



STUDENTS' SUPPORT

towards entrepreneurial
spirit development

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Chapter 1

OBJECTIVES OF THE COMMUNICATION PLAN

Business support and services related to this activity can be of a public service nature, just like, for example, public education, the provision of health services or the provision of waste collection. However, for the average citizen, the business support service is difficult to understand compared to the above-mentioned examples, and therefore it is necessary to communicate it very carefully.

The goal of the communication plan is therefore to propose a system of mutual communication between the target groups of business support (e.g. students, freelancers, small and medium-sized enterprises, etc.) and their needs (e.g. business plan consultation, help with prototype development, securing risk capital, etc.) with support providers.

A partial goal of the communication plan is the pilot verification of selected forms and tools of communication with the project's target groups.

Chapter 2

ANNOTATION OF THE COMMUNICATION PLAN

The material presented below (Output Nr. 3) is a summary of partial works on the project in the area of communication. The work was divided into several stages, based on the analysis of communication models of innovation ecosystems and business support programs across EU states. The methodological concept of the recommended solution, which we describe in the purpose of the document on the specific example of the Zlinnovation.cz platform, has an international character and can therefore be applied in any country of the project solvers, or in a broader concept and with minor modifications of content and form in any EU country. The chosen forms of communication are scalable, i.e. they limit the additional operating costs of the system in the event of a significant increase in the number of users. In addition to the definition of needs, description of services and providers, the platform allows presenting events for the lay and professional public and connecting these events with their digital twins on social networks, creating a comprehensive hybrid model of communication with both online and offline elements.

Chapter 3

TARGET GROUPS

Defining target groups for such a broad segment of services as business support is difficult. This material does not present an exhaustive list of all possible recipients of support; however, it has the ambition to become a guiding methodology identifying the main target groups, which include:

- high school students
- students of higher vocational schools or similar vocational schools
- university students - academic study programs
- university students - professional study programs
- students of doctoral study programs
- post-docs
- members of alumni clubs of universities
- freelancers (property business regime)
- start-ups (regime of technology-oriented companies with exponential growth as a rule)
- micro-enterprises (legal entities)
- small and medium-sized enterprises (legal entities)

and further also:

- business support service providers – public entities
- business support service providers – non-public non-profit entities
- business support service providers – private entities
- business support service providers – Venture Capital Funds
- business support service providers – Business Angels
- national business promotion agencies
- statistical offices and other analytical entities mapping business support
- other

Each of the above target groups has different expectations from the business support communication plan and uses the system to fulfil a different need/task. Basic descriptions of the target groups and their needs are briefly elaborated below.

Tab.: Definition of target groups and their needs

| Target group | Need/Task | Note |
|---|--|--|
| high school students | <ul style="list-style-type: none"> development of creativity, entrepreneurship, initiative activation and involvement in public life participation in the development of the school, the city entrepreneurship as an alternative to employment recognition of talents and possible professional orientation internships, internships, temporary jobs, excursions, shadowing managers, contacts | |
| students of higher vocational schools or similar vocational schools | <ul style="list-style-type: none"> development of creativity, entrepreneurship, initiative activation and involvement in public life participation in the development of the school, the city entrepreneurship as an alternative to employment recognition of talents and possible professional orientation internships, internships, temporary jobs, excursions, shadowing managers contacts, networking | |
| university students - academic study programs | <ul style="list-style-type: none"> development of creativity, entrepreneurship, initiative activation and involvement in public life participation in the development of the school, the city entrepreneurship as an alternative to employment recognition of talents and possible professional orientation | bachelor's and master's level of study |

| | | |
|---|--|---|
| university students - academic study programs | internships, internships, temporary jobs, excursions, shadowing managers acceleration programs, work with an idea, mentoring pre-incubation programs diploma, bachelor theses contacts, networking | bachelor's and mas- ter's level of study |
| university students - professional study programs | development of creativity, entrepreneur- ship, initiative activation and involvement in public life participation in the development of the school, the city entrepreneurship as an alternative to employment recognition of talents and possible pro- fessional orientation internships, internships, temporary jobs, excursions, shadowing managers acceleration programs, work with an idea, mentoring pre-incubation programs diploma, bachelor theses contacts, networking | bachelor's and mas- ter's level of study |
| Ph.D. students | acceleration programs, work with an idea, mentoring pre-incubation programs dissertation research projects and cooperation in R&D contacts, networking | |
| members of alumni clubs of universities | contacts, networking | |
| freelancers (property business regime) | consultancy mentoring contacts, networking connection to orders PR and communication support background, shared spaces | regular updating of the list of entre- preneurs is necessary |

| | | |
|---|---|--|
| start-ups (regime of technology-oriented companies with exponential growth as a rule) | consultancy mentoring human capital venture capital and finance PR and communication support prototyping, MVP contacts, networking domestic/foreign acceleration programs incubation programs background, sharing spaces | regular updating of the list of entrepreneurs is necessary |
| micro-enterprises (legal entities) | consultancy mentoring, coaching human capital finance PR and communication support contacts, networking development programs (meaning Platinn, Creatin, Techinn)? partnership for R&D | |
| small and medium-sized enterprises (legal entities) | consultancy mentoring, coaching human capital finance PR and communication support contacts, networking development programs (meaning Platinn, Creatin, Techinn) partnership for R&D | |
| business support service providers - public entities | socio-economic development of the territory territory marketing | the potential of clustering service (see Zlinnovation) |

| | | |
|--|---|---|
| business support service providers - non-public non-profit entities | examples of good practice for changes in society | necessary continuous mapping of the ecosystem |
| business support service providers - private entities | socio-economic development of the territory territory marketing share of profits | consider the possibility of cooperation on a commercial basis |
| business support service providers - Venture Capital Funds | technology marketing share of profits | consider the possibility of cooperation on a commercial basis |
| business support service providers - Business Angels | deal flow of potential intentions participation in acceleration, pre-incubation, incubation programs networking | |
| national business promotion agencies | socio-economic development of the territory territory marketing | |
| statistical offices and other analytical entities mapping business support | data mining socio-economic development of the territory territory marketing | |

Chapter 4

FORMS OF COMMUNICATION

The primary need when choosing forms of communication was the scalability of communication tools between the individual states of the solving teams, as well as the scalability of the users of such a communication system. The tools must make it possible to serve individuals requesting a specific business support service, as well as hundreds to thousands of students requesting general information on one of the stages of business support, for example during their studies at university, or for the purposes of diploma seminars on the topic of business models and business plans.

Chapter 5

HISTORY AND PRESENT OF BUSINESS AND INNOVATION SUPPORT IN THE CZECH REPUBLIC

This chapter is dedicated to the development of business support tools in the Czech Republic and points out, on specific programs, the possibilities of benefits in the individual phases of the business plan (from the idea, research and development of the product, production support, support of the technological background of companies, export support). The successful application of Czech products and services on foreign markets is therefore demonstrably related to the targeted development of a comprehensive system of assistance and services, which can be carried out on the timeline:

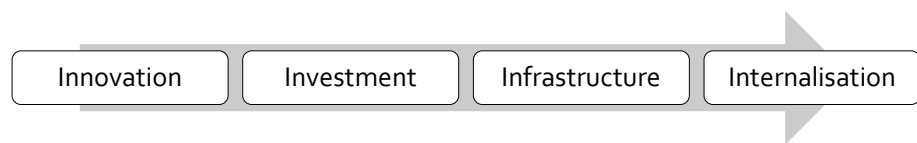


Fig. 1

For this reason, support providers cooperate with each other and create a support ecosystem that encourages companies to innovate and produce products and services with higher added value. The services and assistance of the involved institutions follow each other appropriately, complement each other and bring a greater effect to entrepreneurs as a result.

The goal is to simplify companies' access to the support and assistance offered.

Tool 1: Subsidies:

- **OP TAK Application** – industrial and experimental development
- **OP TAK Potential** – establishment or development of industrial research, development and innovation centres
- **OP TAK Innovation voucher** – purchase of consulting, expert and support services in the field of innovation
- **OP TAK Proof of Concept** – a/ activities related to the verification of

the technical feasibility and commercial potential of research and development with the aim of introducing a new product/service to the market; b/ activities aimed at completing research and development to the final stage and preparing for its commercialization

- **OP TAK Innovation Project** - increasing the technical and useful values of products, technologies and services; introduction of new methods of organization of company processes; increasing sales of products and services through a significant change in product design or packaging or the introduction of new sales channels (marketing innovation)
- **OP TAK knowledge transfer partnership** – support for the creation of a partnership between a small and medium-sized enterprise and an organization for research and dissemination of knowledge for the purpose of knowledge transfer
- **Czech Rise Up 2.0** – research against COVID 19. Funding of projects to complete new and non-existing medical solutions into practice that can help fight against coronavirus infection. Completion of industrial research, experimental development, clinical research phase, validation of patents and similar intangible assets or conformity assessment and certification is supported.

Tool 2: Programs to support applied research and experimental development - departmental programs:

- **Trend** - increasing the international competitiveness of enterprises (administered by TA CR)
- **The Country for the Future** - support for the introduction of innovations in small and medium-sized enterprises, the development of start-up companies and the infrastructure for digital innovation
- **Transport 2020+** – development of the transport sector in a way that reflects social needs (administered by TA CR)
- **Environment for the life** – program to ensure a healthy and high-quality environment and sustainable use of resources (administered by TA CR)

Tool 3: Programs to support applied research and experimental development - programs of the Technology Agency of the Czech Republic:

- **Delta 2** – support of international cooperation in applied research
- **Theta** – support for the transformation and modernization of the energy sector in accordance with the approved strategic materials
- **Gamma 2** – verification of research results for practical application and commercial use
- **Beta 2** – public procurement program in applied research and innovation for the needs of state administration
- **Kappa** – a program to support international cooperation between subjects from the Czech Republic with partners from Norway, Iceland and Liechtenstein and connecting research organizations with the application sphere
- **National centres of competence** – support for building stable and long-term foundations of applied research. Realization of quality research according to the needs of the application sphere.
- **ERA-NET Cofound calls** – support of international cooperation of entities from the Czech Republic with partners from various countries within the European Economic Area and beyond
- **Sigma** – Comprehensive R&D support tool across disciplines oriented to the needs of society and the economy

Tool 4: Establishing research cooperation and finding partners:

- **Technological missions** – support for international cooperation in the field of research and development linked to the presentation of the Czech Republic's technological sophistication

Tool 5: Support for cultural and creative industries:

- **Design for competitiveness** – a subsidy project including discounted individual services of an industrial or product designer of your choice from the CzechTrade Designers Directory online database and subsidies for the presentation of companies and designers at selected design fairs abroad – vocational training in the field of design management
- **Directory of CzechTrade designers** – see www.designers-database.eu - promotion of designers in the Czech Republic and abroad and a list of suppliers of preferential design services provided as part of the Design for Competitiveness project

Business support tools will differ in individual EU states, however the presented timeline of support from innovation - investment - infrastructure - internationalization is generally binding for all EU member states.

Chapter 6

PRACTICAL EXAMPLE - ZLINNOVATION PLATFORM

The last chapter of the document is devoted to a practical example of specific platforms bringing together business support providers in the Zlín Region (CZ). The platform was created as a strategic project of connecting business and innovation support providers and is unique at the national level. Currently, 14 providers cooperate on it and it brings together almost 90 services.

Level 1: Homepage

The key function of the homepage is the segmentation of the customer and the identification of their needs and the expected support from the innovation ecosystem. We therefore recommend using this example of good practice from the Zlinnovation platform for all language mutations.

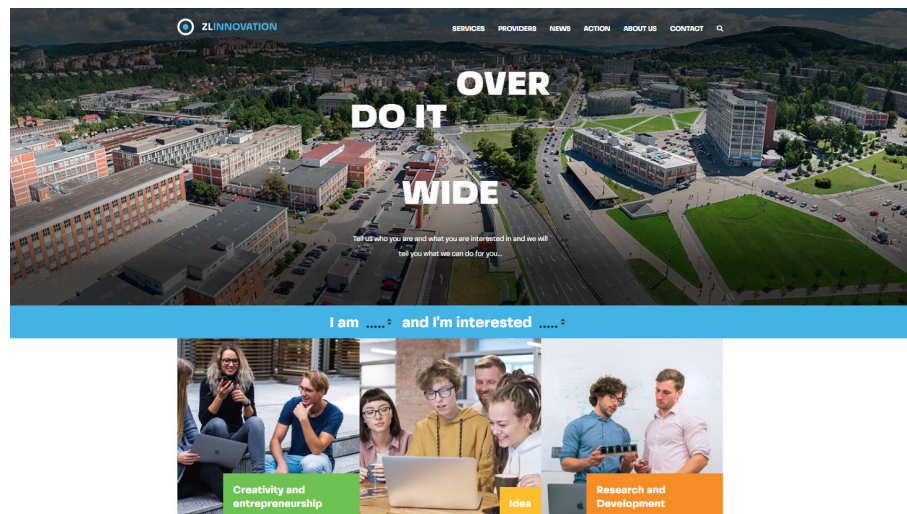


Fig. 2

Level 2: Menu - User Description

Target group segmentation pop-up menu. Based on the selection made, the offer of services corresponding to the needs of the target group will be narrowed down.

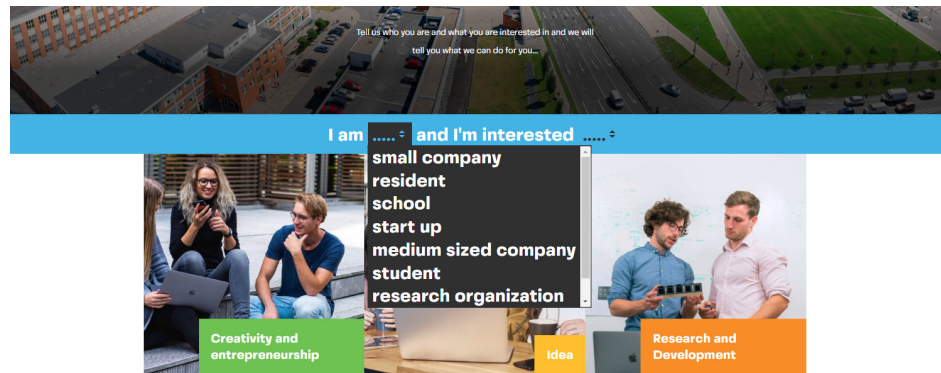


Fig. 3

Level 3: Menu - Offered Services

Pop-up menu segmentation of the required service or spectrum of services. Based on the selection made, the offer of services corresponding to the needs of the target group will be narrowed down.

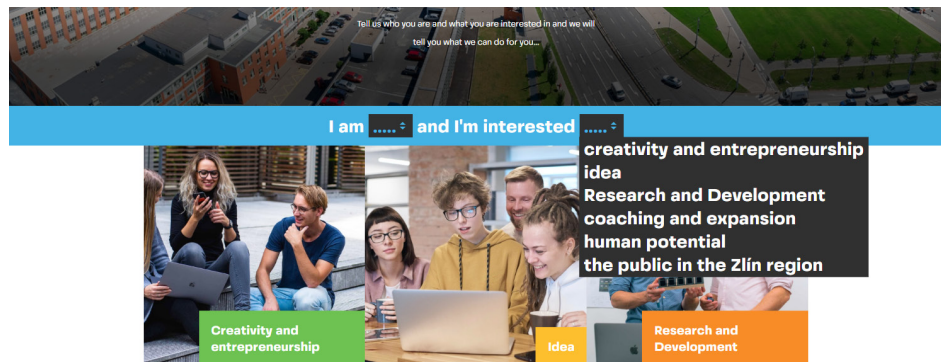


Fig. 4

Level 4: Offered Services - Overview

The general level of services offered is segmented according to the good practice of the Zlinnovation platform into 6 thematic areas supporting the entire spectrum of the chronology of support - from work with the talent and creativity of pupils, through the development of entrepreneurship and business skills, support for research and development, implementation of business projects, support for the development of human resources to the support of the expansion of endogenous enterprises and their influence on the development of the region (incl. overlap into the issue of the quality of life of segmented groups of citizens, especially in regions threatened by depopulation).



Fig. 5

Level 5: Providers Introduction

This section serves to briefly introduce the group of service providers. The purpose of this section is a user-friendly presentation of providers whose breadth and field focus guarantees the quality of the entire ecosystem.

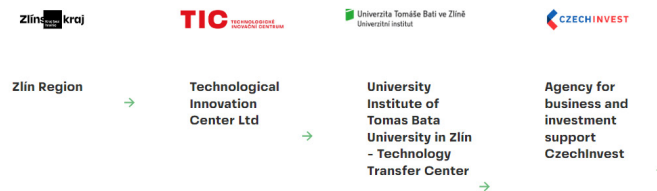
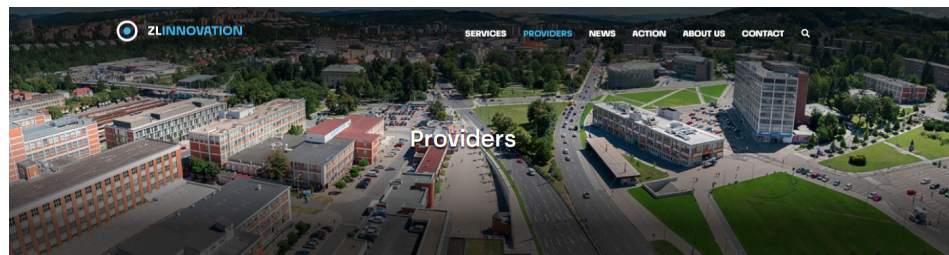


Fig. 6

Level 6: Offered Services - Product Description

A detailed presentation of the selected service/product from the platform offer is the last level of service communication. This is a short description of the service, an indication of the service parameters, and a display of the contact person of the responsible member of the platform.



Acceleration program for all budding entrepreneurs with innovative intentions. The goal of the program is to turn an idea into a real business, provide exclusive contacts, mediate investors and contribute to project viability. We have first-class tools: experience, knowledge and know-how of the best.



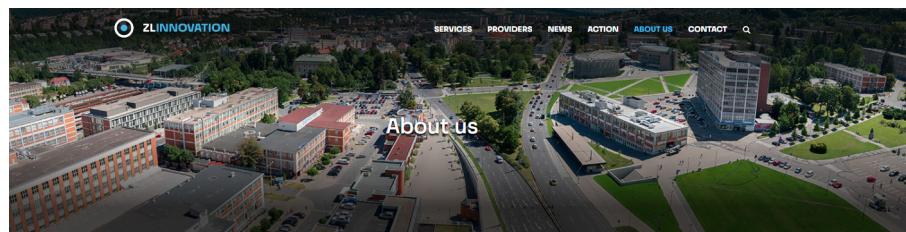
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Since 2007, **14 years have been held**, a total of **1151 people** participated .
718 business plans passed the project in the category of **universities / public** , **341** plans in the category of secondary schools. **123 workshops** were held, attended by more than **4,526 people** . The **implementation of 86** business plans was started .

Fig. 7

Level 7: About the Platform Zlinnovation.cz

This tab recapitulates the motivation of platform members to participate and the purpose of presenting services in one place. At the same time, it presents a brief list of active members of the platform with links to their respective web presentations. In the future, it is possible to expand this chapter with a memorandum of cooperation (e.g. in the form of a scan of the signed original), which will provide an even closer overview of the members' cooperation conditions and the degree of their responsibility for the quality of the services offered. This is also an important display for potential new members of the platform, as they will have the opportunity to know the conditions of participation in advance.



The purpose of the ZLINNOVATION partner platform is to strengthen mutual communication, cooperation and trust of the supporting entities of the innovation ecosystem of the Zlin region.

The main goal of the platform is to coordinate, connect and promote the activities of members in order to create a joint personalized offer of services to target groups in the innovation ecosystem in accordance with the Regional Innovation Strategy of the Zlin Region, communicated under the unified marketing brand ZLINNOVATION. Cooperation is based on the principle of voluntariness.

Members of the ZLINNOVATION platform:

- [CzechInvest agency](#)
- [UPPER Center for Creative Industries and Entrepreneurship](#)
- [Technology Transfer Center – University Institute of TUB in Zlin](#)
- [Czechitas Zlin](#)
- [Czech Marine Cluster, s.r.o.](#)
- [Industry Service ZK, a.s.](#)
- [District Chamber of Promoters of the Zlin Region](#)

Fig. 8

Summarization - management summary

This document outlines a case study and good practice from the Zlín region to all other project partners, or other readers, the communication strategy of the innovation ecosystem of the region on the unified platform of service providers. The breakdown of the document is intentionally formulated to provide a detailed presentation of both the visibility of members and their presentation to the outside, as well as the segmentable categorization of services offered at all stages of business support known in 2023 with overlaps into the topics of regional development and the related quality of life of the residents of the given regions.

The individual chapters are devoted to both the ideological setting of the platform and the technicalities of functionality, thanks to which it is possible to transfer the presented good practice to other European regions (after incorporating adjustments that take into account the regional specifications of individual ecosystems in different EU member states).

The presented platform is fully in harmony with the strategic documents of RIS3, or other documents complementary to the topic of research, development, innovation and start-up business.

The structure of the document presents both key user groups and segmented services for these user groups.

The authors of the document declare their interest in the further development of the innovation ecosystem in the form of unified platforms, and for this purpose they offer potential interested parties consulting support beyond the scope of the presented Output No. 3.