Campus – the importance of proximity in a STP

Iztok Lesjak, M.Sc.
General Director
What define us? Precondition

- Location
- Proximity of world class science
- Access to talents
- Entrepreneurial culture
- Appropriate business supportive infrastructure
- Availability of business support services
- Inter & intra institutional collaboration
- Access to customers
- Access to funding
- State and regional tax incentives
Place for Business, Science, Education

- Hotel, congress center
- Technology Park Ljubljana Brdo (I. and II. Phase)
- National institute of Biology
- University Campus (Faculty for Information and Communication Technology, Faculty for Electrotechnic, Faculty for Chemistry and Faculty for Biotechnology)

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The importance of campus

Campus represents:

**Destination:** a spot on a global map, specialization, internationalization…

**Space:** a hub, headquarter, new spaces, crea-room, office space, laboratories, network hub, green areas, leisure

**Sustainability:** visibility, credibility, capability, trustability

**Development policies result:** regional development tool, collaboration and cooperation, all stakeholders, of innovation system

**Concentration:** companies, startups, know how, entrepreneurs, mentors, capital, scientist, geeks,

**A chance for sharing ...** shared resources, infrastructure, laboratories and/or equipment, experts, work force, data center
The importance of campus

For tenant companies:

- **Destination**: B2B, sharing ideas, idea carriers and early stage companies, startups, because of quality of work, prestige, trendsetting,
- **Destination**: for open system innovation oriented companies, VC contributing to become a spot on a global map, specialization, internationalization...

For Policy makers: exploitation of research achievements, of school system, policy implementation organization, regional development tool, collaboration and cooperation, all stakeholders, of innovation system

For S3 Concentration: know how, pilot program testing, validation, puzzling, right mixture on a place: companies, startups, entrepreneurs, mentors, capital, scientist, geeks,

For STP and AI Sustainability: selling services, visibility, credibility, capability, trustability, growth, investment vs income vs self sustainability

Proximity enables sharing: cost optimization, availability of costly lab equipment, sharing goods, ideas, workplace, clean rooms..., sharing electric cars, bycycles, parking places,...
What define us? Proximity to R&D, market and talents

Founders

- Institute „Jožef Stefan“
- National Institute of Biology
- National Institute of Chemistry
- Lek Inc.
- IskraTel Ltd.
- IskraSistemi Inc.
- Municipality of Ljubljana
Business support ecosystem

Established in 1995 by 3 main research institutes, 3 leading enterprises and Municipality of Ljubljana:

• +300 member companies with +1,500 employees
• +11 national and local support programs
• +3,5 mio. investments in +60 startups annually
• +150 business mentors and start-up coaches
• +12 partner business support environments in the region
• +400 certified technology parks in IASP global network
Common programmes

THE PLACE FOR STARTUP HEROES.
Support services

1) Commercialization of domestic technology potential
2) Development of business-innovation ecosystems
3) Softlanding services to attract foreign SME’s and talents
Global growth programs
Development of business-innovation ecosystems in SE Europe

1) Completely customized ecosystems
2) Variations of co-working, business incubators or STP
3) Unique approach - results 10x better than using old methods
What define us? National Network

- Initiative Start-up Slovenia
- Information platform www.startup.si
- 35,000 users of digital communication channels
- Promotion of 120 chosen startups
- +300 media announcements in the past three years

COWORKING ROOMS
- + Entrepreneurial programs and community

OFFICES
- + Entrepreneurial programs and community
What define us? Partners

National partners of Initiative

International partners of Initiative
What define us? References

- Best practice in innovation policy 2011
- Global STP management best practice 2013
- Presidency of European division 2010 – 2012
- European STP management best practice 2014
- „John Shields Award 2014“ for contribution in development of innovation ecosystem in SEE
- National nominee for best innovation commercialization environment 2016
Technology Park Ljubljana
Tehnoloski park 19, SI-1000
Ljubljana, Slovenia, Europe

E-mail: info@tp-lj.si
Phone: 00 386 1 6203 400
URL: www.tp-lj.si

Let's connect:

www.linkedin.com/company/technology-park-ljubljana