

**Ref.:** Workshop 4  
**Date and Time:** 2011-02-02 10:30-17:00  
**Location:** Vienna Airport

## Agenda

Time	Topic
10:30	a. Welcome coffee
11:00	b. Activity follow-up with emphasis on WP 5 (by PVA and inno)
12:00	c. Steering committee meeting
13:00	d. Lunch break
14:00	e. Investor conference information (by Valdeal)
15:00-16:30	f. Workshop on elevator pitches and investor presentations (by Valdeal)

## Attachments

- CERIM\_WP4 instructions
- CERIM\_second SAT report\_template
- CERIM\_Activity follow-up\_Period 1-4
- CERIM-ValDeal presentation investing - 2011Feb5
- CERIM\_WP2\_List of experienced entrepreneurs

## Minutes

Topic	Minutes
A	
B	<p><b>Misc</b></p> <ul style="list-style-type: none"> <li>• The present meeting belongs to activity 4.1.1 Learning workshops.</li> <li>• Discussions about the continuation of the CERIM project after its finalization were held. The project partners want to continue the present collaborate. However, some partners ask for more focus on the, within the present project, identified innovations in order to make sure that they actually reach the market, i.e. financing for proof-of-concept studies, implementing IP-strategies, prototypes, etc. Others prefer a similar focus as the present project. The importance of the project partners constantly searching for suitable calls from the Central Europe programme and elsewhere was highlighted.</li> <li>• PP3 asked about the CE TT-model - how will it look like? PP8 explained about the TT-</li> </ul>

toolbox having been developed and explained that this will be part of the model together with a suitable CRM system for keeping track of all innovations and research meetings AND a description of suitable structure for working with tech transfer. This will be packaged and presented in the project booklet and be a major output of the project.

### **Activity follow-up**

- PP8 went through the status of the project's work in regards to activities and deliverables. Information about this can be found in the attached file "CERIM\_Activity follow-up\_Period 1-4". Below follows comments from the discussions that followed the presentation.

#### WP2:

- All partners should send a list containing 10 experienced entrepreneurs, investors or other start-up mentors from the partners' regions to PP2. This will be part of deliverable 2.2.5 (Database of experienced entrepreneurs in Central Europe). The attached excel "CERIM\_WP2\_List of experienced entrepreneurs" created by PP4 serves as a template to gather successful entrepreneurs. The project partners will try to invite these 10 actors to the partnering event in Hungary.
- PP2 will arrange a press conference and a TV-coverage at the partnering event.
- The last of the two remaining TV coverage should preferably be held in conjunction to the closing conference in Poland.
- All partners should design press releases and arrange press conferences when applicable.
- A joint article (2.1.4) will be designed by PP 8 focusing on the CE tech transfer tool.

#### WP3

- All activities and deliverables have been completed, so no one should work in this work package anymore unless good reasons are available.

#### WP4

- Two more workshops (4.1.1) are to be made. The preliminary plan for them is the following:
  - One at the partnering event hosted by PP2 on May 5-6<sup>th</sup> in Hungary
  - One at a pre-"closing conf" meeting hosted by either PP3 or PP11 in June
- The closing conference will be hosted by PP6 either during the last week of August or during any of the two first weeks of July.
- PP3+6+11 will get back to the partnership in regards to available dates for the above mentioned events in February.
- Furthermore, the following WP4 output are to be made. In the attached document "CERIM\_WP4 instructions" you find further information related to this.
  - A peer review of your organisation based upon the outcomes of the first SAT-report. You have external expertise budgets for this, unless you have shifted this budget somewhere else.
  - A 2nd SAT report, which hopefully will show that you as an organisation has improved in certain areas covered by the evaluation.
  - A 2nd peer review of your organisation based upon the 2nd SAT report.
  - A plan for improvement of your organisation based upon both the two SAT reports and the two peer review reports.

#### WP5

- Policy guidelines (5.1.3) are currently being designed by a subcontracted PR-company
- Info events and research meetings (5.1.1/2 + 5.2.1) should be done by those who have not

	<p>done everything</p> <ul style="list-style-type: none"> <li>• The activity named “Researchers provide MoE or similar to the project partners” (5.1.4) means that each partner put together a list with 100 researchers conducting market relevant research and make contact with them in order to explain about the CERIM project.</li> <li>• Case reports (5.3.1) should be done by those who have not done everything</li> <li>• Activity 5.4.3. “Patent applications” was discussed. Questions that were raised were if we can pay annual patenting fees and expenses related to nationalizing of a patent application related to a specific innovation? The project partners were asked to send a more specific question related to this, which the LP will forward to the JTS.</li> <li>• The project booklet will contain descriptions of findings and results made in scope of the project. A partner responsible for a specific activity should contribute to the booklet by writing that chapter – e.g. PP2 about the study tours. PP8 will send out instructions later during the spring.</li> </ul>
C	<p><b>Steering committee meeting</b></p> <p>The topic of the project budget shift was discussed. This discussion followed previous written communication with and information of the partners and bilateral partner communications in the previous weeks and especially an in depth explanatory email from 11.01.2011 incl. elaborate calculation schemes, an overview of rules/restrictions regarding underspending and budget shift and important assumptions on which the final budget calculations were made to achieve transparency.</p> <p>All partners were asked to carefully read the information and express their consent to the calculations and recommendations. In particular, the partners were made aware of the risk of a budget cut based on the underspending in reporting periods 1 to 4 when the 15% underspending rule is applied. The calculations also included how the budget cut will affect the “realistic spending plans” of the partners in case the 15% underspending rule leads to a budget cut. Based on the overview from the project level, these calculations show by how much some of the partners.</p> <p>Based on the previously voiced consent of the partners as well as the implied assumption that the partners have all understood the implications of the previous communicated calculations and redistribution model in case of the 15% cut, none of the Partners voiced objections against the proposal of the LP. Also, the partners will receive another email on their spending possibilities based on different scenarios/calculations. The JTS will be informed on the status of the budget shift afterwards.</p>
D	<p><b>Lunch</b></p>
E	<p><b>Workshop</b></p> <ul style="list-style-type: none"> <li>• PP2 presented some initial thoughts about what makes an innovation having a commercial potential.</li> <li>• Each partners presented one of their selected to cases, which then were used to exemplify and discuss about the main points during the workshop. At the end some of the partners put together their own 90 seconds investor pitches. More efforts need to be put on this issue in the future.</li> <li>• More information in the attached presentation “CERIM-ValDeal presentation investing - 2011Feb5”.</li> </ul>
F	<p><b>Investor conference information</b></p> <ul style="list-style-type: none"> <li>• PP2 briefed the partners in regards to the upcoming partnering event (also known as investor conference) to be held on 5-6 of May in Budapest.</li> <li>• the program will include 2.5 min pitches – this can be prepared from all your projects. Please</li> </ul>

include the information discussed in Vienna (to be found in the presentation attached). If you prefer 60 or 90 sec pitches it is also possible to hold, but the limit of 2.5 mins cannot be overtaken.

- please send a one pager teaser (summary) of your projects to PP2 by the end of March: as PP2 is planning to prepare a booklet to the conference where the projects will be included.
- In case you send PP2 your presentations too (together with your teasers) by the end of March, PP2 will take a look through them and give advice if needed.
- On the 5th of May, the press will be invited together with a few Hungarian VCs who might be interested in CE projects too. PP2 intends to invite people who will be interested in the distribution of products you offer. For this PP2 needs information on your projects to get to know what your needs are (please include the info in your summaries).
- As discussed during the meeting, investors mostly invest in projects in their „backyards“. PP2 will write each one of you (to each institute) names of VC managers from Austrian, Italian, German, Polish, Slovenian and Slovakian VCs in a few weeks time. Please get in contact with them and invite them to the event of which drafted program will be sent soon.
- On the 6th of May, interim CERIM meeting and workshop will be held. Also this day serves to the investors interested in certain ideas that will have the chance to conduct bilateral discussions with CERIM members.