SCIENCE TECHNOLOGY PARK
BELGRADE

Business models for running sustainable STPs,
The Role of Science/Technology Parks and Incubators in Innovation Ecosystem,
Thessaloniki Greece, 23-24 May 2017

With support of:
THE FIRST SCIENCE TECHNOLOGY PARK IN SERBIA

Founded in June, 2015 in partnership of the Government of Republic of Serbia (on behalf of Government: Ministry of Education, Science and Technology Development), City of Belgrade and University of Belgrade with the aim to create the innovation ecosystem for accelerated technology development of Serbia by connecting business to science and encouraging commercialization of innovation.

➔ Innovation ➔ Competitiveness ➔ Technology Development
OUR GOALS:

- Development of high-tech sector (growth of existing and creation of new technology companies)
- Employment of young highly educated people and reducing the brain drain
- Knowledge and technology transfer and commercialization of innovation
- Development of innovative products and services with added value
- Export growth and strengthening the economy competitive position
- Business networking and globalization
COMPLEXITY of developing first science technology park in the country- lessons learnt

Multiple responsibility in developing and institution such as science technology park, includes following:

- Adjusting best international models to local conditions
- Assuring the fast growth in order to bridge the time gap and to be able to follow the current development trends
- Setting long term goals, but short term activities that can give results in the most efficient way
- Learning by doing model- testing the model while doing it
- Involvement in building the ecosystem in the country- offering your country models for other cities and programs

HOW TO ALIGN THESE GOALS AND TASKS IN THE GOOD BUSINESS MODEL FOR STP BELGRADE?
SUPPORT OF THE SWISS GOVERNMENT-CRUCIAL FOR DEVELOPMENT OF THE FIRST SCIENCE TECHNOLOGY PARK IN SERBIA

Objectives of the project “Science Technology Park Belgrade- the new export instrument of Serbia”:

- Establishment of Science Technology Park as Export Instrument of Serbia
- Increased capacities of Science Technology Park
- Improved promotion of exports of high tech products and services
- Increased level of globalization and exporting

 ➢ SCALING UP BITF MODEL
STP BELGRADE DESIGNED TO:

- **GROWING TECHNOLOGY DEVELOPMENT COMPANIES**
  - BUILDINGS A4, A5, B4 and B5

- **NEWLY ESTABLISHED COMPANIES**
  - BUILDING A3- BITF

Science Technology Park Belgrade Complex is covering an area of 6.6 hectares and 16.446 m² and consists of 5 buildings with a total of 20 levels, including the central entrance hall, connecting elements and walkways.
THE MAIN SECTORS SUPPORTED

Information technologies

Energy efficiency

Biomedicine

New materials and nanoscience

Agriculture and food

Environmental protection

Strategy of Science and Technology Development of Republic of Serbia
SERVICES
ALL AT ONE PLACE - BASED ON COMPANY NEEDS

INFRASTRUCTURE SERVICES
open space business area adjustable to the customer needs
- Reception/info desk
- Conference and training rooms
- Parking (210 lots)
- Maintenance
- Security (24/7)
- Phone and IT infrastructure

BUSINESS SUPPORT SERVICES
Based on the company needs assessment interviews, 4 pilot programs were developed:

LEAN STARTUP PROGRAM
EXPORT PROGRAM
SOFTLANDING PROGRAM
JUNIOR HR
Lectures on current high-tech trends

Access to the best advisors and mentorship

Lean start-up workshops

B2B and pitch events

Promotion of companies

Business counseling

Networking
These are technology development companies from the following sectors:
information technologies, IoT, smart cities, robotics, energy efficiency and food and agriculture.
SCIENCE TECHNOLOGY PARK BELGRADE MEMBERS
Desing R&D Center, innovative company in the field of food technologies, received Innovation Fund grant and was part of EU FP7 project AQUAVALENS http://desing.rs/

NovellIC, innovative company in the field of electronics and embedded systems, holder of several patent applications, two Innovation Fund grants and part of the Horizon 2020 project consortium-GLAM http://www.novelic.com/
Strawberry Energy- innovative company in the field of smart cities, received many awards for innovations, among others European Sustainability award, one Innovation Fund grant, currently implementing smart bench networks in London
http://senergy.rs/

Idvorsky Electric- young startup team reached the finals of the GIST Tech-I world competition in USA for the best technology innovation, among more than 3000 applications
http://idvorsky-electric.com/
Фабрика будућности у Звездарској шуми

У комплексу површине 11.000 квадратних метара послује 29 компанија, технолошко-развојних, страних и домаћих.

Аутор: Сандра Гудин | издање: 19.07.2016, у 13:00

рад и развој: осим пчелица и модерно опремљених класама, ту су и стотине комора, просторија за ослобађање са леђи биљима у различитим бојама, стоји фудбал... (фото Сандра Гудин)

С трумних тимов уписаном малом инжењерима да лакше прећу кроз административну шуму и своје идеје преточе у бизнис, а при том буду процењени превелики почетних грешакове - Да ли хоћете да данас намо још.
BUSINESS MODEL FOR RUNNING SUSTAINABLE STP BELGRADE

I PART: PREPARATION PHASE

► BUILDING A SUSTAINABLE FOUNDATION - establishing partnerships from the beginning (institutions, academia and local stakeholders such as Government, City and University- triple helix model as a good practice in developing sustainable business model, backed up by international support such as Swiss

► USING THE SUCCESS MODELS FOR SCALING UP - using the developed model of Business Technology Incubator of Technical Faculties Belgrade (BITF) as a core for developing STP Belgrade in the first year

► BUILDING TRANSPARENT PROCEDURES, STANDARDS AND CRITERIA - procedures for attraction of companies, selection and evaluation is extremely important for sustainable business model (public call, form, criteria, independent evaluation committee, contracts, etc)
BUSINESS MODEL FOR RUNNING SUSTAINABLE STP BELGRADE

II PART: IMPLEMENTATION PHASE

- **BUILDING PROPER FINANCIAL MODEL** - diversification of income, STP Belgrade gets the income from three sources: 1) state (overhead and administrative costs), 2) own revenues and 3) projects.

- **BUILDING INTERNATIONAL PARTNERSHIPS** - Technology Park Ljubljana, AREA Science Park, EPFL Lausanne, Isreal.

- **BUILDING THE ADEQUATE SET OF BUSINESS SUPPORT SERVICES** - using the best methodologies (LEAN methodology) to assess and evaluate needs of the companies and based on that establish programs aimed to accelerate their development.

- **BUILDING A TEAM** - challenges of hiring the right people, with specific knowledge and customer-oriented skills and making the balance between public and private sector.

- **BUILDING A VISIBILITY** - raising awareness in the countries such as Serbia about the need to support the innovation and entrepreneurship as permanent task.
THANK YOU FOR YOUR ATTENTION!

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