



TERA CELEBRATES THE 15TH ANNIVERSARY OF COMPANY'S FOUNDING

During the Be the Role Model/INOVA 2017 Tera Tehnopolis celebrated the 15th anniversary of the company's founding. During the 15 years of managing the Company, every advice we had given to our clients we have been implementing ourselves. We have been adapting to the market requirements, learning, and externally certifying core competences, developing new services and orienting towards the EU projects, thus considerably raising our influence on the development of regional economy based on knowledge. Our business model was radically changed two times. It is important to emphasise that one of these reorganisations was of such proportions that we even changed the name of the company. Nowadays, TERA is known in the region as an institution that offers top-quality services in intellectual property protection, technology transfer, incubation of knowledge-based enterprises, and project cycle management. The most well-known brand name of TERA is BE THE ROLE MODEL™, an exhibition of innovations oriented towards innovations as a basis of competitive business. The exhibition provides an op-

portunity to establish first contacts, to find partners and acquire all the necessary resources, above all, knowledge and experience. Our Entrepreneurship Academy, the Support Institutions Assembly and Business Opportunities Fair expanded past the region's borders a long time ago. Year 2008 was an extremely important year in TERA's existence. Five years before the Croatian accession to the EU, TERA began the implementation of the Enterprise Europe Network. That was the breaking point in the development of technology transfer at the Josip Juraj Strossmayer University of Osijek and Croatia in general. We are proud to say that TERA has been developing with the EEN itself. By participating in sectoral and thematic groups of the EEN, European IPR Helpdesk programme and organising numerous business meetings home and abroad, our company has considerably improved and developed a very positive image. The network of associates and partner institutions, concentrated consulting competences of a wide spectre and top quality make TERA an institution that completely supports their clients in the process of transforming innovative ideas into profitable enterprises.



INCUBATION
LIFE-LONG LEARNING

PROTOTYPING
TECHNOLOGY TRANSFER

BUSINESS CONSULTING
INTELLECTUAL PROPERTY



● The course of development of TERA Tehnopolis



BE THE ROLE MODEL™ 2017 GRAND PRIX won by an innovative company Terrapromo from Osijek

It is said that Steve Jobs, as many other successful people, started in the garage. Our path has been similar, we, however, started in a more comfortable room - the living room. Like everybody else, in the beginning we knew that we wanted something new, something that nobody else had or something that was rare. As it often goes, we accidentally heard of a new fibre used in textile industry that improves quality of life. The fibre itself can be used for athletes, treatment, prevention, and rehabilitation. That was the main trigger for the work we now do - production and placement of our own line with oxygenation properties, OXYGEN OPTIMAL, based on Celliant fibres. Therapeutic socks were our first product. After some time they gained various nicknames - magic socks, warm socks, the best socks ever, etc. The fibre contained in the

socks is clinically and scientifically proven to raise the oxygen level up to 29% and regulate body temperature. A wide variety of products used for health in everyday life came into existence. What makes our products different and innovative is their application in everyday life, e.g. why would the socks and slippers we wear almost every day not recycle our energy and transfer it back to the organism, which makes us feel better by eliminating pain and tension. Sounds simple, and it really is. Naturally, it was of great importance to find a way to protect ourselves and our idea, as well as to create market recognition. At that point, Tera Tehnopolis Ltd. emerged as an excellent partner, under the command of professor Stefanić. After our first meeting we gained the impression that Tera Tehnopolis would direct us on the right path. They greatly contributed to this story because they

helped us protect our brand name Oxygen Optimal and, what was very important to us, through the EEN database of business opportunities helped us expand into new markets. To have an idea is one thing, but placement requires great organisation and hard work. Today, Terrapromo has more than 20 patent applications and, since they proved to be effective, the same amount of registered medical products. The company does business in both Croatia and the European Union, and is expanding on external markets, while developing new innovative products with oxygenation properties. We are proud to have achieved outstanding results and a variety of recognitions at the recently held exhibition of innovations Be the Role Model/Inova™ 2017 in Osijek.

Nataša and Tomislav Kufek

The time machine of Osijek

If we had a time machine, we would be able to go back in time and take a walk in Osijek of one or two centuries ago. While we do not have a time machine, an innovative entrepreneurial initiative of our fellow citizen, a creator of several innovations, and a member of the Croatian Inventors Association, Mrs. Brigita Petrović gives us an opportunity to do exactly that - to travel back in time, at least in a photograph. The foreign participants of the exhibition were happy to accept the challenge and take home an original souvenir from Osijek that is going to remind them of participating in BE THE ROLE MODEL/INOVA 2017.



Project INNO-4-AGRI-FOOD is dedicated to supporting online cooperation for innovation amongst more than 11 million SMEs active within the European Agri-food ecosystem. The project aims to improve the service portfolio of innovation consultants and SME support networks across Europe through:

- Enhanced comprehension of the main needs and characteristics of business,
- Identifying partners and innovative opportunities that are going to contribute to the business development on domestic and international market,
- Learning about online cooperation and ways to improve everyday business,
- Personalised recommendations for using the application.

INNO-4-AGRI-FOOD project's smart tools are up to date with the latest knowledge and development trends, innovative and practical solutions, funding possibilities, and relevant state of the art technologies. If you are interested in participating in this project, contact us at ured@tera.hr.

UNLOCK YOUR INNOVATION POTENTIALS!



CROATIAN ASSOCIATION OF INVENTORS - ENTREPRENEURS (HUIP) AND BE THE ROLE MODEL™



TERA Tehnopolis activity announcement for the 4th quarter 2017

16 November 2017	The I-DARE project, the first conference, Chamber of Economy Pécs
22 and 23 November 2017	The EEPA 2017 finale, Tallin, Estonia, TERA represents Croatia with the BE the Role Model™ project in the 'Promoting entrepreneurship' category
5 and 6 December 2017	MOVECO - the international forum and meeting of the advisory board, TERA Tehnopolis Ltd., Osijek
12 December 2017	A preparatory meeting for participating in Tavola 2018 - Food Business Meetings. The exhibitors of the Gastro section that participated in the Be the Role Model™/Inova™ 2017 exhibition and interested entrepreneurs from the region are invited to the Tavola preparatory meeting, the biggest fair of food products and delicacies of Benelux and Northern France, held from 11 to 13 March 2018 in Kortrijk, Belgium.
118 December 2017	The regular Assembly of the Croatian Innovative Entrepreneurs Association - HUIP Educational workshop "Innovation Commercialisation" for members of the Association
20 December 2017	Erasmus for Young Entrepreneurs INFO day (encouraging exchange between new and experienced entrepreneurs, finding partners, negotiations and organisation of new exchanges)

Naruči Na Ruci

The Naruči Na Ruci (Order On Hand) system is a model of quick communication between customers using smart-phones and the staff in cafés or restaurants. A customer orders products or services from the menu via the 'Cube'. The belonging application is activated via the 'Cube' that is set up in the facility and marked with Nfc and QR code markers. Through direct access to the price list, a customer can order one or more services, call the staff, evaluate the quality of the service received and finish the order via the in-app call. The user or the provider of the service gets faster and more precise order, full control of the place of the expense, feedback on the service quality (by getting the customer's opinion), and finally, improved productivity of the sales system. This service is intended for the global market.

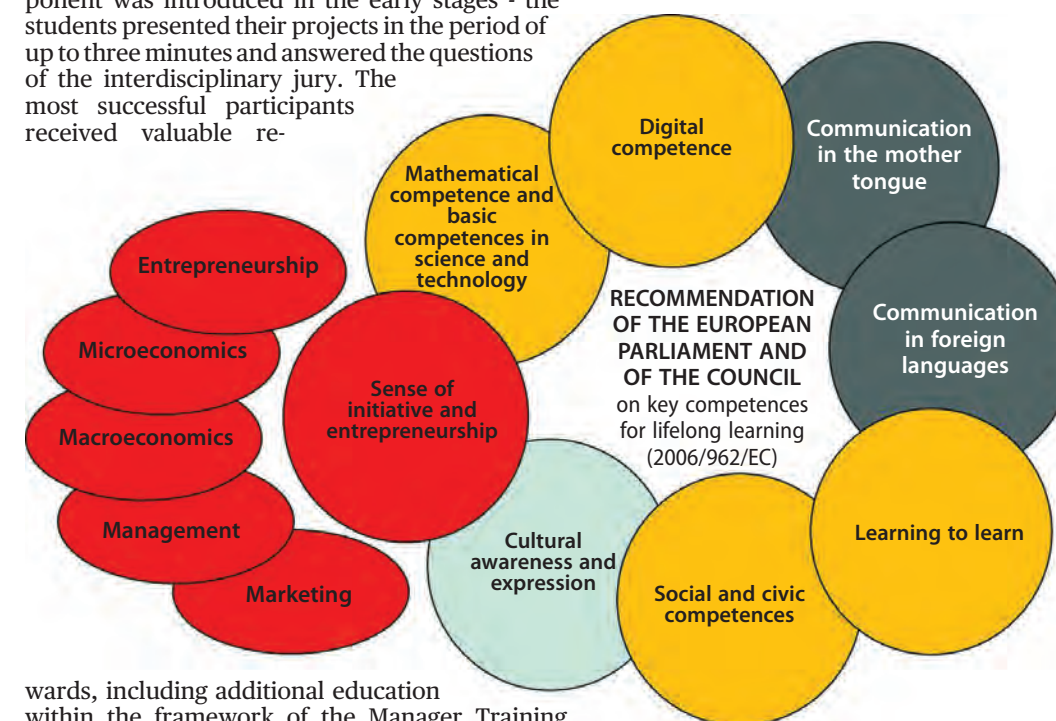
Until now, expressions of interest in this project came from business partners in Ho-ReCa (Hotel/Restaurant/Cafe) system that wish to be future partners of the company (franchise) from Italy, Serbia, Hungary, Macedonia, Ireland, Great Britain, Bosnia and Herzegovina, Austria, and Germany. The Naruči Ltd. company was established in October 2017, currently employs one person, and plans to hire ten more employees by the end of 2018. The Naruči Na Ruci project was initiated in collaboration with TERA Tehnopolis that helped create a business plan, provided the possibility to use the business incubator, and is actively helping with intellectual property protection during the commercialisation process.

Direktor: Mario Anić



Learning about entrepreneurship should begin early

A sense of initiative and entrepreneurship is one of the eight key competences for lifelong learning in the EU. Since its establishment in 2002, TERA Tehnopolis has been working with innovative entrepreneurs. Their clients' accomplishments confirm the validity and success of the educational programmes and consultant support. With a view to increase the number of new entrepreneurs in the region, especially those whose business is founded on innovative products and services, in 2005 we initiated the programme for education of students of technical and technological profiles in business plan writing. Appropriate forms were prepared and the education programme was defined for all the participants. The education programme was perfected over time and technical and mentoring support was radically increased. Also, an application for business plan writing was developed and a university textbook Innovative3 Entrepreneurship, which explains why and how to implement various analyses and calculations in the framework of the business planning process, was published. To keep the training interesting, the competition component was introduced in the early stages - the students presented their projects in the period of up to three minutes and answered the questions of the interdisciplinary jury. The most successful participants received valuable re-



wards, including additional education within the framework of the Manager Training Programme (PUMA), organised by the Croatian Employers' Association. The most important outcome of the competition is an opportunity to realise a project in the student incubator, STUDOS, an incubator section developed with the help of the European Social Fund. The greatest indicator of the programme's success is the fact that among the participants there are also students of other Croatian and foreign universities and colleges. What makes us especially happy is that the business plan writing application is also used by entrepreneurs and participants of the Erasmus for Young Entrepreneurs programme, who go abroad for the exchange. Within the framework of the EU project "e4corner" we tested the possibility of defining education programmes in the field of mechanics, and within I-DARE, the EU project for cross-border cooperation Croatia-Hungary, we are going a step further by creating an education programme for trainers of entrepreneurship based on technology and by educating secondary school students. By developing the education programmes in this manner we also educate entrepreneurial secondary school students, the future students of the home university. Students that participated in the education programme Be the Role Model™ are more likely to seriously consider self-employment as a perspective career and the foundation of family existence after graduating.

WORKING WITH ENTREPRENEURS



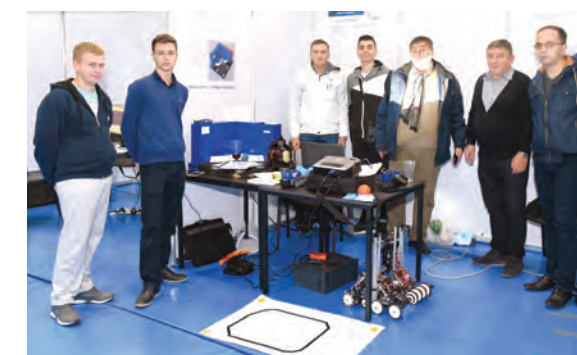
Business internationalisation represents a challenge even for experienced entrepreneurs. To amateur entrepreneurs it might seem as an unsurmountable obstacle. In order to view this problem in the right way, within the framework of the Entrepreneurship Academy, we organised a panel discussion whose participants played different roles and explained various problems. As a basis for the discussion we used Vladimir Bošnjak's innovation that in 2014 in Osijek won the main prize, BE THE ROLE MODEL GRAND PRIX. In the meantime, the innovation has been considerably improved and ready to take a step towards the international market.

WORKING WITH STUDENTS



TERA Tehnopolis is especially oriented towards students. Be the Role Model™ has, since the beginning, been working with students who are motivated and interested in entrepreneurship, who want gain skills of the future and are ready for challenges. In order to create their business ideas and check the feasibility and acceptability on the market, students are given the opportunity to write their business plans using a web application. Besides the knowledge and skills needed for writing business plans, finalists also deem the training in presenting a business plan and the dialogue with the jury extremely important and helpful, since it helps them gain a great amount of self-confidence.

WORKING WITH SECONDARY SCHOOL STUDENTS



Starting this year, Be the Role Model™ competition also involves secondary school students, who are invited to participate in the exhibition by exhibiting innovations and writing business plans using the web-application for business plan writing. This is done in order to encourage and prepare young and ambitious individuals for entrepreneurship and raise better and more innovative entrepreneurs. Learning about entrepreneurship encourages thinking outside the box and enables skill development. In addition, it opens business opportunities, instils self-confidence, and stimulates the economic development. This approach will finally be realised by creating a community of young people who are going to be the leaders of the future and initiate positive changes. Entrepreneurial skills training will certainly help them during their studies, since they are going to be able to view the knowledge gained in the field of their profession from an entrepreneur's point of view.



● The audience awaiting the Awards Ceremony



● Croatian Inventors - Entrepreneurs Association and TERA clients award winners



● Special award winners



BE THE ROLE MODEL™ 2017 – SPECIAL AWARDS

SPECIAL AWARD	INNOVATION TITLE	INNOVATOR
BE THE ROLE MODEL GRAND PRIX	A PRODUCT LINE BASED ON CELLIANT FIBRE	TOMISLAV AND NATAŠA KUFEK, TERRAPROMO Ltd.
THE BEST BUSINESS PLAN GRAND PRIX	KOORD	DOMINIK KOTRIS, Faculty of Electrical Engineering, Computer Science and Information Technology Osijek and IVANA AGELJIĆ, Department of Cultural Studies
BE THE ROLE MODEL SCIENTIFIC INNOVATION	CALCULATION OF THERMAL MATURITY OF ROCKS DEEP BELOW THE SURFACE, NORTHERN CROATIA	TOMISLAV MALVIĆ, assoc. prof. PhD, IVANA MESIĆ KIŠ, PhD, Faculty of Mining, Geology and Petroleum Engineering, Zagreb
BE THE ROLE MODEL JUNIOR	VIDEO MONITORING AND ANALYZING PASSENGERS IN PUBLIC TRANSPORT	JURAJ HLEVNJAK and DORIAN GRANOŠA Mentor: MILAN KORAC Technical School Ruđer Bošković, Zagreb
BE THE ROLE MODEL INNOVATION SYSTEM	TWO-PROFILE PRESSES FOR THE PRODUCTION OF FITTING BLOCKS FOR CONSTRUCTION WITHOUT THE USE OF BINDER MATERIALS	VLADIMIR DOLENC, Croatian Association of Inventors - Entrepreneurs
BE THE ROLE MODEL AGRO	CHEESE RIPENED WITH MERLOT	JOSIP ĐURKOVIĆ, Đurković family farm
SPECIAL AWARD FOR SUPPORTING THE DEVELOPMENT OF INNOVATIVE ENTREPRENEURSHIP		Osijek - Baranja County and the Prefect, Mr. Ivan Anušić
SPECIAL AWARD FOR SUPPORTING THE DEVELOPMENT OF INNOVATIVE ENTREPRENEURSHIP		The City of Osijek and the Mayor, Mr. Ivan Vrkić
SPECIAL AWARD FOR SUPPORTING THE DEVELOPMENT OF INNOVATIVE ENTREPRENEURSHIP		Local Development Agency Valpovo-Petrijevci
SPECIAL AWARD FOR WORKING WITH STUDENTS ON DEVELOPING TECHNOLOGY BASED ENTREPRENEURSHIP		Faculty of Electrical Engineering, Computer Science and Information Technology Osijek and Dean DRAGO ŽAGAR, prof. PhD
SPECIAL AWARD FOR WORKING WITH SECONDARY SCHOOL STUDENTS IN THE FIELD OF TECHNOLOGY BASED ENTREPRENEURSHIP		School of Electrical Engineering Sarajevo, headmaster Mr. FAHRUDIN ALIHODŽIĆ
SPECIAL AWARD FOR WORKING WITH SECONDARY SCHOOL STUDENTS IN THE FIELD OF ENTREPRENEURSHIP		GAUDEAMUS grammar school
SPECIAL AWARD FOR BUSINESS ORGANISATION IN ACCORDANCE WITH THE PRINCIPLES OF CIRCULAR ECONOMY - MOVECO		IVICA PAVIČIĆ, Pavičić family farm
SPECIAL AWARD FOR PROMOTING INNOVATION AND ENTREPRENEURSHIP TO CHILDREN AND SUCCESSFUL COMMERCIALISATION OF INNOVATION		CAREK FAMILY

TERA TEHNOPOLIS/CROATIAN ASSOCIATION OF INVENTORS - ENTREPRENEURS MEDAL WINNERS

Author	Innovation Title
GOLD MEDAL	
JOSIP ĐURKOVIĆ	GOAT CHEESE WITH CINNAMON, GOAT CHEESE FROM MERLOT
DANIJELA BALIKIĆ, ANĐELKO BALIKIĆ	IMUNOALFA
IVICA PAVIČIĆ	SWEET CHERRY SIN, PLUM CAKE
TOMISLAV KUFEK, NATAŠA KUFEK	OXYGEN OPTIMAL RELAX - SOCKS WITH OXYGENATION EFFECT
VLADIMIR CAREK	A DRINKING-GLASS HOLDER ATTACHABLE TO A PLATE
VLADIMIR DOLENC	LEFT-RIGHT HYDRAULIC SIDE-SHIFT POSITIONER FOR FORKLIFTS; HYDRAULIC DEVICE FOR PLASTIC PIPES, ELECTRICAL AND TELECOMMUNICATION CABLES WINDING AND UNWINDING; BICONICAL GROMMET - A PLASTIC PIPE REAMER THAT SIMULTANEOUSLY EXPANDS THE BOREHOLE IN WHICH THE PIPE IS BEING INSTALLED
OSMAN OSMANOVIĆ	AN ELECTRIC FURNACE FOR WROUGHT IRON PRODUCTION
NIKOLA RADMIROVIĆ	CROATIAN CUBE, HEART/SOUVENIR OF THE WHOLE CROATIA
BORIS MARIĆ	PLUGSY
BRIGITA PETROVIĆ	FROM OSIJEK TO ESSEK
JOVICA HARDI	GRANDMA ROSALIE'S HONEY - ROZIMEL
KREŠIMIR CRNOGORAC, ing. el.; MLADEN HERCOG, ing. el.; BRANKA BARDAK, MD; SUZANA STOJAKOVIĆ ČELUŠTKA	BERESCUE- SMART PORTABLE USER'S CONDITION/LOCATION COMMUNICATOR
KRUNOSLAV SOLDIĆ	3-D POSTCARDS - TWO DIFFERENT MOTIVES
NARUČI2 Ltd.	NARUČI NA RUCI
IVAN ŠTEFANIĆ, prof. PhD, BOJAN STOJKOVIĆ, ZVONIMIR KATAVIĆ, DAVID DURMIŠI	NEWTON
BRUNO DŽAMBIĆ NAĐ	DIY ELECTRIC LONGBOARD
MARKO CECELJA	MPOLJINOS
RAMAL SALHA	DUB-PAD
MIJO BIRČIĆ	A STATIC FLUID MIXER
BOJAN BALINOVIĆ	A WEATHER STATION
SILVER MEDAL	
DANIJELA BALIKIĆ, ANĐELKO BALIKIĆ	MY CAPPS
IVICA PAVIČIĆ	ANIMAL CAGE
VLADIMIR CAREK	STAINLESS STEEL GLASS HOLDERS, A STAINLESS STEEL TROLLEY FOR TRANSPORTING PLATTERS CONTAINING HOT MEALS
VLADIMIR DOLENC	A MECHANICAL SELF-CLAMPING GRIPPER USED FOR HANDLING PNEUMATIC HORIZONTAL DRILLING MACHINES; PORTABLE STRAINERS FOR CONNECTING THE WOODEN BRACED GIRDERS' PARTS; A HYDRAULIC DEVICE FOR PLASTIC PIPES, ELECTRIC AND TELECOMMUNICATION CABLES WINDING AND UNWINDING
IVAN KOČIŠ	XTENDED
ZVONKO KOLARIĆ	TILLING TOOLS
OMER KATADŽIĆ	ANTI-SEISMIC CARRIERS AND THERMAL PANELS
JOZO BARIĆ	BOOMBOX
JOSIP ZIDAR	HOLOGRAM
RENATO RAŠIĆ	RETROBOT
ZLATKO STUPNIŠEK	SAR-RING BOARD GAME
BRONZE MEDAL	
VLADIMIR DOLENC	TWO-PROFILE PRESSES FOR THE PRODUCTION OF FITTING BLOCKS FOR CONSTRUCTION WITHOUT THE USE OF BINDER MATERIALS; TWO-SIDED PNEUMATIC SAUSAGE FILLING MACHINE; A SAUSAGE MIXING AND FILLING MACHINE FOR PRODUCING THE SLAVONIAN KULEN; A PORTABLE SYSTEM FOR HANDLING THE FLAT LOADS
IGNACIJE JAMBREŠIĆ	A FRUIT COLLECTOR
ZVONKO KOLARIĆ	A LAWNMOWER ELEVATOR

Be the Role Model™/Inova™ 2018

● After the Awards Ceremony and the Closing Ceremony of Be the Role Model™/Inova™ 2017, the team TERA/HUIP passed the flag and the organisation of the next exhibition to the representatives of the Croatian Inventors Association and Zagreb Inventors Association. The international exhibition of innovations, prototypes and business plans, the 14th Be the Role Model™/43rd Inova™ is to be held in Zagreb in early November 2018.