

# IASP Inspiring Solutions Programme

**Winners**  
*2015 edition*

# FOREWORD

The IASP Inspiring Solutions Programme is a [knowledge sharing initiative](#) and a way to recognise excellence within the world of science parks and areas of innovation.

Through this programme we are looking to [get inspiration from good ideas and solutions](#) implemented by other IASP members, in addition to giving greater visibility for the shortlisted entries, and above all for the three winners.

An international panel of experts selected our initial shortlist, and [IASP members around the world](#) have now cast their votes, choosing the three winners who they found most innovative and who most inspire them.

These [three winners](#) offer solutions that lie at the heart of what science parks and areas of innovation are about: knowledge transfer, innovation and technology based entrepreneurship, internationalisation and making connections between innovative people.

On the following pages you can read more about how our three winners support knowledge transfer and successfully [commercialise technology](#); how they help SMEs and startups [internationalise](#) and enter a foreign market; and how they [connect resident companies](#) through systematic matchmaking.

We hope they'll [inspire you to innovate and implement new ideas](#) in your organisation.

*Jean-François Balducchi*

IASP International President

*Luis Sanz*

IASP Director General

# In first place:

# Evolving Knowledge Transfer Programme

by  **SURREY**  
RESEARCH PARK  
A University of Surrey Enterprise from Guildford, United Kingdom

The Evolving Knowledge Transfer programme is a service aimed at bringing business and universities closer together in order to support innovation, with a special focus on encouraging universities to take an active role in knowledge transfer.

The initiative covers a range of programmes to encourage students to develop an interest in micro and SME companies, and the creation of strategic partnerships to provide a supportive long-term working relationship and help influence the innovation process.

This has included MBA students developing business models for the commercialisation of new technology for tenant companies, and offering consultancy on their real live business problems.

The University has started to use staff from companies on the Park to co-teach on technology and business courses, and is encouraging all PhD students to increase the economic impact of their research. Tenant companies are given easy access to the University's research portfolio and the unencumbered IP derived from it.

The programme has succeeded in integrating the aims, purpose and activities of these different organisations into the shared goal of supporting innovation.



A programme to share knowledge and support innovation by increasing interaction between the university and park tenants



Encourages MBA students to take an interest in tenant companies, including developing business models for the commercialisation of new technology



Gives tenant companies easy access to the University's research portfolio and the unencumbered IP derived from it



Staff from tenant companies now co-teach on University's technology and business courses

# 2

## In second place:

# Cyberpark Accelerator Programme (CAP)

by  **CYBERPARK** from Ankara, Turkey

The Cyberpark Accelerator Programme works with a **US mentor to help SMEs internationalise** and enter the US market. It is a **complete support programme** covering two trips to the US, and training on all aspects of business development, market research and sales pitching.

Participants receive **40 hours of 1-on-1 mentoring and assistance** in developing their business plans, product(s), marketing strategy and revenue model, customer analysis and presentation skills.

They then **travel to the US to meet investors and sector representatives** who give them their first feedback. While they adapt their plans, their US mentor works as their overseas business development agent, providing them with market analyses, sector specific information and arranging meetings with potential buyers.

On their second trip to the US, **participants pitch professionally** and cover administrative details, such as procedures regarding opening branches and hiring employees. Each company meets with industry representatives in private sessions arranged for them, and **attend a multinational event** to present to US IT market representatives.

The programme offers **complete support for Turkish startups** to grow and succeed in the US market.



An international mentoring and capacity building programme for growth-stage SMEs in the ICT sector



SMEs work with US mentor to enter the American market



Tailored support programme including complete training and 2 trips to US



Startups pitch to industry representatives in sessions arranged by mentor

# 3 In third place: Acceleration of Synergies at TECNOPUC

by  from Porto Alegre, Brazil

Acceleration of Synergies at TECNOPUC is a **matchmaking system** for bringing visibility to the commercial and technical needs and capacities of resident companies in the park.

This matchmaking happens through a system enabled by proprietary algorithms, **augmented by the experience and human touch** of a key group of managers in the TECNOPUC team. It generates not only a list of capabilities available, but also identifies those not available, enabling better strategic decisions about which companies should be accepted to locate in the park. It also creates the **impetus for the University to offer courses and workshops** addressing missing critical capabilities, and to offer tailored events and value-added services.

With the Acceleration of Synergies, companies can now systematically **query the database** to identify who may have the capabilities they need, or which companies may need the capabilities they have. It has created an **enhanced internal market for products and services for park tenants**, and increases external visibility, facilitating intra park investments from external stakeholders.



A system to connect resident companies and develop the park by matching capabilities and needs



Brings visibility to commercial and technical needs and capacities of tenant companies



Enables strategic decisions about which companies should be accepted to locate in the park



Helps university to offer courses and workshops addressing missing critical capabilities, and to offer tailored events and value-added services

# A special mention to the other finalists:



## Comuna Innova

by Corporación RutaN | Medellín, Colombia

A programme to deliver sustainable innovative products to the community, proposed by and voted for by the community and developed by local companies.



## CreActive Mjärdevi

by Mjärdevi Science Park | Linköping, Sweden

A new type of venue to make innovation happen, by facilitating meetings between companies and students, between research and industry and between companies of all types.



## SPARK membership programme

by Hong Kong Science & Technology Parks Corporation (HKSTP)  
Hong Kong, China

A recreational programme to establish direct relationships within the science park community, improve work-life balance and foster collaborations between different companies.



## SparkUp

by Turku Science Park Ltd | Turku, Finland

A lively and entrepreneur-minded community combining students, scientists, startups, creative people and established companies, working to promote the commercialisation of the innovations created there.



## STP recruiting tool

by Lakeside Science & Technology Park | Klagenfurt, Austria

A centralised recruiting service, helping SMEs to recruit the right staff and connecting tenant companies throughout the park.



## T-Jump Incubation Center

by ODTÜ Teknokent | Ankara, Turkey

An international incubation centre acting as a platform for Turkish startups and mature companies to expand their services and products to the US market, get investment and become internationally successful.



**IASP**

International Association of Science Parks  
and Areas of Innovation

**For more information about the IASP  
Inspiring Solutions programme:**

[communication@iasp.ws](mailto:communication@iasp.ws) | [www.iasp.ws](http://www.iasp.ws) | [@iaspnetwork](https://twitter.com/iaspnetwork)