

Workshop 4 – interactive game on SI funding

Time plan

Time	What	who
14:00-14:10	Welcome, short introduction to SI funding Explanation of game	Gabriel+Miriam
14:10-14:30	Group work: Brainstorm on criteria for SI funding 1-4 Groups entrepreneurs: brainstorm on how to pitch “your” project idea 1-2 groups funding bodies: brainstorm on how to evaluate a pitch for funding	In breakout rooms → Gabriel, Miriam and Francesca hop between rooms to support
14:30-14:45	Entrepreneur groups present their pitches (3min per group, potentially questions from funding bodies)	Gabriel+Miriam
14:45-15:00	Funding bodies share their thoughts on pitches, closing discussion	Gabriel+Miriam
15:00-15:30	Presentation ASHOKA	ASHOKA

Groups entrepreneurs:

Imagine yourself in the role of an entrepreneur applying for funding.

- Decide what type SME you are: Start Up, Non Profit, Sole Traders
- Decide your activity, scope, create Business Idea
- For “true “ SI SMEs follow the [Guidelines](#)
- For “fake” SI SMEs” “use” the [Guidelines](#) and trick the Funding Body
- Check the Definitions: Innovation, Innovation Process, Innovation Methods, Involvement of relevant actors, Impact, Prototypes
- To bear in mind:
 - Solve a defined problem. Whom does it concern? What impact does it have?
 - Apply innovation methods. If you do not have sufficient knowledge include help of experts.
 - Describe how you will involve relevant actors
- Impact. Present the relevance of the problem
- Methodical Approach: is it build on a concrete problem? Is the approach chosen so that lessons learned can have strong impact?
- Is it feasible?

Company “Sunshine”

Area: engineering

Social Innovation: You develop a tool helping wheelchair users

Company “Rainbow”

Area: sustainability

Social Innovation: You develop a service helping companies with recycling

Company “Forest”

Area: IT

Social Innovation: You develop a software which is not necessarily a Social Innovation – but you want to receive the funding, so you want to “sell” your product as a Social Innovation

Company “Mountain”

Area: sustainability

Social Innovation: You develop a tool to make skiing more sustainable for the environment

Groups funding bodies (1 bank, 1 municipality)

Imagine yourself in the role of a funding body (bank or municipality): You can fund one SI project. Before you hear the pitches of several project ideas, think of which criteria a project idea should fulfil to get your funding. Brainstorm and make a list of the most important criteria.

- Decide what type of funding body you are: e.g. Bank or Public Agency, Region, Scope etc.
- Objective: promote projects with structured innovation and intensive involvement of relevant actors
- What is your goal as funding body? e.g. stimulate innovation in a specific area?
- Beware of the Definitions: Innovation, Innovation Process, Innovation Methods, Involvement of relevant actors, Impact, Prototypes
- Consider an innovation process that is non-technical
- Take into account:
 - (early) involvement of relevant actors,
 - is the innovation process structured and methodically guided?
 - Actors Involved
 - Feasibility
 - Relevance
- Innovations that are not eligible: regular innovations, operations, services etc.
- Decide the funding rate
- Check [Guidelines](#) ! :

- To Do: chose a speaker, take into account all relevant points and make a check list of your “tender”, Beware of false Innovations !:)