The CEBBIS project is implemented through the Central Europe Programme co-financed by the ERDF

Technology transfer
-CEBBIS Experiences-
INNOSKART Nonprofit Ltd.

- Technology transfer in CTRIC
- Technology transfer into CEBBIS project
- Expectable results

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Introduction of CTRIC

Cluster management
- Management services
- Development of competence
- Knowledge and technology transfer

Market
National EU

Spin-off

Clustering enterprises
knowledge centers

More than 10 national innovative projects

Enterprises

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The owners of the new innovative nonprofit company are cluster members, a researcher with university background and the cluster management company.

The aims of the spinoff company are to generate new innovation projects and market-oriented product developments.

The spinoff company has been operating as a knowledge intensive company since the spring of 2010

Know how: similarity analysis based on mathematics methods
• On the basis of similarity analysis method each variable can be analysed related to each other.

• The result is different in operativeness and strategic feature – effective operational decision can be prepared about the variables which can be influenced immediately.

• The comparisons (simulator developments) can be prepared for a given country’s or region’s branch-based and competition status.

• The business environment can be decomposed (through similarity analysis) into attributes having either a problem character or a kind of buffer potential.

It reveals those fields of force where we can declare our arrears and potential advantages.

• Besides the statistical data we can analyse other special company information too – the overall analysis of these data can give the answer to the questions of the to-be-developed innovation strategy.
The innovation policies in Europe – and in Hungary too – usually focus on R&D indicators, while the SMEs’ objective is to have extra advantages of innovation. **A big deal of enterprise innovations is realised not through implementing R&D actions, not even by the purchase of such results (i.e. petitions, licences, know-hows, etc.).**

For SMEs innovation is a tool for competition, so it is important to have proper information on the regional branch-based competition. **Innovation is a competing instrument in the hands of enterprises. The innovativeness of an enterprise is less dependent upon the number of the competitors than the quality of the competition.**

Usually innovation is decreased by the global financial crisis, but there are SMEs who focus on innovation in order to fight against financial crisis. An empirical study certified that in contrast to the increased financial problems a big deal of the Hungarian enterprises – more than half of them – react on the crisis with intensive innovational efforts. **It would be a significant help in such a situation to create a strategy based on the enterprises’ innovational attributes.**
Conclusions

- Though in Europe exist innovation survey of OECD, there is a lack of SME innovation potential analysis which has better relation to real innovation process than the basic R+D indicators.

- The conditions of competition influence SMEs’ innovation activities, because the aim of SMEs’ innovation is usually the better position in competition, while on the other hand the success of innovation is the improving of competitiveness. That’s why it is reasonable to analyse the effect of the regional conditions of competition on the innovation process.

- The global crisis effects the innovation potential so it would help in this situation to prepare company sized innovation strategy based on the analysis of the company’s innovation features.
The aim of CEBBIS WP4 service development activity

• Preparation and checking a branch-based model of pro-innovative services **addressed directly to entrepreneurs’ needs in the region (demand led approach)**

According to the study on Hungary the following barriers exist:

- **Barrier 1 – Low capacities on R&D**
- **Barrier 2 – Organizational problems**
- **Barrier 3 – University-Industry co-operation**
- **Barrier 4 – Imbalance between supply and demand of educated workforce**
- **Barrier 5 – Issues of SMEs**

Only fifth of the operating Hungarian SMEs are innovative. Surveys proved that several Hungarian companies consider themselves as innovative even if it means only a smaller technology or operation change. The human and technical sources connected to R+D and innovation are missing at many SMEs

- **Barrier 6 – Sectoral heterogeneity**

**General objective**: to encourage innovation strategy developments of SMEs.

**The aim of CEBBIS innovative service development**: the definition of real innovation potential from entrepreneurs’ data to prepare SMEs’ innovation development startegy.
Similarity analysis is the new technology for SMEs’ data analysis.

The **new technology** is necessary because:

- hidden information (the statistical average does not always reflect to the essence)
- how should the data of a specific object change in relation to other conditions and other objects’ data
- the relation of the norm value and the facts opens a new evaluation dimension for enterprises’ situation analysis, the innovation strategy and the operational planning
Our aim in CEBBIS service developing is to define the entrepreneurs’ needs through comparing their data by similarity analysis.

• financial data (i.e. balance sheet and result statement)
• HR data (i.e. the number of employees altogether, the number of researchers within the staff in percentage)
• innovation activity (i.e. developed new products/services/technologies/prototypes, the number of national and international projects etc)
• regional innovation conditions (i.e. branch-based background in the region, regional innovation policy)
How to implement?

- **preparing the object-attribute-matrix**
  - object: those existing features from the comparison of which we can learn
  - attribute: features in logical connection (ceteris paribus)

- **defining the analysis aim**
  - prediction of some real features
  - mapping of the differences (distance) from the ideal state
<table>
<thead>
<tr>
<th><strong>General objectives</strong></th>
<th>Development of an innovative basic service</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>New technology</strong></td>
<td>Similarity analysis</td>
</tr>
<tr>
<td><strong>Objective of the project</strong></td>
<td>With the aid of similarity analysis we aim to identify the needs of enterprises through comparing their financial and HR data, innovation results and branch-based regional features.</td>
</tr>
<tr>
<td><strong>Output</strong></td>
<td><strong>Company-sized innovation strategy</strong></td>
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<td></td>
<td>• <em>which indicator shows relative drawbacks, or where are the advantages compared to the competitors</em></td>
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<td></td>
<td>• <em>which phenomena in what form and extent influence each other, so where and in what manner is it worthy to intervene with decisions, and what kind of effects are predictable thanks to the actions</em></td>
</tr>
<tr>
<td><strong>Project activities</strong></td>
<td>• Definition of an analysis matrix (cooperation with PPs)</td>
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<tr>
<td></td>
<td>• Pilot project</td>
</tr>
<tr>
<td></td>
<td>• Regional similarity analysis study in CD region IT sector (definition of expectable indicators)</td>
</tr>
<tr>
<td></td>
<td>• Enterprise specific similarity analysis</td>
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