

THE ALPE ADRIA CROSS-LANDING PILOT SERVICE

The “Alpe Adria Start-up Ecosystem” has been initiated by vital organizations of regional entrepreneurial ecosystems – Carinthia, Venezia-Giulia, Slovenia and recently Croatia, aiming to create a start-up /scale up ecosystem, which will enable and encourage the development of sound, efficient and globally recognized cross-border start-up hub.

In order to test the rationale of how the cross-border value is going to create a “market” opportunity for start-ups and scale-ups as well as to implement the state-of-the-art services and capture value, M.O.U. cosigners organizations agreed to implement a jointly **ALPE ADRIA CROSS-LANDING PILOT SERVICE**.

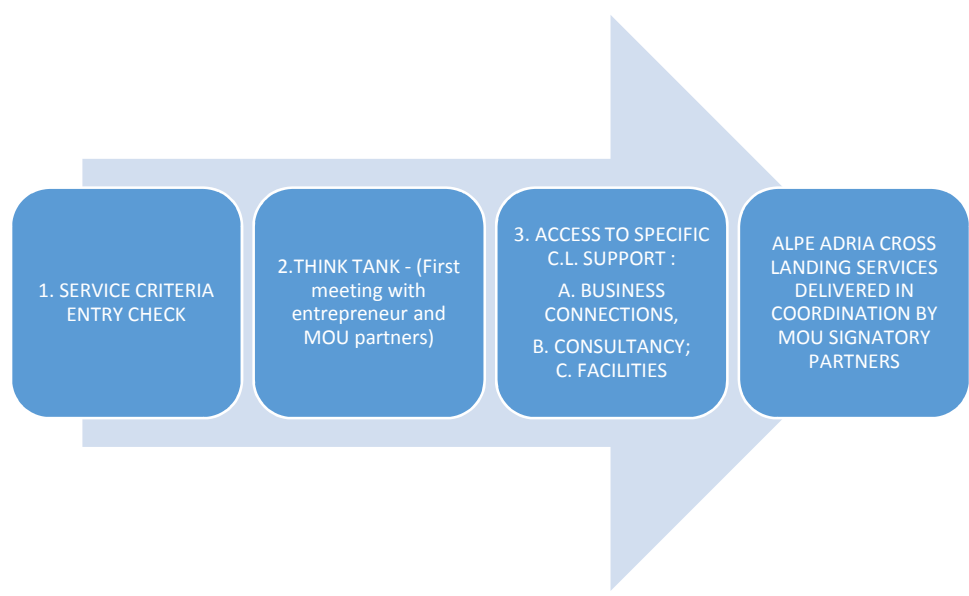
In particular, partners agree to:

1. Adopt a mutual service delivery procedure
2. Designate service referents and supply contact references
3. State a common description of the typology of services offered
4. Apply special prices to cross border entrepreneurs supported by MOU signatories and related service providers – for services that go beyond the free offer.

Each service provider (MOU partner) will directly inform the applying cross-border entrepreneur on specific service terms and conditions.

MOU Partners agree to share any useful information regarding the service provided to cross border beneficiaries in order to guarantee the cross landing service delivery quality.

A.A. CROSS-LANDING SERVICE DELIVERY PROCESS



A.A. CROSS-LANDING SERVICE CONTENT

1. **Service Criteria Entry check:** Each C.L. Service Provider applies an entry quality check to local applications for Cross Landing Support. More in detail, applying candidates (startups /entrepreneurs) should fit to criteria referred to English communication skills, market readiness (if the expected offer includes B2B also), international growth potential, sector etc.
2. **“Think tank” 1st meeting** - in practice it is a first skype meeting (max 2 hours) where the applying startup/ entrepreneur, together with both the sending and receiving service delivery providers (MOU partner organizations), carry out a joint brainstorming session. The aim of the “Think Tank” phase is to: - A. further assess startup needs and check compliance with Service Provider Offer - B. analyze the startup business plan and outline specific opportunities and challenges entering the targeted Alpe Adria market – C. Provide a first feedback . Up to this step, the support provided is free of charge.
3. After positive entry check, the following service areas can be addressed for specific support under terms and conditions applied by receiving MOU partners:
 - ⇒ **“Cross-landing Business Connections”** – regards the identification of connections as well as the setup of appointments at the “receiving” Service provider premises or at any other suitable location. The aim is to introduce the beneficiary to the new-targeted market by facilitating interactions with potential business partners/clients and with any other strategic contact from the Cross-Landing provider network.
 - ⇒ **“Cross-landing Consultancy”** - regards the supply of further consultancy services by the Receiving Service Delivery organization and/or by other local consultants/experts /mentors.
 - ⇒ Access to **“cross-landing facilities”** – regards the possibility to access to facilities (meeting rooms, conference halls, co-working etc.) available at the Service provider premises.

A.A. CROSS LANDIG SERVICE PROVIDERS -contacts

➤ ITALY- FVG : Friuli Innovazione

Address: Friuli Innovazione

Parco Scientifico e Tecnologico Luigi Danieli

Via J. Linussio,51

33100 Udine

www.friulinnovazione.it

Contact Referent:

Claudia Baracchini claudia.baracchini@friulinnovazione.it; technoseed@friulinnovazione.it;

➤ AUSTRIA- CARINTHIA: On behalf of - KWF M.O.U. partner organization, BUILD! Business Incubator’s staff will operate as Service Provider for the Carinthian/Austrian startup ecosystem.

KWF Kärntner Wirtschaftsförderungsfonds ; www.kwf.at

Contact referent: Jurgen Kopeinig, kopeinig@kwf.at



Cross Landing Service Provider: BUILD! Gründerzentrum Kärnten GmbH
Lakeside 1, 9020 Klagenfurt am Wörthersee, Austria
<http://build.or.at/>
Contact Referent:
Markus Setschnagg
setschnagg@build.or.at

➤ **SLOVENIA**

Initiative Start:up Slovenia promoters www.startup.si

TP-LJ (Slovenia)

Address: Tehnološki park 19, 1000 Ljubljana, Slovenia
Contact referent: Mojca CVIRN, mojca.cvirn@tp-lj.si

IRP (Slovenia) IRP Inštitut za raziskovanje podjetništva

Address: Ulica Škofa Maksimilijana Držečnika 6, Maribor Slovenia
Contact referent: Matej Rus, matej.rus@irp.si

➤ **CROATIA**

STEP RI znanstveno-tehnološki park Sveučilišta u Rijeci

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51000 Rijeka www.step.uniri.hr/
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