

i3 model for innovative entrepreneurship with strategy for application and promotion

**Project BMP1 / 1.3 / 2532/2017 "i3 - Education for
ideas, inventions and innovations for
entrepreneurship", financed by the Transnational
Cooperation Programme "Balkan - Mediterranean
2014-2020"**

***INTELADVISERS
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Project co-funded by the European Union
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I. BACKGROUND

1. Brief description of the assignment, the project and the programme

This document is submitted in response to a call by the "Committee Italy-Bulgaria 2013" - a partner and beneficiary of the project "i3" with subject :**"Developing a model for innovative entrepreneurship, implementation strategy and advertising and training materials for basic training modules (including English translation) project BMP1 / 1.3 / 2532/2017 "i3 - Education for ideas, inventions and innovations for entrepreneurship", funded by the Transnational Cooperation Programme "Balkan - Mediterranean" 2014-2020.**

The project is implemented with the financial support of the Transnational Cooperation Programme "Balkan - Mediterranean" 2014-2020 (the Programme), funded by the European Union through the European Regional Development Fund (ERDF) and the Instrument for Pre-accession Assistance (IPA) and co-funded by the participating countries - Albania, Bulgaria, Greece, Cyprus and FYROM.

The Programme "Balkan – Mediterranean" 2014-2020 pays special attention to coherence, complementarity and transfer of experiences and best practices of the regional and national programmes which can benefit from transnational activities and their results. The main objectives are the exchange of experiences between participants, territories and within the programme area itself and the use of shared territorial advantages and support of integrated territorial development and cooperation for increased competitiveness and stability of the Balkan-Mediterranean region.

To achieve its objectives the Programme focuses at potential local entrepreneurship and natural assets for achieving smart and sustainable growth of the region.

The project "i3 - Education for ideas, inventions and innovations for entrepreneurship" is implemented under Priority Axis 1 "Entrepreneurship and Innovation", thematic objective 10 - Investments in education, training and vocational training skills and lifelong learning. "

The implementation of the project and the present contract is expected to support regional development, cooperation and competitiveness of the target area of the programme by developing, implementing and promoting a model of entrepreneurial learning and knowledge transfer (Model i3 - Ideas, Inventions, Innovations) for students and young entrepreneurs.

The main activities and results that are expected to be realized within the project are:

- ✓ Establish or strengthen entrepreneurial thinking and approach to exploiting and creating new business opportunities and increase competitiveness;
- ✓ Establishing closer links between training and education institutions and businesses with a view to reconciling supply and demand of qualified human resources;
- ✓ Focusing efforts to resolve the most pressing issues of regional, national and global level in support of socio-economic development;
- ✓ Establishing cooperation between the project partners and stakeholders - training and educational institutions and businesses.

2. Current status in terms of entrepreneurship, knowledge transfer and cooperation in the programme area

The programme area suffers from a shortage of labour skills, so it is important to provide knowledge transfer and skills development, to link business needs with vocational training. The measures under Priority Axis 1 include activities that promote the entrepreneurial and innovative potential of the region through the support for small and medium business, cooperation and networking, creating new business models and other measures, which stimulate innovation, opening new markets and internationalization.

The project intends to address these challenges by introducing a model for entrepreneurial training and knowledge transfer, aimed at young people and putting their needs in accordance with market demand, to maintain growth and development in the Programme area.

II. THE i3 MODEL

1. The i3 model at a glance

The model "i3" (Ideas, Inventions, Innovations) is designed to become a recognizable trademark tool that promotes creative, innovative and focused entrepreneurial thinking.

This model is mainly aimed at students and young entrepreneurs and includes the following features:

1.1. *Main features of the i3 model*

- ✓ Flexible modular training, including basic modules for business, communication, finance and specific modules designed to train adults;
- ✓ Innovative approach - theoretical training based on role-playing, practical guidance for all levels - from novice entrepreneur or trader to the head of a big company, shadowing successful businessmen, etc .;
- ✓ Maximum use of the online platform and mobile apps that facilitate learning, networking, sharing experiences and seeking assistance, etc .;
- ✓ The model "i3" is realized by the organization of "i3 fairs" that ensure the active participation and the relationship between business, education and funding with a view to reconciling supply and demand of adequate entrepreneurial initiative;
- ✓ Focus efforts on the most critical sectors with the highest potential for socio-economic development and acquisitions, updating the list of sectors, depending on the specifics of the country / region. In preliminary analysis have been identified five general topics for entrepreneurship development in the participating countries - **environment, energy, ICT, high technologies, lifestyle.**

1.2. *Main themes/sectors of the i3 model*

The preliminary defined themes / sectors of the model "i3" with established potential for innovative entrepreneurship are:

- *Environment* (ECO)- water conservation, recycling, clean air, counter climate change, etc.
- *Energy* (ENERGY) - energy and resource efficiency, renewable energy, etc.
- *Information and Communication Technologies* (DIGITAL) - computer hardware, software, artificial intelligence, Internet, telecommunications, multimedia, etc.

- *High technologies* (TECH) - electric vehicles, robotics, bio-technology, nano-technology, etc.
- *Lifestyle* (LIFE) - lifestyle, health, working environment, travel/tourism, entertainment, nutrition, sports, culture, etc.

These themes/sectors were identified as the most important drivers of sustainable progress, not only technological, but also social and economic, and the main focus is on the well-being of people and their experiences.

2. The theory behind the i3 model

The i3 model (Ideas, Inventions, Innovations) represents an entrepreneurship innovation model. Therefore, it is focused on stimulating and streamlining the path to **starting a business based on developed entrepreneurship and innovative thinking**, rather than managing the business afterwards, achieving growth, etc.

To this regard, first the terms of “entrepreneurship” and “innovation” must be explained as the basis for development of the model.

According to classical social sciences theory and definitions, the entrepreneur was considered as the central figure, the turning point of economic development, a person who is not afraid to take risky ventures. The early definition (*Jean-Baptiste Say*) of entrepreneur is a person who uses a new knowledge to produce a new product by employing workers, bringing in capital and other resources to transform the new knowledge into goods. In general – the entrepreneur was considered merely as the organizer and manager of production or trade.

The entrepreneur motivation was considered to be driven by 3 motives:

- Desire for power (winning)
- Desire for gain (profit)
- Desire to create (produce)

However, the increasing complication of modern economies causes the necessity of a higher rate of economic interaction. Today’s knowledge-based economies are dependent on a dynamic technological progress. The generation of innovation no longer depends so much on individual personalities but involves the cooperation of many different actors. This requires more understanding of innovation leading to entrepreneurship and the existence of skills in exploiting the available assets and resources.

The common definition of **innovation** (*Josef Schumpeter, Theory of economic development*) represents either of the following:

- ✓ launch of a new product or a new species of already known product;
- ✓ application of new methods of production or sales of a product;
- ✓ opening of a new market;
- ✓ acquiring of new sources of supply of raw material or semi-finished goods;
- ✓ new industry structure such as the creation or destruction of a monopoly position.

The accent of the i3 model is placed on innovation and innovation practically is expressed through new ideas and inventions. There might be established a simple logic of entrepreneurship as brought by having an idea, making an invention to bring up innovation as a basis of starting a business. At the core of each success story, there is an innovation. However, in the recent years of enormous technological, knowledge and information advancements, most ideas/inventions/innovations have a limited time span, so the model i3 attempts at creating a reliable process and strong basis for entrepreneurship and avoiding obsolescence of ideas, inventions and innovations.

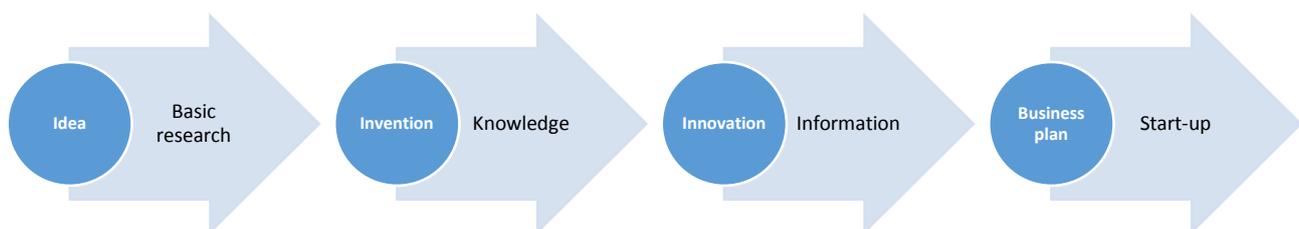


Fig. 1. Model for innovation based entrepreneurship

The model incorporates also another aspect of innovation potential and economic development – the so called **Triple and Quad(ruple) Helix**.

The developing Industrial Society until mid-20th century was dominated by a dipole – an industry-government relationship. Since the development of the Knowledge Society was introduced the Triple Helix thesis, meaning that the potential for innovation and economic development lies in a more prominent role for the university and in the hybridization of elements from academia (university), industry (business) and government (public sector) to generate new institutional and social formats for the production, transfer and application of knowledge. Due to the regulated and still inflexible curricula in the formal education, entrepreneurship knowledge becomes a task to be undertaken by the informal and extracurricular education and training. In this respect the i3 model aims at building of basic and

specific knowledge and skills, motivation and entrepreneurial thinking and making it available to the largest possible audience.

Still, the world in the 21st century is a dynamic and is in continuous flux due to globalization and hyper competition and these trends are still in progress. The traditional Triple-Helix model does not consider entrepreneurs irrespective of their sectors. The consequence is that individual resourceful persons and brilliance of ideas are not effectively addressed and many well designed ideas never come to reality.

The first missing link can be described in terms of an absence of “context management” in trying to find the common denominators between the highly institutionalized stakeholders in the classical Triple Helix model. Instead of inbuilt “context management” the various parties are defining “their” respective agendas according to their own directions and well defined interests.

The second Triple-Helix dilemma is the missing link to strong individuals who are resourceful, not in their capacity as legitimized role players in either of the Triple-Helix organizations, but rather as resourceful individuals who are not so soundly organized and normally not appointed by at least the classical institutions.

The Quad Helix model introduces the civil society having key importance for central “context management” and connection to resourceful and creative people irrespective of their affiliation.



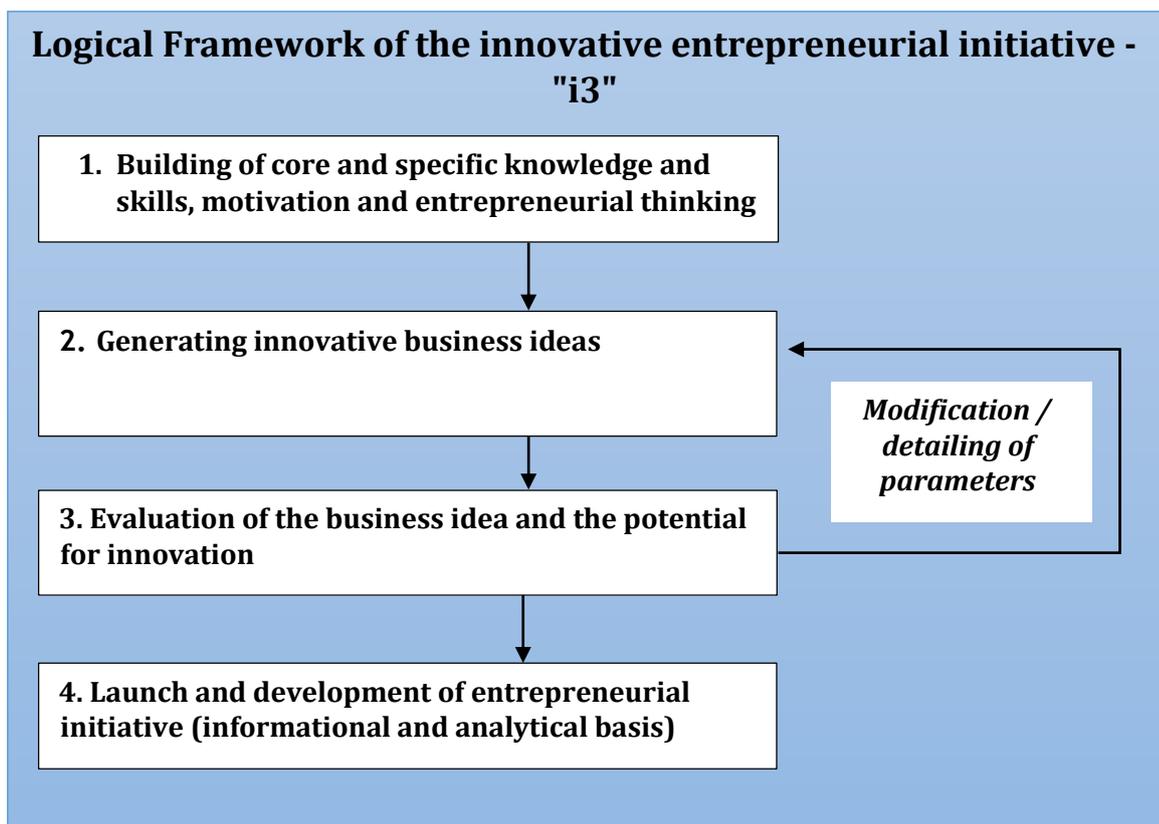
The strong sides of the i3 model are that it was developed as an overall context idea by a civil society organization consisting of various individuals with successful academic and business careers in multi-field sectors.

In summary, the i3 model considers all of the above aspects, as follows:

- The essence and motivation behind entrepreneurship;
- Innovation as a driving force of entrepreneurship;
- Developing individual qualities, abilities and motivation, but taking into consideration the widest context of economic interactions.

3. Logical matrix of the i3 model

Based on the above considerations the i3 model for entrepreneurship innovation is developed, which describes how to create, transmit and valorise the intangible and tangible value of the algorithm leading to entrepreneurial initiative.



III. STRATEGY FOR APPLICATION AND PROMOTION OF THE i3 MODEL

With a view of the consideration of the wide context of economic interactions related to entrepreneurship innovation, there should be a methodological and organizational instrument, which will develop and support the i3 model and the implementation of the Strategy for its application and promotion. This instrument is the **i3 network**, comprising all stakeholders from all parties of the Quad Helix model on a wide international level.

The objective of the network is to combine the resources and efforts of representatives of the stakeholders to further develop, apply and promote the i3 entrepreneurship innovation model with a view of achieving sustainable socio-economic development on regional, national and international level and stimulate cooperation, partnership, research and knowledge exchange.

The coordination and the representation of the i3 network on national level will be done by the partners of the i3 project and new stakeholders from other countries.

The members of the i3 network will continuously analyse the national and international economic development and may propose adding or replacing the preliminary identified 5 themes/sectors of entrepreneurial initiative or modifying their scope.

The i3 network will operate on the following principles: equality, respecting opinions, transparency, non-discrimination, sustainable development.

1. Strategy for application of the logical framework of the i3 model

The Strategy for application of the i3 model consists of the following measures:

Measure A1 - Building of core and specific knowledge and skills, motivation and entrepreneurial thinking

Objectives:	Building of basic and specific knowledge and skills, motivation and entrepreneurial thinking with a view of stimulating the generation of feasible innovative and creative business ideas
Description/ activities:	The basic and specific knowledge and skills, innovative entrepreneurial thinking and motivation are built by a cycle of trainings / seminars with intensive training programme. The training programme contains the basic (core) training modules and specific training modules in the 5 initially

	<p>identified themes / sectors for innovative entrepreneurial initiative of the model "i3" (lifestyle, high technology, ICT, energy and environment).</p> <p>The standard duration of the trainings will be 3 days, of which 1.5 days will be dedicated to the 3 core training modules (each module will be delivered in 2 sessions x 1.5 hours) as follows:</p> <ul style="list-style-type: none"> • Core module 1 - Business for the benefit of society - history of the business, international and local markets, players, clubs, networks, platforms, financing, etc. • Core module 2 - The art of communication - success stories, motivation, business etiquette and culture, act as a millionaire, brainstorm on a topic, etc. • Core module 3 - Do the math - budgeting, spending, exchange rates, savings, banks, profit, assessment of risks and benefits, etc. <p>The core modules are the same for all sectors and aim at building the basic competencies, entrepreneurial thinking and motivation, while supplemented by modules giving skills, information and knowledge on one specific sector of the i3 model (out of currently 5 as above). This means that each training will be determined by the type of theme/sector, and consequently participants, interested in a specific sector will be the trainees.</p> <p>The specific training modules for each theme/sector will be covered over 1,5 days (3 modules x 2 sessions x 1,5 hours) and will include:</p> <ul style="list-style-type: none"> • Presentation on the state of the art in the sector and the competition • Access to resources, technologies, specific financing, staff qualifications • Forum for generating business ideas, getting partners and support <p>The training materials be available for online distribution through i3 web platform and mobile application.</p> <p>The core training materials are attached as Annex 1 to the present i3 model.</p> <p>The specific training modules will be attached when they are elaborated by the project partners.</p>
<p>Results:</p>	<ul style="list-style-type: none"> • Capacity built for innovative entrepreneurship

	<p>The results will be measured by the following indicators:</p> <ul style="list-style-type: none"> • Trainings held • Number of trainees • Summary scores from training evaluation forms (appropriateness and usefulness of the training)
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Measure A2 - Generating innovative business ideas

Objectives:	Establishing conditions for generating innovative business ideas
Description/ activities:	<p>Finding a new or innovative idea for a business is more difficult than raising the capital for its financing. Nevertheless, the idea, which will become a prosperous business is not always new, unique and ingenious. The entrepreneur:</p> <ul style="list-style-type: none"> • can spontaneously think out and formulate it • can modify or copy someone else's idea • can buy and develop another idea <p>While not rejecting the use of existing ideas, the i3 model is focused on generating innovative business ideas. This is done after the implementation of the cycle of trainings aimed at acquiring basic knowledge and information, the necessary attitude for entrepreneurial thinking and motivation, and knowledge and information for the respective specific sector and preparing for brainstorming, according to the following methods:</p> <ul style="list-style-type: none"> • <u>Using knowledge and skills</u> - origination of business ideas after analysing the knowledge and skills acquired at school, at the workplace, as well as those related to hobbies and personal qualities • <u>Using literature, media</u> etc., which can be sources of ideas • <u>Solving problems</u> - focuses on the search for ideas to solve a problem, incl. personal ones, problems of friends, acquaintances and relatives and discussing various solutions to overcome them • <u>Satisfying basic needs</u> – ideas, related to satisfying people's basic needs – e.g. food, clothing, recreation, etc.

	<ul style="list-style-type: none"> • <u>Unconventional thinking</u> - view from a different angle on the problem • <u>"Brainstorming"</u> is group or individual creative technique which helps in finding a solution to a specific problem by gathering a list of ideas which are generated spontaneously by members of a diverse group of experts. <p>The ideas can be generated independently and remain with the individual entrepreneur, however the i3 model largely depends on generation of ideas during the implementation of each measure of the i3 model strategy, whereas in the latter case they can get support for their evaluation, proposal for modifications, obtain support from other participants, etc.</p>
Results:	<ul style="list-style-type: none"> • Generated business ideas <p>The results will be measured by the following indicators:</p> <ul style="list-style-type: none"> • Number of generated business ideas

Measure A3 - Evaluation of the business idea and the potential for innovation

Objectives:	Identifying innovative ideas with potential for business realization
Description/ activities:	<p>The generated business ideas are evaluated according to a questionnaire (matrix) – attached in Annex 2. The matrix includes assessment of the market and business potential and the innovation potential of the idea in a weight ratio of 1:2, which underlines the main principle of the i3 model – to put the accent on and stimulate innovation and creative entrepreneurship thinking.</p> <p>Each of the 10 questions under the heading “Market and business potential” is assessed with maximum 5 points, whereas each of the 5 questions under the heading “Innovation potential” is scored with maximum 10 points to a total of maximum 100 points.</p> <p>The information on the answers to these questions can be obtained from the SWOT analysis of the sector and / or from a business plan incl. the following information:</p> <ul style="list-style-type: none"> • Macroeconomic environment • State of the sector and the market, competition, suppliers

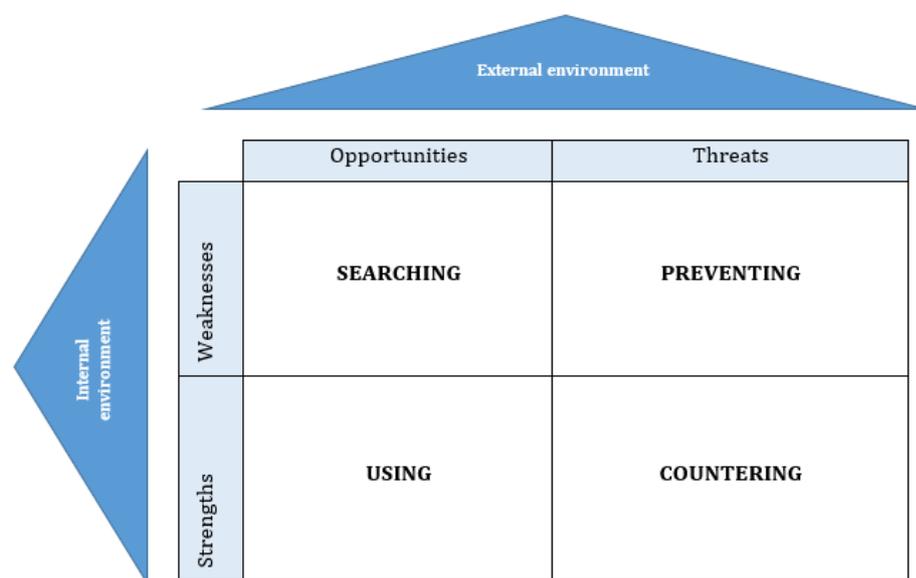
	<ul style="list-style-type: none"> • Access to resources (industrial environment) • Used technologies • Financing and timing of funding • Ability to develop and expand • Staff - functions, skills, experience • Advertising and communication strategy • Returns • Others <p>as detailed in Measure 4 of the i3 model.</p> <p>The evaluation will result in the following conclusions:</p> <ul style="list-style-type: none"> • 0-30 pts. - the idea has no potential for business realization and innovation • 31-60 pts. - the idea has potential for growth but not innovation • 61+ pts. - the idea has potential for realization and includes innovation. <p>In addition, the matrix identifies in which sectors the idea has the greatest potential for implementation or can be executed successfully by combining several sectors of the i3 model with a view of obtaining more integrated products or services.</p> <p>If the threshold (of 60 points) has not been exceeded, it is possible to return the idea to the previous stage of the generation where using the methods from the logical matrix, the idea can be modified or additional information and the details can be sought to allow passing again through the stage of evaluation.</p>
Results:	<ul style="list-style-type: none"> • Generated innovative business ideas <p>The results will be measured by the following indicators:</p> <ul style="list-style-type: none"> • Number of generated business ideas exceeding the score threshold, including modified ones • Ratio of generated innovative business ideas compared to generated non-innovative ones

Measure A4 - Launch and development of entrepreneurial initiative (informational and analytical basis)

Objectives:	Identify the efforts, actions necessary and potential for growth of a business idea within the framework and constraints of the related sub-sector(s)
Description/ activities:	<p>The initially defined themes / sectors of the model "i3", which have established potential for innovative entrepreneurship are:</p> <ul style="list-style-type: none"> • Environment, including sub-sectors such as water conservation, recycling, air quality, climate change, etc. • Energy, including sub-sectors such as energy and resource efficiency, renewable energy, etc. • ICT, including sub-sectors such as computer hardware, software, artificial intelligence, Internet, telecommunications, multimedia, etc. • High technologies, including sub-sectors such as electric vehicles, robotics, bio-technology, nano-technology, etc. • Lifestyle, including sub-sectors such as household, health, working environment, travel/tourism, entertainment, nutrition, sports, culture, etc. <p>The themes / sectors of the "i3" model do not match the standard classification of sectors (NACE). The model complies with the existing classification of economic activities - NACE a matrix of correlation between i3 and NACE sub-sectors is given in Annex 3.</p> <p>In order to support the launch of innovative entrepreneurial initiative, the sub-sector(s), identified by the respective business idea will undergo SWOT analysis to identify their key strengths, weaknesses, opportunities and threats, relevant to the respective business idea. The questionnaire for assessment and analysis of the respective sub-sector is attached in Annex 3.</p> <p>The assessment is done based on 10 questions with 3-level score – 0, 5 and 10 points. The assessment will result in the following general indications and conclusions:</p> <ul style="list-style-type: none"> • 0-30 pts. – substantial efforts and resources will be required for starting up a business and innovation entrepreneurship in this sub-sector will not result in growth

- 31-60 pts. - substantial efforts and resources will be required for starting up a business or innovation entrepreneurship in this sub-sector will not result in growth
- 61+ pts. - the sub-sector allows innovation entrepreneurship and growth can be expected with some efforts and optimization.

Then, depending on the results, the individual elements of the SWOT analysis are then combined as shown below to give information on appropriate actions for each element:



The focus of the measure will be on the informational and analytical support of innovative business idea, however analysis can be performed also for non-innovative and non-feasible ones, because it can result in adjustments and modifications, which can improve the idea.

The information collected and analysis made under this stage can serve as the basis of a business plan, which is the standard prerequisite to start up a business.

Results:

- Analysis of the state and constraints of a sub-sector related to respective business idea

The results will be measured by the following indicators:

	<ul style="list-style-type: none"> • Number of sub-sector analyses corresponding to innovative business ideas • Number of sub-sector analyses corresponding to non-innovative or non-feasible business ideas resulting in modification and improvement
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2. Strategy for promotion of the i3 model

The Strategy for promotion of the model "i3" includes the following measures:

Measure P1 - Creating a brand - logo and slogan

Objectives:	Creating the i3 brand (logo and slogan) with the aim of increasing the visibility and promotion of the i3 entrepreneurship innovation model
Description/ activities:	<p>The logo of the i3 model was designed as and unique, stylized, recognizable logo, which together with the i3 – “Ideas, Inventions, Innovations” slogan completes the branding of the i3 model.</p> <p>A sample of the full-colour version of the logo and slogan is given below. The original full-colour and black and white versions are given in Annex 4 in *.png format and also non-compressed format, together with a sample of an i3 model letterhead to be used in print advertising (banners, posters, brochures, flyers, letterheads) and electronic advertising (web pages, e-advertising and promotional materials, mobile applications, etc.) together with the logo of the authorized user of the i3 model. The standard font of documents is <i>Cambria, 12 pt.</i> as it is also available in Cyrillic typeface.</p> <div style="text-align: center;">  </div>

The logo and slogan are also made available in the language of the Contracting Authority – Bulgarian language. It is allowed to develop versions of the i3 brand in other languages as well.

The logo draws on the idea and represents a stylized version of the visual identity accepted for the i3 project, as below:



** Image used with the permission of the Contracting Authority*

As the development of the model is supported by the Transnational Cooperation Programme “Balkan-Mediterranean” 2014-2020, it is advisable to include as footer, where appropriate, the following wording:

“The present document concerns the i3 innovative entrepreneurship model.

The i3 model was developed with the financial support of the European Union, through the Transnational Cooperation Programme “Balkan-Mediterranean” 2014-2020 and with public co-financing from the participating countries.”

Results:

- Increased visibility and promotion of the i3 entrepreneurship innovation model

The results will be measured by the following indicators:

- Increase of i3 models stakeholders and users

Measure P2 – i3 web platform and mobile application (functional characteristics)

Objectives:	Establish the i3 web platform and mobile application with a view of providing promotion and application of the i3 model through online training, consultations, exchange of knowledge, ideas, innovations and initiatives and allow for further development
Description/ activities:	<p>The actual design and launch of the i3 Web platform and mobile application is subject to other i3 project activities. At present, the minimum functional characteristics are described, which will provide adequate and reliable promotion and application of the i3 model, as follows:</p> <p>1. <u>General:</u></p> <p>The domain name should contain the “i3” brand name and be registered under available domains but preferably .org or .eu. The mobile application name should contain the “i3” brand name and be made available for free. The web platform and mobile application should be developed in English language and other languages (i.e. of the participating countries of the Programme, or other internationally widely used languages) should be considered with the further development of the platform and application.</p> <p>Some of the chapters will require registration in order to be accessed; personal data collected should conform to the requirements of the GDPR Regulation. The information required for registration should include:</p> <ul style="list-style-type: none"> ✓ Email address (for confirmation and communication) ✓ Age group ✓ Gender ✓ Education level ✓ Sector(s) of interest ✓ Country <p>This information shall not be made available to other parties or registered users or otherwise transmitted. The visible information to registered users shall be only the selected nickname or avatar of the user and any other information he/she is willingly sharing in the exchange. The above personal information will be intended solely for analysis of the target group and more targeted response to their needs by the promoters of the i3 model.</p>

	<p>2. <u>Functional characteristics of the i3 web-platform:</u></p> <p>Home page with tabs for the chapters. The home page will focus on the visual identity of the brand, brief introduction to the i3 entrepreneurship innovation model and the functionalities of the platform, display of recent news for various initiatives</p> <ul style="list-style-type: none"> ✓ Chapter for the i3 project – partners, objectives, activities, results ✓ Chapter for training containing: <ul style="list-style-type: none"> ○ Information module – including training materials, manuals, guides and forms – accessible without registration ○ Online training module – in real time or through electronic communication – accessible for registered users ✓ Chapter for communication integrated with social media - for exchange of information, opinions, comments on pre-defined categories – available for registered users <p>3. <u>Functional characteristics of the i3 mobile application</u></p> <p>The i3 mobile application should have the same structure as the web-platform, i.e. it should be developed as an interface for the mobile platform, optimized for mobile use. It should be available for the Android mobile operating system and depending on decision whether it is feasible to conform to the limitations of the iOS system – the application can be designed also for this mobile operating system.</p>
<p>Results:</p>	<ul style="list-style-type: none"> • Established i3 web-platform and mobile application to guarantee adequate and reliable promotion and application of the i3 model and further development <p>The results will be measured by the following indicators:</p> <ul style="list-style-type: none"> • Increase of i3 model stakeholders and users

Measure P3 – i3 fairs

Objectives:	Establish i3 fairs as a recognizable and sustainable initiative for promotion and development of the i3 model and network and providing an offline forum for exchange of information, knowledge, ideas and innovations between participants
Description/ activities:	<p>The i3 fairs are planned as 2-day events to promote and support innovative ideas in the specific sectors, provide information and exchange of knowledge and support for the further realization of ideas as business by bringing together stakeholders (the Quad Helix) and potential young entrepreneurs.</p> <p>Each i3 fair will be dedicated to one, several or all i3 model themes/sectors – environment (ECO), energy (ENERGY), ICT (DIGITAL), high technologies (TECH), lifestyle (LIFE). Initially, the i3 fairs will be organized on an yearly basis on a national level, but open for foreign participants as well. Announcements for an upcoming i3 fair will be done through the Web-platform, publications in social media and through a contact list of stakeholders and participants in i3 trainings.</p> <p>The provisional agenda for each day of the event will be as follows:</p> <p><u>Day 1</u></p> <ul style="list-style-type: none"> • Exhibition and presentations of selected companies operating in the respective specific sub-sectors – preferably from different types – operating locally, nationally or internationally, small or medium enterprises, different forms of association – limited, stockholder, etc. companies which will be sharing experience on their start, structure and organization of work, resources, including human resources, funding, innovative approach or practices. Questions and discussions will be allowed. <p><u>Day 2</u></p> <ul style="list-style-type: none"> • Presentations of innovative ideas generated for the specific theme/sector. The ideas will be collected from the exercise in generation during the training seminars, or discussed at the Web-platform or generated during the 1st day of the fair or independently. Where available - the evaluation of the potential of business idea will

	<p>be demonstrated, together with summary of the analysis. Questions and discussions will be allowed.</p> <ul style="list-style-type: none"> • Concluding conference with the participation of decision-makers, stakeholders at regional and national level, youth organizations, professionals, etc. on the further development and promotion of the i3 entrepreneurship innovation model and extension of the i3 network. <p>The major outcomes of each i3 fair will be published on the Web-platform for getting wider audience, promotion and awareness.</p>
Results:	<p>Established i3 fairs as a recognizable and sustainable initiative for promotion and development of the i3 model and network and providing an offline forum for exchange of information, knowledge, ideas and innovations between participants</p> <p>The results will be measured by the following indicators:</p> <ul style="list-style-type: none"> • Increase of i3 model stakeholders and users

ANNEXES

Annex 1 – i3 core modules training materials

Annex 2 – Questionnaire for evaluation of innovative business ideas

Annex 3 – Matrix of correlation between i3 and NACE sub-sectors and questionnaire for sub-sector analysis

Annex 4 – i3 brand files and sample form