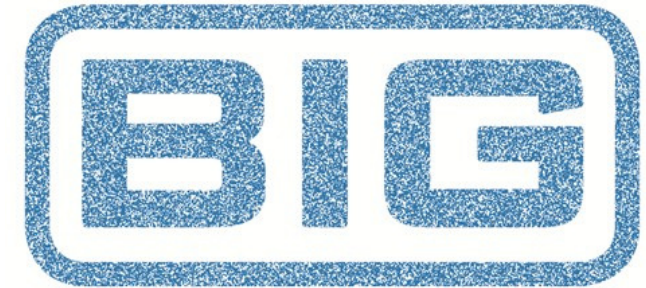


Final Seminar in Latvia

Innovation Support Tools & Practices

Riga 6th June 2011



**BRANDENBURGER
INNOVATIONSGUTSCHEIN**

Support for Innovative Enterprises

BRANDENBURG INNOVATION VOUCHER MODEL

Agenda

- **Introducing Innovation Model**
- **Brandenburger Innovation Model**
 - Background
 - Small Voucher
 - Big Voucher
 - Statistics
- **Support**
 - iq brandenburg
 - Chequebook



Innovation Model in General

- **Response to the model of open innovation**
- **Established by many European Countries**
- **Support of innovation activities of SME**
- **Characteristic: small scale grants, quick + easy to use**
- **Access to external know-how**
- **Idea established during the application of the BSR InnoReg**

Brandenburger Innovation Model

Background

- **Innovativeness is crucial to become or stay competitive**
- **SME in Brandenburg:**
 - are often not aware about the importance of innovation
 - often don't have the capacity to cooperate with R & D institutions
 - not informed about existing support initiatives
- **Established by using experiences from other regional and international initiatives (i.e. the Netherlands)**
- **Cooperation with the Ministry/Senate of Economy in Brandenburg/Berlin to establish an innovation support program: Brandenburger Innovationsgutschein, Transferbonus (Berlin)**
- **Aim:**
 - foster technology transfer between SME + R&D institutions
 - introduce more innovative products, services and processes inside SME
- **Financial resources are offered by the Ministry of Economic and European Affairs**



Brandenburger Innovation Model

„Small Innovation Voucher“

Invest in Brandenburg.

Z&B
Brandenburg Economic
Development Board



... offering first contacts to the scientific community ...

- SMEs located in Brandenburg
- without contracts with R&D so far
- e.g. feasibility studies, scientific kick-off consultancy, laboratory work
- finished within 2 months
- 100% grant (max. 1,500 EUR - max. 3,000 EUR in the future)

Brandenburger Innovation Model

„Big Innovation Voucher“



**BRANDENBURGER
INNOVATIONSGUTSCHEIN**

Transfer and implementation-oriented projects

- SMEs located in Brandenburg
- R&D activities (planning, development, implementation)
- intention: to improve existing products, processes and services or to establish new ones
- one grant per 12-month-period possible, to be finished within 6 months
- eligible costs: just the service of R&D institution
- 70% grant (max. 7,000 EUR – **max. 15,000 in future**)



Left: Award of contract by Prof. Dr.-Ing. H. Sonntag from TH Wildau/Innoholz (l.), Stephan Richter from the Transfer Office Wood Sector (r.) and Ehrhard Bohm, Director of the company Sägewerk Bohm. Source: Innoholz

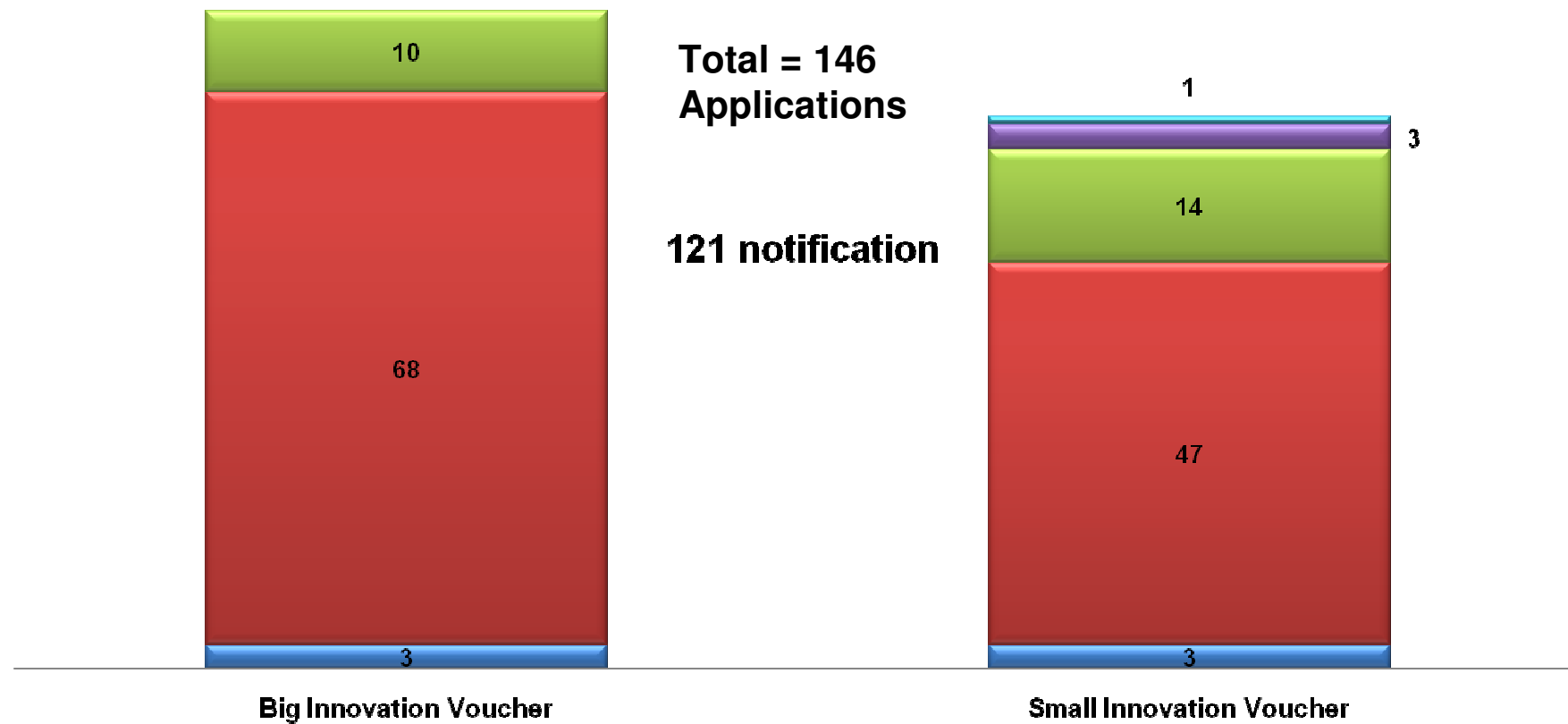
Right: Award of contract by Prof. Jörn Mallok from University of Applied Sciences Eberswalde (r.), Kerstin Lehmann from Technology Transfer Office Eberswalde (l.) with Manuela and Peter Bogdain, Directors of the company Gummi Götz. Source: MOZ/Thomas Burckhardt

Brandenburger Innovation Model

Facts and Figures

Application 2010

■ NA returned ■ notification of appropriation (NA) ■ retreated ■ in process ■ rejection



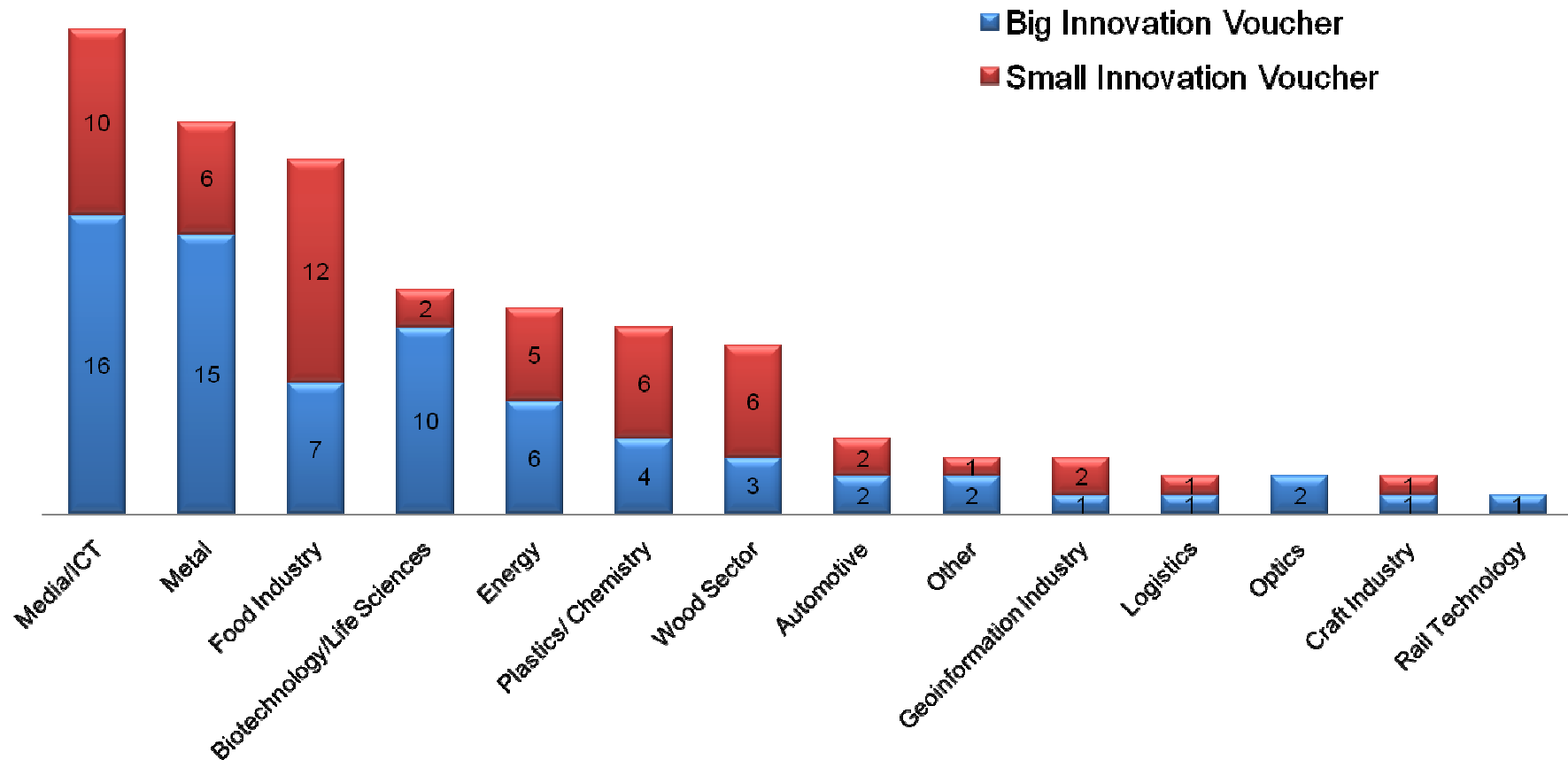
Brandenburger Innovation Model

Facts and Figures

Invest in Brandenburg.

ZAB
Brandenburg Economic
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Applications 2010 Sectors

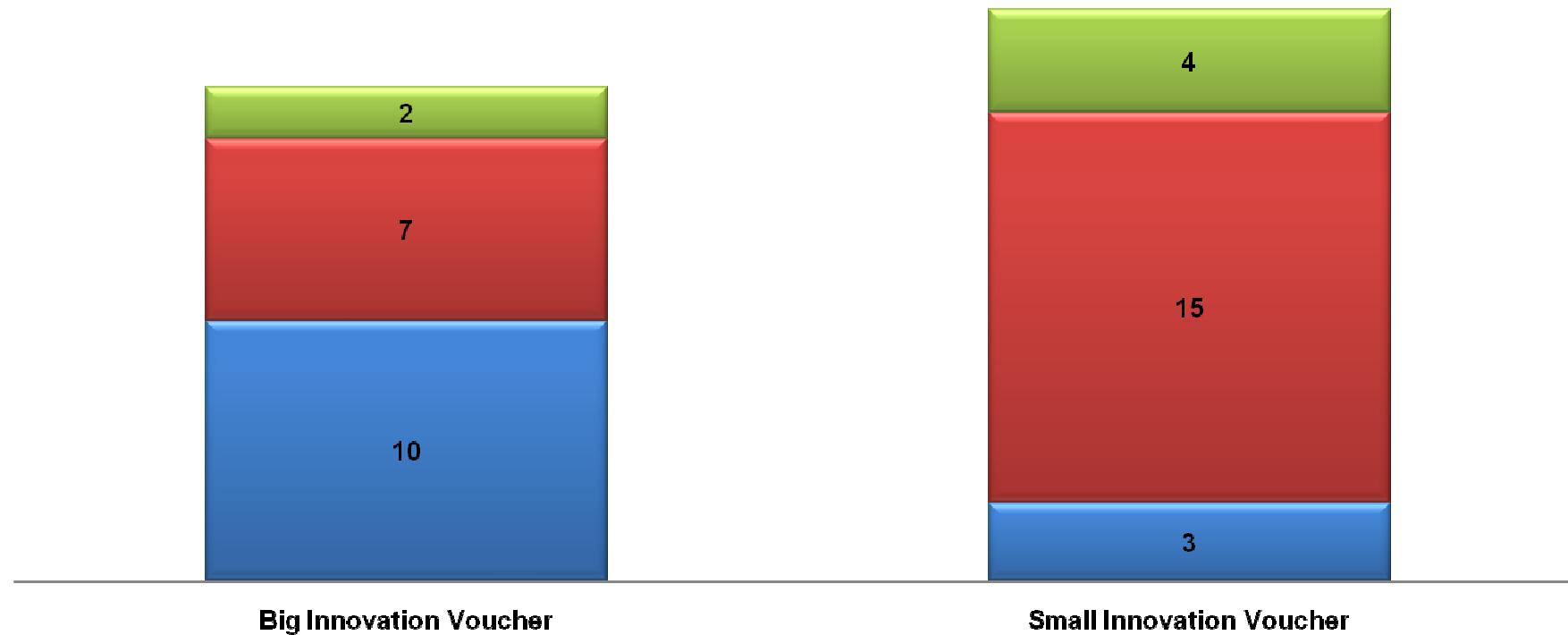


Applications 2011 (until May)

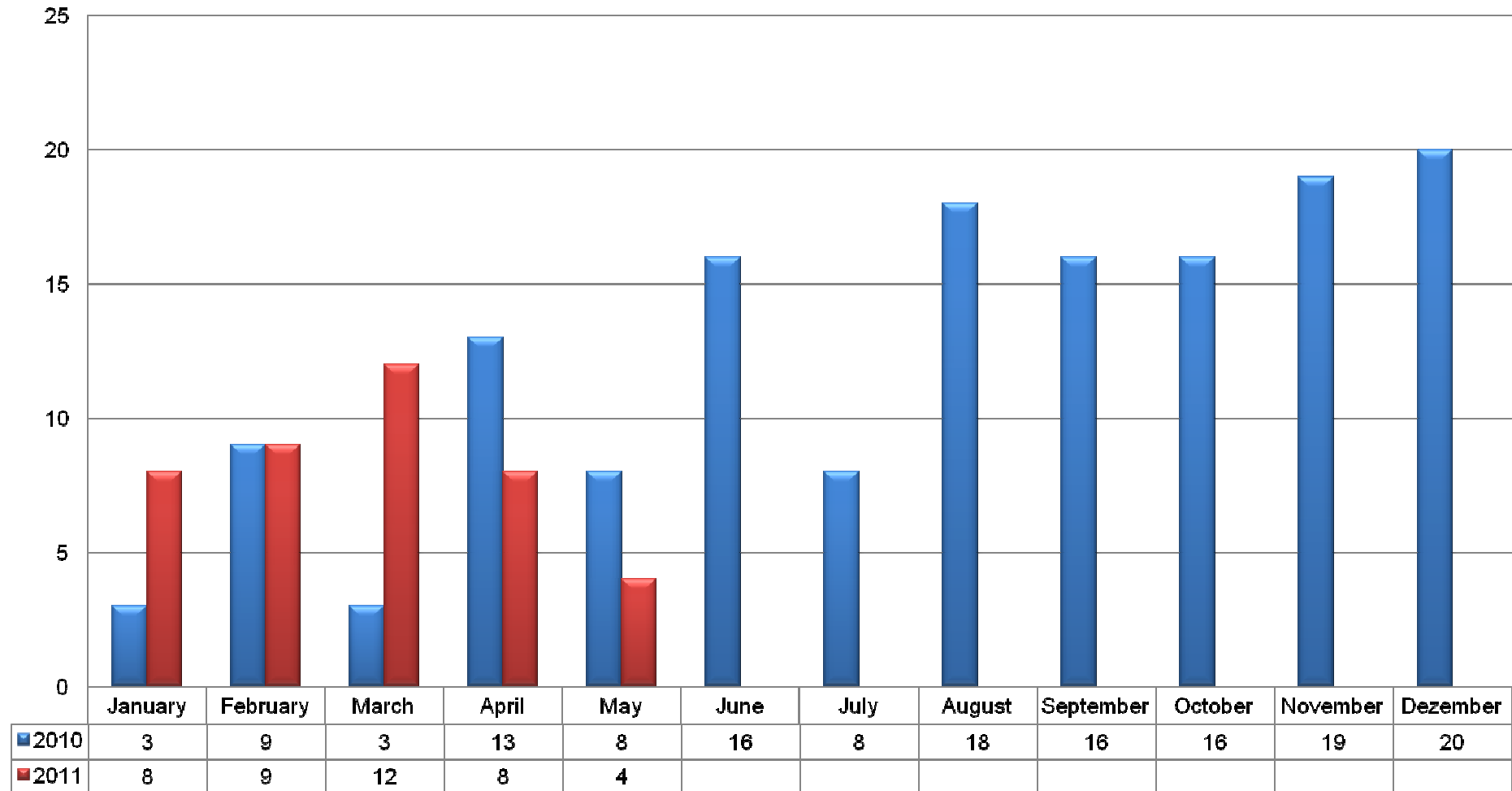
■ notification of appropriation

■ in process

■ retreated



Comparison Application 2010/2011



Support of Brandenburger Innovation Voucher

Network of Technology Transfer offices



Wissenschaft für Unternehmen

- Association of TT offices (University, Sectors, Regional)
- Regional partner
- Connection between economy and scientific community
- Dissemination of information
- Website: www.iq-brandenburg.de

Chequebook Innovation



- complementary pilot action
- Innovation support services in Brandenburg
- for publicity of voucher

Recommendations

1. **Benefit for SME and R&D**
2. **Process has to be simple, fast and flexible**
3. **Role of broker (i.e. TTO) has to be emphasized**
4. **Marketing and Promotion is crucial**
5. **Balance between necessary diligence and the minimization of actors in the process between application and delivery of the voucher**

Thank your for your attention!

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