



Møre and Romsdal
County Authority



Interreg Europe



European Union
European Regional
Development Fund

My Business – digital tool

County Authority / Møre and Romsdal / Norway

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27th November | Brussels

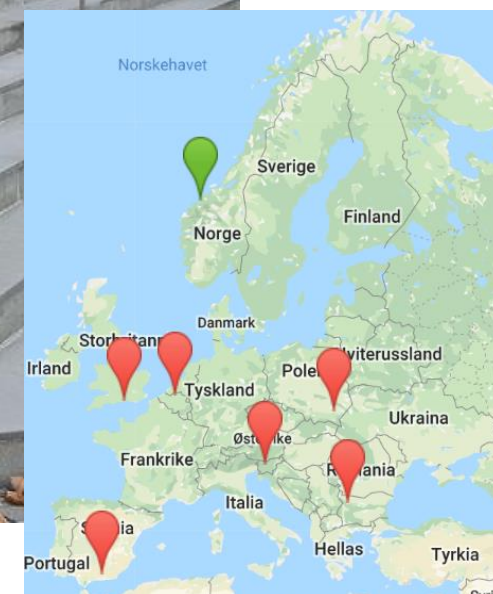
OSS – One Stop Shop – overall goal



One Stop Shop towards competitive SMEs,
focusing on the ecosystem for the first line service
system

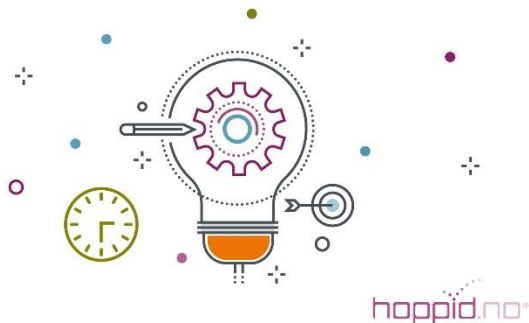
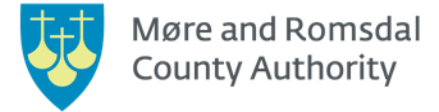
To improve policies for SMEs competitiveness by enhancing support services for first time entrepreneurs. The OSS project wants to build a complete ecosystem for entrepreneurs starting new business.

The partners – find out more: OSS Project



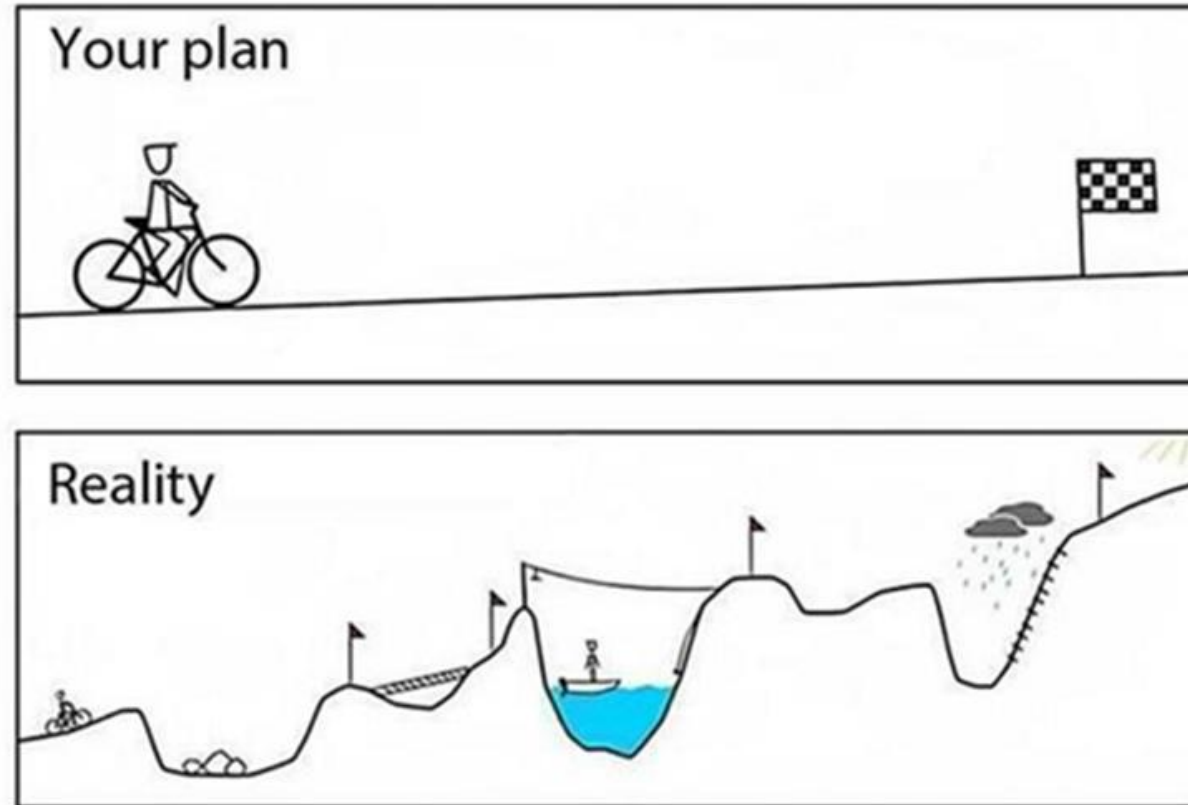
The County First Line Service – hoppid.no

- Started in 2007 – operated by M&R County Authority
- Start-up offices in each municipality – 29 offices
- 50 advisors connected to hoppid.no
- Certified and trained advisors – courses and network
- Provides advise, businessdevelopment, courses and network
- Licenced Marketing and branding – hoppid.no
- Linked to Policy and defined as a long-term Programme
- Unique in Norway



hoppid.no®





Developing a new digital solution

«My Business» – Policy and Development

County Authority – managing authority
Develop the Policy



County Council – elected Politicians
Approves the Policy

Two levels:

Strategy – 4 years – to be revised

Action Plan – yearly

“My Business” – OSS One Stop Shop
- Parallel development



Defined problem to solve - after 10 years

- Different quality in service given to start-ups – postal code dependent
- Different methods used working with start-ups
- Limited resources for the advisors
- Expectations from the entrepreneur
 - availability
- Rural area





We needed a solution
- go digital!!

How: Innovation Contract – defined partnership

Three parties:

- County Authority
- Supplier - Entreprenerdy
- Innovation Norway – national funding agency

Two year contract – Project based

Gives room for development - security

Total amount: EUR 260 000 included labour

For County Authority: EUR 50 000 + labour



Method for development - Design Thinking



Evidence of success

Launched on 12th November - this year

Cases keep on coming in to the platform

Positive feedback from stakeholders

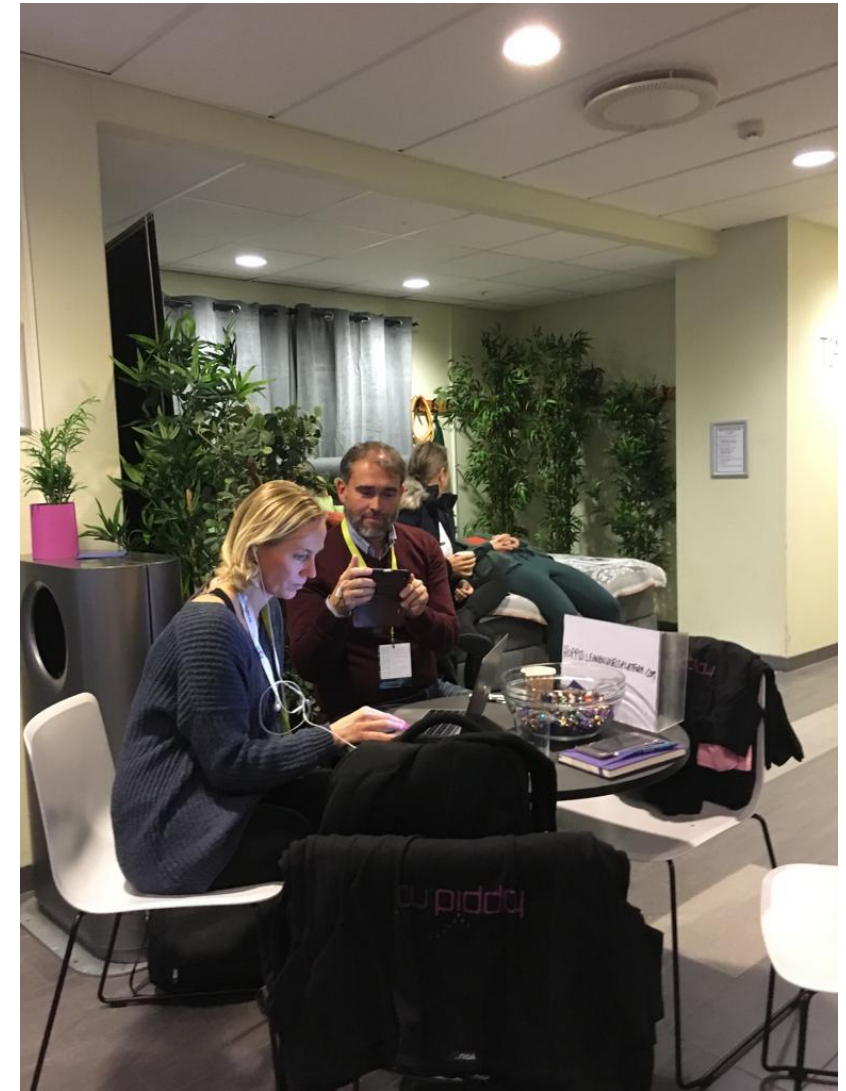


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Difficulties encountered

Change how the advisor work

Getting the entrepreneurs in to the platform – onboarding



The digital tool – backbone

Experience based;

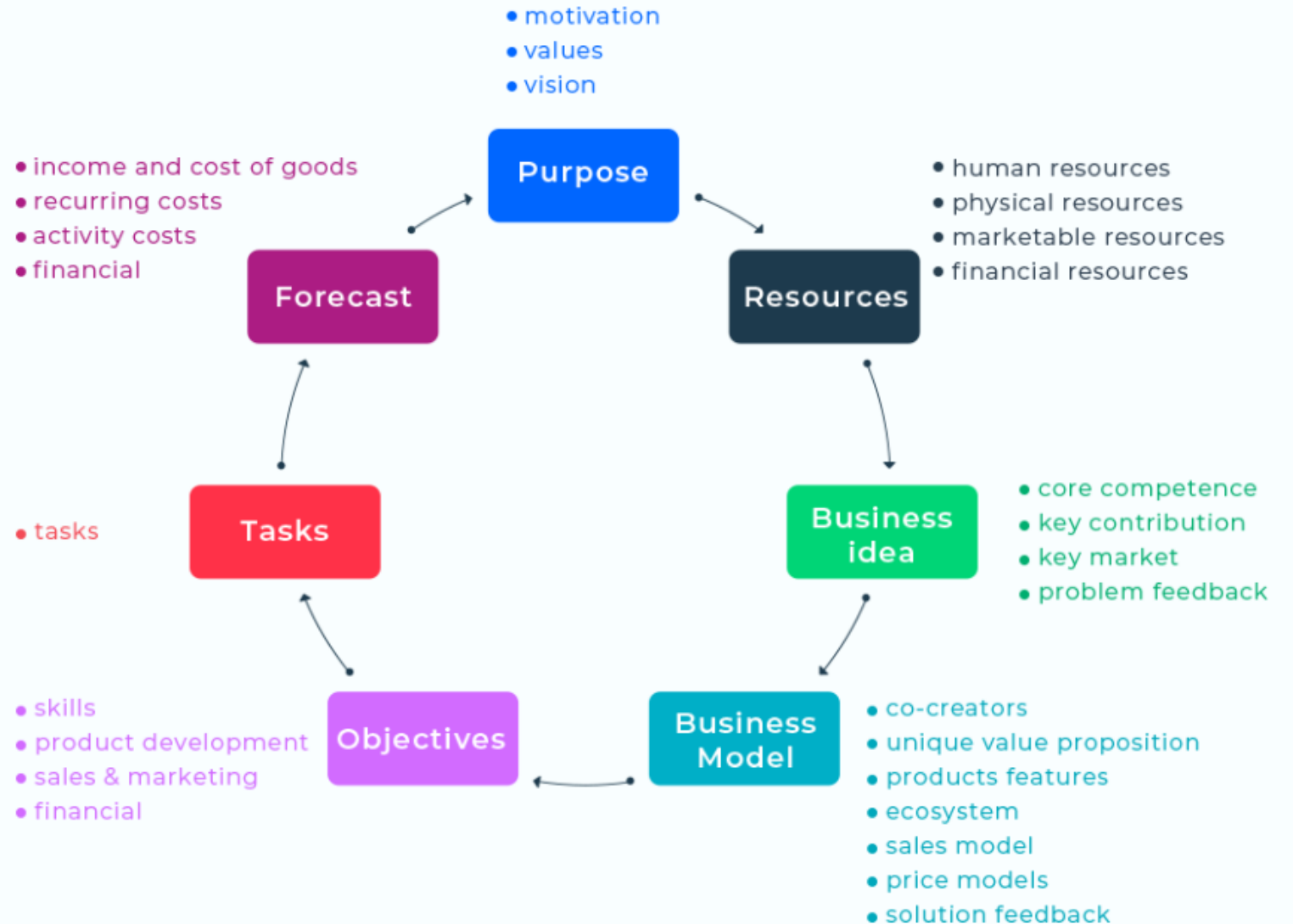
7 years - 13000 cases

The Entrepreneurly activity system

Together with leading universities and built on modern theory, we have developed a 27-step framework for entrepreneurship. These elements can be customized and are the backbone to your specific support program.

24 theory videos

10 case videos



The solution – My Business

mr fylke.no/hoppid.no



Forside > hoppid.no

GRÜNDERHJELPEN I MØRE OG ROMSDAL

Har du lyst til å starte bedrift? Ønsker du å videreutvikle bedriften din? hoppid.no hjelper deg å utvikle ideen din. Start arbeidet med vårt digitale verktøy, Mi bedrift.

Fortell oss hva du vil drive med, så vil en av våre rådgivere ta kontakt med deg.

START HER >

[Her er våre rådgivere](#)

Dette er en offentlig tjeneste fra Møre og Romsdal fylkeskommune, og det koster ingen ting å registrere seg. All informasjon behandles konfidensielt.



Gratis registrering

Prøv vårt nye verktøy for gründerar!



Starte bedrift?

Finn nærmaste kontor

Gründerkurs

Om hoppid.no

- Mi bedrift
- Interreg-prosjektet OSS
- EØS-prosjektet YENESIS
- Grafisk profil

Learning and transfer – from others – to others

Adaptable solution and method – bring in to partnership

- Possibilities to customize content – learning OSS – both ways
- Based on general theory and research – easy to transfer
- English content – ready to go global
- Not only start-ups

Fun fact: PLP platform helped us 😊

- Procurement needed from 2020
 - OSS project important

OSS – makes policy more concrete!!



Link to the solution – general

If you want to browse the solution, independent from the County of Møre and Romsdal (hoppid.no), use this link:

<https://tools.entreprenerdy.com/?language=en>

Press «Start here»

Register and you get to try the simplified solution.

Thank you!

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