OaSIS

OPTIMIZING SUPPORT FOR INNOVATING SMEs

Topic: “INNOSUP-07-2017: Innovating SMEs – segmentation along lifecycle and sectors (analytical research activity)”
WHY OaSIS?

The OaSIS project aims to fill the gap in the innovation support and management knowledge through:

- Analysis of the existing approaches to SME segmentation and innovation support measures used by the Regional Development Agencies throughout Europe,
- Detailed studies of the performance of innovating SMEs, in response to the specific support they had received,
- and creation of a unified, performance-based methodology for SME segmentation and improved targeting with existing support schemes.

Unique Big Data analysis will lead to the discovery of hidden patterns and correlations among innovating SMEs, that lead to their success and highest societal and economic impact.
HOW ARE WE PLANNING TO DO IT?

- Strategy development
- Analysis of existing methodologies and support tools
- Data collection (Big Data analysis)
- Development of a comprehensive methodology
- Testing, validation
- Project sustainability

Funded by H2020 under GA No 777443. INNOSUP
WHAT COULD WE DO FOR REGIONAL INNOVATION & DEV AGENCIES?

We can optimize your support measures (for SMEs), by processing and analysing funding data and growth metrics of European SMEs.

**INPUT**

Access to:
- historic data and/or
- future innovation support instruments’ data.

**PROCESSING**

OaSIS performs a personalized analysis of your funding instruments & grants for different SME segments, and generate European benchmarks.

**OUTPUT**

Recommendations and evaluation on:
- which support instruments are performing best
- which seem promising
- which work best in (other EU) similar environments for SMEs.

Our unique Big Data analysis uncovers patterns and correlations in innovating SMEs, and spot (early) “success metrics”.  
>> New optimized funding schemes + target enterprises with highest growth.

Funded by H2020 under GA No 777443. INNOSUP
WHAT COULD WE DO FOR REGIONAL INNOVATION & DEV AGENCIES?

We can optimize your support measures (for SMEs), by processing and analysing funding data and growth metrics of European SMEs.

POTENTIAL ACTIONS

Segmentation
- To address certain clusters of companies (e.g. aeronautical, active ageing, biotech, etc.).
- To the right companies’ size: microSMEs.

Benchmarks
- Generate European Benchmarks to compare with other agencies’ successful support mechanisms (and learn from failures!).
- Share / Peer learning.

SME Specific
- Ways to monitor/evaluate SMEs.
- Identify high growth SME (‘gazelles’).
- Uncover relationships/links between companies (social graphs).
WHAT COULD WE DO FOR INNOVATIVE SMEs?

**INPUT**

Share selected metrics (patents applications, grants awarded, estimates of revenue, # of employees, and others).

With confidentiality.

**PROCESSING**

1. We study the data science behind the **growth factors of thousands of SME** and startups.

2. We analyze real data from dozens of European Regional Development Agencies to compare support mechanisms.

**OUTPUT**

Complete report profiling your enterprise:
- comparing it with similar players and
- suggestions for funding (grants, loans, investments).

Focus on what really works. An analysis of the recipe of those companies who made it to sustainability and achieved incredible growth, so that you can learn from their real paths.

Facilitate connections with the institutions responsible for funding instruments you can apply for, with other companies participating in this project, and with market leaders.

Funded by H2020 under GA No 777443. INNOSUP
PROJECT CONSORTIUM

PROJECT LEADER

Cracow University of Technology
Poland

EEN Office and Regional Contact Point, certified in IMPROVE innovation methodology. Develops OaSIS methodology to help companies unlock their growth potential

Jakub Kruszelnicki kruszelnicki@transfer.edu.pl

PARTNERS

Eurada
Belgium

European Association of Economic Dev. Agencies. It is the largest network of Regional Dev. Agencies, with 65 members throughout 21 countries in the EU. Provides access to the regional databases and involve regional authorities.

Esteban Pelayo esteban.pelayo@eurada.org

Linknovate
Spain

Startup awarded with 4 EU H2020 projects and employing Stanford alumni. Big Data analysis to uncover hidden patterns and correlations among innovating SMEs

Gustavo Viqueira gus@linknovate.com