

# PULS

PRZEDSIĘBIORCZOŚCI



START-UP PLATFORMS  
[www.technopark.kielce.pl](http://www.technopark.kielce.pl)



**WE ARE ALL SET  
FOR THE FUTURE**

START-UPS, THE FLYWHEEL OF THE PARK

WE TEST THE BEST BUSINESS IDEAS

TECHNOPOLIS. THE SILICON VALLEY OF KIELCE



European Union  
European Regional  
Development Fund



The „Start-up Platform TechnoparkBiznesHub” is co-financed by the European Union under the European Regional Development Fund under Priority Axis I: Entrepreneurial Eastern Poland, Measure 1.1 Start-up Platform for new ideas, the sub-measure 1.1.1 Start-up Platform for new ideas Operational Programme Eastern Poland in 2014-2020.



Dear Readers,

We are handing over to you the next issue of Puls Przedsiębiorczości (eng. Entrepreneurship Pulse) magazine of the Kielce Technology Park. This edition is entirely devoted to start-ups, i.e. innovative ideas, whose authors are people with great ambitions and extraordinary dreams. Our future depends on them as the innovative industry, based on new technology is the basis for the development of our country in the coming years. The Kielce Technology Park takes every effort to meet the needs of innovative entrepreneurs. In recent years we have fully used the opportunity that comes from EU funding and entered the path of dynamic development. We managed to create professional infrastruc-

ture in the form of a Cluster of Incubators, and Olszewskiego Street and its immediate surroundings began to create today's business area, of which even the largest centres in the country and abroad would be proud. Our business services are at the highest level. And all this is done especially for young entrepreneurs. For them, we launched a Start-up Platform Project TechnoparkBiznesPark. Today we can safely say that the project was successful and we will see the effects of it in the nearest future. We also have further plans to support start-ups, of which you may read on the pages of our magazine. I encourage you to read this special edition.

Szymon Mazurkiewicz,

Director of the Kielce  
Technology Park

04

START-UPS,  
THE FLYWHEEL OF  
THE PARK

10

WE TEST THE BEST  
BUSINESS IDEAS

24

KIELCE TECHNOLOGY PARK  
IS NOT ONLY A SPACE FOR  
YOUNG COMPANIES

06

EASTERN POLAND  
– INNOVATIVE, CREATIVE  
AND YOUNG

16

INNOVATIVE IDEAS – HOW  
DO WE KNOW THAT THEY  
ARE INNOVATIVE?

26

THE AGREEMENT WITH  
THE KIELCE UNIVERSITY  
OF TECHNOLOGY

18

TECHNOPOLIS.  
THE SILICON VALLEY  
OF KIELCE







## START-UPS, *THE FLYWHEEL* OF THE PARK

INTERVIEW WITH SZYMON MAZURKIEWICZ,  
Director of the Kielce Technology Park

**The past financial perspective provided enormous resources dedicated to the regions of Eastern Poland under the Operational Programme created exclusively for them. Thanks to it the Kielce Technology Park has become an institution that can provide services at the highest level. What are you most proud of when it comes to the investments?**

**Szymon Mazurkiewicz:** Certainly I am proud that we are the only ones in Poland who have achieved economies of scale. It is about infrastructure, which was established in our area, but also about the number of companies that we managed to accumulate in the Kielce Technology Park for the last five years of its operation. No other park in Poland became an entity which earns money, which in the future can be spent on further development. As an institution, we are able to support the business at every stage of development – from the idea to the market expansion – offering access to infrastructure and highly advanced advisory services and development services, so that companies in a short period of time can commence a path of dynamic development.

What we also initiated are the research and development activities, which allow companies to use the latest technological knowledge and help in the development and internationalization. What I mean is, for example, CNC Centre, which works not only for industry, but also helps to develop competences, which are the key factor when it comes to the business success in today's world. There is also 3D Printing Centre based on a ground-breaking technology. Importantly, we also have an offer for businesses that, in the phase of expansion, come out of the incubator.

**Parks of Eastern Poland have taken a new path of development. A specific brand, recognizable around the country, is being created. It is, among others, thanks to the Start-up Platform Project...**

S.M.: Parks of Eastern Poland are beginning to overtake those that operate at the western border of our country. Also, thanks to the additional Operational Programme – Eastern Poland, which on the one hand allows the entire macro region to build very sophisticated infrastructure for business,

on the other, makes it possible to prepare and implement the most advanced business related services. Three start-up platforms were created and dedicated to the young companies. From March 2016, over 850 business ideas entered the Platform TechnoparkBiznesHub, which we animate. Thanks to the project, we are stimulating the activity of the Park, attracting other investments, which today affect the economies of scale. I believe that the accumulation of many entities in the same area also leads to the synergy, which results in very advanced cooperation of the companies. This in turn affects the further development. Thanks to the Project of Start-up Platforms for new ideas, we are even more recognizable, which makes us very happy.

**From the beginning, the idea of the project has been close to us, because our job is to support young people who have the courage to take the risk associated with the adventure of business.**

We offer a new quality that attracts people who in the future will become members of the creative class. These are outstanding individuals, open to cooperation and bold, and they will determine the future trends and the nature of the functioning of business.

**What are the KTP's plans when it comes to the further support of start-ups?**

S.M.: We want the people who we assist in the Platform to work in our area. Today, operating within the Park is in fashion. We are facing the infrastructure deficit, so we have plans to support business start-ups. We want to build two more incubators. In addition, we still want to professionalize the services that we offer. It concerns specialized services. What we also want to achieve in the era of globalization is the possibility for the companies that operate within our institution to start international business activity.

The Programme of Platforms for now is just a pilot project, but it has been positively assessed by the European Commission and this will certainly continue. For us it is very important, because start-ups are like the flywheel of the KTP.





ADAM HAMRYSZCZAK

## EASTERN POLAND – INNOVATIVE, CREATIVE AND YOUNG

*We not only want to persuade the most ambitious and promising future entrepreneurs to remain in Eastern Poland, but to promote this part of the country as a place that is friendly for young business – says Adam Hamryszczak, Undersecretary of State in the Ministry of Development, about the start-up platforms.*

**Start-up platforms for many are the only chance to do a reliable test of the business idea. It is checking whether the project has a chance of success.**

**Adam Hamryszczak\***: It is an innovative pilot project of comprehensive support for innovative entrepreneurship in Eastern Poland. While formulating our objective, we wanted it to meet the two key challenges facing the macro region: a low level of innovation in the regional economies and the outflow of young people in search of better life prospects.

That is why the offer of platforms is aimed at people under the age of 35, who have an innovative idea and want to run and then develop their own business in Eastern Poland. The support offered by the platform has to release and strengthen the potential of young people, enabling them to start an innovative business.

**You'd expect not only the ideas of the inhabitants of this part of the country.**

People from Poland and from abroad could report to the pilot project. We not only want to persuade the most ambitious and promising future entrepreneurs to stay, but also to promote macro region as a place which is friendly for the innovative entrepreneurship and which offers a number of fantastic opportunities to develop your own business. The existing huge interest in

the platforms – almost 2.5 thousand applications – exceeded our expectations and is the best proof that we came with a proposal that addresses specific needs.

**What kind of a task do Kielce, Białystok and Lublin face?**

The three innovation centres aim to select the most promising, innovative ideas for a service or a product and include them in the appropriately selected incubation program. Animators of the platforms have to prepare – using a wide range of specialized services and with the support of the caretakers of the start-ups and mentors – a Minimum Viable Product (MVP) and commercially validated business model for further action of the start-up. Positive recommendation closing the process of incubation in the platform gives the start-ups the chance to apply for a non-repayable financial aid up to 800 thousand zloty. The money can be used to cover the costs of entering the market, the costs of the first sale and the further development of the company.

**What else do the platforms offer?**

Participants can benefit from the specific facilities for access to various public services. For example in Kielce, caretaker of the start-up in the so called soft landing helps you to find an apartment, in Lublin,

the Business Benefit Card entitling to the price reductions on various services was launched. Rzeszow and Suwałki offer easier access to nurseries, kindergartens and schools for children of entrepreneurs, who locate their companies in the area.

**Do the implemented solutions meet the expectations?**

Animators of the start-up platforms were selected in the competition, in which the criteria were very strict. Their task was not only to demonstrate their potential of professional organizing and effective running of incubation programmes, but also to „build” platforms, i.e. ecosystems supporting the incubated start-ups, which included universities, business environment institutions, large companies, loan funds, business angel networks and local governments. I appreciate the work which they have already done, and there really was and still is a lot to do: extensive information and promotion activities, the process of selection of ideas, preparation and implementation of individual incubation programmes ... I see not only a huge commitment and determination to the effective implementation of the pilot project, but also the firm belief that such action is really necessary in Eastern Poland. However, I won't make a final assessment because it would be premature. The measure of the effectiveness of operations of the





platforms is the quality of the incubated start-ups. In December, the first three incubations were finished and the first applications for a grant under the second phase of the action were submitted.

**850 ideas for start-ups entered the TechnoparkBiznesHub. Appetite of young entrepreneurs is large. Is there a chance to continue the programme?**

Pilot project lasts until July. The ability to continue its operations in full range after 2017 depends on its success. The decision has to be taken by the European Commission, and our task is to convince the partners from The City of Brussels that it is reasonable and desirable.

We are determined to support the development of start-ups in Eastern Poland using the start-up platform. Therefore we analyse the course of the pilot project very carefully, identifying areas for possible changes or improvements.

**How start-up platforms may affect the development of Eastern Poland? Is it one of the main tools that can enhance the competitiveness of this part of the country?**

At the micro level, the impact will, of course, result from market success made by start-ups operating in Eastern Poland, incubated by the platform and supported by a grant. They will expand their business, hire employees, introduce innovation and in this respect receive certain income. I am convinced, however, that the success of start-up platforms and their ecosystems will also be observed at the macro level. The platform will contribute to the creation of the environment favourable to the formation and development of innovative business ideas in Eastern Poland. This in turn will result in gradual increase of the level of innovation and competitiveness of the industries present in the macro region. Young people will not be forced to look for better opportunities outside Eastern Poland, but will be able to remain in place to successfully implement career plans.

**Eastern Poland as a region which is friendly for young entrepreneurship?**

Of course! I believe that in the coming months at least some very innovative companies with high potential for business expansion will leave the platform. Whereas the specific start-ups have a chance to become ambassadors of Eastern Poland and the best evidence of the huge potential of creativity, determination and commitment characterized by young entrepreneurs in this part of the country. Start-up platforms are obviously not the only instrument for strengthening the competitiveness of Eastern Poland. They are part of a whole range of solutions available in the regional and national operational programmes of the EU cohesion policy. It is, however, the first action carried out on such a scale, serving comprehensive entrepreneurial support for start-ups in the macro region.



*Adam Hamryszczak is the Undersecretary of state in the Ministry of Development, responsible, among others, for the implementation of the programmes such as Development of Eastern Poland 2007-2013, Eastern Poland 2014-2020, and European Territorial Cooperation programmes in 2007-2013 and 2014-2020, and for supervising the preparation, implementation and monitoring of trans-regional strategy, with special regard to the strategic intervention of Eastern Poland.*

## Other start-up platforms:

### Hub of Talents

It is a platform created by the Białystok Science and Technology Park in cooperation with five techno parks from Podlasie and Warmia-Masuria Provinces: Olsztyn, Elbląg, Ełk, Suwałki and Łomża. In addition, more than fifty partners were involved in the creation of the Hub of Talents: local governments, universities, capital funds, local economic clusters, business environment institutions and large companies.

670 ideas from the whole Poland, including even such areas as the Lower Silesia and Greater Poland, entered the platform. – We qualified initially 60 ideas for incubation, and when some post-tender savings appeared in the project we decided to give a chance to another 10 start-ups – explains Milena Kulesza, Head of the Białystok Science and Technology Park Development Department.

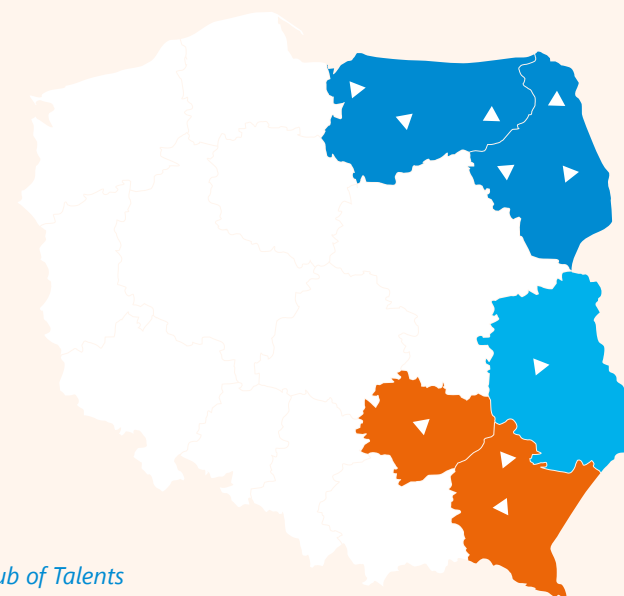
The ideas that entered the Hub of Talents were at different levels of development and presented various branches. – Some were very well thought out, others poorly prepared and without the element of innovation. All, however, were evaluated by experts and what makes us happy – contrary to earlier fears – it's not the applications that dominate, but specific products associated with the water industry, automation and robotics, construction industry, energy industry and medicine – lists Milena Kulesza.

The pilotage of the Hub of Talents, as in the case of the other two start-up platforms, showed how great the demand for such programmes was. – Young entrepreneurs need the support of mentors and experts. Specialized services are tailored to each individual.

We hope that the programme will continue. We also learn all the time, and the next edition will surely be prepared and implemented in an even better way – ensures Milena Kulesza.

### Connect

Ecosystem developed by the Lublin Science and Technology Park in cooperation with the business incubators, investment funds Venture Capital, local governments, universities and business institutions from around the country, especially from the Subcarpathian, Greater Poland, Silesian, and Mazovian Voivodeships. The start-up platform received 752 applications. – These are ideas from the most diverse sectors, from catering, through agriculture and IT to biotechnology. Their quality varied from weak, written „on the knee” to well prepared and supported by real actions – says Urszula Hasiec, Head of the Lublin Science and Technology Park PR and Marketing Department. In the process of incubation there are 70 start-ups that have successfully passed the formal and substantive assessment of their projects. – Even now we see the need to continue our work, for instance because of the number of applications that we received after the deadline. Even after the shutdown by The Polish Agency for Enterprise Development (PARP) the interested are still asking for the opportunity to participate in the programme – ensures Urszula Hasiec.



Hub of Talents  
Connect  
TechnoparkBiznesHub





# WE TEST THE BEST BUSINESS IDEAS

*Conversation with Chinese native speaker without leaving home, renting the necessary things, and computers that see and analyse an image. The authors of these ideas, thanks to the start-up platform TechnoparkBiznesHub, begin to work on their implementation.*



TechnoparkBiznesHub start-up platform, basically provides support for people who have a business idea. – We try to finance their dreams.

*We help those who create innovative solutions, usually from the section of new technologies.*

We evaluate their proposals, among others, in terms of their chance of success, their competition, if any, and which customers they are targeting– lists Dorota Kaminska, Head of Kielce Technology Park Incubation and Acceleration Department.

#### Kindergarten for companies

The platform is a kind of a kindergarten, six-month preparation to create a product that will have a chance to enter the market. – We test ideas.

In the first three years of business activity about 70 percent of them fail, in the case of start-ups, this percentage is even higher. We want to minimize the creation of products that do not have a chance to sell – explains Dorota Kaminska.

*The programme is aimed at people under the age of 35, from all over the country. The condition for participation, however, is to undertake a business activity in our region.*

– Among the participating companies two groups are dominant: young people, students, and people around the age of 35, who already have their first professional experiences behind them, and have business contacts and noticed a niche, a certain need. They usually have a sufficiently stable living situation, they are able to take the risk – points out Dorota Kaminska.

The TechnoparkBiznesHub is a large consortium including among others: three technology parks in Kielce, Rzeszów and Stalowa Wola, universities, Academic Incubators of Entrepreneurship, Companies (such as VIVE Textile Recycling sp. z o.o. and Infover sp. z o.o.), Business Angels Network ProShare sp. z o.o., i.e. people

with free capital to invest and urban structures (in Kielce, in the form of, among others, Mayor's Plenipotentiary for Enterprise).

#### Ambitious optimists

Interest in the platform (recruitment of the ideas ended in November) exceeded all expectations. We received over 850 applications, which were then subjected to the experts' evaluation. 60 were sent for the incubation – The number of projects surprised both the organizers and us – the experts. This demonstrates the great potential of the originators, but also a huge need for such activities. Young people are looking for opportunities to present their ideas, for verification of market potential, and in a later stage for cooperation with mentors and business advisors. Importantly they do not bear the risk of failure – ensures Katarzyna Papież-Pawelczak, expert evaluating the ideas.

*Projects are diverse and cover different areas, not just IT, but also those related to chemistry, renewable energy, aerodynamics.*

– The originators are ambitious, determined, they have heads full of innovative solutions, but above all, they believe in the success of their businesses – adds Katarzyna Papież-Pawelczak.

#### From the address to the technical support

The development of start-ups is supervised by 13 caretakers. They are entrepreneurs, business angels, investors and individuals who have introduced innovative products to the market.

Mentors, sharing their theoretical and practical experience, work with the company, create an individual programme of incubation, determine what the so called MVP will be, i.e. the Minimum Viable Product, prototype, which will be presented to the potential customers and after the assessment – possibly polished. At this point, an in-depth analysis begins of the com-

petition, the section to which a project is directed, and work on the business model and the construction of fast prototypes to verify whether the diagnosed need is real – says Dorota Kaminska.

Companies that are in incubation get a virtual address (registered at Olszewskiego Street 6), the opportunity to receive the office which is free of charge, accounting services, tax consulting, legal consulting, as well as help in creating the elements of visual identification. – It is a group of basic services. Depending on the needs of the company we have a whole range of specialized services: technical support, technology, engineering, information technology, services in the field of analysis of customer needs and management and entrepreneurship.

People with different skills register with us. Together we define what they need to create the MVP – says Dorota Kaminska.

*After six months of work, the best ideas (at least 30) will receive a positive recommendation for the second stage, i.e. the application of the measures needed to create a specific product (one can take up to 800 thousand zloty).*

– It will be a contest only for platforms. The application must, however, be well prepared and during incubation we are working on the creation of the finished material, which consists of, among others, business plan and analysis of business activity costs in the following years – reveals Dorota Kaminska.

#### The continuation will be decided in Europe

TechnoparkBiznesHub, like other start-up platforms, is a pilot project, evaluated by the European Commission. – After its completion, a summarizing report, presenting the best practices, will be prepared. The practices in turn will be submitted to the new programming period. The chances of continuation are high, money is secured. We're just waiting for the decision of the

Commission – ensures Dorota Kaminska. This is good news for the start-ups' environment of the Świętokrzyskie Province, which is still being created. – So far, everyone worked on their own. Since we are trying to integrate these people, we organize meetings to try to diagnose their needs. We also thought about the creation of the service, which will provide you with all information related to start-ups – reveals Maciej Balasiński, the organizer of the Start-up Weekend Kielce – event during which teams of start-ups for three days work on the projects evaluated by the jury. The vast majority of start-ups from the Świętokrzyskie Province, almost 80 percent, is based on the IT industry. Mobile applications and web services are the two of the most popular sections.

*What the local environment previously lacked was the acceleration. The TechnoparkBiznesHub start-up platform is a good chance for them.*

– There are many people who have a good business idea but lack the courage, they think that they are too weak, they do not know where to start.

Acceleration is a tool that can teach them a lot. Those who qualify for the platform gain access to the resources that were previously beyond their reach, especially the knowledge of the mentors. Intense acceleration with good support from experienced experts, is the game that is worth the candle – says Maciej Balasiński without any doubt.

*Interest in the platform exceeded all expectations. We received over 850 applications, which were then subjected to the experts' evaluation.*



## Selected start-ups that are in the incubation:

### Alef-Bet

Anna Zaborska, a PhD student from the Department of Hebrew Studies at Warsaw University, will help people learn Asian languages: Mandarin, Japanese, Korean, etc. In TechnoparkBiznesHub she develops her idea to create an interactive platform for personalized online learning of Asian languages. – We are convinced that each of us learns in a different way, so we cannot offer the same tools for everyone. We have the technology that will allow us to select the materials tailored for each individual for self-study, 24 hours a day, at different levels and from any place on Earth. The system which is integrated with the platform determines an individual path for each student – says Anna Zaborska, Educational Technology Plan of the Congress of the United States describes, the technology, which Alef-Bet has, as a „software for the future generations.“ – In addition, our students will have a possibility to have the synchronized online classes with their own teacher, who is a native speaker. They also gain access to the materials that are signed by the teachers from leading universities. We also offer ongoing assessment of the progress of learning and the incentive system – enumerates Anna.

### Chnopfli

Wojciech Wojtas-Niziurski, together with three business partners, is working on the seeing systems. – Today's computers are so fast and efficient that we can create machines that can „see.“ After receiving the image from the camera and its processing the computer will be able to analyze it in terms of the data that we need – explains the originator of the Chnopfli (name of the Swiss dish) project.

The computer will see a plan, remember the scene, e.g. how many and which cars parked in the parking lot in front of the

company, who and at what time entered the building. This functionality can be successfully used in security systems.

Our project will enable security staff to save a lot of time. Imagine a situation in which we are looking for a black car parked last week in front of our company. We do not know exactly when, and our staff must review the 168 hours of the recording. In the case of Chnopfli it is enough to give computer a command „search for all the black cars parked in front of the company“ and after a few seconds get the results – says Wojciech Wojtas-Niziurski.

Additionally, thanks to Chnopfli data can be stored for at least two years, and not, as is usually practiced for 5-7 days.

### Online Rental – RentMarket

Albert Ksel's team intends to create a website with the search engine of things to rent. – We want to be an intermediary between companies and those who own objects, which other companies and individuals need. Using geolocation will enable them to contact each other. The area of our activity is the whole country, and in the future also foreign markets – reveals Albert Ksel.

The website will be divided into four categories, for: „home“, „events“, „companies“ and „renovations“. – Many people who organize various events often need tables or chairs. Companies that rent out apartments for the workers lend the accessories to the apartment. Many times we have also seen entrepreneurs who imported the equipment needed to organize Kielce Trade Fairs from around the country. Thanks to the search engine they could find these things somewhere close, what certainly would reduce costs and save time – says Albert Ksel.

RentMarket wants to cooperate with the rental companies of furniture, home appliances, home electronics, stage equipment, which operate across the country. – We also have been cooperating with hotels, restaurants and locals that are organizing weddings, and they are also our potential partners – says Albert Ksel.

Alef-Bet / Anna Zaborska



Chnopfli / Wojciech Wojtas-Niziurski



RentMarket / Albert Ksel





JOANNA RUDAWSKA  
 – caretaker of start-ups in the TechnoparkBiznesHub Project

# INNOVATIVE IDEAS – HOW DO WE KNOW THAT THEY ARE INNOVATIVE?



*Innovation is the competitive advantage of the company. It leads to the increase of competitiveness, efficiency, and often to the reduction of costs in the company. However how can we draw a distinction between an innovative idea and the one that is not innovative? How can we verify that the idea is the best, has the potential, the market will accept it and that we will not lose money by investing in the idea?*

It is not an easy task, because the very definition of innovation often causes controversy. In the literature, there are many indications related to the concept of innovation. The forerunner of this subject is the Austrian economist J.A. Schumpeter, who in 1960 emphasized that innovation is the creative destruction, radical change, mostly technological. Currently, by innovation we refer to the new or significantly altered and improved solutions. These changes include a product, process, new marketing method or a new method of organization in the business activity, workplace organization or external relationships. (Oslo Manual 2005). There are many factors that are taken into account in determining the innovative idea, there are also various test methods. The most commonly used methods are the methods of comparison and contrast, where we analyse the idea from different perspectives, dividing it into smaller parts. We are looking for the common characteristics, connections or contradictory features. Through this approach we make sure if the project is innovative or if it is an imitation of the existing products, processes, services, and if it can significantly improve existing solution. While evaluating the project in terms of innovation we usually take into account several elements, including novelty, increase usability, the ability to implement, and the cost-effectiveness of the use of the new solution. Speaking of novelty in the case of a project of the start-up platform, we understand it at least as a novelty on the national scale. Novelty means something that up till now has not existed or is a significant change in the existing solution. Nowadays it is hard to come up with a solution which is completely unknown, unheard of, it is definitely easier to come up with the idea that brings a significant improvement. While evaluating this criterion we take into account both qualitative and quantitative indicators. Experts examine how to differentiate the product, service or process from the ones that exist on the market and have similar features. The analysis of competitive advantage is made. While verifying the utility one should check if the innovation meets the needs of the target group, to what degree is it useful, practical,

what benefits does it offer to the recipients, and what value does it add. In the case of the product, performance parameters and its functionality are checked, e.g. the use of graphene increases the strength of the material. While evaluating the process innovations, the questions are asked, e.g. how will the innovation influence the production cycle in the company and the potential users, and how will it improve the quality of services, e.g. online registration system reduces the time of customer service. A very important element of the evaluation is the ability to implement innovation combined with cost-effectiveness of this action. A thorough verification of this criterion at the beginning reduces the risk of investing in a project that does not have a market potential or that is unprofitable even though it is innovative because the costs outweigh the benefits. Target market, the group to which our product or service is addressed, as well as its size should be precisely defined. It is crucial to analyse the needs, preferences and interests of customers, the demanded quantity and the knowledge about the amount of money that the customer is willing to pay for the solution i.e. price calculation, the value of sales, cost of production and profit. We examine the competitive environment and conditions of getting into the market, we are analysing the risks. A variety of models is used to evaluate the economic efficiency of innovations. The models are based on the measurements such as NPV (net present value) which allows you to specify the current value of income and expenses associated with the evaluated innovative project, IRR (internal rate of return) and PP (payback period of financial investment), which indicates the time necessary to recoup the financial expenditure by the income. It is useful in case of the implementation of innovations that are complex and financed from several sources. Other models are based, among others, on variables such as time and risk, which on the basis of the prepared scenarios show the likelihood of profitability of the implementation of the innovation. The benefits of the implementation of innovations, in the majority of cases, are becoming visible in the long term, which significantly hampers their measurement, hence the importance of a thorough analysis of each idea in terms of its innovation at the beginning of the process and the selection of a business model in which we want to implement the project. This will help reduce the risk that is inherent in the innovation.





*Poland's first technology park of the third generation, providing not only friendly working conditions, but also friendly life conditions, will be built in Kielce. Business district built on the Finnish model has to, among others, ensure the development of start-up environment.*

# TECHNOPOLIS

THE SILICON VALLEY OF KIELCE





For many years Finland has been seen as one of the leaders in the field of innovation and as a country which has very good conditions for doing business. Located in Espoo, approximately 8 km from the Helsinki city centre, the largest technology park in Finland and Northern Europe – Otaniemi – an area of 4 km<sup>2</sup> encompasses, among others, R & D organizations, academic institutes and over 800 companies, including start-ups and multinational corporations. Otaniemi is a community of 32 thousand people including 16 thousand students and 16 thousand professionals of the technology sector from more than 110 different countries. – Finns look at the support centres of entrepreneurship and innovation in a slightly different way. They do not focus only on creating processes related to the development of business, but they think much more broadly, utilizing whole city districts. Today we want to look, in a similar way, at the development of the technology park, not only by focusing on the building of infrastructure, equipping investment areas, providing business-related services, but also by looking at this part of the city as the multifunctional district. – says Szymon Mazurkiewicz, Director of the Kielce Technology Park. – It's an ambitious plan, but a feasible one – he adds.

#### A good place to work and live in.

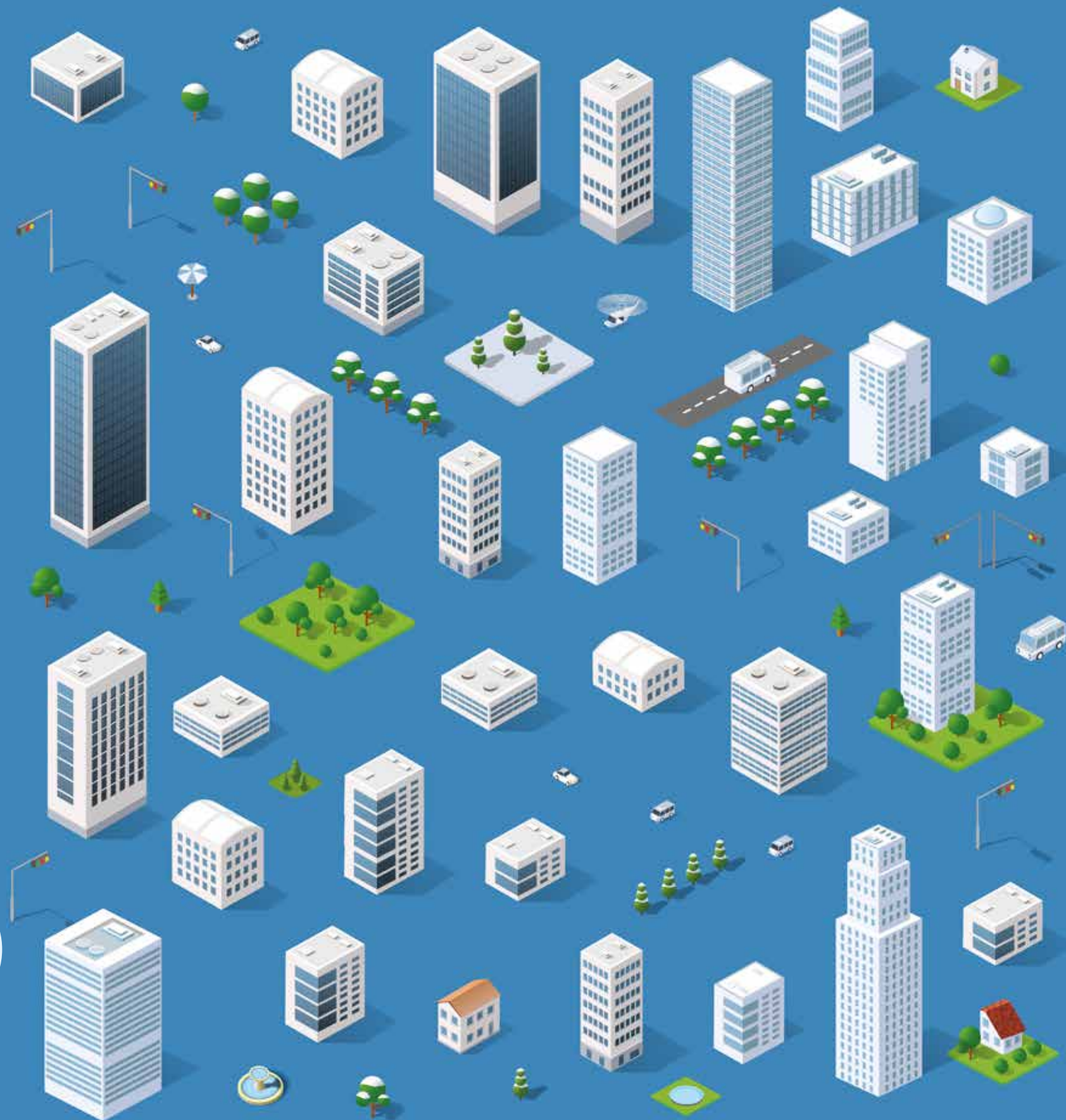
Technopolis – city within a city, a district associated with business and entrepreneurship, favoring the emergence of creative ideas, built on the model of the Silicon Valley, of course, on an incomparably smaller scale. Start-ups are going to be the main driving force behind this area. Today, the start-ups developing in two tightly filled incubators will soon live to see the next two, built along the Olszewskiego Street. The park is in the process of obtaining zoning approval. The design documenta-

tion should be prepared until the middle of 2017, then it is planned to start the investment. – Just like the Google culture, it will be colourful, creative and innovative. We will create a place where young people will have good conditions for creative thinking. We want to support those people in the area and eliminate the need to seek funding outside, which unfortunately still exists. People with good ideas go to Germany, Britain or even to the Silicon Valley – states Szymon Mazurkiewicz.

Apart from providing conditions for the development of entrepreneurship, the Park also intends to create, in this part of Kielce, a friendly place to live in. The plan is to build at least three residential buildings. Also sports and recreational facilities are going to be built: a small golf course over several hectares and multifunctional fields, as well as places of an artistic character, presenting, among others, what are the tenants of the Park doing and what ideas they have, which could be an inspiration for others. A nursery will be build, perhaps even a school. Energy Science Centre is already functioning, and in the first year of its operation it was visited by nearly 20 thousand people. – We think about the way in which we can attract people from outside Kielce, from Poland or even abroad, to the city. We want not only to support the development of a business idea, but also – perhaps for free or at preferential terms – to provide a good place to live in – ensures Szymon Mazurkiewicz.

#### Business invasion to the North

The biggest advantage of the Technopolis Project is the location of the Kielce Technology Park. A huge space in the north-western Kielce has the prospect of further development in the direction of Zagnańska Street. After a „breach” of the Olszewskiego Street, building the crossing over





the tracks, leading the way through the Zagnańska Street up to the Witos Street, the Park will gain access to the new investment areas. – We look at the entire northern part of Kielce as a place where businesses can flourish. Other technological parks, which are often located in the centres of Polish cities do not have such a possibility. And today they are not only unprofitable, but they are also in dire need of a restructuring programme that will allow them to strengthen their competitiveness and that will prevent them from being a burden for local governments – says Szymon Mazurkiewicz.

Meanwhile the Kielce Technology Park is becoming popular. Prices per square meter are beginning to be higher than in the city centre. Nevertheless, entrepreneurs want to grow their business right here. – Our offer meets their expectations. We were afraid that at the time when the companies run out of preferential lease terms, they will depart from us. But it did not happen. These people do not want to operate in isolation from the ecosystem that is created here. Building a more or less formal relationship between the tenants, implementation of joint projects and the support they give to one another is a reason why they do not want to move out of here. If we add favourable living conditions: housing, kindergartens, sports and entertainment, they will really have everything they need in here – says Szymon Mazurkiewicz.

#### Where to find the money?

To implement all these plans we of course need time and money. And although the first initiatives are already being undertaken, while thinking about the Technopolis on a broader scale, we are talking about the prospect of at least 20 years. As for funding, some possibilities are created by the new perspective of the EU for the years 2014-2020. – Personally, I'm worried, because even though we are already in the middle of this period, a wide stream of money still has not arrived. That is why, if we were unable to get the support, we

will try to finance this project from our own funds. The park is a profitable centre, and the surpluses, which we accumulate today, are going to be spent on further development of its infrastructure. Is that enough? Probably not! Therefore, we need to build a broad front of funding coming from both public and private sectors. We cannot base the development of the park only on the structural funds, because one day they will come to an end – says Szymon Mazurkiewicz. – We are not lacking energy. I have no doubt that the team from the park can handle the implementation of these plans – he adds.

#### We are creating the future

According to the director, if we want the Technopolis Project to have a chance of success, we also need a different approach to the development of the country, to the investment in strategic projects. – Construction of fast roads and modern railway is important, but in my opinion, there is a lack of support for the projects that will become an impulse for further development, which after the completion of the EU funding, will bring about a good economic situation to the city and the region. – he argues.

We also need the cooperation of many individuals and communities, including business and scientific ones, because the educational institutions gather young people. – It would be good if the ones who are leaving Kielce would like to come back here. It is important to provide them with the opportunity to find work at an appropriate level and with good earnings. And the development of Technopolis can ensure it – says Szymon Mazurkiewicz. – As the park we have to meet the needs of tenants, but we also have to create the future. This is the biggest challenge. We try to predict how the world will look like in 10-20 years, and what needs will exist. And so we prepare the development plans in such a way, so as to be able to meet them – he sums up the Technopolis project.

#### Wojciech Lubawski, the Mayor of Kielce:

Currently there is no such expression that is more popular than new technologies, it is often overused, because it's all about the commercialization of knowledge. In Poland it is unfortunately not too vast, our universities in comparison to the universities from other countries are not so good. But the Poles are attractive, there are many examples of people working in the US or in Europe which confirm that we have capabilities. New technologies are often created in the complex laboratories, but also in the heads of young people. We want to create such conditions in Kielce so that those most creative and striving for success would like to be here. Technopolis will be aimed not only at the people from Kielce, but also at the people from Poland and the world. However, we have to provide them with good conditions: fair salary, housing, we have to meet their expectations. We have to give them a place where they can implement their plans. Money is of course needed. Today, however, when it comes to start-ups good decisions have been made and the resources allocated to their development even at this point are attractive, reaching almost one million zloty for good, interesting projects. And there can even be more money. We want these young people, gathered around the park, to feel good; we want it to be a friendly place. At this point there are a lot of them, and there will be even more. A synergy, which has proven itself in many places in the world, will be created. Is there a better way to develop the city? Not today! Currently, the world is not focused on the production of suporexes, the market requires a different approach. I believe that in the case of Kielce it will be particularly justified. We have areas where you can build the



factory. A new technology usually is characterized by the fact that it does not require such large surfaces, it is not a heavy industry. These are mostly IT solutions, which need just a good computer, a server, and friendly environment. And we will follow this direction.

*We want to create such conditions in Kielce so that those most creative and striving for success would like to be here. Technopolis will be aimed not only at the people from Kielce, but also at the people from Poland and the world.*





## KIELCE TECHNOLOGY PARK IS NOT ONLY A SPACE FOR YOUNG COMPANIES. IT IS ALSO THE ACTIVITY THAT GOES FAR BEYOND THE STANDARDS OPERATING TODAY

### THE INTERNATIONALLY ACTIVE

– For us working on projects is a daily routine. We cooperate not only with partners from the country, but also with the international community – says Szymon Mazurkiewicz, director of the KTP. In the year 2016, Kielce Technology Park finished the project Shake Up Start-ups carried out in cooperation with the Association Education by the Internet and with the Croatian development agency Pins and Latvian association Biedriba. Its aim was to build the entrepreneurial culture among young people and encourage them to undertake business initiatives. The result is the development of methods of non-formal entrepreneurship academy. Thanks to the cooperation with foreign institutions and opportunities to learn from their experiences, a manual that contains best practices, lesson scenarios, as well as methods and tools useful in working with young people, was created. We offer it to all parties interested – schools, non-governmental organizations, and the individuals – says Szymon Mazurkiewicz.

### URBAN INNO

This is project that fits the idea of „smart cities“. KTP, together with the partners from Germany, Slovenia, Slovakia, Croatia, Austria, Hungary and Italy began its implementation in 2016 and will develop an innovative solution, e.g. in the form of mobile applications that will make the city life easier and more comfortable. The project will last three years. – For us it is a big challenge and an opportunity to develop an innovative idea which we will share with others – says the director of KTP.

### VETRIANGLE

The park was also the leader of the Vetringle project. – One of the areas of the activity of the park is the popularization of knowledge, and in the next stage its commercialization, for its

practical use – explains the director Szymon Mazurkiewicz. A new project is of a similar character. It is about adaptation of vocational training to the specific needs of the employers. The project participants during the study visits will learn about the education systems of the countries involved in the project. They will also visit the places where young people learn, through practice, about the work in production. The project is implemented in cooperation with Germany, Spain, Turkey and Lithuania. At the end of it, the manual that will help to implement the principles of the dual system of education in many places, not only in the country, will be created. The project will run until August 2018.

### IT LAUNCH BOX

The project is a response to the threat coming from insufficient amount of skilled workers in the field of IT industry in Europe. The project should result in the creation of an educational programme for potential entrepreneurs from the IT industry (BootCamp). The creation of a mentoring platform, which will give the opportunity to acquaint yourself with the knowledge and advice of mentors, who have done a lot for the development of the IT sector and have experience in entrepreneurship is planned. The project will last until April 2018 and it is being implemented with partners from Macedonia, Greece, Spain, Portugal and Slovenia.

### FASHION DESIGN CENTRE

In November 2015, Kielce Technology Park inaugurated the activity of the Fashion Design Centre, which offers space and services for designers and fashion enthusiasts. It is also the place where the students and graduates of art schools can develop their passions in this field. Professional interior of the FDC includes sewing room, graphic and photographic studio and showroom. In September 2016 KTP organ-

ized a big fashion event for the first time – the International Workshop – Workshop Fashion Design, whose mentors were the designers from Paprocki & Brzozowski. A group of design students from Poland and from abroad during two weeks prepared a unique collection of clothes, which was presented during the final fashion show at the Korona Kielce Gallery. – It was a pilot project, but we are already thinking about organization of the next edition. I would like the effects of workshops to acquire commercial dimension with time – says Szymon Mazurkiewicz.



### STUDY VISITS

Apart from well-equipped and attractively located infrastructure, preferential lease terms and a range of services and business development for start-ups and micro-enterprises, Kielce Technology Park shares with others the rich experience and knowledge about innovations, technology transfer, promotion of entrepreneurship and incubation of young companies. – We want to support local governments in the process of creating innovative solutions. While formulating the concept, it is not possible to copy the patterns, but it is possible to create new models based on various solutions. Each of them must be „tailor-made“ for the local needs, capabilities and goals – notes director of KTP and stresses that a model that served for the Kielce Technology Park, among others, were the solutions from Scandinavia, but there are also excellent models in Germany or the United States. – Thanks to the visits to these places we managed to create – here in Kielce – a unique model of which we are proud and which can be a great example for local governments and

private companies in the country and abroad – says Szymon Mazurkiewicz. The study visits organized by the KTP give the opportunity to get yourself acquainted with the activities of the Park in the area of innovation, technology transfer, promotion of entrepreneurship, incubation of young companies and education. Topics that are raised by these events include: concept of the park, investment planning, infrastructure management, financing activities of the park, or synergy.

### For more information:

The Kielce Technology Park  
Department of Development Projects  
6 Olszewskiego Street, 25-663 Kielce  
phone: 41 278 72 10 or 278 72 00 ext. 1010

### THE SUCCESS OF THE ENERGY SCIENCE CENTRE

It is the first place of this sort on the map of Kielce and it is unique for the country. By sharing interactive exhibition, conducting workshops and educational activities in the laboratory, as well as meetings, conferences and popular science shows, in the first year of its activity the Energy Science Centre was visited by nearly 20 thousand people. ESC is located



on the second floor of the Cluster of the Incubators of the Skye Inc. of the Kielce Technology Park, which is located in a former office building of Chemar factories on the 6 Olszewskiego Street. This unique space is prepared for all, regardless of their age. It consists of: Energy Exhibition, Power Generator Laboratory, 3D

cinema and a 100-meter long hall with reception, cloakroom and a small scientific shop. The Energy Garden of Experiences is the part of the Centre which includes: a gym for those who are interested in sport and are looking for new challenges, slides that are making use of the land surface, trampoline and a merry-go-round that is driven in a totally unique way. There is also a raised platform that enables us to organize events. You can also spend time in the relaxation area – 2 alcoves with a barbecue.

### For more information:

Energy Science Center  
The Kielce Technology Park  
6 Olszewskiego Street, 25-663 Kielce  
(SKYE Inc. building, 2nd floor)  
phone. 41 278 72 50  
ecn.kielce.pl

### ATTRACTIVE FOR THE INVESTORS

In recent years KTP has become an attractive place for investors. – The interest in locating the business in the Park is enormous, both from Polish and foreign companies, which is why in 2016 we started preparation of the further 20 hectares – says Szymon Mazurkiewicz. It may cause that the north-western part of Kielce will become a noticeable, modern business district, multifunctional place for economic activity, but also the area where young entrepreneurs can spend their free time. In 2016, in the investment area of the KTP, Marbach company opened a production plant, and the Tegen company become the legal owner of the land with a total area of 12 thousand square meters. Three plots of land with an area of almost 1 hectare were purchased by the PROHACCP company, which will build the production plant there. Both investments are to be ready in 2017.

### For more information:

The Kielce Technology Park, Department of Preparation and Implementation of Investment  
6 Olszewskiego Street, 25-663 Kielce  
phone: 41 278 72 31 or 278 72 00 ext. 1031



## "NEW OPENING" IN COOPERATION WITH THE KIELCE UNIVERSITY OF TECHNOLOGY



*„New opening” is the name given by Szymon Mazurkiewicz, the director of the Kielce Technology Park, to the agreement with the Kielce University of Technology. He announces that joint projects and actions to improve the competence of students and graduates in the labour market are planned.*

The ceremony of signing the agreement was held on 24 January 2017 in the KTP. – Lately we started to work in new conditions. The university authorities were changed, and we took actions to implement the activities that have an impact on the development of academic entrepreneurship. It is mainly a programme for start-ups, which we have been implementing since March of last year. We received more than 850 business ideas and their analysis shows that the University of Technology is the largest beneficiary of this programme. In addition, graduates of this university make up 70 percent of business teams which today are functioning in the Park. We couldn't ignore those facts. We respond to the challenge together, to create a systemic solution to support young people and researchers – says the director Szymon Mazurkiewicz.

The Parties announced the initiation and carrying out of the activities for the scientific and socio-economic development. It concerns commitment to any project aimed at increasing the competitiveness and innovation of enterprises, based on knowledge and technology transfer. In addition, KTP and Kielce University of Technology are planning the implementation of joint scientific research projects and R & D projects financed from public and private resources. – Together we will prepare applications, among others, for programmes of the National Research and Development

Centre. We want to focus on the commercialization of research, but our „pride and joy” are the students, because they can become future businessmen. – continues the director of the KTP and stresses that one of the priorities are the actions to improve the competences of the students and graduates in the labour market, so the park will participate in the preparation of the study programmes and the organization of internships. Students will also be involved in the organization of projects, for example, as volunteers.

As prof. dr hab. Wiesław Trąmpczyński, rector of the Kielce University of Technology, has emphasized, recently the university is strongly committed to the work with the industry and wants to do it with all the partners who will help in the implementation of these plans. – The aim of the cooperation is to use the experience and scientific achievements of the university, its potential and position for further projects aimed at both parties. Kielce Technology Park is undoubtedly one of the leading institutions in this field in the region of the Świętokrzyskie Province. Therefore together we want to implement the ideas that can be used in the economy. Together we will help students who have innovative ideas so that they can fulfil their dreams and establish the company in Kielce. KTP has experience in supporting start-ups, so I believe we can do it – explains prof. Wiesław Trąmpczyński.



*Joint action plan is ambitious. Now the students from the University of Technology take study visits in the Park, during which they learn about the offer and tasks of the KTP.*

Also special lessons and presentations are held at the Library of Materials for such fields of study as materials science. The library offers a database of more than 7.5 thousand materials used in almost all industries, in addition, there is also a professional showroom with more than a thousand samples. It's the only place like this in the country. KTP will announce a contest for the thesis in the academic year 2016/2017 at the Kielce University of Technology. Also the organization of the IT test of the Świętokrzyskie Province is planned. Institutions will jointly engage in Kielce Academic Entrepreneurship Days. – As usual, we will prepare an interesting offer of training courses and workshops for all those who are thinking about starting their own business. The previous edition of The Kielce Academic Entrepreneurship Days showed that the interest in such meetings is increasing. This shows that some young people that are still studying already have detailed plans for future and we are helping them in their implementation – says Joanna Rudawska, Head of the Department of Development Projects of KTP and announces that the schedule of the events already planned for the coming months included the Academy of IT in business. – In the KTP there are many companies from the IT industry. One of our incubators is

even dedicated to the field. Students will have the opportunity to do internships in the companies of KTP from the IT and ICT branch – she continues.

*There are also plans to create the conditions for co-working in the former cafeteria of the University.*

If we manage to find the funding for the arrangement of such a place, a unique space for creative, committed, passionate and motivated people will be created. Students, graduates and researchers will be able to count on free access to a fully equipped infrastructure. It will be a place divided into zones for the general development of – business meetings, discussions, work and research. Even a relaxation area is going to be prepared. Additional support will come from the pre-incubation programme, prepared for young people who are thinking about starting their own business. The programme will use the laboratories of the Kielce University of Technology and competence centres of the KTP – ICT Centre, 3D Printing Centre, Videolab, Fashion Design Centre and Library of Materials. There will also be experts ready to help. – The programme will offer an analysis of the potential of the idea, assistance in developing a business model and the minimum version of the product and testing the market – explains Joanna Rudawska. She adds that originators will also be able to count on legal consultation and accounting consultation. They will receive a training and access to a database of mentors from the country and from abroad. In addition, we are thinking about starting an Internet platform as part of an international project ITLauchBox that we realize its tasks in the framework of Erasmus + – she continues. The participants of pre-incubation programme can also count on the support of the Technology Transfer Centre of the Kielce University of Technology.







**PLATFORMY  
STARTOWE**

TechnoparkBiznesHub

# SPACE FOR CREATIVE SOLUTIONS

*Turn your idea into  
a well-functioning  
business!*

#TechnoparkBiznesHub



f / TechnoparkBiznesHub

platformstartowe.gov.pl



**European Union**  
European Regional  
Development Fund



The „Start-up Platform TechnoparkBiznesHub” is co-financed by the European Union under the European Regional Development Fund under Priority Axis I: Entrepreneurial Eastern Poland, Measure 1.1 Start-up Platform for new ideas, the sub-measure 1.1.1 Start-up Platform for new ideas Operational Programme Eastern Poland in 2014 – 2020.