

### 3<sup>rd</sup> iEER FOCUS-GROUP

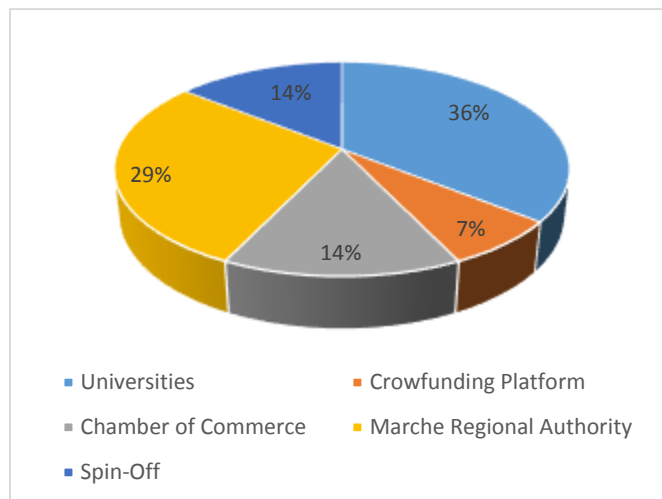
#### WITH STAKEHOLDERS OF THE MARCHE REGIONAL YOUNG ENTREPRENEURIAL ECOSYSTEM

Friday, 03<sup>rd</sup> February 2017 –UNIVPM, Fermo

The third focus group -organized by Marche Regional Authority as iEER project partner- has been held in Fermo and dedicated to stakeholders from the Southern part of the regional territory. This is the part of the region that has been hit by the earthquake affecting the Italian central regions from August 2016. The choice of Fermo has been also motivated by the regional strategy to support this area even in terms of youth enterprises creation. As always, the scientific design -on the basis of the iEER methodology- and coordination of the event has been led by the Centre for Innovation and Entrepreneurship (CIE) of UNIVPM.



About 15 people have joined the event representing different types of stakeholders: universities, one chamber of commerce, some Marche Region officers, one university spin-off, one crowdfunding platform, etc. The event has been hosted by the UNIVPM branch located in Fermo where Engineering Management Master degree and Nursing Sciences Bachelor degree courses are hold.



During the focus group, the stakeholders presented their different experiences in terms of promotion of the young entrepreneurship, for example:

- University of Camerino (UNICAM) organizes – periodically – seminars, mini-courses on complementary and entrepreneurial skills (e.g. Business Planning, IP protection and IPR Management, Operative Marketing Plan, Project Management, Internationalization of SMEs) held by external experts and trainers and dedicated to Bachelor and Master Students, PhD, Early Stage Researchers which have mainly a scientific curricula (Biology, Physics Sciences, Informatics Sciences, etc.); also, its ILO (International

Liaison Office) supports the graduated students aiming at founding a start-up or spin-off. Besides, UNICAM organizes - in collaboration with the Municipality of Civitanova Marche, the Chamber of Commerce of Ascoli Piceno, Marche CNA South & Fidimpresa, New Banca Marche, the Association of Accountants of Macerata and Camerino, NextEquity Crowdfunding and JH CTC Conceria del Chienti - “Start Cup Marche”, an annual Business

Plan Competition offered to students and researchers with ITS brilliant business ideas and innovative contents aspiring to set up an enterprise;

- just their experience in the the Start Cup Marche edition 2016 has been told by the spin-off MUMO (a project oriented to sensory marketing and in particular to the creation of olfactory brand) which has been awarded with the third prize and also awarded by the public in the audience as “startupper of the day” and by the spin-off BioVecblok (with its project ATLAS: a biological and non-toxic insecticide, innovative ecological monitoring tool of vector of disease such as Malaria mosquitoes) which have been awarded with the first prize. Also, thanks to the victory of the Start Cup Marche, BioVecblokin entered to the National Competition for Innovation promoted by PNI-Cube, the association of incubators and business plan competition Italian academic, where it was one of the four finalists for the Life Science category and was awarded with the special mention "Social Innovation". Due to the success at PNI, BioVecblock has then acquired the right to be admitted directly to the final phase of the Global Social Venture Competition, whose winners will have access to the international final to be held at the University of Berkeley. It has then witnessed how the regional university-based competition can be a springboard for the stimulation of creativity and launching of its ideas to a national and even international level.



- Chamber of Commerce of Macerata has been organizing –since 2012- the project “Territorial Laboratory”: on entrepreneurial skills and for supporting work experience for all the secondary schools of the province. This laboratory is animated by trade-union experts, professional orders, and professors/experts from UNIMC (University of Macerata) and UNICAM. It represents an example of public/private synergies which seeks to integrate education and entrepreneurship skills within the province;

- Next Equity Crowdfunding platform (first in the Marche and fifth in Italy to be authorized for the exercise of equity crowdfunding) was founded in 2014 by professionals, who have been working in the financial and corporate matters with the aim of meet capital with innovation, favouring the capitalization and growth of innovative start-ups and new business ideas, thus creating a synergy with the territory and the economy as a whole. Her representative has described different regional successful experiences, but also the hard work still necessary to involve entrepreneurs;

- The President of the Regional Commission for Equal Opportunities has described its project related to entrepreneurial training for women entrepreneurs in cooperation with Chambers of Commerce and in financial synergy with ESF regional funds;

- Finally, Marche Region representatives has described the Marche regional scheme of “Youth Guarantee programme” launched in 2015 to support to self-employment and entrepreneurship of NEET (young people from 18 to 29 not in education, employment or training) and the regional “Loan of Honour” which from 2006 -2014 has supported 1,350 new businesses (whose 50% of young people under 35, and 2/3 female).