

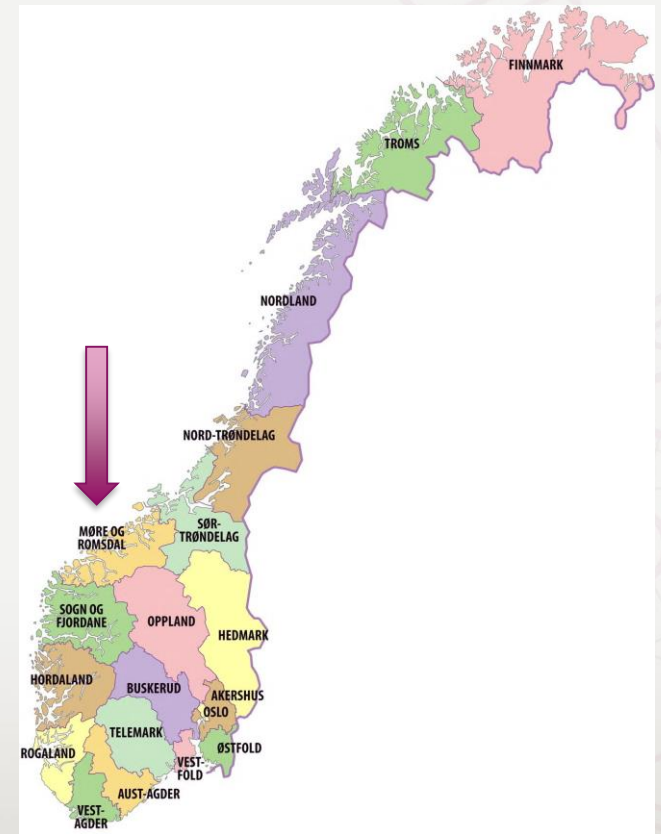
The logo for hoppid.no features the text 'hoppid.no' in a white, lowercase, sans-serif font. Above the 'i' and 'd' are several white dots of varying sizes, arranged in a curved path that suggests a jump or a signal. A registered trademark symbol (®) is located to the right of the 'o' in 'no'.

hoppid.no®

First Line Service System = 30 office in 36 municipalities

About us

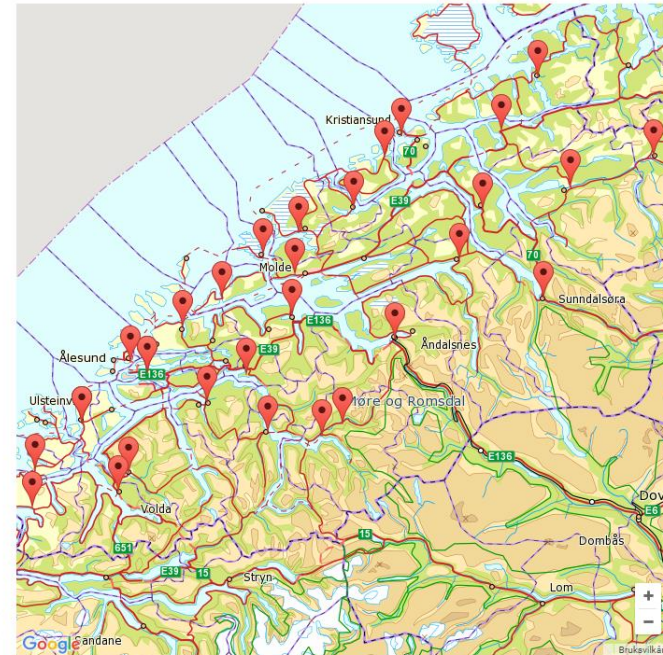
- Møre and Romsdal is one of 19 counties in Norway and is located in the northern part of Western Norway.
- Møre and Romsdal has a coastline with a total length of 7,700 kilometres facing the Norwegian Sea, and covers an area of 15,000 square kilometres.
- A quarter of a million people inhabit this beautiful and diverse county.
- Møre and Romsdal consists of 36 municipalities, which vary in size and characteristics.
- The smallest municipality, Stordal, has approximately 1000 inhabitants, while the largest, Ålesund, has more than 40 times that figure.
- About 2000 startups each year
- Approximately 40 % survival rate after 5 years



Our firstline service system for entrepreneurs

- Established in 2007
- Founded on the county policy «Plan for regional development» and «Action plan for development and growth»
- Founded in a partnership agreement between
 - The County Council
 - County Governor of Møre and Romsdal
 - Innovation Norway
 - Municipalities
- 36 municipalities involved in the first line service system.
- Rural and urban area are included in this system

Heim
Gründerkurs
Starte bedrift +
Nyheter
Finn ditt hoppid-kontor
- Aukra kommune
- Aure kommune
- Averøy kommune
- Eide kommune
- Fræna kommune
- Giske kommune
- Halså kommune
- Haram kommune
- Hareid kommune
- Herøy kommune
- Kristiansund kommune
- Midsund kommune
- Molde kommune
- Nesset kommune
- Norddal kommune
- Rauma kommune
- Rindal kommune
- Sande kommune
- Skodje kommune
- Småla kommune
- Stordal kommune
- Stranda kommune
- Sula kommune
- Sunndal kommune
- Sunndal kommune
- Sykkylven kommune
- Tingvoll kommune
- Ulstein kommune
- Vanylven kommune
- Vestnes kommune
- Volda kommune
- Ørskog kommune
- Ørsta kommune
- Ålesund kommune
Om hoppid.no +



Why hoppid.no? The policy

- The intention behind our first line service system

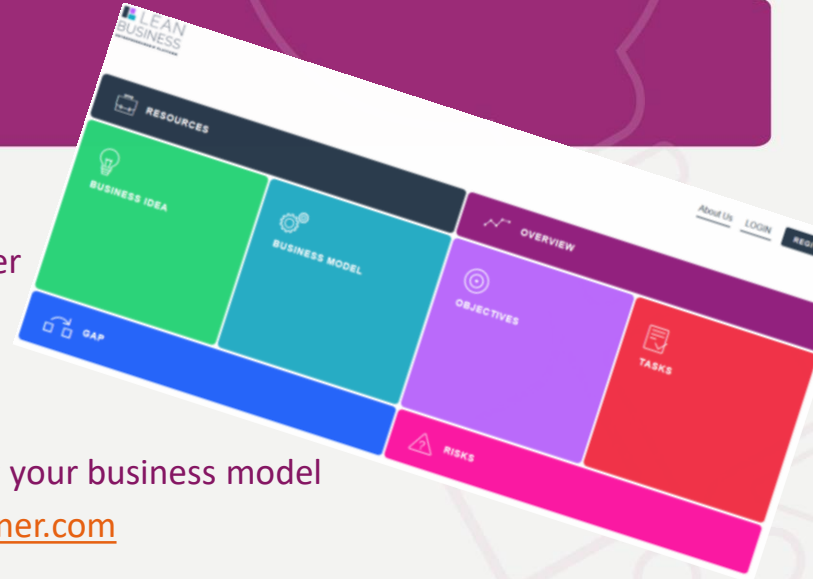
- Increasing internationalization and several innovative growing companies
- Møre and Romsdal shall have several new establishments with greater survival rate
- One visible and simple system for the establisher
 - To mobilize for more startups
 - Easier for the establisher accessing relevant help
 - Efficient use of resources
 - Higher quality of the startups
- *Unique within Norway*
- *Especially the partnership agreement*





One stop shop

- Advice to the establisher
- Courses
- Financial start aid
- Networking events
- Digital support building your business model
- www.leanbusinessplanner.com



The partnership agreement in the first line service system

Contains the following:

- The goal for the partnership
- Expected deliverance from the first line service system in each municipality
- Expected tasks from the different partners in the agreement
- Expected use of the brand «hoppid.no»

- Dated and signed by the partners
- Valid 2017-2020



The County Council tasks in the partnership (policy)

- To educate the advisors towards an Exam in Entrepreneurship and startups (certification)
- To build general knowledge amongst the advisors
- To brand hoppid.no (the first line system) regional
- Networking events for the first line service system
- Develop tools for branding, communication, networking and benchmarking (feedback)
- Develop courses for the first line service system to facilitate for establishers
- Founding activities in the first line service system (mobilizing entrepreneurial activity)





Vant: Isak Baarset Rønning, Frida Godø, Ragnhild Svendsli Otnes og Njaal Lundemo Aakvik vant årets Innovasjonscamp i Halså med sin prototyp av en ny og smart saltsteinautomat. **FOTO:** IRENE RØE VAAGAN

- Kan skape nye arbeidsplasser

Det sier en meget imponert oppdragsgiver om produktet til elevene som gikk til topps i årets Innovasjonscamp i Halså.

Our first line service system «brand»

- Our own logo, free from the county council logo
- Website attached to the county council website, which has its own address; www.hoppid.no
- Different advertising effects to boost the brand
 - Rollups
 - T-shirts, and so on...
- Media coverage in local and regional papers



THE NEXT STEP















hoppid.no®







INNOVASJONSFESTIVALEN

13. - 15. november 2018

ÅNDALSNES

