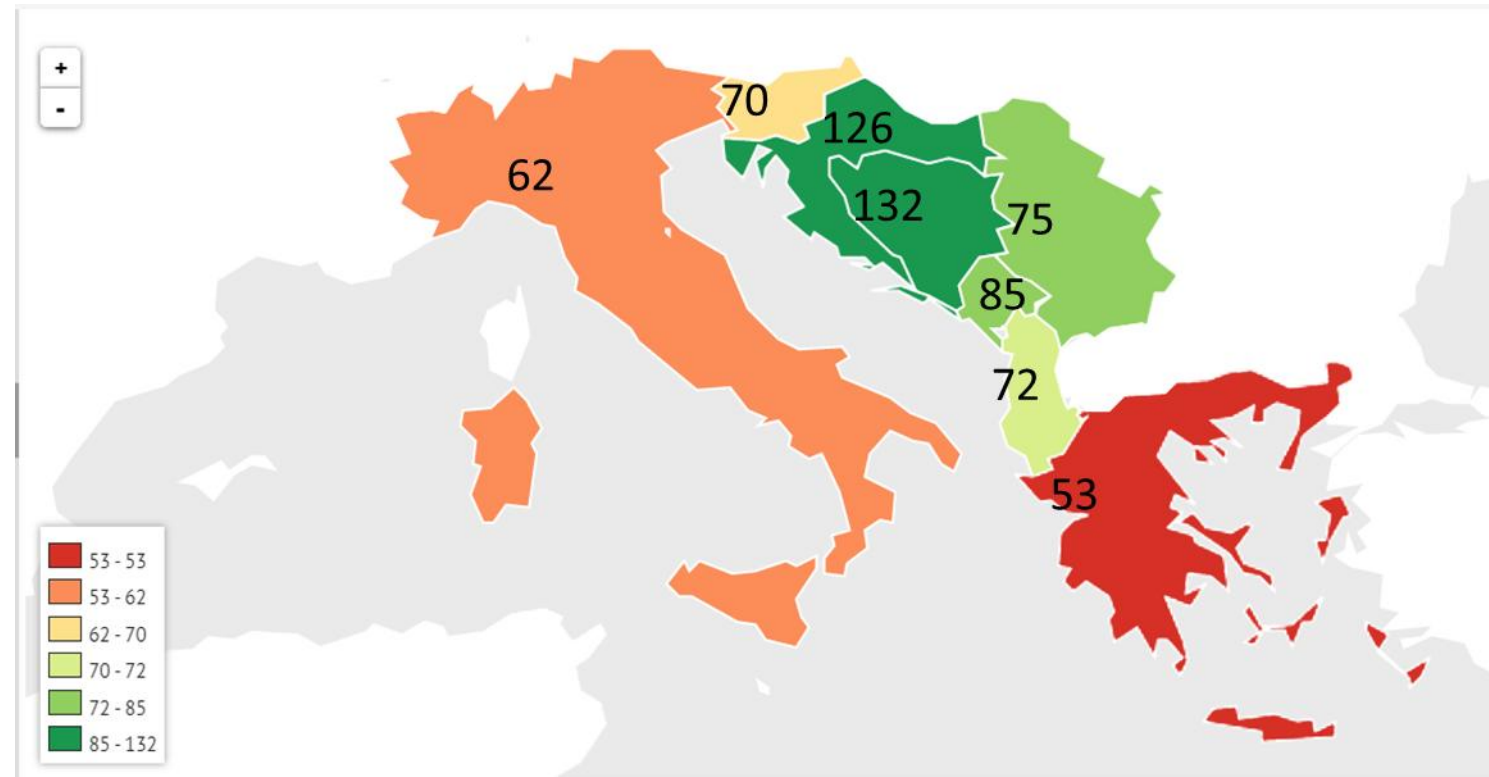


Country competitiveness



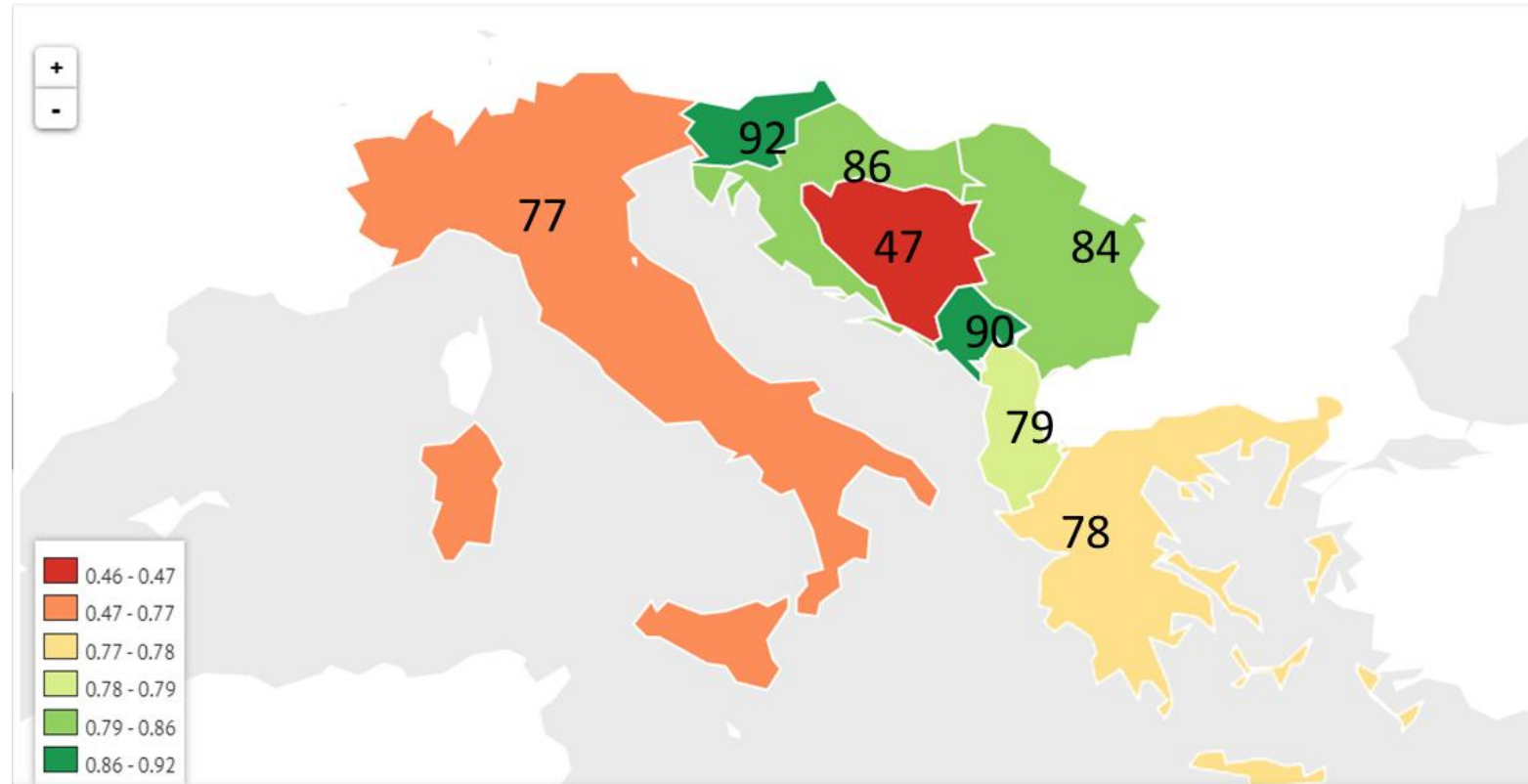
Global Competitiveness Index, Country rankings (out of 161 countries),
Source: The Global Competitiveness Report 2018

Country competitiveness: Do we have skills?



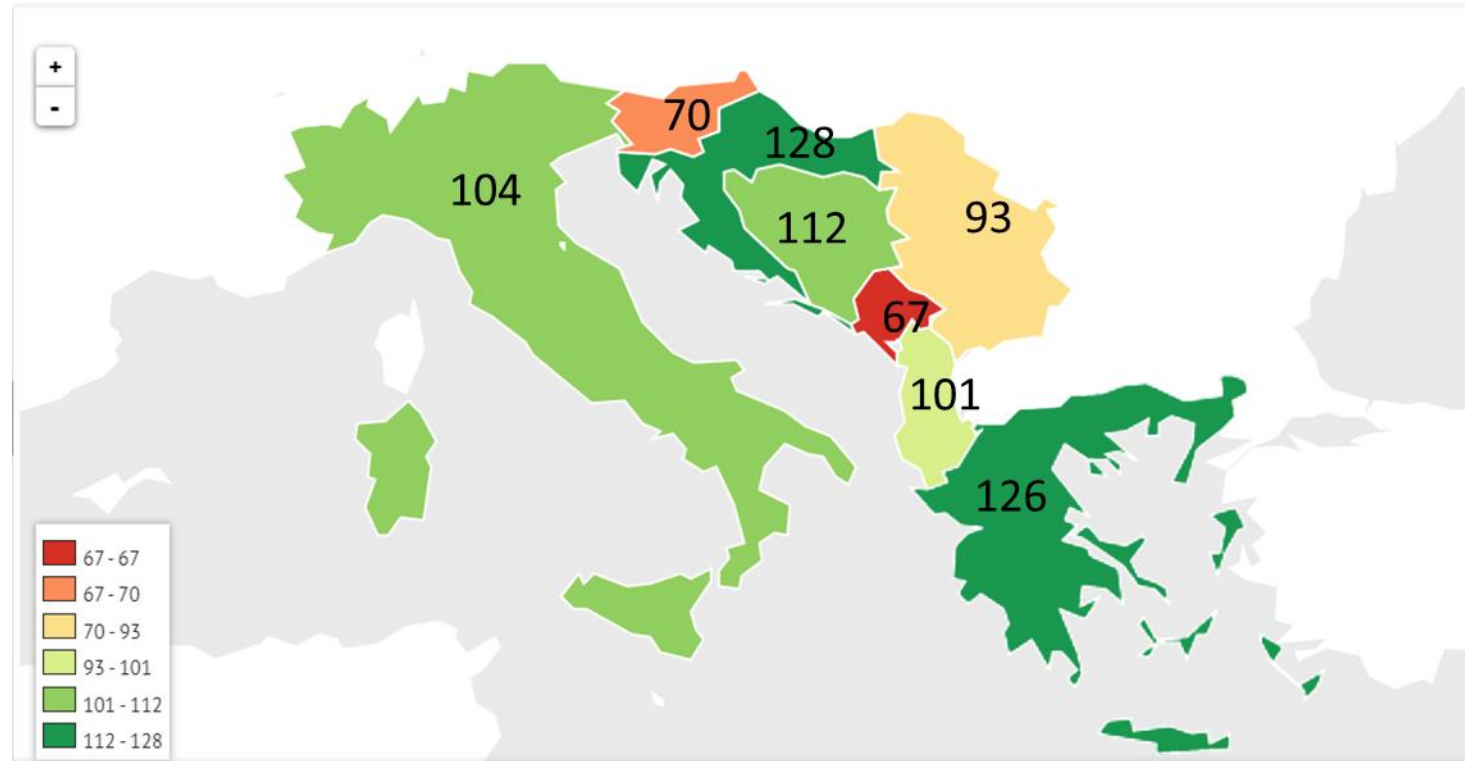
Skillset of university graduates, Country rankings, Source: The Global Competitiveness Report 2018

Women in workforce



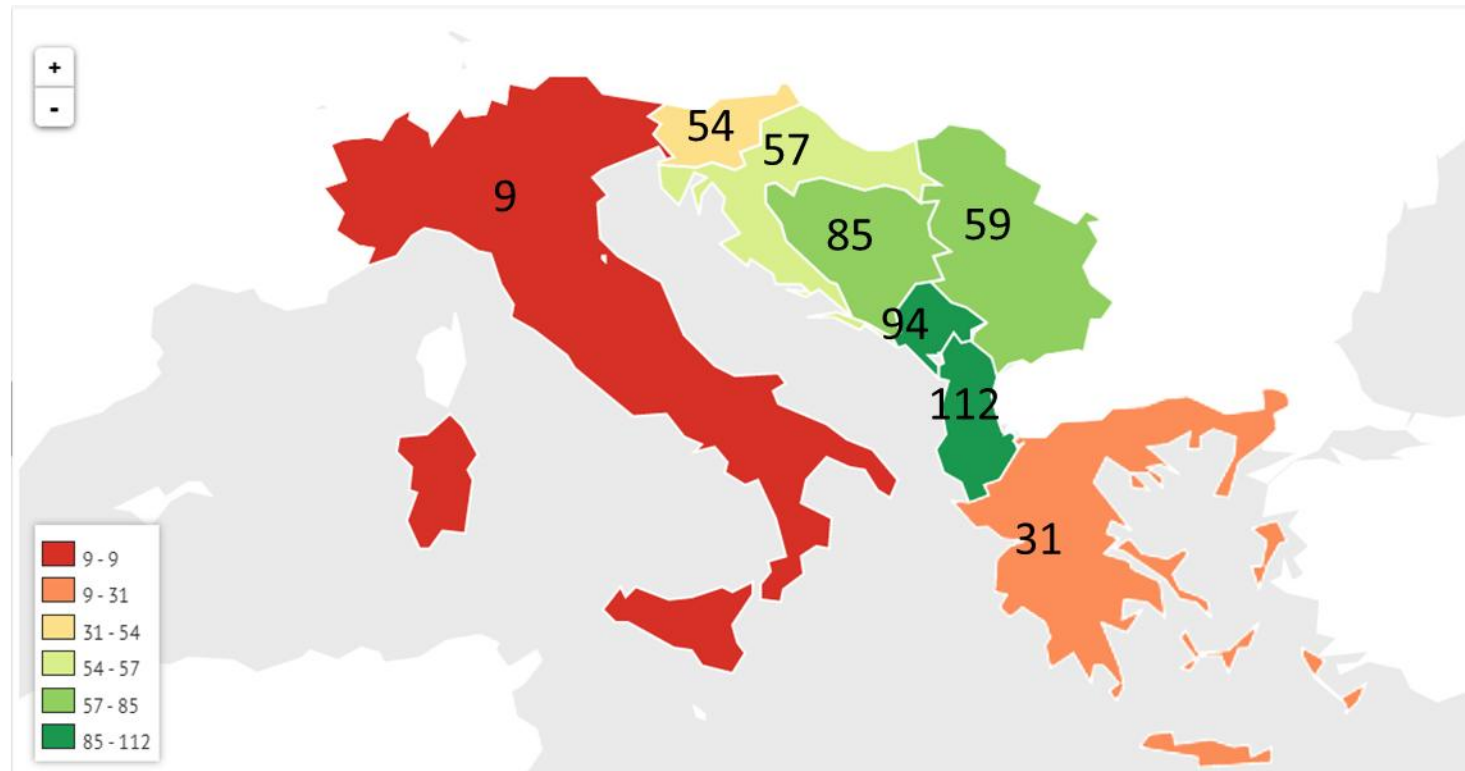
Female participation in labour force, %, Source: The Global Competitiveness Report 2018

Do we collaborate?



University-Industry Collaboration, Country rankings, Source: The Global Competitiveness Report 2018

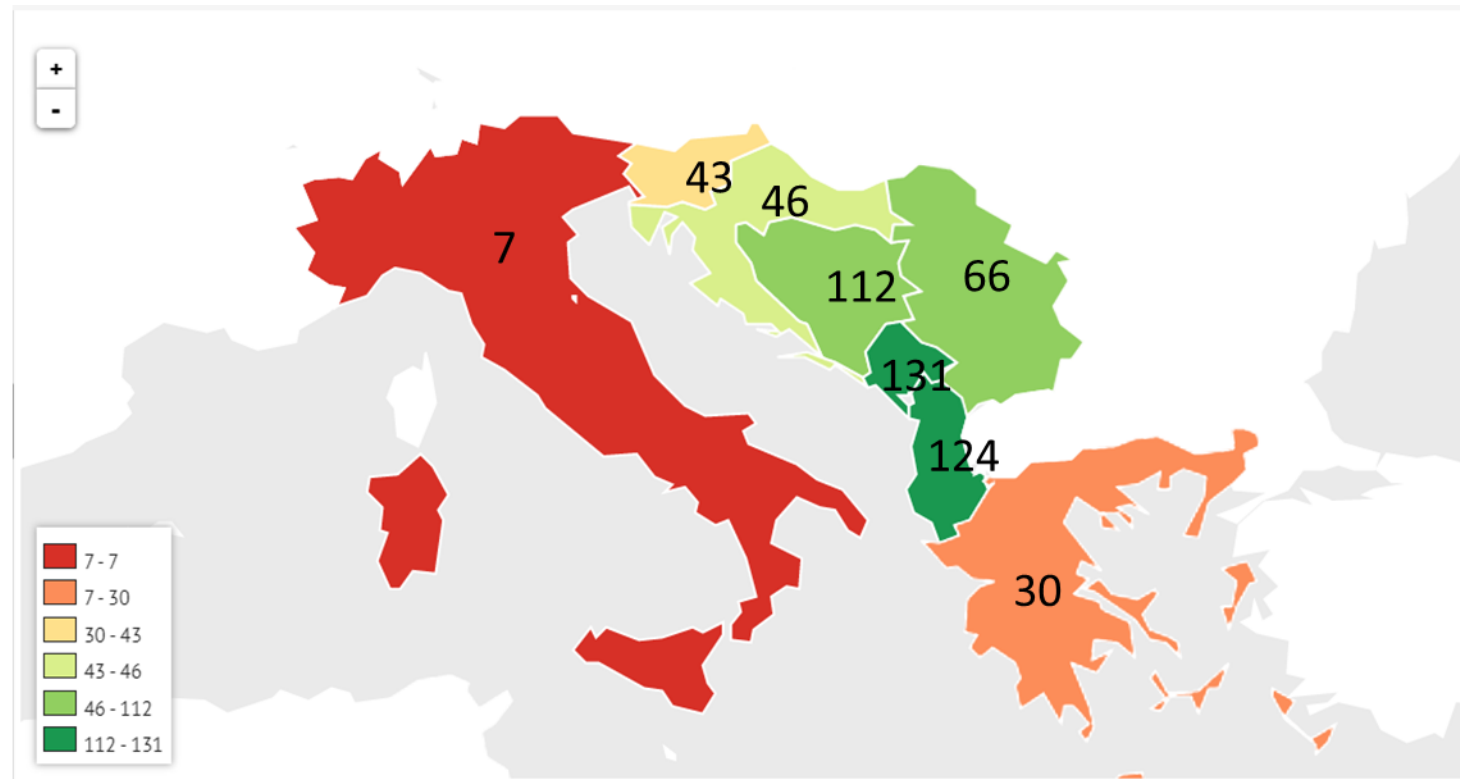
Research quality



Quality of research institutions, Country rankings, Source: The Global Competitiveness Report 2018

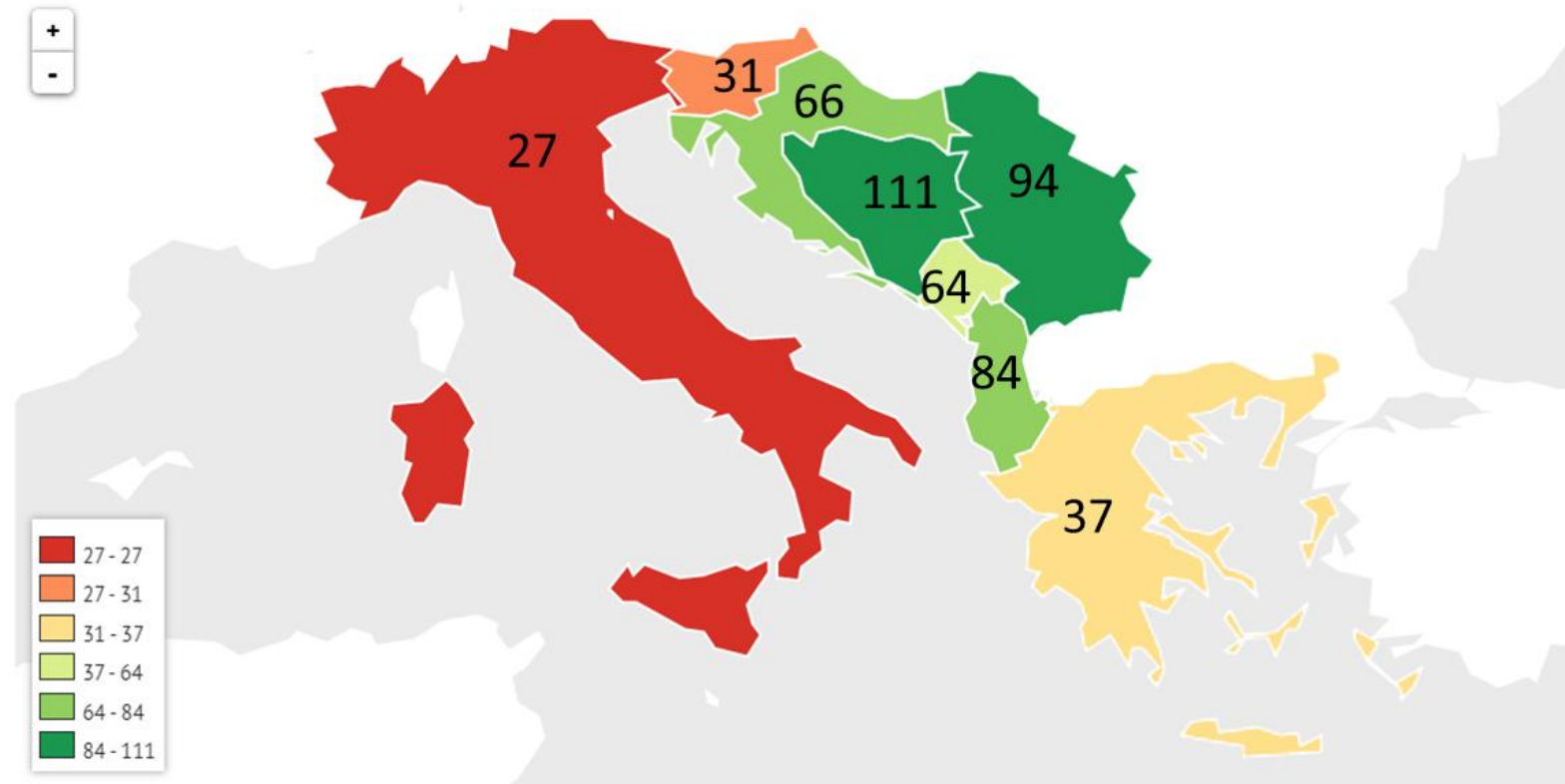


Research is doing good



Scientific publications, Country rankings, Source: The Global Competitiveness Report 2018

Research is doing good. But how about commercialisation?



Commercialisation, Country rankings, Source: The Global Competitiveness Report 2018

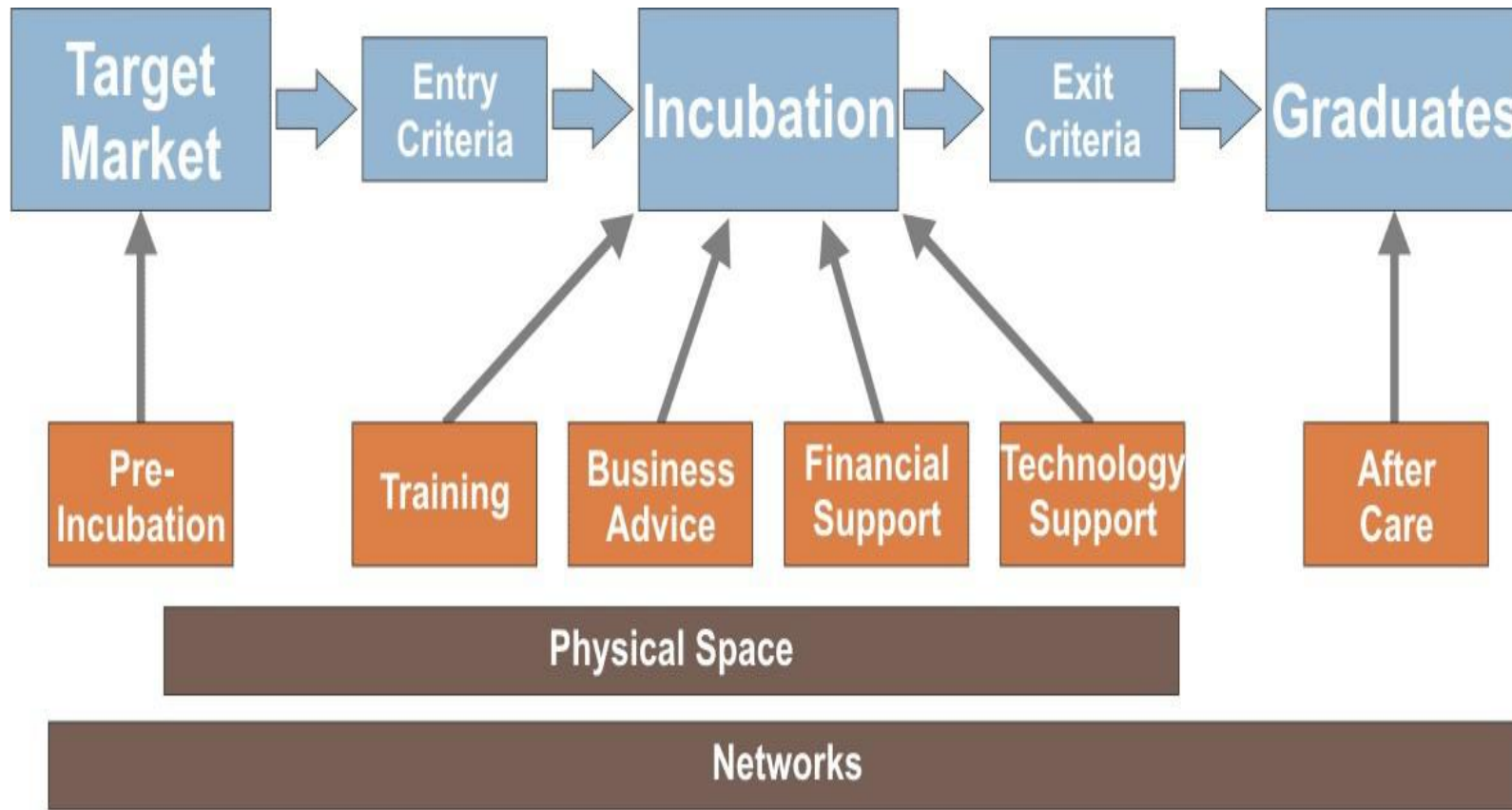


Startups are here (almost)

Country	2019 ranking	2018 ranking	Change
Albania	85	79	-6
Bosnia and Herzegovina	76	58	-18
Croatia	50	50	-
Greece	42	36	-6
Montenegro			
Serbia	36	49	+13
Slovenia	48	51	+3
Italy	25	25	-

Country rankings (100 countries examined), Source: Startup Ecosystem Rankings, 2019

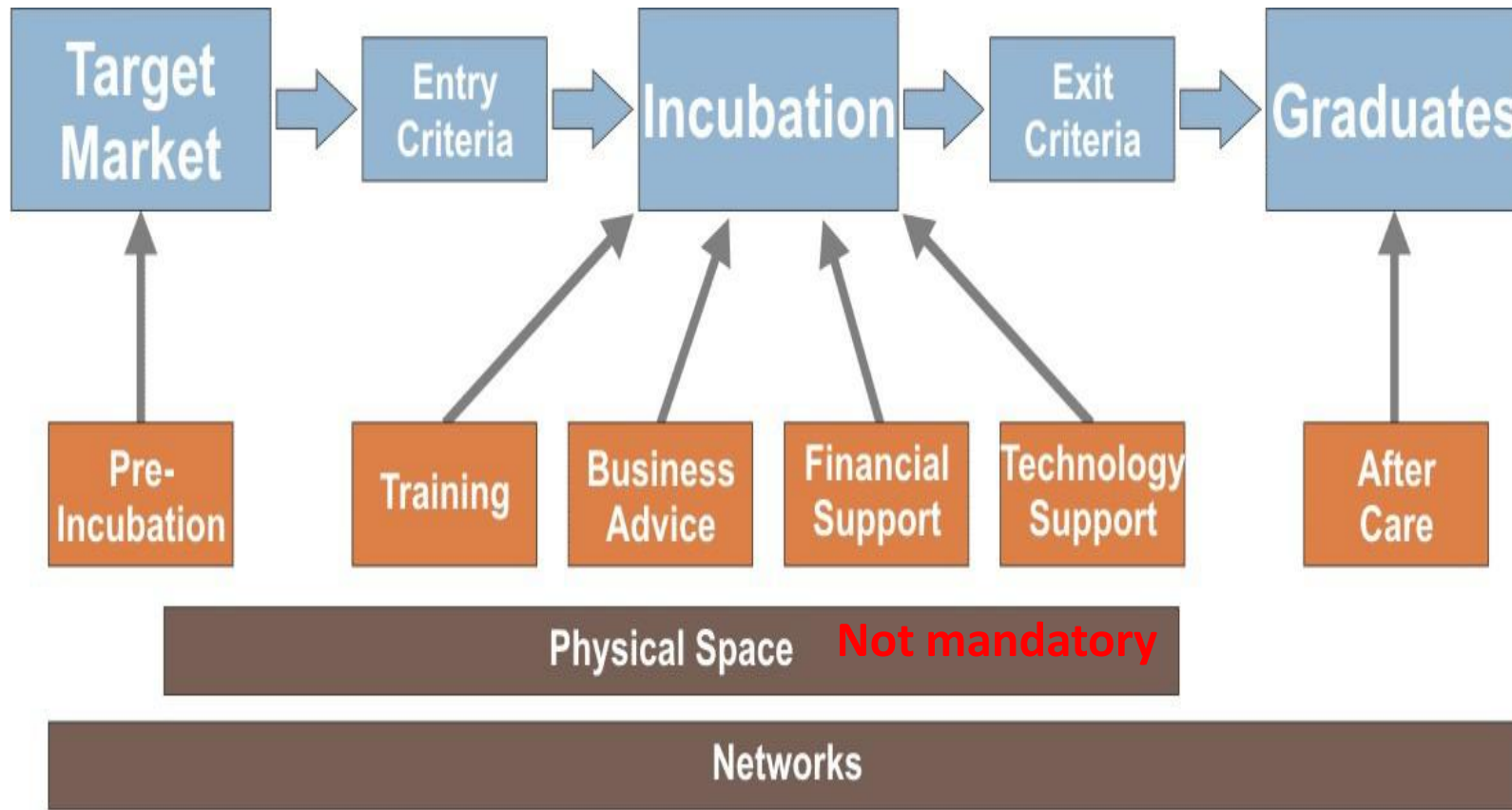
The Business Incubation Process



It should be clear from this brief description that Business Incubation is a targeted approach providing a range of focused services on a relatively small number of businesses.

Source: Infodev, 2010, Global Good Practice in Incubation Policy Development and Implementation

The **Virtual** Business Incubation Process



Virtual business incubators make services available on the internet. They create a network, connecting companies with other companies, partners, customers, and suppliers. The functions of the virtual incubator are offered through the Internet, electronic data interchange, videoconference capabilities, etc.

The Virtual Business Incubator (VBI)

- Virtual incubation intends to share a range of support services to incubatees who are located outside of an incubator, without a physical infrastructure. It means that entrepreneurial clients will be given services and tools outside the typical facilities of a business incubator.
- Virtual business incubation includes mainly outreach services, online tools, mentoring, consultancy, and networking.
- The virtual type of incubation allows the incubatees to get advice and training and grow their company without actually being located at the incubator

The benefits of an online incubator

Virtual business incubation among others:

- is appropriate for the entrepreneurs who need the guidelines an incubator offers, but want to maintain in their own offices.
- Is ideal for periphery due to lower costs (→sustainability) and the geographical dispersion of startups
- allows for high flexibility
- provides access to different resources (not geographically in the area)
- exploits technology to enable frequent communication
- usually is characterised by higher acceptance rates

Young Entrepreneurs Startup School - YESS

- Aims at supporting initiatives and ideas of high innovative potential, developed by young people
- Aims at creating the first Cross Border incubator within the Regions of Apulia, Achaia, Ionian Islands and Epirus.
- The objective of the incubator is to create successful companies, able to exit from incubation, having achieved autonomy and financial sustainability.
- Aims at stimulating CB entrepreneurship among young people

Funded by the INTERREG V-A Greece-Italy Programme 2014-2020

The YESS case

The YESS project targets two main types of beneficiaries:

(i) wannabe entrepreneurs and startupper

→ advanced training, coaching, networking and incubation services;

(ii) young people (under 21)

→ tailored training courses on entrepreneurship and a special summer school, with role play games simulating business, market and competition dynamics.

The YESS case

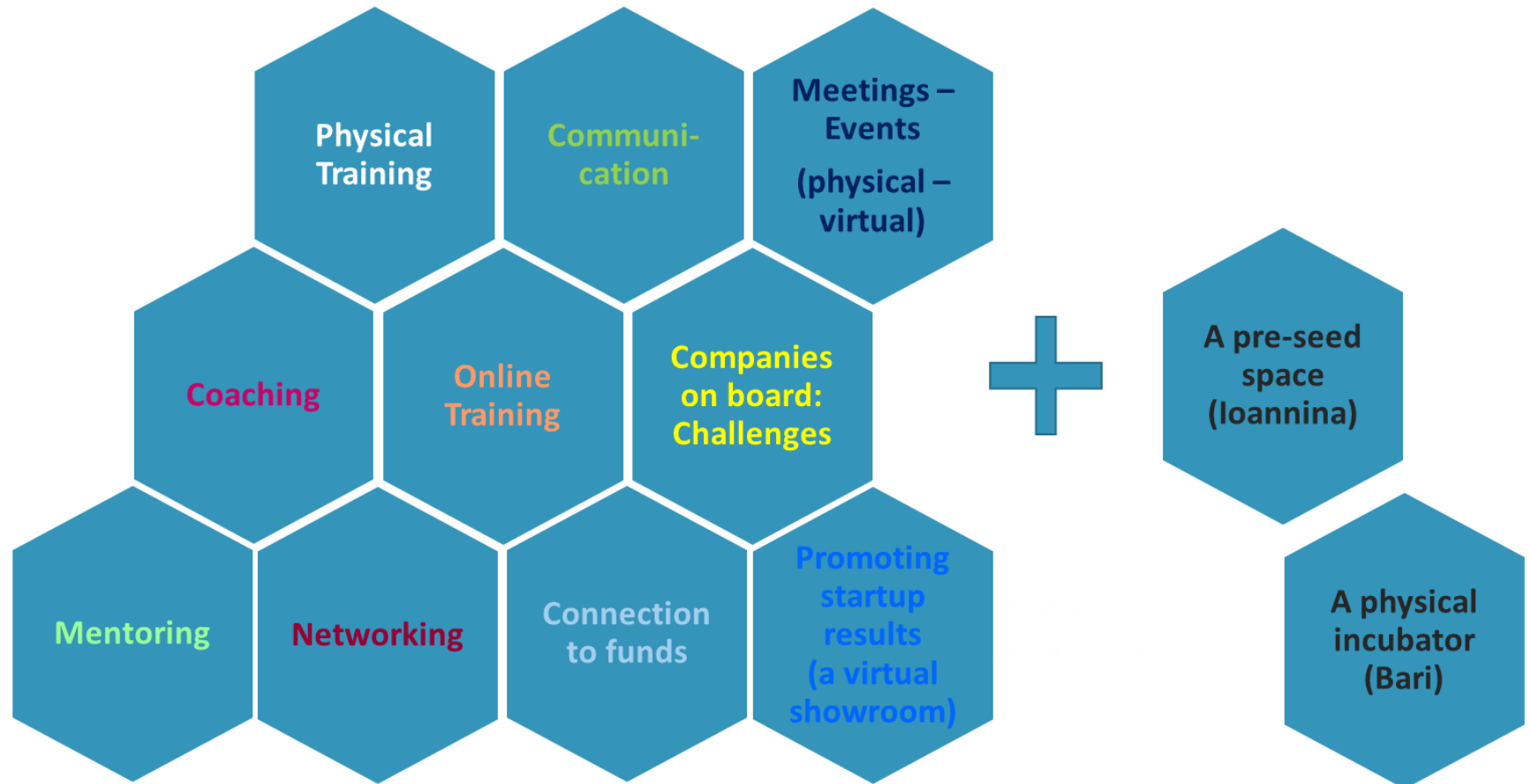
The specific objective consists in the creation and the development of a Cross Border incubator for innovative startups in the fields of:

- tourism,
- design,
- blue growth
- e-health
- and Social Innovation

The YESS case

- The incubator will provide most of its services both through a physical and a **virtual environment**, which will foster new business ideas, encouraging the co-design and co-operation within students, researchers, startupper and entrepreneurs, maximizing the benefits of the Web technologies and using an open access innovation approach.
- The YESS model will be tested through the incubation of selected startups in the Cross Border area

A VBI combining several tools/functions



The YESS case: What we have done

- ✓ Physical training – YESS bootcamp
- ✓ Online material
- ✓ Methodology development
- ✓ Platform design
- ✓ Entrepreneurship Summer School
- ✓ Meetings – Mobilising events
- ✓ Network of mentors/supporters



The YESS case: next steps

- The physical places almost ready
- Platform for e-incubation available
- YESS Call for Startups → Launching of incubation **(WITHIN NOVEMBER)**
- Business plan competition for young ones (under 21) **(In 2020)**
- Training of trainers
- Events – workshops for networking, pitching, etc.

Meet us at the poster session to discuss on potential synergies

A collaboration of:



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