

## Welcome to iEER Learning Camp to Valencia, 26-27.10.2016

### How to prepare for the learning camp - Instructions for participants

#### Before your visit

**Be open minded and curious** to meet new colleagues and friends who may be interested in cooperating with you to develop cross-border startup support. A list of participants will be sent together with this document.

#### During the visit

**Be generous** to share what you are doing with your colleagues and friends

- a. Please select one topic in each workshop (see page 4) and be prepared to answer the following questions during the workshop session.
  - i. What are the major challenges for startups in their startup and acceleration process for this specific topic? (why)
  - ii. What are the major challenges for those working to help startups?
  - iii. What needs to be done better?
  - iv. To tackle the challenges mentioned, please share at least one good initiative that you have heard of or that you are doing. What does the initiative do (what) and how does it work in practice (how)?
  - v. Is there any other challenge that you have not solved? What could be possible solutions?
- b. During the workshop, you will be asked to write down what you have learned and heard as an individual or with a team. Please follow the instructions of the iEER project facilitators.

#### After the visit

**Please Share** what you have learned and heard during the visit with your colleagues back home.

**Please Keep in contact** with the new friends you have just made.

**We look forward to meeting you in Valencia.**

### iEER-project

**Visit Hosted by Regional Government of Valencia**

Christine Chang  
christine.chang@uudenmaanliitto.fi  
+358 44 353 3014

Encarna Mahiques  
mahiques\_enc@gva.es  
+34 96 197 1117

Andrina Schroderus  
andrina.schroderus@uudenmaanliitto.fi  
+358 40 183 3858

# Programme

## WEDNESDAY 26 OCTOBER

09.00–09.30 *Departure by bus to Valencia Polytechnical University (UPV)*

09.30–11.00 **Valencia Polytechnical University (UPV)**

Building 8G, Sala INNOVA, Innovation Polytechnic City, Camí de Vera, s/n

Host: Mr José Millet

**Giving the framework on funding and their activities in Valencia (Regional Ministry Sustainable Economy, Productive Sectors, Trade and Labor)**

- Welcome and introduction, Mr José Millet, Vicechancellor Entrepreneurship and Employment
- Why are we here? Introduction of iEER. Ms. Christine Chang, iEER Coordinator, Helsinki-Uusimaa Regional Council
- Comunitat Valenciana's entrepreneurship support and ecosystem, Mr Francisco Álvarez, GD of Economy, Entrepreneurship and Cooperativism

**Short pitches on different activities in Valencia:**

HEIs: Innovating Entrepreneurs' Campus programme:

- Aula Emprende (Ms Manoli Pardo, University of Valencia)
- Mentoring (Mr Abel Torrecillas, University Miguel Hernández, Elche)
- 5 U CV Start-up (Mr Daniel Martínez, Valencia Polytechnical University)
- Patents Bank (Ms Loren Moreno, University of Alicante),
- University Junior International Entrepreneurs (Ms Maribel Beas, University Jaume I, Castellón)
- Inclusive Entrepreneurship (Ms Pepi Parreño, University of Alicante)

Entrepreneurship support:

- IVACE's (Mr José Vilar, IVACE)
- Chambers of Commerce's (Ms Ana Benito, Council of Chambers)

11.00–11.30 **Coffee-break (Sala Innova)**

11.30–13.00 **Visit and Best Practice StartupUPV**

Building 9B, Innovation Polytechnic City, Camí de Vera, s/n

Host: Mr José Millet

- Transfer to STARTUPV site
- Presentation of STARTUPV, Mr José Millet
- Cases of 4 young entrepreneurs of STARTUPV
- Visit facilities: STARTUPV, Innovation Polytechnic City

13.00–14.00 **Networking lunch at Cafeteria Innovation Polytechnic City**

**14.00–18.00 Workshop on Start-up support**

Building 8G, Sala INNOVA, Innovation Polytechnic City, Camí de Vera, s/n

Main facilitator: Mr Hank Kune

- Welcomes to Valencia and overview of 2 day Learning Camp, Ms. Encarna Mahiques, Section Entrepreneurship Promotion, GDEEC
- What matters in Start-up Support? Mr Juan Antonio Bertolín, Scientific Parc Castellón University
- Workshop structure and instructions, Mr Hank Kune

The Group will be divided with the following topics:

1. Support on problem solution fit
2. Support on market fit
3. Support on scale
4. New challenges and trends

Questions to be answered during the workshop:

1. What are the major challenges for startups in their start up and acceleration process in these phases? (WHY)
2. What are the major Challenges for those working to help startups?
3. What could be done at the level of Policy Making, e.g. programmes?
4. To tackle the challenges mentioned, please share at least one good initiative that you have heard of or that you are doing. What does the initiative do (WHAT) and how does it work in practice (HOW)?

**18.30 – 20.30 Arrival to hotel and free time**

**20.30 – 21.30 Welcome Dinner. Habitual. Mercado de Colón, C/ Jorge Juan, 19. 46004 Valencia  
Mr Francisco Álvarez, GDEEC; Ms Myriam Fernández, GDEFF; Mr José Millet VEE**

**THURSDAY 27 OCTOBER**

**09.00– 09.30 Departure by bus from hotel to Science Park Valencia University**

**09.30–11.00 Visiting Best Practice examples in Valencia Part I:**

**Science Park Valencia University** C/ Catedrático Agustín Escardino, 9 46980 Paterna (Valencia). Auditorium

Hosts: Ms Pilar Campins, Vicechancellor of Research, Valencia University and Mr Juan Antonio Raga, Manager of Science Park

- Welcome, Ms Pilar Campins, Vicechancellor of Research
- Introduction and what we do, Mr Juan Antonio Raga, Manager of Science Park
- Visit through the facilities

**11.00–11.30 Coffee-break Hall beside Auditorium PCUV**

**11.30–12.00 Departure by bus to Las Naves**

**12.00–14.30** **Workshop on Acceleration support** (Library Las Naves)

Main facilitator: Mr Hank Kune

1. What matters in Acceleration Support? Mr Ismael Abel, CEO Alias, Allied to Grow
2. Workshop structure and instructions, Mr Hank Kune

The Group will be divided with the following topics:

1. Global market
2. Social accelerators
3. Financing
4. Infrastructures
5. Talent for growing

Questions to be answered during the workshop:

1. What are the major challenges for startups in their acceleration process for this specific topic? (WHY)
2. What are the major challenges and what needs to be done better for those working on this
3. What could be done at the level of Policy Making, e.g. programmes?
4. To tackle the challenges mentioned, Please share at least one good initiative that you have heard of or that you are doing. What does the initiative do (WHAT) and how does it work in practice (HOW)?

**14.30–15.30** **Networking lunch**

**15.30–16.30** **Visiting Best Practice examples in Valencia Part II: Las Naves C/ Joan Verdeguer, 16 46024 Valencia**

Hosts: Mr Rafael Monterde, Director of Inndea and Ms Patricia Pastor, Entrepreneurship Senior Officer

- Welcome and introduction on Las Naves, Mr Rafael Monterde, Director of Inndea
- Presentation of Vit Emprende, Valencia City Council's program, Ms Patricia Pastor, Entrepreneurship Senior Officer
- Visit through the facilities

**16.30–17.00** **Departure by bus to Lanzadera**

**17.00–18.00** **Visiting Best Practice examples in Valencia Part III: Marina Real Juan Carlos I, Muelle de la Aduana s/n. Building Lanzadera 46024 Valencia**  
Host: Ms Mireya Martí, Project Director

- Introduction, Ms Mireya Martí, Project Director
- Visit through the facilities

**18.30–19.30** **Teamwork: Peer review reflection and contribution**

Auditorium Navarro Reverter, 2

**19.30–20.30** **Arrival to hotel and free time**

## Workshop Topic description

### Workshop on Startup support, 26<sup>th</sup> Oct 2016

The workshop on startup splits the discussion into 4 groups. The first three topics are classified with the Lean startup method (3 steps of a startup: Problem solution fit, market fit, scale) by Eric Ries. The fourth topic “New challenges and trends” focuses on new emerging trends.

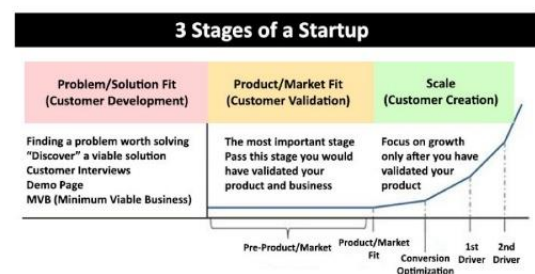
**A1) Problem Solution FIT – Ideation:** The first stage a startup faces is problem/solution fit. It concentrates on customer development. Finding a problem worth solving and discover a viable solution. The development process includes customer interviews, demo page and MVB(minimum viable product).

**A2) Market FIT – Validation:** The following stage is product and market fit. This is the most important stage where your product/business is validated for your target customer to pass onto scale up phase.

**A3) Scale and customer creation:** After validating the product, the startup is at the stage where it is ready to focus on growth and customer creation.

**A4) New challenges and trends:** in each of startup stages, there are new things appearing challenging the status quo: for instance, crowdfinance, micro-multinationals, born-global companies, social rooted companies. How to face and react to these new challenge.

## Startup Stages



Concept Source: Steve Blank/Four Steps to the Epiphany  
Image Source: StartitUp

### Workshop on Acceleration support, 27<sup>th</sup> Oct 2016

The workshop on Acceleration will split the discussion into 5 topic-round tables where people will share ‘**previously-prepared-contributions**’, and other inputs will arise during the discussion. Topics have been identified according to a deep diagnosis on what are ‘key’ barriers/inhibitors or accelerators to scale up.

**B1) Talent:** Profiles of people at management level, technical, marketing, finance, logistics,... in most cases scale ups need to involve or recruit advanced talent (internal and external)

**B2) Global Market:** The growth is linked to big market. How to reach it, how to access global markets, how to work with very big customers...

**B3) Social:** ‘Best companies for the world’ instead of ‘best companies of the world’. The number of social start-ups, social accelerators...is growing to create a better world. Valencia is actually highlighting social entrepreneurship.

**B4) Financing:** There is a double approach on this topic:

- Startup need to learn, to be ready to get the funds for its growth.
- Investors need to learn on how to invest in these type of companies

**B5) Infrastructures:** Habitat is crucial for startups, not only on their initial phases, where co-working, networking, relations are so important, but also in a second phase, when consolidated companies wish to generate their ‘space’, but integrated into ‘special neighbourhoods’.