



Scaling up European SMEs

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Jolanta Skrok & Olga Dubrowska

NLab Lubelskie - Nevada Acceleration Bridge
Marshal Office of Lubelskie Region

SCALE UP Interreg Project

(Supporting concentration and robustness of SMEs within the renewed
EU industrial policy)



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NLab Lubelskie – Nevada Acceleration Bridge



What is NLAB?

- a unique acceleration programme for companies from the Lubelskie Region run in cooperation with partners from the Nevada State (USA) to support internationalisation and development of SME's

Timescale

- 1st edition: September 2018 – January 2019
- 2nd edition: October 2019 – February 2020





Key Partners of NLAB programme

- Lubelskie Region including start-ups and SME's
- Nevada State,
- Nevada Governor's Office for Economic Development,
- University of Nevada in Reno,
- Ozmen Centre for Entrepreneurship,
- StartUpNV,
- Las Vegas Global Economic Alliance,
- Polish-American Chamber of Commerce in Nevada,
- Adams Hub for Innovation





Main assumptions of the NLAB project

1st Stage - Poland:

- 5-day training session „Bootcamp Lubelskie” (30 companies)
- Demo Day - presentation of business potential in front of American and Polish jury (20 companies)
- selection of 10 winner companies





Main assumptions of the NLAB project

2nd stage – USA – Nevada State:

- 2-week acceleration process in Nevada
- series of consultancy, training, meetings with potential clients, business angels





Resources needed

- 100 000 EUR for the 1st edition
- 50 000 EUR for the 2nd edition

- organising workshops in Lubelskie Region;
- flights Poland-USA-Poland and travel insurance;
- accomodation in USA;
- transport in USA;
- renting individual co-working space



NLAB SUCCESS STORIES

- **CMS4MEDIA** - offering solutions for local media and media networks;
- **Plantalux Sp. z o.o.** – offering technology for lighting plants in greenhouses;
- **Pro-Project LLC** - a manufacturer of instruments for testing diagnostic apparatus used in various fields of medicine;
- **Spino-O Pizza** - food truck with pizza served in a few minutes;
- **WIT-COMPOSITES** - a company offering an innovative production using carbon fiber;
- **EMBIQ** - a software house that started cooperation with the loterra platform





Challenges in NLAB implementation

- Convincing some local companies they may be successful on the US market and to making them believe in their potential.
- Some companies were sceptical what they could learn for 2 weeks in Nevada.
- The first edition was targeted mainly at start-ups, the second edition was dedicated also to other companies looking for possibilities to grow.



Potential for learning

- The practice can be surely transferred to other regions – in most regions companies are eager to develop their activity internationally as it provides opportunities not only for revenue growth but also the exchange of knowledge and the enhancement of capabilities which strengthen their long-term competitiveness.
- It often happens they are afraid to expand their activity on totally different continent but with the support of public body or other trustworthy institution they tend to be more confident and willing to face this challenge.
- During the 2nd edition the successful companies who had already been to Nevada, served as examples and were presented as success stories to new participants. It had a very positive effect.



Thank you!

Jolanta Skrok & Olga Dubrowska
Marshal Office of Lubelskie Region
jolanta.skrok@lubelskie.pl
olga.dubrowska@lubelskie.pl



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