

**SWEDISH INCUBATORS  
& SCIENCE PARKS**

Our story  
2 Central Baltic Projects

2016-2021

- Year 2016 , SISP was in a stage of learning more about being a project partner in EU founded projects.
- SISP was approached by Turku ScP and Västerås ScP that had more experience than SISP.
- SISP board evaluated the project idea and gave a GO to the CEO.
  - SISP wanted to evaluate its ability :
    - Can we handle EU project when it comes to administration and management.
    - In what way can international networks create long term value to SISP members.





SME2GO project was between 2016-2018 focus on increase exports of smart city solutions from the Central Baltic region to new markets.

Budget: €1.4M

4SmartGrowth project was 2019-2021 focus on increase export by opening the already existing business connections that partners have reached separately, into the joint use of all five partner regions' SMEs.

Budget: €0.8M



## SME2GO

- Market research on different markets finding real needs on new markets.
- Cooperation between Global enterprises and SMEs in actions
- Training before entering new market
- Export events , matchmaking.

RESULTS: Reached the goals but wanted to do more based on the learnings



### PROJECT LAUNCH

In a smart part of Stockholm, this coming September. Signups at [sme2go@sisp.se](mailto:sme2go@sisp.se)



### MEETING

Grow stronger, achieve synergies, and open the door for exports to emerging markets



### TRAINING

With focus on cooperation between growing SMEs and multinational enterprises



### EXPORTING

Smart city solutions from the Central Baltic region to new and emerging markets

## 4SMARTGROWTH

- Evaluate SMEs readiness and capability
- Offer strong trusted networks on chosen markets.
- Prepare meetings with validated potential customers and partners that have said they have genuine interest.
- A more quality based preparation of the SMEs before SMEs meeting customer or partner
- (Export events) (digital) matchmaking.

RESULTS: 😊 😊 😊 out of 5.





## SME2GO biggest value:

- Creating strong and trusted networks between project partners.
- Learn how to interact with CB administration
- Bigger team creates more power in executing projects.
  - Don't try to take shortcuts , follow the rules and it will be easy.
  - Give time to create trust and understanding, specially if its your first project you do with new partners.
  - Don't hesitate to delegate actions to the once that has mandate.



## 4SMARTGROWTH biggest value:

- 5 brilliant and trusting project partners made the project successful.
- **How to handle a pandemic**
- Strong networks that can be shared is powerfull
  - Try to find each partners specific interest and divide work accordingly
  - **Changes of a project plan can create great value and knowledge**
  - Good results based on good teamwork.



# 4SMART GROWTH

## 4SmartGrowth application form

Fill in this form to apply for the EU Interreg-funded 4SmartGrowth project, run by Tallinn Tehnopol, Swedish Incubators and Science Parks, Västerås Science Park, Turku Science Park and Business Tampere.

Apply and get access to:

- 1 export missions, Spring / summer 2021 (selected companies will be supported with up to 1500 euros for travel and on site expenses per mission)
- Individual preparation process for each company approved to join the process
- Digital matchmaking process tailored to fit each companies needs with potential business partners on each market.
- Supported expertise based on company needs, e.g. legal, translation
- Network of Nordic companies & trusted local partners on each market







Ditt svar

Chile

Ditt svar

Ditt svar

Ditt svar

Ditt svar

Ditt svar

Ditt svar

- ☐ SME
- ☐ Startup
- ☐ Pre-revenue
- ☐ Growth and Establishment
- ☐ Expansion
- ☐ Maturity and possible exit

Ditt svar





## 4SmartGrowth application form

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Solution that the company is providing \*

Ditt svar

Business model \*

Ditt svar

Competitive advantage, uniqueness \*

Ditt svar

Revenue, 2016, 2017 & 2018 in EUR or SEK

Ditt svar

Current stage (tick all relevant boxes) \*

- ☐ SME
- ☐ Startup
- ☐ Pre-revenue
- ☐ Growth and Establishment
- ☐ Expansion
- ☐ Maturity and possible exit

Company description \*

Ditt svar

Upload your company's logo

Lägg till fil

SmartGrowth purposes of the project

Yes

No

Current foreign markets, if any

Ditt svar

Interested in \*

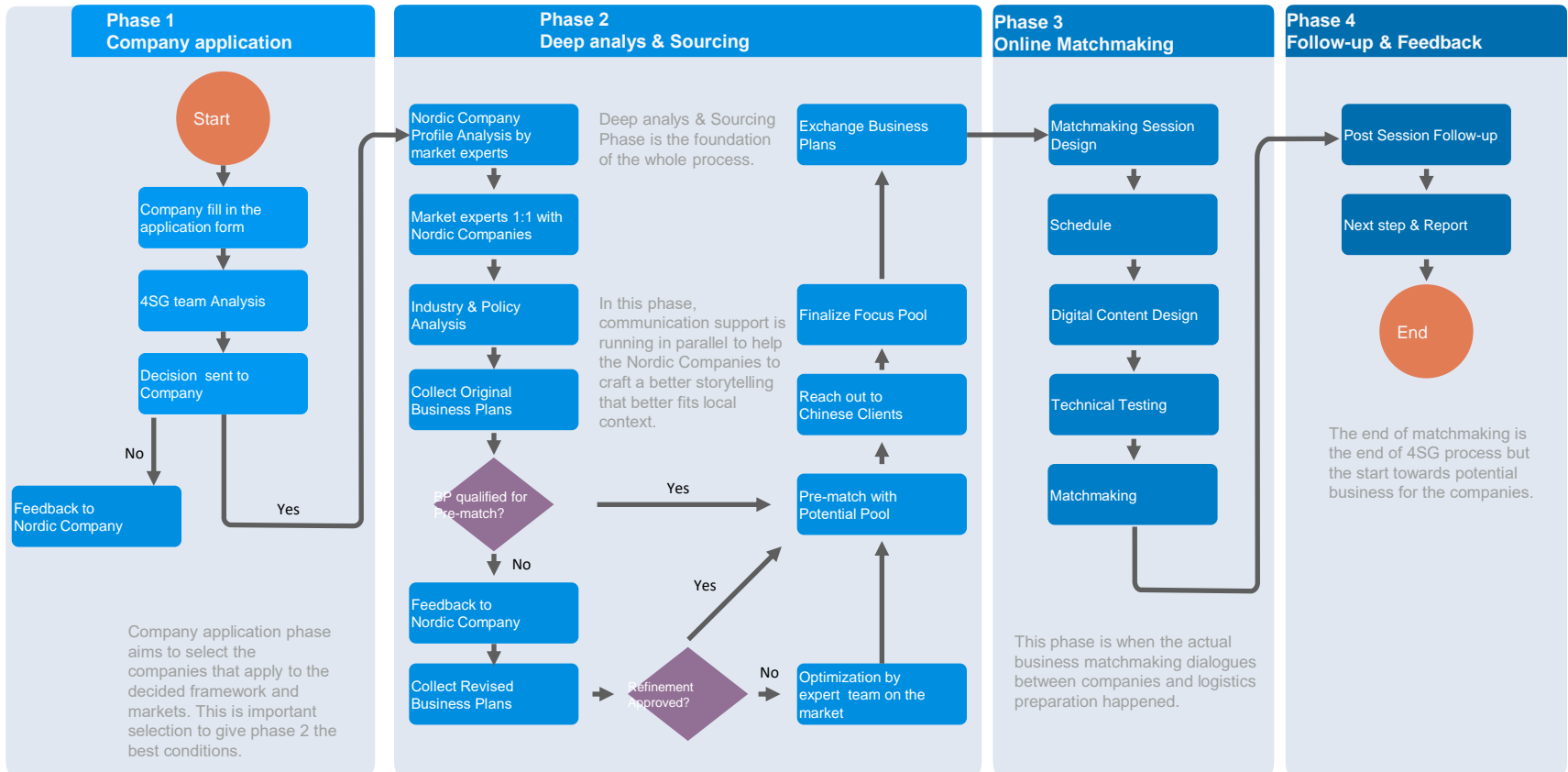
- ☐ China market (Hebei, Guangdong)
- ☐ Chile

Seeking what kind of partners (e.g. describe type of customer, investor, incubator, distributor) \*

Ditt svar

## 4SmartGrowth Digital China market Matchmaking Process Company version

The 4SmartGrowth Digital Matchmaking Process in China.



## Long term value:

- Well prepared for other project cooperation's with partners.
- A good and well working methodology that can help SMEs making a successful new market entry.
- Trusted networks between Sweden, Finland and Estonia that can be reused.
- We now have an administrative routine that can handle EU founded projects.
- Participating companies got access to valuable networks that has been created from different partners.
- Prepare the companies back home as much as possible before going to new market



## Some advice:

- If you are not experienced , use a experts to help you handle the administrative structure.
- Put some time into understanding the framework in CB. If you follow the rules its easy and quick to get your money back.
- Make shore that your project partners can participate through the whole project.





NEXT:

- ANOTHER CENTRAL BALTIC PROJECT WITH FINLAND ; ESTONIA AND SWEDEN.

# SCALE-ABLE

