

BE THE ROLE MODEL™ – AN INNOVATIVE EXHIBITION OF INNOVATIONS

STUDENT FOR SUCCESS 2015.



Since the beginning of 2005, students were the focus of Be the Role Model™ project. Eleven years later we made a fresh start and with the slogan “Student for success”, the mission was accomplished, but this time with much stronger and more efficient implementation. The beginning was a lot similar to any entrepreneurial beginning, without a fixed budget or a partner network, and with incomplete knowledge and experience. Since the beginning, the event has been aimed at international level, but its effects reached only the local level. By innovating the problematic aspects and keeping those that proved to be good, we managed to set up a different exhibition. Where others saw a problem, we recognised an opportunity. We made strategic alliances and connected various European and national initiatives, while still having our primary target group, the students, in mind. During the past 11 years we have achieved growth in all parameters, in the size of the exhibition in square metres, in the number of exhibitors and foreign delegations, in the number of competitors in student business plan writing, the number of higher education institutions participating, Entrepreneurship academy content and the amount of entertainment content. However, the most significant and our favourite measure of success is the feedback from our most important clients, the students competing in business plan writing. Besides that, students that participated in the Be the Role Model™ education programme tend to be extremely successful in other competitions in writing and presenting student business plans.

Today, Be the Role Model™ does not end with the winner announcement. The TERA team and our strategic partners are now able to support the finalists in various ways even after the end of the competition. They are offered incubation in the student incubator StudOS that includes a complex advisory support, especially in the field of intellectual property protection, quick prototype creation, and export business development. Be the Role Model™ and its Entrepreneurship academy are recognised by national and European entrepreneurship support institutions. By networking, we achieved much more than we expected, so the exhibition programme on Friday was realised within the framework of the EUROPEAN EU SME WEEK programme. In this year’s medal competition, there were 15 foreign delegates with 97 exhibits, 94 Croatian exhibits in the senior category and 37 exhibits in the young exhibitors category, and 116 student business plans. We are grateful to all the support institutions and partners for their help in realising this exhibition, above all: the Ministry of Labour and Pension System, Croatian Employment Institute/Service Ministry of Entrepreneurship and Crafts, Croatian Agency for Small Business, Innovations and Investment (HAMAG-BICRO), EU for the support in various programmes, and to our founders, the University of Josip Juraj Strossmayer in Osijek, the City of Osijek and the Osijek-Baranja county. We are especially thankful to the students who participated in the programme throughout the whole year.



“I am proud and satisfied that the competitors accepted the challenge and defeated the fear of public-speaking. I have been a member of the jury for three years, so I can confirm that the quality of business plans, presentations and answers has significantly improved during the past three years. The number of finalists has grown and choosing the Be the Role Model™ medal winners has become extremely difficult. The jury agrees that the quality of the presented business plans fulfils the conditions set by credit committees to loan seekers and that is exactly why we encourage the competitors to start their own entrepreneurial projects and offer our help in receiving support.

Vjekoslav Jukić, PhD,
The Ministry of Economy, Entrepreneurship and Crafts of the Republic of Croatia
– the chairman of the jury for evaluating student business plans

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THE FINALISTS’ THOUGHTS ON BE THE ROLE MODEL™ 2015 COMPETITION

“People often think they are restricted by others and they are scared to make their true abilities shown. This experience helped me realise that and recognise a different person within myself.

MIRNA TUKARA

“The competition in student business plan writing has been my favourite experience so far. The first and hardest step to success has been taken. I conquered my fears. I got out stronger.

ANDREA GALIĆ

“Be the Role Model™ is an experience that makes us defeat ourselves and cross our own boundaries. It makes you realise it is always possible to go one step further.

KATARINA PERIĆ

“Be the Role Model™ competition is definitely something that I can proudly add to my resume. Presenting my business plan in front of the five-member-committee is a great experience that helped me get to know myself. In addition, my entrepreneurial idea has never been closer to actualisation. I would recommend the Be the Role Model™ competition to all those who want to show their potential and start their own business.

TEA TOMAC



THE EXHIBITION PROGRAMME

DAY 1, 5 November 2015 (Thursday)

- 11.00 – 18.00 The Exhibition Opening Hours
- 11.00 Opening Ceremony
- 12.00 – 18.00 EEN – Enterprise Europe Network – Business Opportunities Fair
- 12.00 – 18.00 Erasmus for Young Entrepreneurs – Info day
- 13.00 The international jury meeting
- 13.30 The international jury in the youth category meeting
- 14.00 – 18.00 Evaluation of innovations
- 15.00 – 17.00 EEN – Enterprise Europe Network – answers to inquiries on intellectual property protection (IPR Helpdesk)

- 10.00 – 12.00 – Business Opportunities Fair
- EEN – Enterprise Europe Network – answers to inquiries on intellectual property protection (IPR Helpdesk)
- 11.00 – 16.00 Evaluation of innovations
- 13.00 – 13.05 BE THE ROLE MODEL PROMO – the Programme presentation
- 13.05 – 13.15 Erasmus for Young Entrepreneurs – the Programme presentation
- 13.15 – 16.00 BE THE ROLE MODEL PROMO – Presentation of the students business plans (the Competition finalists)
- 16.00 – 16.30 Activity of the Jury– selection of the best student business plans
- 16.30 Winner Announcement

DAY 2, 6 November 2015 (Friday)

- 10.00 – 18.00 The Exhibition Opening Hours
- 10.00 – 18.00 EUROPEAN SME WEEK – promoting entrepreneurship and using the EU projects opportunities
- 10.00 – 18.00 EEN – Enterprise Europe Network



DAY 3, 7 November 2015 (Saturday)

- 11.00 – 16.00 The Exhibition Opening Hours
- 11.00 – 16.00 EEN – Enterprise Europe Network – Business Opportunities Fair
- 11.00 – 13.00 EEN – Enterprise Europe Network – answers to inquiries on intellectual property protection (IPR Helpdesk)
- 16.00 – 17.00 Clearing the Exhibition space
- 19.00 – 21.00 the Award Ceremony and a banquet



University of Osijek students' great success in Karlovac

The competition in student business plan writing in 2015 is the eleventh competition in a row. So far, almost 1500 students participated in the education programme and many of them already started their own business. In the previous period, templates for business plan writing and education programme were significantly improved and special tools that facilitate business planning and later business operations based on those business plans were developed. The competition was initially intended mostly for students of the University of Josip Juraj Strossmayer of Osijek and it did not include the presentation of business plans. Due to limited resources, we were not able to support the finalists in realising their business plans. Be the Role Model™ 2015 is a completely different story. The participants are students and there is 116 of them, as individuals or in teams, coming from six universities in Croatia. After a

year of special education and preparations, 21 finalists were chosen and they got an opportunity to present their business plans in three minute long presentation for the jury comprised of bankers, professors and experts in the field of entrepreneurship. All the finalists have been awarded a free module of their own choice from the Manager Training Programme, organised by the Croatian Employers' Association and free incubation in student incubator StudOS for a period of up to six months.

This year's competition was organised under the slogan "Student for success". The impressions of the finalists, jury members and the visitors are unique. The quality of business plans and the level of preparation of the finalists are constantly rising, while the competition in student business plan writing is being perceived as the best part of the Be the Role Model™ exhibition.

“As a member of the Jury in the business plan writing competition Be the Role Model™ 2015, on behalf of the Croatian Chamber of Economy, I would like to commend the quality of the organisation of the competition itself, as well as the level of preparation of the candidates. All the members of the Jury had an extremely difficult task evaluating the presentations and the quality of business plans. It is very difficult to choose a winner among this many good ideas in high level of development. However, with their performance and answers to our questions, the students proved that they are ready for entrepreneurship and to those who are going to realise their ideas we offered our help in their first entrepreneurial steps.

Vesna Torbarina, the Enterprise Europe Network project manager, Croatian Chamber of Economy (HGK)

STUDENT WINNER	BUSINESS PLAN TITLE	UNIVERSITY/FACULTY
GOLD MEDAL		
Marijeta Jurković	Salted hazelnut spread	University of Josip Juraj Strossmayer of Osijek/ Faculty of Agriculture in Osijek
Damjan Marković, Filip Stojanac, Luka Filipan	On the run	University of Rijeka, Faculty of Engineering and Faculty of Economics
SILVER MEDAL		
Mirna Tukara	Growing watermelons in moulds	University of Josip Juraj Strossmayer of Osijek/ Faculty of Agriculture in Osijek
Kim Paliska Smoković	Breeding and producing grafts of newly acquired geranium sorts and producing other decorative plants in pots of various diameters	University of Zagreb, Faculty of Agriculture
BRONZE MEDAL		
Tea Tomac	The "SNAŠA" cleaning service	University of Josip Juraj Strossmayer of Osijek/ Faculty of Agriculture in Osijek
Dino Cvetko	Introducing a line for champignon compost solid filling	University of Josip Juraj Strossmayer of Osijek/ Faculty of Agriculture in Osijek
THE FINALISTS		
Josipa Abramović	Production of tomato under protected conditions	University of Josip Juraj Strossmayer of Osijek/ Faculty of Agriculture in Osijek
Ana Mari Crvenković	Caffe bar – shelter Dona	University of Josip Juraj Strossmayer of Osijek/ Faculty of Agriculture in Osijek
Nikolina Dumančić	Hemp cultivation, production of oil and by-products	University of Josip Juraj Strossmayer of Osijek/ Faculty of Agriculture in Osijek
Dolores Dapić	Knowledge and labour stock market in Vukovar	College of Applied Sciences "Lavoslav Ružička" in Vukovar
Andrea Galić	Ramson grease	University of Josip Juraj Strossmayer of Osijek/ Faculty of Agriculture in Osijek
Josip Ižaković	Black cumin oil production	University of Josip Juraj Strossmayer of Osijek/ Faculty of Agriculture in Osijek
Ivan Lešić, Mario Martić	Aluminium wheels production	Mechanical Engineering Faculty, Slavonski Brod
Jasminka Martinović	An electric purse – charger	University of Josip Juraj Strossmayer of Osijek/ Faculty of Agriculture in Osijek
Katarina Perić	Greaves paté, grease, greaves, flavoured grease	University of Josip Juraj Strossmayer of Osijek/ Faculty of Agriculture in Osijek
Alen Petrinović	Spicy Tabasco Sauces	University of Josip Juraj Strossmayer of Osijek/ Faculty of Agriculture in Osijek
Ana Račić	A solar fruit drying chamber	Polytechnic in Požega
Luka Stojčić	Feasibility study of rural tourism as a generator of Vinodol area development	University of Josip Juraj Strossmayer of Osijek/ Faculty of Agriculture in Osijek
Marko Salković	Eco-production and distillation of chamomile	University of Josip Juraj Strossmayer of Osijek/ Faculty of Agriculture in Osijek
Luka Škrabo	"Malix", a raspberry production trade	University of Josip Juraj Strossmayer of Osijek/ Faculty of Agriculture in Osijek
Ana-Marija Zlojić	Diabetic strawberry jam	University of Josip Juraj Strossmayer of Osijek/ Faculty of Agriculture in Osijek



1. Be the Role Model™ 2015 competition finalists with the jury members
2. Preparatory workshop of business planning
3. On the way to Karlovac
4. Three minutes to present and three minutes to answer the Jury's questions is the most difficult task within the programme.

EEN and environmental protection

As a member of the Enterprise Europe Network (EEN), TERA Tehnopolis is involved in the work of the Environment sector group. Being a member of the group enables them to provide more complete support to entrepreneurs regarding the protection of environment. Above all, that includes help in finding partners specialised in environmental protection project implementation, help in involving companies in international consortiums for projects financed through EU funds implementation, finding potential partners interested in buying or selling a license, and coordination

with various environmental standards and principles of eco-design and packaging. Also, the entrepreneurs have an opportunity to participate and promote themselves in international events specialised in the sector of their interest and direct connection with participating companies during the events. The aim is to connect companies, i.e. clients, who can potentially cooperate, and organise an initial business meeting for them, where they will discuss business cooperation possibilities. The Environment sector group can help entrepreneurs promote their products and services on foreign markets by crea-

ting profiles that are published in the Enterprise Europe Network database. Similarly, they can request specialised technologies, services or products, and partners or distributors for their products and services. Although the Network is named Enterprise Europe Network, it is much wider and it encompasses 56 countries in total, with more than 600 organisations and 4.000 associates engaged in its activities. TERA got involved in the Environment sector group activities at the beginning of this year and has made 4 international partnership contracts so far, which confirms the efficiency of the Network's activities.

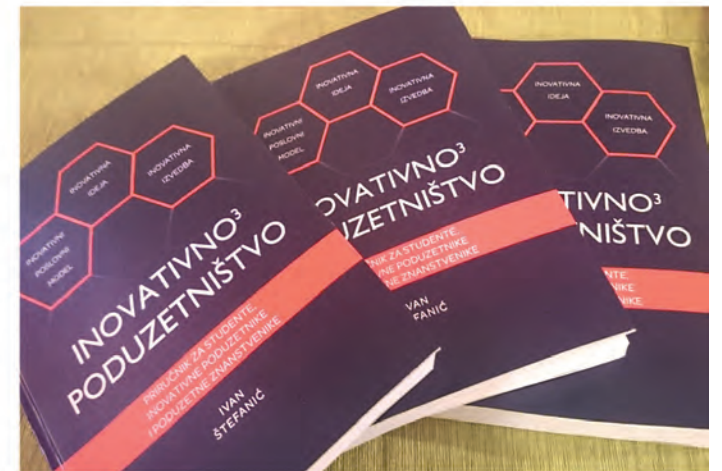


The Environment sector group organises business meetings in New Delhi, India, from 11 to 13 May 2016, on the topic Smart Cities, with special emphasis on smart buildings, smart transport, smart IT and communication, and clean energy. For more information, consultancy support and participation application, contact us at een@tera.hr or 031/251-002.

TERA – THE ACADEMY OF INNOVATIVE ENTREPRENEURSHIP

It is not easy to be an entrepreneur. At the beginning of the 21st century business is strongly affected by globalisation, which brings competition from far away and less known markets to local entrepreneurs. The competition often does business in an environment with cheaper resources, where entrepreneurial and innovative culture is more advanced. On the other hand, the customers become more demanding, they want to be able to choose, they want a better design, additional functionalities, energy efficiency, simple and safe use, long warranty periods and all that immediately and at a competitive price. For the entrepreneurs, the consequences of these processes, such as a decrease in profit margin per product unit or loss of market shares, can be a double-edged sword. The entrepreneurs who accept the ever-growing challenge of continuous development and refinement can expect an increase in competitiveness within a short period of time and a long-term sustainable growth. Those who do not accept the challenge should expect a deterioration or a possibility of eventually going out of business.

At the same time, to be an entrepreneur is not complicated and does not have to be too stressful. The knowledge and skills required to be an entrepreneur are already well-known. The good news for all existing or future entrepreneurs is that the entrepreneurs do not have to gain all those skills and knowledge personally, it is sufficient to have them acquired within their team. The bad news is that the necessary knowledge and skills might be extremely complex, interdisciplinary and difficult to obtain.



The book INNOVATIVE³ ENTREPRENEURSHIP is going to be published soon. You can order your copy at i3p@tera.hr or 031/251-000

If the available information are misinterpreted and implemented incorrectly, it all gets even more complicated. Regardless the motif for the career in entrepreneurship, a good innovative product or service idea is often not sufficient for market success.

The way of earning money or a business model and the way of managing a business can be of crucial importance for success. An innovative management, marketing, intellectual property and finance management, as well as interpretation of early, and sometimes incomprehensible signals that consumers and competition give off, can lead an entrepreneur in the right direction.

With the aim to empower entrepreneurs and help them prepare for export oriented business, Tera Tehnopolis Ltd. founds the Innovative³Entrepreneurship Academy, based on the university textbook Innovative Entrepreneurship. A series of specialised workshops with concrete tasks is intended for future and current entrepreneurs and craftsmen, those

planning an expansion on foreign markets, and those whose business is based on knowledge and technology, especially students and employees of Croatian universities. Within the framework of the Academy, the following daily activities are planned:

1. Generating an innovative, competitive and feasible entrepreneurial idea
2. Business model design
3. Innovative implementation of entrepreneurial project based on knowledge and technology
4. Intellectual property protection and management
5. Reorganisation of business for export
6. An innovative project financial plan

Even though the workshops are useful individually, they are much more effective when implemented as a system. If necessary, it is possible to create additional workshops that are going to be intended to solve a concrete problem or specialised in a specific sector.

IPR Helpdesk Ambassadors



The youngest visitors to the exhibition were happy to read comic books designed to educate entrepreneurs in the field of Intellectual property protection

The main objective of the IPR Helpdesk programme is educating small and medium entrepreneurs and capacity building for an efficient intellectual property management across the EU territory. There are numerous informative events and educational programmes in the EU, however, English is the official language in most of them. In order to overcome language barriers and efficiently transfer knowledge and experience in intellectual property management in various European regions, EU IPR Helpdesk established the programme "EU IPR Helpdesk Ambassadors" in cooperation with Enterprise Europe Network. The ambassadors, 47 of them from 23 EU Member States, are very experienced members of the Enterprise Europe Network, based in the EU. Their education and references are an important prerequisite for providing advisory support in intellectual property protection to entrepreneurs from their region, but also to all the entrepreneurs from the Network's territory that want to start or expand their business.

TERA TEHNOPOLIS – NEW PARTNER IN THE ERASMUS FOR YOUNG ENTREPRENEURS PROGRAMME

Erasmus for Young Entrepreneurs is an international exchange programme that provides the new and ambitious entrepreneurs with the opportunity to learn from experienced entrepreneurs that are managing small companies in other participating countries. The exchange of experience takes place while staying with an experienced entrepreneur who helps the new entrepreneur develop skills required for managing a small company. The host benefits from the new point of view on their company and gets an opportunity to cooperate with foreign partners and obtain information on their markets. The project's target group are experienced entrepreneurs applying as mentors with more than 3 years of experience in entrepreneurship and

new entrepreneurs that have less than 3 years of entrepreneurial experience, or those who want to start their own company/trade. Even though the name of the programme specifies young entrepreneurs, there is no age limit for participation. Since the beginning of the Programme, in 2009, 2747 exchanges have been realised, there are 326 ongoing exchanges, and 144 are in preparation stage. The majority of new entrepreneurs (81%) identified new business opportunities and a half of them found business partners during the exchange. Also, 60% of new entrepreneurs got new ideas that were later incorporated in new products and services. More than half the mentors increased the profits in their companies. The Erasmus programme is not

just another student traineeship. This is not a programme oriented on perfecting, but a programme of perfecting oriented on results, i.e. starting a business after the exchange. The average period of exchange is 3.5 months and it is important to emphasise that the mentor has no expenses since the new entrepreneur receives financial support from the programme. After choosing a local contact point, TERA, it is possible to apply to participate in the programme. The application consists of 4 parts: the application form, motivational letter, CV, and a business plan. The evaluation and selection of a candidate is followed by the search and selection of a mentor. In the last stage the exchange is approved at the consortium and programme levels.



TERA TEHNOPOLIS is involved in the seventh cycle of the ERASMUS FOR YOUNG ENTREPRENEURS programme through the YOU ENTER IN EUROPE 2 consortium, led by Provincia de Pesaro e Urbino from Italy. The partners in the consortium are CONFEDERACIÓN DE ASOCIACIONES EMPRESARIALES DE BURGOS from Spain, MEDNARODNA FAKULTETA ZA DRUŽBENE IN POSLOVNE STUDIJE ZAVOD from Slovenia, THE CITY OF SIRAKUZA, Italy, THE CHAMBER OF ECONOMY from Montenegro, and CITY OF DUBROVNIK DEVELOPMENT AGENCY and TERA TEHNOPOLIS from Croatia.



Be the Role Model™ 2015 awards – the acknowledgement of innovativeness and quality

The special Be the Role Model™ award winners have to fulfil two very different criteria at the same time. The innovations need to have an innovative note compared to the current state-of-the-art, which do not necessarily need to be patented. Besides that, they are required to have a great capacity for commercialisation and a clear plan of achievement. It is mostly about products or services that have a capacity of a global project and a significant development potential for the region in which they are going to be realised.

BE THE ROLE MODEL™ 2015 SPECIAL AWARDS

BE THE ROLE MODEL™ 2015 SPECIAL AWARD	INNOVATION TITLE	INNOVATOR	INSTITUTION
BE THE ROLE MODEL GRAND PRIX	A brick	Vladimir Kolar	Association of Innovators INOMA Čakovec
VISIONARY CONCEPT	Traffic turbine	Stipan Orčić	Inventors Alliance of Primorje-Gorski Kotar County
BE THE ROLE MODEL JUNIOR	A hybrid source of electric power	Robert Sigurnjak	Ruder Bošković Technical School in Zagreb/ Zagreb Inventors Association
THE BEST	Pastries for prevention of diabetes and other gastroenterological diseases	Mirjana Vlašić	Zagreb Inventors Association
THE BEST FEMALE INNOVATOR	Cro Cube	Sunčica Taslak	Innovators Association for development of cultural Tourism "Historika"/ Karlovac County Association of Innovators
THE BEST SCIENTIFIC COMMERCIALISATION	An innovative production method of high-quality pork and ostrich meat of controlled allergenicity	Agnieszka Wierzbicka	Institute of genetics and animal breeding of the Polish Academy of Sciences, Poland



1. Be the Role Model™ 2015 special recognitions winners
2. Be the Role Model™ 2015 Grand Prix award winning invention
3. Be the Role Model™ Junior award winning invention
4. Be the Role Model™ the best female innovator



TERA TEHNOPOLIS/HUIP MEDAL AWARD WINNERS

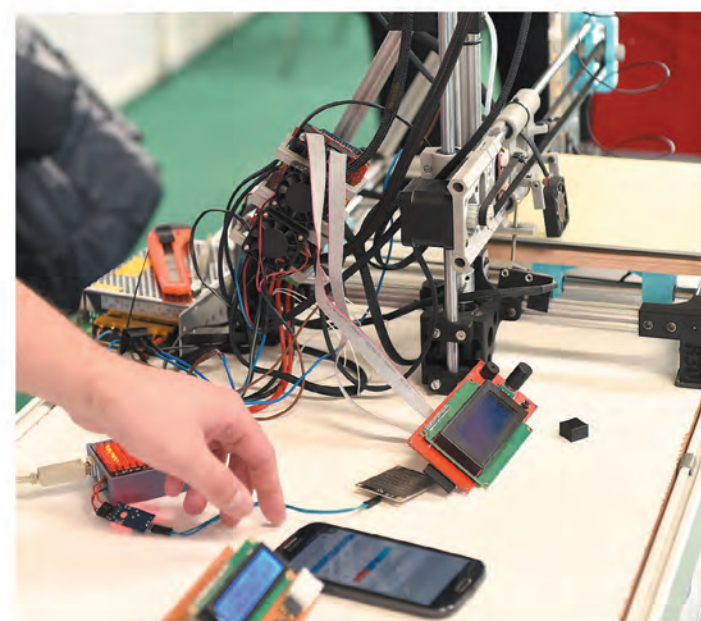
INNOVATION TITLE	THE WINNER	INSTITUTION
GOLD MEDAL		
Functional eggs	prof.emer.dr.sc.dr.h.c. Gordana Kralik, doc.dr.sc. Zlata Kralik, prof.dr.sc. Ivan Štefanić	University of Josip Juraj Strossmayer of Osijek/Faculty of Agriculture in Osijek
Anti-seismic carrier	Omer Katadžić	K. Commerce Ltd.
A stand for automatic plant monitoring	Ramal Salha	Association of technical culture of Osijek City/ Croatian Association of Inventors – Entrepreneurs
SILVER MEDAL		
Wireless camera controller	Dario Vidović	Croatian Association of Inventors – Entrepreneurs
Kings Kitchen	Bruno Valjin	Croatian Association of Inventors – Entrepreneurs
A "must-have" table	Marijana Nikolašević	Croatian Association of Inventors – Entrepreneurs
Nukleos - an innovative business concept	Kristina Bite	Croatian Association of Inventors – Entrepreneurs
A folding Quadcopter	Tin Gjurčević	Association of technical culture of Osijek City/ Croatian Association of Inventors – Entrepreneurs
BRONZE MEDAL		
Fruit collector	Ignacije Jambrešić	Croatian Association of Inventors – Entrepreneurs
Tillage tools	Zvonko Kolarčić	Croatian Association of Inventors – Entrepreneurs
Lawnmower elevator	Zvonko Kolarčić	Croatian Association of Inventors – Entrepreneurs
Hrčak – conversion of thermal energy into electrical energy	Pero Jarčević	Croatian Association of Inventors – Entrepreneurs
Bluetooth speaker	Adam Zetaić, Dorijan Lamot	Association of technical culture of Osijek City/ Croatian Association of Inventors – Entrepreneurs

WIIPA 2015 SPECIAL AWARDS

WIIPA 2015 SPECIAL AWARD	INNOVATION TITLE	WINNER	INSTITUTION
WIIPA – Honor of Invention	A "must-have" table	Marijana Nikolašević	Croatian Association of Inventors – Entrepreneurs

CROATIAN INVENTORS ASSOCIATION 2015 SPECIAL AWARDS

INOVA 2015 SPECIAL AWARD	INNOVATION TITLE	WINNER	INSTITUTION
INOVA – The best Croatian exhibit	Anti-seismic carrier	Omer Katadžić	Croatian Association of Inventors – Entrepreneurs
INOVA – the best agricultural innovation	Functional eggs	prof.emer.dr.sc.dr.h.c. Gordana Kralik, doc.dr.sc. Zlata Kralik, prof.dr.sc. Ivan Štefanić	University of Josip Juraj Strossmayer of Osijek
INOVA – Successful innovation commercialisation	Tillage tools	Zvonko Kolarčić	Croatian Association of Inventors – Entrepreneurs
INOVA – The best start-up concept	Nukleos – an innovative business model	Kristina Bite	Croatian Association of Inventors – Entrepreneurs



INVENTIONS IN THE PAST vs. NOWADAYS

Regardless of the time of their creation, all inventions share a characteristic of progress compared to current state-of-the-art. An invention typically represents an innovative solution of a problem and enables its author or owner to achieve competitive advantage over the others. In the past, confidentiality was kept by silence and strict guild rules. In 1450 the Republic of Venice was granting patent protection for a period of 10 years to new and innovative inventions. During that period the inventor had a monopoly of economic exploitation. The modern patent system provides the inventors with protection for inventions, processes, and implementation for a period of 20 years starting with the date of application. During that period they have exclusive rights to economic exploitation of the patent on the registered territory. At the end of the patent protection the patent becomes a public good and can be freely used by everybody.

BE THE ROLE MODEL™/INOVA™ 2016

● The 12th international exhibition of innovations, prototypes, and student business plans Be the Role Model™ and the 41st International Croatian Salon of Innovations INOVA™ will be held in Zagreb in the first 10 days of November 2016. Book the date in your calendars and we will take care of the organisation and an interesting and educational programme.

TERA team