

# Be the Role Model™ – 10 years of development of more entrepreneurial and innovative Osijek

During the first ten years of the exhibition Be the Role Model™, 1828 innovations and 333 EEN profiles have been presented in order to create a cooperation via transfers of technology or business connections. During the exhibition, the interdisciplinary and multi-criteria evaluation of exhibits has been conducted, used in defining of strategies of the intellectual property protection, choosing proper materials, and eventually adding new functionalities and acquiring certificates in technology and quality. Since 2008, all the exhibits, if necessary, have been prepared for EEN technological and business proposals. Similarly, a cooperation of other institutions has been sought for further technological or product development.

The joint organisation of Be the Role Model™ and Inova® has resulted in the biggest exhibition of inventions in Southeast Europe which has profited with abundance of contents and business orientation as well as the event which attracts more and more innovative entrepreneurs and research institutions. However, a systematic work with innovators, networking and quantitative growth brought a significant increase in quality as well as efficiency. Be the Role Model™/ Inova® has a large degree of commercialization of innovations exposed through its own production or licensing. There are more and more exhibits that protect the intellectual property for the territory of the EU in a complex and qualitative manner, including many of the exhibitors who return with new innovations after the successful commercialization of the award-winning one. Since 2010 there has been a significant rise in the number of University based innovations, as well as innovations protecting the environment and representing outstanding examples of socially responsible entrepreneurship.

Participants in Be the Role Model™/ Inova® student business plan competition evoke pride of the organizers of exhibition. Students are preparing for their final performance more than a whole semester along with participating in specialized training organized especially for them. Furthermore, students explore the details of the product or service based technology production, prepare a marketing plan and strategy of the intellectual property protection, find suppliers, partners, prepare financial projections, check the sensitivity of the project and calculate indicators of success. The most successful could win valuable prizes, additional training in the framework of the Management Training Programme within Croatian Employers' Association, and the best could win a prize of three months driving the car sponsored by PSC Osijek. All finalists have the opportunity to put their project into action within the project STUDOS (Student associations of Osijek), which allows them to incubate for a period of six months without charge.

The competition in writing of student business plans, in the long run, is probably the most important component of the exhibition. So far, 1163 students went through the competition. Finalists, approximately 10% of the total number of competitors, have proven to be more proactive than the general student population as well as becoming independent earlier and more often enrol in business projects. It gives great pleasure to see them in later shows as successful owners or managers of companies that exhibit in competitions, co-organizers and sponsors of the exhibition. Nevertheless, the effect of Be the Role Model™/ Inova® can be much faster, it does not require waiting for a new generation of entrepreneurs whose education and training would take many years. All existing entrepreneurs can expand their business in the EU common market and it can simply be done by visiting exhibitions or checking the database of already offered cooperation. If the appropriate profile does not exist in the database, your product or service could be offered easily to others, and TERA team will be happy to help throughout the year.

Prof. Ivan Štefanić, Ph.D.

SOON New services on [www.tera.hr](http://www.tera.hr)



### Services to Croatian clients

- STUDOS (Student associations of Osijek) portal for entrepreneurs
- Starting business
- Growth
- Expanding to the world market
- Designing new products and services
- What and How to the EU products
- Others do not respect IP rights!
- I violated the IP rights of others

### Tera Tehnopolis

- Lifelong learning
- Prototyping
- Business consulting
- Intellectual property
- Technology transfer
- Incubations
- Partners
- Going global
- About us

### Services for foreign client

- Soft landing program
- Lifelong learning
- Rapid prototyping
- International and local promotion
- Technology transfer
- Intellectual property rights
- PoC

	2005	2006	2007	2008	2009	2010	2011	2012	2013	2014	
Be the Role Model™ No. 1	Be the Role Model™ No. 2	Be the Role Model™ No. 3	Be the Role Model™ No. 4	Be the Role Model™ No. 5	Be the Role Model™ No. 6	Be the Role Model™ No. 7	Be the Role Model™ No. 8	Be the Role Model™ No. 9	Be the Role Model™ No. 10		
Square of Ljudevit Gaj 6	The exhibition took place at the premises of the Osijek Fair in Pampas						Zagreb	Šibenik	Zagreb	Osijek	
200 m <sup>2</sup>	The area where the exhibition was organized increased from 500 to 1,500						1200 m <sup>2</sup>	800 m <sup>2</sup>	1200 m <sup>2</sup>	2000m <sup>2</sup>	
100 exhibits	Number of exhibits growing from 100 to more than 300						472	296	523 exhibits	646 exhibits	

## SPONSORS AND PARTNERS





# Projects of encouraging entrepreneurship of Osijek - Baranja County

Since the awareness of the importance of entrepreneurship for the entire economic and social development, Osijek - Baranja County has carried out a number of projects to encourage entrepreneurship. One of the projects is funding entrepreneurs where County together with the Ministry of Entrepreneurship and Crafts and some local governments subsidize interest. Also, a new line of credit is in the preparation through Measure 1- "With loan to competitiveness" under a new loan program "Credit to success 2014". Next is the project to promote infrastructure of entrepreneurial zones in which the County so far allocated more than 48 million HRK for the 82 enterprise zones, of which 33 are operational. In addition is the project to promote the employment of unemployed people through different retraining and additional training, which is entirely financed by the County (PC operators, accountants, nurses, welders, florists, masons, carpenters) for 674 participants, which was earmarked from the budget of more than 2.15 million HRK. The best entrepreneurial idea is the project launched in 2006 and it aims to encourage start-up entrepreneurs, but also those who are just thinking about entering the world of entrepreneurship. This year the overall backdrop award is secured in the amount of



60,000 HRK. The decision of aid to promote the development of entrepreneurship in the area of Osijek - Baranja County's small businesses, entrepreneurial support institutions, professional and business organizations and associations of small businesses and entrepreneurship, scientific and educational institutions as well as other natural or legal persons, are granted investment aid to launch, develop and apply the innovation and new products, information and educational activities, counsel-

ing for entrepreneurs and promotional activities. Also, the plan is, within the budget for 2015, to increase funding for all those programs to encourage entrepreneurship and further introduce two new lines of loans. To the extent possible given to Osijek - Baranja County, as well as the limited powers and weak financial capacity, the County still does everything to ensure development.

Dragan Vulin, Deputy Prefect of Osijek - Baranja County

## OMEGA 3 eggs The best selling product so far on Be the Role Model™ exhibition

An egg production with an increased concentration of omega-3 fatty acids is an excellent example of how universities can encourage the development of local economy. The technology was developed in the frame of publicly funded research project. Subsequently, an appropriate protection of intellectual property was selected, after which the technology was transferred to Marjančanka Ltd. Succeeding an initial phase where the advisory support was provided to the manufacturer as well as the necessary changes to existing production technology were implemented, the new packaging was designed and the project was launched. Today, after more than 18 million of produced omega-3 eggs, it can be concluded: the University's technology transfer has positively affected the competitiveness and sustainability of the entrepreneurs in their environment. At the same time, an entrepreneur has acquired a new technology from domestic sources, which offers customers a superior product for an acceptable price.

## FRACTALS Innovative ideas for the future of the farm

FRACTALS project started on September 1, 2014, and awarded 5.52 million euro grant to 50-60 companies across Europe for the development of the internet applications in the agricultural sector.

FRACTALS supports a community of innovative companies in the ICT and web entrepreneurship development of FIWARE applications with high market potential, aimed at the needs of the agricultural sector.

TERA TEHNOPOLIS organizes the info day for the applicants of FRACTALS projects. In addition to collecting important information, the info day is an ideal opportunity to assemble interdisciplinary, competitive teams including experts of agricultural, food technology, electrical engineering and economic profile.

Date: 9th December 2014, 11:00 a.m.  
City: Osijek, Tera Technopolis Ltd.,  
Square of Ljudevit Gaj 6, Classroom 3



The youngest were able to learn a lot from foreign exhibitors



Innovators are often complained about indifference. Some of this year's exhibitors demonstrated their enviable speed and efficiency



To maintain the participants awake, Scents of Coffee team was responsible



After the book promotion Hrvatski Velikani (Croatian Giants), a book signing and discussion with the author was held



Croatian Choral Society Lipa was in charge of the performance of hymn

## TEHNOstart THE EFFECTIVE COMBINATION OF FUN COMBINING



The exhibition of mini sumo robots and old computers in Zagreb in 2013.



Mini Sumo and Line Follower Robots are the most complex technological project implemented by TEHNOstart.



Visit to Washington DC

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New Tera 3D printer was particularly interesting to the youngest



The exhibition was the place where a person could make new friends



The opening ceremony was extremely interesting so that the highly motivated athletes shortly stopped the strenuous training



Croatian Folklore Society Željezničar performed at the closing ceremony of the exhibition

## ED WITH TECHNOLOGICAL AND ENTREPRENEURIAL EDUCATION FOR YOUTH



TEHNostart visiting the John Deere factory in North Carolina in 2012.



The extreme training certainly helped, and the first prize went to Iran.



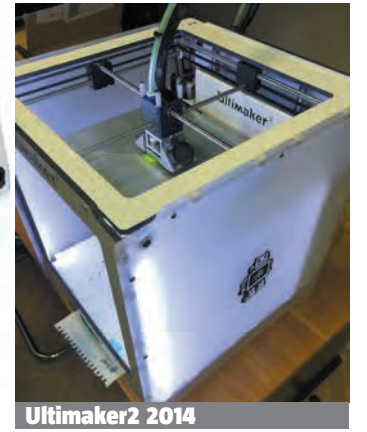
Cooperation with the association Sjedi 5 showed that the Croatian language can be learnt in a fun way.

## Croatian Association of Inventors – Entrepreneurs

There are a lot of associations in Croatia that bring together innovators and help them in their work. Croatian Association of Inventors - Entrepreneurs is fundamentally different organization, it brings together domestic and foreign innovators as well as entrepreneurs who are willing to accept the mission of the Association: to commercialize at least one innovation, their own or someone else's, during their working years. It is in the fulfilment of the mission that members confirm the validity of the concept, being that the emphasis of innovative work is not on the exposure to innovations in the exhibition and publicity that is generated by this act, but on the entrepreneurial activity that is based on innovative, preferably protected products and technologies. The strategic partnership TERA- Croatian Association of Inventors - Entrepreneurs - TEHNostart works well and produces synergy effects, which are very well seen just in time of the exhibition.



Zcorp 310+ 2006



Ultimaker2 2014

## TERA Rapid prototyping - Then and Now

TERA TEHNOPOLIS acquired its first 3D printer ZCorp in 2006. The monochrome printing of mineral prototypes that could be finalized by cyanoacrylate glue, wax, painting and galvanizing, enabled the shortening of time of prototyping measured in weeks to the number of hours. The specifics of ZCorp equipment, the possibility of direct printing of moulds for non ferritic alloy with a melting point up to 1100°C as well as the possibility of reading the CT and MRI data, represented the technology on the edge of science fiction.

During 2014 the laboratory for rapid prototyping has been further equipped with a new printer, as the basic raw material used PLA and ABS materials. This acquisition represents a significant improvement in the laboratory work, where as in addition to prototyping, the printer can be used in small series of production or the production of unique products with high added value, such as spare parts for the valuable classic cars.

## ORTOFLEX Flexible system of manufacturing custom spine orthotics

A large number of people suffers from several spine and back pain diseases, therefore Croatian scientists developed the unique apparatus, which will in a beeline produce orthoses - orthopedic appliance used to support, correct and improve the body's movement and relieve pain in the spine. Scientists are working intensively on the development of the mentioned prototype to produce individualized orthoses - appliances that keep the spine in the correct position, thus improving its overall function, so that each orthosis is made exactly to the measure of patients and adjusted to their health needs.

The project coordinator, Faculty of Mechanical Engineering in Slavonski Brod, has established international cooperation with scientific institutions in Slovenia, Czech Republic, Slovakia and Serbia and reported the project OrtoFLEX - Flexible system of manufacturing custom orthotics spine within the Instrument for Pre-Accession assistance.

OrtoFLEX project, worth more than €578,377.37 EUR, co-financed by the European Union from the European Regional Development Fund to €466,562.83. The project is an epitome of quality linking of science, technology and the

economy that will ultimately contribute to increase of the competitiveness of Croatian high-quality products, and additionally to all those who will use it in easing the back pain. Project partners include the Faculty of Medicine in Osijek and Faculty of Mechanical Engineering and Naval Architecture in Zagreb. The project was contracted in June 2013 for the two-year period. The project managers believe that the project will primarily benefit patients, on the grounds that will quickly come to orthotics, and the therapeutic effect, due to the individualized approach, will be considerably better. Furthermore, a lower price is pointed out as an advantage of produced orthotics as well as the positive impact on the environment. Enterprise Europe Network - EEN can provide a significant support to all interested parties within the implementation of EU projects, seeking partners and the establishment of an international consortium, along with the help in using the EU funds. The network is also financed from EU funds (CIP - Competitiveness and Innovation Framework Programme), and it has been present in Croatia since 2008. For more information on services offered you can contact TERA Tehnopolis and check how EEN can help you.

## KEY ACCOUNT MANAGER New service at TERA Tehnopolis within the Enterprise Europe Network

As a part of the Horizon 2020 program, a consortium of the University of Split, Hamag-Bicro, Technology Park and TERA Tehnopolis has signed a contract and provided funds for the provision of services to innovative companies and companies with export potential. It is a seven-day package of services where companies provide consultants for specialized areas of interest. In order to provide this kind of service, companies should apply their projects within the Horizon 2020 program and provide support.

The services to be implemented in the first phase of the project are: detailed analysis and assessment of the user's capacity for innovation management and analysis of user's requests for support in regard to the performance of delivery or exploitation of the innovation project; identification of potential and suitable central database head coaches and additionally set measurable key points that will support the successful implementation of the project build internal capacity for sustainable SMEs.

For more information you can contact TERA Tehnopolis or consortium partners in Zagreb, Split and Varaždin, depending on the region of your place of business.

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# OTHERS ABOUT US



**JOSIP MANDURIĆ**, principal of Elementary School Antun Mihanović in Osijek  
The students enjoyed learning mathematics in a different way. This was a very nice and memorable experience. We are particularly proud of our Verona Hostić, the winner of DOMI-MAT tournament.



**ZORISLAV KALAZIĆ**, entrepreneur  
For three days Osijek has become the international capital of creativity, innovation, entrepreneurship and good fun. All praise to the organizer for this exceptional event.



**ZORAN ILEKO**, entrepreneur  
I am delighted that the exhibition was organized in Osijek, which needs the optimism for new economic development. Excellent organization and atmosphere. Next is the breakthrough on the EU market.



**ŽELJKO MATIĆ**, entrepreneur  
Extraordinary exhibition. I am very satisfied, finally something good happening in Osijek and the parking lot of City Garden Arena is as crowded as at the concert of the rock star Halid Bešlić.



**STJEPAN TONI TERZIĆ**  
The innovations that I have seen in the exhibition are cool. I never imagined that something like that could be done.



**MANLI HSIEH**, President of WIIPA, Taiwan  
Be the role model™ / Inova® is one of the ten most popular international exhibitions of innovations for Taiwanese innovators.



**VJEKOSLAV JUKIĆ**, MINGO RH  
The immense progress is evident in the the exhibition organization. Facilities prepared for students are very useful. Moreover, were delivered in an interesting and effective format, which is reflected in the increase of quality of student work in relation to the previous year.



**FILIP KLJAJIĆ**, President of Croatian Association of Inventors – Entrepreneurs  
The exhibition has established itself among innovators in a very positive way. A number of products has been successfully developed based on innovations presented at the exhibition. This is certainly an incentive for future growth and development.



**HELENA SABUIĆ TOMIĆ**, dean of Academy of Arts in Osijek  
Academy of Arts in Osijek, by its artistic and cultural events, aims to sensitize public opinion and space in order to open up new incentives for creativity and technology at the national and European market. One of such strategies was presented at this year's Be the Role Model™, which confirms that the culture of the market can be recognized.



**ZVONKO KOLARIĆ**, innovator  
I participated in numerous exhibitions of innovation and I have to say that this show takes more into account the protection of intellectual property and commercialization. The Entrepreneurial Academy provided a lot of important information, but the question is how much did the participants actually understand.



**ŽARKO MILINOVIĆ**, innovator  
This is my sixth international exhibition of inventions. I can point out high professionalism of the organizers. The opening ceremony of the fair, with the onset of the Academy of Arts, is simply impressive. The programme was rich all three days of the fair, which I have not experienced so far, and that is not usual for such events. Big Slavonian heart gave a special charm to this event. And it went around the world. Simply put - spectacular. Bravo Osijek, bravo Slavonia. It's been a great honor to participate.



**MILA LEČIĆ**, student Faculty of Economics in Osijek, Master Degree in Entrepreneurship Distance Learning  
I saw really interesting exhibits at the exhibition of innovations. Young exhibitors from Taiwan were particularly attractive. I had a chance to talk to potential suppliers of raw materials for the entrepreneurial project I'm preparing. Ultimately, after the exhibition, my project is much better than before, and I'm prepared for its implementation.

## INTERNATIONAL PROJECTS - the key to success of Tera Tehnopolis Ltd.



● Encouraging SME Internationalisation in business through the Enterprise Europe Network - EEN I – an output to foreign markets and search for foreign partners



● Encouragement of SMEs in the internationalization of business through the Enterprise Europe Network - EEN II - integrated base of possibilities of business cooperation



● Encouragement of SMEs in the internationalization of business through the Enterprise Europe Network - EEN III - intensification of efforts to enter foreign markets



● TERA TEHCRO – scientific - incubation business center of providing services to the incubation of the innovative knowledge of companies - 2010-2013.



● FP 7 research and technology development in order to promote the results of research related to the environment in Central and Eastern Europe



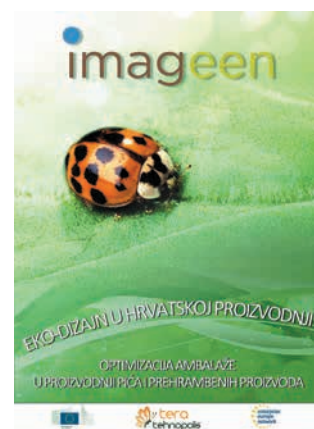
● Improving the environment in business and bringing business to EU standards in the food industry and construction



● Encouraging entrepreneurship among women through the The European Network of Female Entrepreneurship Ambassadors



● Improving the environment in business and bringing business to EU standards in the field of waste management, surface treatment and production of electric and electronic components



● Consulting services to entrepreneurs in the field of eco design



● StudOs - Student Business Incubator- mentoring services and training in order to stimulate entrepreneurial activities and self-employment with the student population and the newly graduates



● Specialized consulting services intended for innovative companies and companies with export potential



● The program review of the innovative concept in order to stimulate innovative projects for entrepreneurs and scientists