



Luxemburg-Slowenien
Business Club

eCreative Cloud

Lead Beneficiary: Luxembourg Slovenian Business Club A.s.b.l.

Prepared by: Iztok Petek, M.Sc. // iztok.petek@lsbc.lu

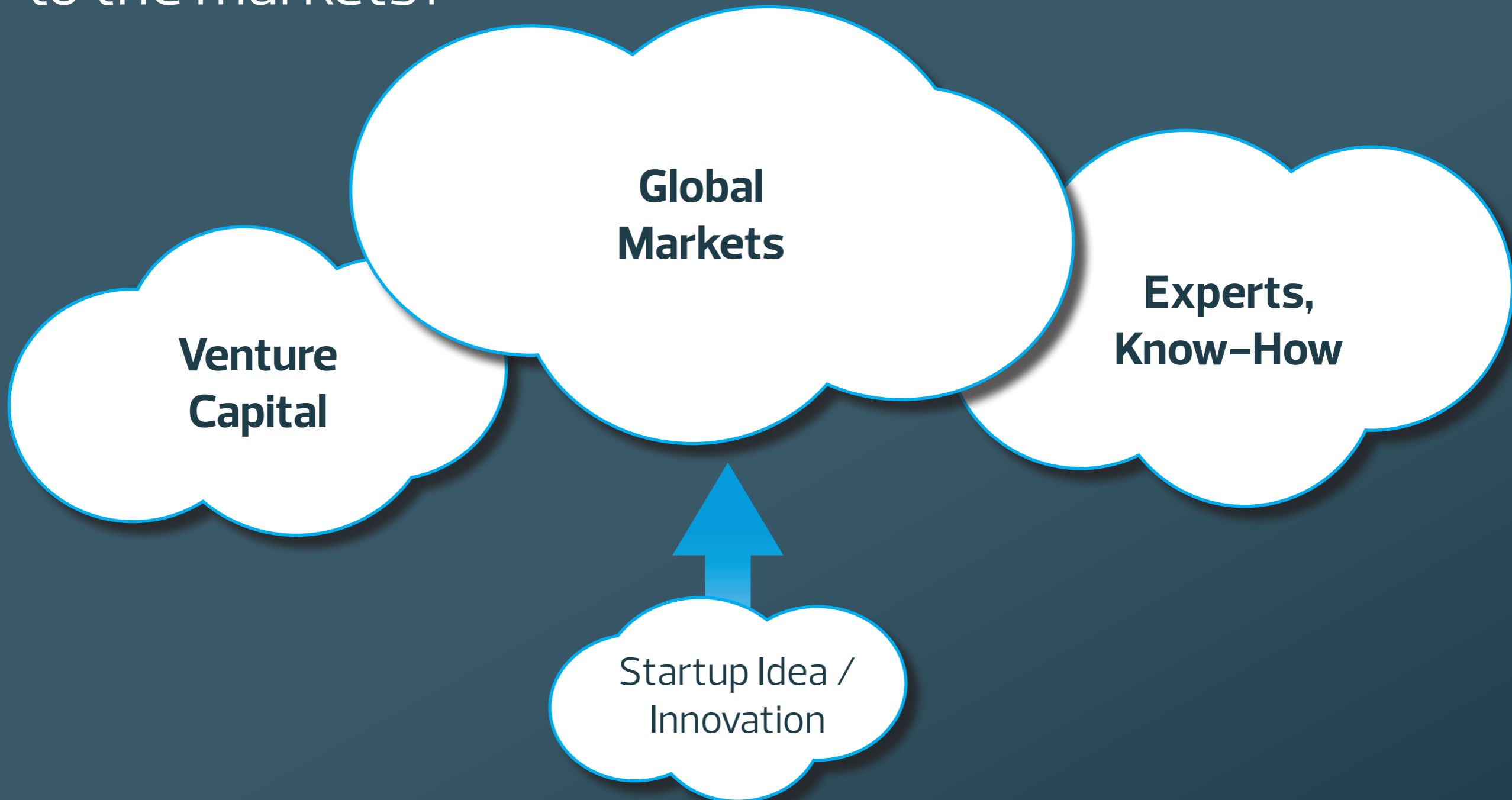
January 2014

Challenge

How effectively bring innovations to the markets?



Luxemburg-Slowenien
Business Club



Solution

eCreative Cloud is a cloud of clouds and provides intelligent connections of ideas, experts, venture capital and markets.



**Venture
Capital**

**Startup Idea /
Innovation**

eCreative Cloud

**Experts,
Know-How**

**Global
Markets**

Universities

**Incubators,
Accelerators**

Clusters

**Big companies,
Market leaders**

Functions and activities



Luxemburg-Slowenien
Business Club

What is inside the cloud?

Powerful networking application in the cloud supporting **Startups** and **innovative SMEs** at:

- > Generating ideas (innovation), think tank, proof of concept, etc.
- > Organizing ideas (business plan), tools, mentoring, etc.
- > Presenting ideas (elevator pitch), presentation skills coaching, etc.
- > Protecting ideas (IP), Ad Hoc legal help, etc.

Functions and activities



Luxemburg-Slowenien
Business Club

Business networking events / PR actions for effective networking with:

- > Big companies / market leaders
- > Venture capital funds
- > Clusters in various sectors and markets
- > Institutes and Universities for exchanging of experts and know-how
- > Business Incubators, Accelerators, M2M, other supporting organizations.

Good practices



Luxemburg-Slowenien
Business Club

Good practices for better integration of EU markets, Startups and SMEs Ecosystems by promoting:

- > partnerships for cross-border and inter-regional collaboration of ideas, experts and venture capital
- > cooperation in the cloud and the development of ad-hoc professional support mechanisms at a distance
- > interdisciplinary approach e.g. architecture of virtual spaces, new structures of collaboration in the cloud, etc.
- > eLearning (webinars, video lectures, web tutoring, mentoring, etc.)
- > women innovative entrepreneurship and startups



Other EU financed projects fostering creativity and innovation of the SMEs:

FP7-ICT

- > **IdeaGarden – An Interactive Learning Environment Fostering Creativity**
(ICT-2011.8.1, 2012–2015) Focused on creativity processes at workplace and learning environment...
- > **CONCEPT – COllaborative CrEative design PlaTform**
(ICT-2013.8.1, 2013–16) Focused on collaborative design environments at the early stages of the design process.

FP7-PEOPLE

- > **KTIECBR – Knowledge Transfer and Innovations in European Cross Border Regions** (FP7-PEOPLE-2009-IEF, 2010–12) A Study on the levels of creativity and innovations in cross-border areas business networks...



FP7-SME

- > **COLLECTIVE – Emerging communities for collective innovation: ICT Operational tool and supporting methodologies for SME Associations** (SME-2, 2010-12)

Focused on fostering of innovation in the SMEs (organizational innovation; learning and knowledge processing; cognitive diversity; collaborative projects) rative design environments at the early stages of the design process.

A pilot Leonardo Da Vinci project

- > **TRACTORS – TRaining MAterial in Creativity and InnovaTion for EurOpean R&D Organisations & SMEs** (2007) Aiming to develop training material, methodologies, practices and tools (C & I self-audit tool) for creativity and innovation in the working place...

SEE – South East Europe

- > **CLOUD – Clusters Orientation towards Up-to-date technologies and models for common Development** (Priority: Facilitation of Innovation and Entrepreneurship, 2012-14) Transnational platform for the managing clusters, encouraging the development of innovation and activation potential among SMEs southeastern Europe

Consortium



Luxemburg-Slowenien
Business Club

The Consortium will be set up with the supportive organizations for Startups and SMEs from Benelux and CEE region such as:

- > Coworking spaces, Accelerators, M2M development centers
- > Clusters, Chambers
- > Universities, other educational institutions
- > SMEs



Luxemburg-Slowenien
Business Club

Thank you

Contact us:

Iztok Petek, M.Sc.

Chairman of the Board

iztok.petek@lsbc.lu

tel (Slo): +38640506185

tel (Lux): +352621487387

skype: iztokvontrier

<http://lsbc.lu>

Luxembourg-Slovenian Business Club A.s.b.l.

30, Esplanade de la Moselle | L-6637,

Wasserbillig, Luxembourg