



Youth entrepreneurship III: challenge-based innovation

Policy Learning Platform



MAY
18
2021

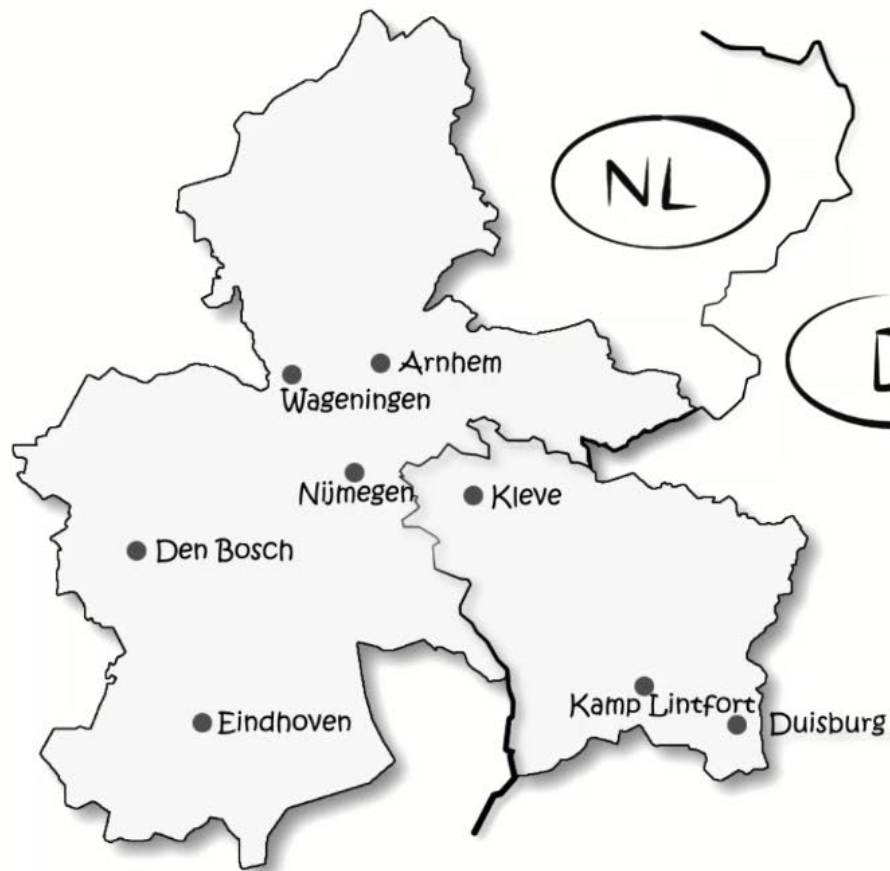
Unterstützt durch / Mede mogelijk gemaakt door:



www.deutschland-nederland.eu



**Knowledge-
alliance
Rhine-Waal**



From knowledge to innovation

Organisation: 6 universities + 2 chambers of commerce + Euregio

Idea: stimulating entrepreneurship, innovation and internationalisation goes hand in hand

Target group: students, graduates, university personnel

Project design: from theory to practice

- Analyses of economy and knowledge
- Teaching of entrepreneurship
- Training of entrepreneurial behaviour
- Application in real world

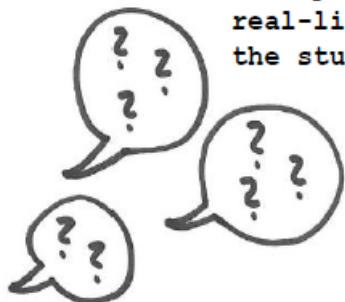
challenge
based

Pressure Cooker Day

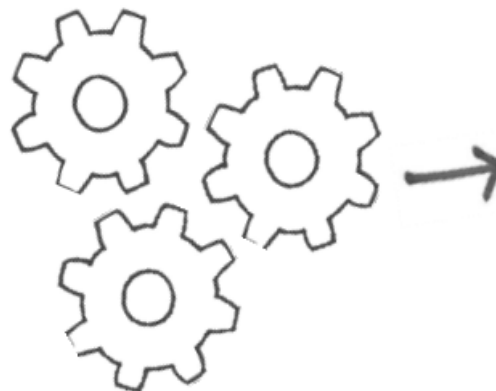
21 November 2013

9:00 am - 20:00 pm

enterprises submit
real-life cases to
the students



you will create ideas
in international teams
and in an inspiring
working atmosphere



innovative ideas



best idea award

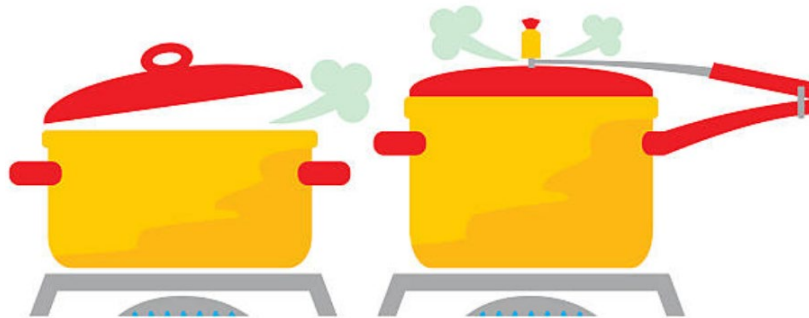
Interested? You can register until
10th of October 2013:
innovation@hochschule-rhein-waal.de

Training of entrepreneurial creativity Pressure cooker

Ingredients

International Pressure Cooker for Innovative Business Solution

1	Inspiring location
25-50	Students from both countries
4-6	Buses
2	Creativity coaches
5-8	Entrepreneurs with a business problem
a lot of	Good food
1	Jury
1	Price



Recipe

International Pressure Cooker for Innovative Business Solution

8:00	Departure by bus
9:30	Coffee at location
10:00	Introduction, division into multinational groups and assignment: make a chair
11:00	Entrepreneurs present themselves and their assignment to the group: challenge exploration
12:30	Lunch break
13:30	Students brainstorming, selection of solutions
15:00	Tea break
15:30	Students creating innovative solution
17:00	Snacks: entrepreneurs (positive) feedback on solution, followed by pitch training
18:00	Dinner break
19:00	Teams pitch their solution
19:30	Jury deliberation
19:45	Prize-giving ceremony
20:00	End

Lessons learnt

Pressure cooker

Preparation:

- business questions
- student acquisition

€5.000
-
€10.000

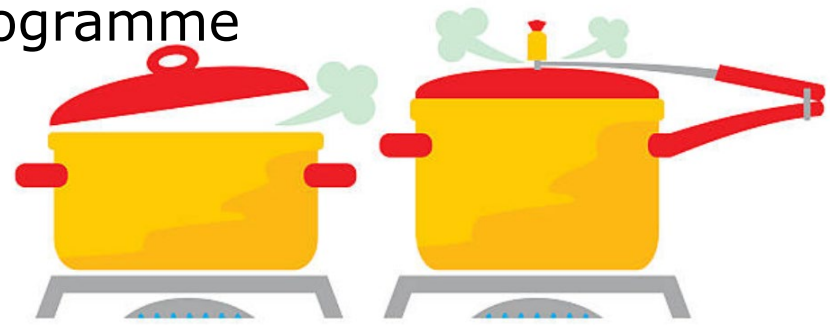
Logistics:

- From student city to inspiring location
- Within the location

Follow-up:

- When the entrepreneur is really interested
- In the total programme

TRANSFER
HSRW (Kleve),
Gelderland
Valoriseert
(Arnhem),
Rotterdam
University of
applied
sciences



Application in real world

Innovation subsidy scheme

Organisation

- universities recruit participants
- KA partnering events
- application forms
- checking the minimum criteria of the subsidy regulation
- invitation to pitch for jury
- implication guidance of granted projects
- presentation in circus of innovations

Target group

- students
- graduates
- university personnel



Application in real world

Innovation subsidy scheme

Regulations

- subsidy of max 70% and max 70k€
- cross-border partnering
- positive votum of jury
- project costs: personnel, material, other
- guarantee own contribution
- de minimis declaration

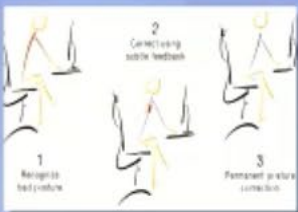
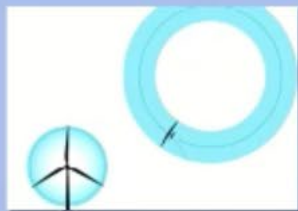
Selection criteria

- Innovativity of product
- Feasibility (technical, economic)
- Entrepreneurial capabilities
- Engagement of the partners
- International awareness





Discover them NOW!



Results subsidy scheme: 16 crossborder consortia of at least knowledge-intensive companies produced an innovative product and presented it for an international audience, among which investors, in the Circus of Innovations

Lessons learnt

Subsidy scheme

Preparation

- Publicity for the scheme
- Coordinator on universities able to dream the regulations
- Coordinated organisation of partnering events
- Oblige the jury

TRANSFER
INTERREG
Programme DE-
NL: DigiPRO,
EnerPRO

KISSME:
B-light CRO/HU

Implementation

- Keep it simple
- Reduce bureaucracy
- Provide guidance on partnering, application, implementation and declarations
- 1 year start-up, 1 year project execution, 1/2 year finalisation

**€1,5 Mio
+
€1,0 Mio**



KISSME

Evaluation of the Subsidy scheme

New products (goal of the scheme)

- 4 Innovation projects resulted in new market products
- 2 Innovation projects resulted in improvements in the products range of the SME
- 5 Innovative products are still in development

Development of the young SMEs

- 12 of the 15 SMEs (Lead Partners) still exist
- 6 of these 12 SMEs (Lead Partners) experience employment growth



Cross-border relations

- Two firms (one project) have started a joint venture
- 5 of the 15 SMES (Lead Partners) are still active in German-Dutch cross-border activities
- 1 (extra, so number 6) is part of international firm
- Director of one of the "died" SMEs works as a specialist in the neighbouring country
- Director of one of the "died" SMEs works as a specialist in Australia