

KWF - Kärntner Wirtschaftsförderungs Fonds, represented by Sandra Venus, General Manager and Erhard Juritsch, General Manager, **Friuli Innovazione Centro di Ricerca e di Trasferimento Tecnologico**, represented by Fabio Feruglio, Managing Director and **Initiative Start-up Slovenia**, initiated by **Tehnološki park Ljubljana**, represented by Iztok Lesjak, General Manager and by **IRP – Venture Factory**, represented by Matej Rus, Managing Director, **STEP RI znanstveno-tehnološki park Sveučilišta u Rijeci** represented by Boris Golob Managing Director,

on 2nd of February 2017 in Udine (Italy)

sign the following

Memorandum of Understanding

with the aim of

- developing synergies between the five organizations for the development of an Alpe Adria Innovative Entrepreneurial Eco System, where existing specialities are emphasized and connected together, thus creating a more appealing territory for new innovative enterprises and capitals;
- encouraging the collaboration and the exchange of information (as far it is in accordance with the national legislation) relevant to the development of innovation and cooperation projects in the new European programming period 2014-2020;
- sharing the know-how regarding support to start-ups and scale ups through joint activities related to training, mentoring, networking, funding, etc.;
- facilitating innovative entrepreneurs transregional mobility by promoting the access to cross border Soft landing services based on partners service delivery organization facilities;
- consolidating the networking among universities, research centres and enterprises in research, innovation and technology transfer;
- stimulating collaborations and projects, and the exchange of know-how among enterprises from Carinthia, Friuli Venezia Giulia, Slovenia and Croatia.

Review of contents: this Memorandum of Understanding may be altered based on the future decision of the Signatories.

Counterparts and Language: the Memorandum is made in five counterparts in English language. Each of the Signatories shall receive one counterpart.

Annexes: The Annex to this Agreement constitute an integral part of this Agreement.

THE ALPE ADRIA START-UP ECOSYSTEM

The “Alpe Adria Start-up Ecosystem” has been originally promoted by KWF - Kärntner Wirtschaftsförderungs Fonds (Carinthia-AT), by Friuli Innovazione Centro di Ricerca e di Trasferimento Tecnologico (FVG-Italy), and by the Initiative Start-up Slovenia’s promoters - Tehnološki park Ljubljana and IRP Venture Factory, with the aim to create a start-up ecosystem enabling and encouraging the development of efficient and globally recognized multicultural start-up hub across the Alpe Adria region.

A memorandum of understanding was signed in May 2014 in order to use synergies between the above-mentioned organizations, encourage the collaboration and the exchange of information, and share knowhow regarding the support to start-ups for the development of an Alpe Adria Start-up Ecosystem destination.

The present agreement incorporates the objectives of the first above-mentioned MOU and brings the initiative one-step further by: - enlarging the partnership territory with the involvement of the Science and Technology Park STEP RI (Croatia); -setting up the first jointly delivered support service for the Alpe Adria Startups /scale up companies.

THE ALPE ADRIA CROSS-LANDING PILOT SERVICE

More in detail, 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.

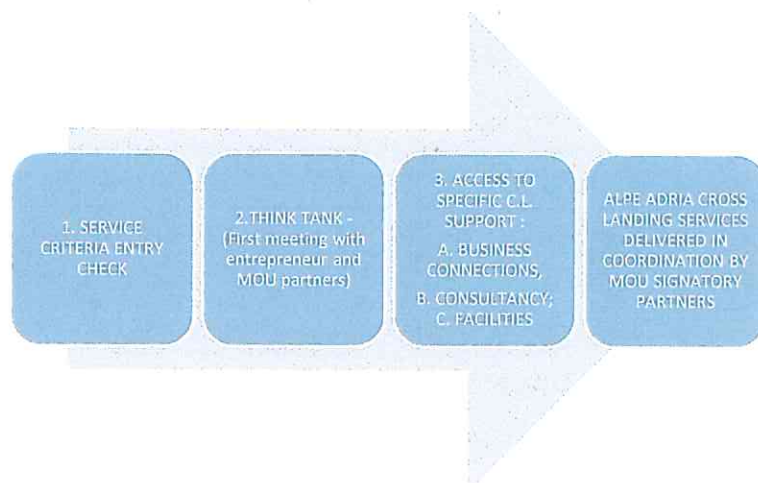
Each service provider (MOU signatories) will directly inform the applying cross-border entrepreneur on specific service terms and conditions. Signatories agree to share any useful detailed information regarding the cross-landing services provided, in order to assure service delivery quality and enable monitoring activity for future improvements.

In addition, Signatories agree to ensure information flow on main cross border events and support services/offer for startup/scale up companies, for upgrading the following common platform **www.startupalpeadria.eu**.

M.O.U. signatories are entitled to use the official Start-up ecosystem Logo in association to the Alpe Adria Cross-Landing Service as well as for mutually agreed events. Detailed terms and conditions of the Alpe Adria Start-up Ecosystem logo for third parties will be detailed on a separate document by owner organizations.



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

Radmile Matejčić 10,

51000 Rijeka www.step.uniri.hr/

Contact referent: Neven Tamarut, ntamarut@uniri.hr

KWF Kärntner Wirtschaftsförderungs Fonds (Austria/ Carinthia)

General Manager

Sandra Venus _____

General Manager

Erhard Juritsch _____

KWF

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Landesgericht Klagenfurt | EN 423155 m

Friuli Innovazione, Centro di Ricerca e di Trasferimento Tecnologico (Friuli Venezia Giulia/Italy)

Managing Director
Fabio Feruglio,

A handwritten signature in black ink, appearing to read 'Fabio Feruglio', written over a horizontal line.

FRIULI INNOVAZIONE
Centro di Ricerca e di Trasferimento Tecnologico Scrl
Via Jacopo Linussio, 51 - 33100 Udine

TP Lj, Initiative Start-up Slovenija Tehnološki Park Ljubljana (Slovenia)

Managing Director
Iztok Lesjak,

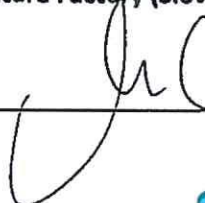


TEHNOLOŠKI PARK
LJUBLJANA
01

Tehnološki park 10, 1000 Ljubljana

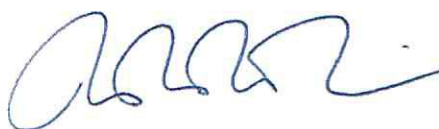
IRP, Initiative Start-up Slovenija Venture Factory (Slovenia)

Managing Director
Matej Rus



STEP RI znanstveno-tehnologijski park Sveučilišta u Rijeci (Croatia)

Managing Director
Boris Golob



STEPRI
d.o.o. Rijeka