

EXHIBITION TOPIC THE „SMART SPECIALISATION“



The opening ceremony was held on Wednesday, 9 November, at 12.00 o'clock.



The innovators, members of the Croatian Association of Inventors – Entrepreneurs, were especially successful this year. The awards were claimed on their behalf by Ivona Mrva and Matej Ebner.



We handed the official exhibition catalogue to the Prime Minister, Andrej Plenković. To the finalists of the **BE THE ROLE MODEL™** competition, the PM wished a lot of success in realising their business plans.



At the award ceremony on 16 November 2016, the best students were handed the awards by the rector of the University of Josip Juraj Strossmayer of Osijek, prof.dr.sc. Željko Turkalj.

The international exhibition of innovations, prototypes and student business plans, the 12th **BE THE ROLE MODEL™/41st INOVA™** was held from 8 to 12 November 2016 in Zagreb and was organised by TERA, Croatian Association of Inventors - Entrepreneurs (HUIP), Croatian Inventors Association (HIS), and Zagreb Inventors Association. Within the framework of the exhibition, on the surface of 1230m², 450 exhibits were presented, out of which there were 120 foreign exhibits, from 21 participating countries,

and 330 local exhibits. There were 135 competitors in business plan writing. On the 3rd day of the exhibition, seven of the most successful students in business plan writing presented their business plans to the jury of experts. During the three minutes of their presentation, they highlighted the advantages of their ideas and answered the jury's questions. The exhibition served as an opportunity to hold business talks with the aim to commercialise innovations more efficiently and increase competitiveness on domestic and European markets.



The "Gastro Corner" at TERA's stall attracted a great amount of interest of the exhibition visitors. Besides the traditional products, products with innovative recipes and packaging were also presented. The interest is confirmed also by the Polish Academy of Sciences award to Pavičić family farm and the Romanian Inventors' Association award to Đurković family farm. Special recognitions and **BE THE ROLE MODEL™** gold medals were won by Rit agricultural cooperative, Šokac veteran cooperative, Glavaš family farm and Mirjana family farm.

GRAND PRIX BE THE ROLE MODEL™ 2016 FOR THE BEST INNOVATION WAS WON BY A RESEARCH GROUP OF THE FACULTY OF ELECTRICAL ENGINEERING, COMPUTER SCIENCE AND INFORMATION TECHNOLOGY OSIJEK, LED BY dr.sc. TOMISLAV MATIĆ

● The idea was initially being developed through the Proof of Concept (PoC) programme, financed by Croatian Agency for Small Business, Innovations and Investment (HAMAG-BICRO). The development of a prototype of wireless measurement of biological signals and the start of the international patent protection was financed by the PoC programme. The intellectual property protection costs were partly covered by the

faculty, until the project received financing through the TTO programme. TERA Tehnopolis is responsible for the product's market preparation and its commercialisation through the TTO programme. As a regional technology transfer office, TERA secured HRK 528.230,50 through the above mentioned programme. The Croatian Agency for Small Business, Innovations

and Investment (HAMAG-BICRO) also provided assets, intended for the intellectual property protection expenses, zero series production, certification, and market preparation. The product received a confirmation of innovativeness and entered the last stage of acquiring the USA patent and the EU patent in four selected countries. Also, the patent gratification is being conducted in Korea and China.

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A successful technological development is going to be followed by commercialisation on global market. With the aim of commercialisation, the product's profile has already been published in the Enterprise Europe Network database. The promotion of the project at the bilateral business meetings in Pecs and Rome provided first business contacts. The conference in Rome proved to be especially useful since it gathered representatives from medicine, pharmacy, medical devices and IT applications for health purposes sectors, and the first talks of commercial cooperation have begun.



The users of the SENSE application will probably never know how much effort was put into development of the device and the related programme by the researchers from the Faculty of Electrical Engineering, Computer Science and Information Technology Osijek.

● The researchers from the Faculty of Electrical Engineering, Computer Science and Information Technology Osijek have a serious commercialisation plan for the innovative product for body temperature measuring connected with a smart bracelet for reading the collected data. The authors of this commercially attractive product are dr.sc. Tomislav Matić, dr.sc. Marijan Herceg, and dr.sc. Josip Job. - This is a far-reaching

product with a large number of potential customers - says dr. Matić. It enables continuous remote body temperature measuring, with the possibility of setting an alarm in case of deviations from preferred levels. Commercialisation is planned after finishing the zero series production, which is going to have an irreplaceable role in product promotion and the negotiation process.

Erasmus for Young Entrepreneurs THE NEW ENTREPRENEUR'S NEXT STEP IN DEVELOPMENT

The Erasmus for Young Entrepreneurs - EYE is an EU programme that provides new entrepreneurs with a possibility to learn from experienced entrepreneurs abroad. EYE is the logical next step for all the participants of the competition in student business plan writing. However, participation in the Programme is not restricted to only new entrepreneurs. Entrepreneurs with more than three years of experience can participate as a mentoring host, which provides the benefits of gaining more knowledge on the specificities of unfamiliar markets. The experiences of citizens of Osijek that participated in the Programme offer us a first-hand information.

Future entrepreneur, **Mirna Vlahović** from Osijek, was planning to help people with creative ideas and a lack of financial assets to realise them by starting a crowdfunding platform in Croatia. With the help of Erasmus for Young Entrepreneurs Mirna found Philippo Walz, an Austrian entrepreneur who owns a crowdfunding platform Respekt.net. Philippo helped Mirna to overcome the basic obstacles in founding



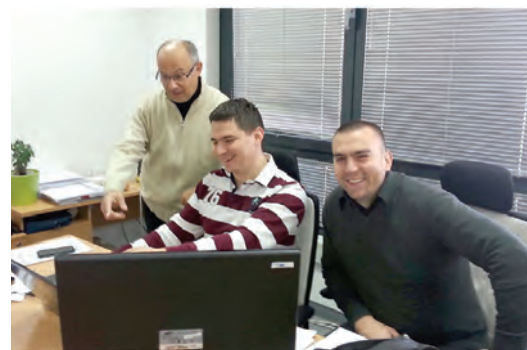
Mirna Vlahović and the Respekt.net team

her own company, gave her an opportunity to participate in various business models and marketing strategies of likewise platforms, and offered her numerous information that she is definitely going to find useful for starting her own crowdfunding platform.

The experience of entrepreneur Milan Puvača: "The programme application happened after a direct recommendation of a co-worker that participated in a foreign exchange abroad. By investigating further, we surmised that this Programme is, what we are today perfectly aware of, an excellent tool for young people in need of widening their horizons in order to be as competitive as possible on the labour market. Exclusively by acquiring concrete practical knowledge in operating a company, the young candidates of the Erasmus for Young Entrepreneurs have almost a unique opportunity to experience the actual real sector. In addition, as a company, we benefit not only from their former experience or frequent ideas, but also from experiencing a part of their European surroundings in our daily business."

The experience of a host entrepreneur Darija Krstić: "Participation in the Erasmus for Young Entrepreneurs programme as host entrepreneur was a new and positive experience that enriched our organisation. The contacts our new entrepreneur established with organisations from Serbia provided our organisation with new opportunities."

The experience of a new entrepreneur Lana Gabrić: "As a new entrepreneur I especially liked the Programme because of the benefit of education through working at a small enterprise such as my own, but abroad. The purpose of this Programme is access to new markets, international cooperation,



Goran Ostojić spent four months training in the Centre for Entrepreneurship

with a potential opportunity to cooperate with foreign partners. Cooperation through the Erasmus for Young Entrepreneurs is extremely proactive, motivating, and guarantees transforming ambitions into success, while creating original market value through international cooperation. The Erasmus for Young Entrepreneurs programme keeps new entrepreneurs informed, while also encouraging those with created market value to exchange knowledge and experience."

The experience of a new entrepreneur Branimir Suić: "As a musician with a wish to transform his home studio into a serious business, I applied for the Erasmus for Young Entrepreneurs programme in order to gain some experience and an insight into managing a business in a professional environment. I had an opportunity to use my skills in Guitarspele, a

guitar school in Riga, by making custom-made practice matrices, i.e. doing a studio job. I learned what the guitar business is comprised of, which makes me confident that, with good organisation, anything is possible."

By participating in the Programme, entrepreneurs gain a possibility of personal development and a change in the way of thinking. After the exchange they are usually even more determined to start their own business. The exchange enables them to acquire



Branimir Suić and his mentor Eduards Aksjonenko during his training in Riga

the knowledge essential for their future business, increases self-confidence, needed to achieve the goals, and facilitates avoiding big entrepreneurial mistakes. You can find more information on the project at the following link:

www.erasmus-entrepreneurs.eu



All the finalists received special training for learning how to quickly and effectively present their business plans.



During the trip to Zagreb students had an opportunity to talk with experienced entrepreneurs that performed in the "Gastro Corner" category.



At the stall of the State Intellectual Property Office the visitors could find out more on industrial property protection



This year's finale of the competition in business plan writing has been the most attended so far. Besides their student colleagues cheering on the finalists, the auditorium was comprised of many innovators and entrepreneurs that afterwards spoke to the finalists about possible cooperation in realising their business plans.



Finalists of the competition in business plan writing and the jury members.



Answers to questions and conversation with jury members are an important part of the process of learning and perfecting a business plan

● The topic of this year's exhibition and student business plan writing competition is "Smart Specialisation". The Students wrote their business plans using the application for business plan writing, based on the concept of Innovative³ Entrepreneurship. The application was well accepted by the users and

is now also being used by support institutions and entrepreneurs. Two of the best business plans were Snail farming by a student Vinka Čepo and Wise Choice - Haskap by Melita Bašić Palković and Davor Lamešić, students of the Faculty of Agriculture in Osijek, that have been awarded special awards.

● The most successful students received valuable awards. They have an opportunity to realise their projects within the framework of the Student Business Incubator - StudOS that offers them free incubation of up to six months. That way they can start their business independently. Within the framework of the Erasmus for Young Entrepreneurs programme they can additionally expand and improve their experiences. The exhibition also presented an opportunity to hold a string of business talks, to find partners, customers, suppliers or employees. The cooperation possibilities within the framework of the Enterprise Europe Network - EEN, which enables entrepreneurs to enter the markets of more than 60 participating countries, were presented at the exhibition. The IPR Helpdesk stall offered information on intellectual property and adequate ways of intellectual property protection. Besides that, the representatives of the State Intellectual Property Office provided help to those who were interested in searching the databases related to their intellectual property.



The map of the entrepreneurs' island humorously displays the traps entrepreneurs could get caught into in different stages of development and implementation of their projects. More on avoiding those traps can be found in the book Innovative³ Entrepreneurship www.tera.hr/i3p

INNOVATIVE³ 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 a 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. 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.

19. November 2016



It was constantly vivid at the joint stall of TERA TEHNOPOLIS and Croatian Association of Inventors – Entrepreneurs. It is well known among the exhibition participants that they can always find valuable information and support in industrial property protection and innovation commercialisation at this stall.



This year's exhibition was held in pavilions 7 and 7a of the Zagreb Fair, at the same time as INTERLIBER, which is among the most visited manifestations of the Fair, counting 100.000 visitors.



The most prestigious **BE THE ROLE MODEL™** awards are extremely competitive. Winning those awards is a recognition of innovativeness and potential for future commercialisation.



At the end of the closing ceremony of the **BE THE ROLE MODEL™/INOVA™ 2016**, the representatives of the Croatian Inventors Association and Zagreb Inventors Association passed the flag and the duty to organise the next exhibition to the TERA/ Croatian Association of Inventors – Entrepreneurs team.

● We are happy to announce that the next **BE THE ROLE MODEL™/INOVA™** exhibition is going to be held in Osijek. From 9 to 11 November 2017 Osijek is going to host the biggest exhibition of innovations in southeast Europe. For the next exhibition we are planning a variety of new contents and new partners.

THE BEST STUDENT BUSINESS PLANS

No.	STUDENT WINNER	BUSINESS PLAN TITLE	UNIVERSITY/FACULTY
1.	Vinka Čepo	Snail farming	University of Josip Juraj Strossmayer of Osijek/ Faculty of Agriculture in Osijek
2.	Davor Lamešić Melita Bašić Palković	Wise choice – Haskap	University of Josip Juraj Strossmayer of Osijek/ Faculty of Agriculture in Osijek
4.	Marijana Klepo	Production of broad	University of Josip Juraj Strossmayer of Osijek/ Faculty of Agriculture in Osijek
3.	Bruno Jurić	Jurić family farm – production of pickled vegetables	University of Josip Juraj Strossmayer of Osijek/ Faculty of Agriculture in Osijek
4.	Laura Herek Ivan Ostheimer	Demetra	University of Josip Juraj Strossmayer of Osijek/Faculty of Economics in Osijek/ Faculty of Electrical Engineering, Computer Science and Information Technology Osijek
5.	Matej Grgačević Tamara Marjanović	No to plastic, yes to industrial hemp	Polytechnic in Požega/Commerce/Accounting
6.	Dominik Razman	Foldable boxes for transferring agricultural produce	University of Josip Juraj Strossmayer of Osijek/ Faculty of Agriculture in Osijek

BE THE ROLE MODEL™ – SPECIAL AWARDS

No.	BE THE ROLE MODEL 2016 SPECIAL AWARD	INNOVATION TITLE	INNOVATOR	INSTITUTION
1.	BE THE ROLE MODEL GRAND PRIX	A wireless sensory network for analogue signals measuring	prof. dr. sc. Tomislav Matić doc.dr.sc. Marijan Herceg doc.dr.sc. Josip Job	University of Josip Juraj Strossmayer of Osijek/ Faculty of Electrical Engineering, Computer Science and Information Technology Osijek
2.	THE BEST BUSINESS PLAN GRAND PRIX	Snail farming	Vinka Čepo	University of Josip Juraj Strossmayer of Osijek/Faculty of Agriculture in Osijek
3.	VISIONARY CONCEPT	Pergola bungalow	Adi Karas	Zagreb Inventors Association
4.	BE THE ROLE MODEL JUNIOR	"Autonomous parking Wireless timer Eco House Electronic booklets Smart lighting"	High School of Electrical Engineering Sarajevo	High School of Electrical Engineering Sarajevo
5.	THE BEST	Universal system for collecting rainwater for a greenhouse	Damir Došen	Inventors Alliance of Primorje-Gorski Kotar County
6.	THE BEST INNOVATOR	The application of three ply tinfoil and modified atmosphere in ostrich meat products packing	"Research group under the leadership of dr. Agnieszka Wierzbicka"	Institute of genetics and animal breeding of the Polish Academy of Sciences, Warsaw University of Life Science, Poland
7.	THE BEST SCIENTIFIC COMMERCIALISATION	An integrated device for measuring physiological parameters of human body while evaluating thermal comfort of clothes	Dubravko Rogale Snježana Firšt Rogale Željko Knežić	University of Zagreb/ Faculty of Textile Technology

THE TERA TEHNOPOLIS/HUIP STALL MEDAL WINNERS

No.	INNOVATION TITLE	INNOVATOR	INSTITUTION
GOLD MEDAL			
1.	A wireless sensory network for analogue signals measuring	prof.dr.sc. Tomislav Matić doc.dr.sc. Marijan Herceg doc.dr.sc. Josip Job	University of Josip Juraj Strossmayer of Osijek/Faculty of Electrical Engineering, Computer Science and Information Technology Osijek
2.	Hydraulic device for plastic pipes, electrical and telecommunication cables winding and unwinding	Vladimir Dolenc	Croatian Association of Inventors – Entrepreneurs
3.	Left-right hydraulic side-shift positioner for forklifts	Vladimir Dolenc	Croatian Association of Inventors – Entrepreneurs
4.	A mechanical self-clamping gripper used for handling pneumatic horizontal drilling machines	Vladimir Dolenc	Croatian Association of Inventors – Entrepreneurs
5.	A lawnmower elevator	Zvonko Kolarić	Croatian Association of Inventors – Entrepreneurs
6.	Double-sided mobile cabinets for glasses and brushes	Fran Carek Lana Carek	V. A. Carek
7.	Computer for an electric car	Miloš Radić	Innovators Association "Osijek" - Association of technical culture of Osijek City
8.	A gyroscopic computer mouse	Ramal Salha	Innovators Association "Osijek" - Association of technical culture of Osijek City
SILVER MEDAL			
9.	Inox dispensers for 1 decilitre and 2 decilitre plastic cups	Vladimir Carek	V. A. Carek
10.	A sausage mixing and filling machine for producing the Slavonian <i>kulen</i>	Vladimir Dolenc	Croatian Association of Inventors – Entrepreneurs
11.	HRČAK – conversion of thermal energy into electrical energy	Pero Jarčević	Croatian Association of Inventors – Entrepreneurs
12.	An adjustable LED clock	Dora Borić	Innovators Association "Osijek" - Association of technical culture of Osijek City
13.	Ambiance infinity	Benjamin Kujavec	Innovators Association "Osijek" - Association of technical culture of Osijek City
BRONZE MEDAL			
14.	Portable strainers for connecting the wooden braced girders' parts	Vladimir Dolenc	Croatian Association of Inventors – Entrepreneurs

"GASTRO CORNER" MEDAL WINNERS

No.	PRODUCT TITLE	WINNER	FAMILY FARM NAME
GOLD MEDAL			
1.	Sweet and hot red paprika production	Stojanka Omerbašić	Rit agricultural cooperative
2.	Meat products	Damir Vukelić	Šokac veteran cooperative
SILVER MEDAL			
3.	Production of wine and sparkling wine	Mirjana Zelenika	Zelenika family farm – Springs of life

SPECIAL INOVA AWARDS TO MEMBERS OF THE CROATIAN ASSOCIATION OF INVENTORS – ENTREPRENEURS

No.	WIIPA SPECIAL AWARD AND WIIPA MEMBERS 2016	INNOVATION TITLE	INNOVATOR WINNER	INSTITUTION
1.	INOVA – the best innovation in agriculture	Wise choice – Haskap	Davor Lamešić Melita Bašić Palković	University of Josip Juraj Strossmayer of Osijek/Faculty of Agriculture in Osijek
2.	INOVA – the Lifetime Achievement Award	HRČAK – conversion of thermal energy into electrical energy	Pero Jarčević	Croatian Association of Inventors – Entrepreneurs

WIIPA SPECIAL AWARDS AND WIIPA MEMBERS FOR TERA TEHNOPOLIS/HUIP INNOVATORS

No.	INNOVATION TITLE	INNOVATOR	INSTITUTION
1.	International Innovation Award of the Polish Academy of Sciences Institute of Genetics and Animal Breeding	Sweet cherry Isin	Pavičić family farm Croatian Association of Inventors – Entrepreneurs
2.	International Innovation Award of the Polish Academy of Sciences Institute of Genetics and Animal Breeding	The Višnjevac Liqueur	Pavičić family farm Croatian Association of Inventors – Entrepreneurs
3.	Romanian Inventors' Forum – EUROIVENT medal	Goat cheese production	Đurković family farm Croatian Association of Inventors – Entrepreneurs