

# Establishment of Innovative Company

Guide developed within the project of COoperation, INnovation, NETworking of  
Science and Technology Parks and Universities (SPINNET)  
No. CZ 1.07/2.4.00/17.0094

**Guarantor: Petr Konečný,**  
Regional Project Manager

Science and Technology Parks Association CR  
2014



INVESTICE DO ROZVOJE VZDĚLÁVÁNÍ



INVESTICE DO ROZVOJE VZDĚLÁVÁNÍ

## CONTENT

Introduction .....	3
Assumptions for establishment of innovative companies in STP .....	3
Role of universities when establishing innovative companies .....	6
Case studies – 5 selected projects.....	8
Conclusions.....	13
Literature.....	13

## APPENDICES:

I. List of 18 established innovative companies.....	17
II. The nominees to the national round of the competition of the best student innovative business plan 2012.....	19
III. The nominees to the national round of the competition of the best student innovative business plan 2013.....	20
IV. Goals and key activities of the project.....	21
V. Project's partners.....	22



## 1. Introduction

*Project of Collaboration, Innovation and Networking of Science and Technology Parks and Universities (SPINNET) resolves within the Operational Program Education for Competitiveness conditions of cooperation of Science and Technology Parks with Universities in six NUTS 2 according to Call no. 17.*

*The form of cooperation between both types of partners were verified between 9/2011 – 8/2014 within the internship and related activities, guide We establish an innovative company including, like the – Good Practice Guide in STP, a wider range of activities than are the key activities of the SPINNET project.*

*This guide is one of the six innovative products of the projects. It was created within the cooperation of the project and team work of the SPINNET project. Along with the basic documents and the activities of Science and Technology Parks of the Czech Republic (STPA Czech Rep. and publications issued by STPA Czech Rep.) contains the actual experience in the preparation, establishment, operation and further development of innovative companies in the environment of Science and Technology Parks, business incubators, universities and other cooperating entities.*

*The process of establishing innovative companies using competitions on students' business plans, including presentations of these projects will be one of the activities within the project's sustainability in 8/2019.*

**Pavel Švejda**  
Coordinator of Requestor

## 2. Assumptions for the establishment of innovative companies in the STP

### 2.1 Science and Technology Parks in the Czech Republic

*Science and Technology Park (Science park or center, technology park, business and innovation center – further referred as „STP“) is generally defined as an "institution focused on science, technology and innovation business. It uses its know-how to create the conditions for dynamic development of innovative activity of companies, for ensuring the transfer of technologies and education to innovative enterprise. It performs two basic functions - innovation and incubation<sup>1</sup>“.*

STPs are typically set up by regional municipalities (e.g. regions, towns), universities, or private entities. In the Czech Republic STPs have been continuously set up from 1990. Since 1990 there has also been a Society of Science and Technology Parks (STPA of the Czech Republic), whose goal is to create the conditions for preparation and operation of the Science and Technology Parks in the Czech Republic. In 2014 the STPA housed, within so called STP national network in the Czech Republic, 5 accredited, 38 other operated and 7 upcoming STPs (state to 18<sup>th</sup> March 2014). Basic functions of the national network of STPs are as follows<sup>2</sup>:

- active participation in the upcoming innovative infrastructure,
- effective cooperation with other national and regional partners in the area of innovation business,
- share in the provision of ensuring quality technology transfer,
- mutual cooperation among STPs including international cooperation,
- improvement of cooperation with domestic and foreign partners and parallel strengthening the role of STPA Czech Republic,

<sup>1</sup> ŠVEJDA, P. et. al. Innovation business. Prague: AIP CR, 2007

<sup>2</sup> ŠVEJDA, P. et. al. Innovation business. Prague: AIP CR, 2007

- mutual help within all STPs,
- improvement of awareness about carrying out the STPs,
- synergistic effect of STPs activity, innovative and other companies placed in them,
- interconnection of services, especially in marketing and developing of research and development capacities,
- ensure that STPs do not work as real estates.

Issue of STP solves in addition to the publications issued by SVPA CR also the book ŠVEJDA, P. et. al. Innovation business. Prague: AIP CR, 2007. ISBN 978-80-903153-6-6. Further information can also be obtained from STPA Czech Republic [www.svtp.cz](http://www.svtp.cz) and other outputs of SPINNET project, especially in the guide "Good Practice in STP."

## 2.2 Role of STP when establishing the innovative companies

The role of STP in regional development and generally in supporting of innovative enterprise is relatively broad. One key feature of STP is called the Incubation function.

In many cases, however, we meet with the term business incubator (technological incubator, scientific incubator), which is usually part of STP, respectively of regional innovation systems, on the other hand, are thus referred also activities outside the STP system focusing exclusively on supporting start-up companies and start-up projects. This approach was for example chosen within the grant support when setting up and further developing of the subjects of infrastructure for industrial research, technological development and innovation (the so-called PROSPERITY program under the Operational Program Business and Innovation) that directly talks about the support for the establishment, operation and further development of business incubators.

This program defines its challenge as a business incubator "environment mainly for new innovation companies which use under predetermined conditions favorable rents and services provided by the incubator operator and that are able to offer its products within a reasonable timeframe to the market."

Another approach, however, the term "business incubator" considers under the conditions of the Czech Republic as inappropriate, because the incubation function is a key feature of STP (See ŠVEJDA, P. et. al. Innovation business. Prague: AIP CR, 2007). In other considerations at the theoretical level may be seen as interesting a question, if the term "incubation" whether in the concept of fulfillment of the incubation function or if a label business incubator is still appropriate and if this function rather progressively alters in the „acceleration” function. In practice, we can meet with terms of business accelerator, accelerator program, start-up accelerator, etc.

However, regardless the chosen approach, it can be noted that these entities play an important role in the creation of innovative companies. The project SPINNET involves many partners; fulfilling the role of STP (incubators) as well as almost 50 STPs are associated under the auspices of STPA Czech Republic.

**Based on these experiences the STP role when establishing the innovation companies can be generalized by following nine ways:**

- **Identification of business ideas** – activities such as competition for the best business plan (in various regional concepts), work with students (workshops, consultation. participation in teaching, etc.).
- **Evaluation of the feasibility of business idea** – providing feedback within the consultations, input processes, accelerator programs, competitions, etc.
- **Advisory and consultancy** – focused mainly on consulting in the preparation of business plans, legal advice in setting up a company, intellectual property protection solutions, methods of financing, taxes, marketing, etc.
- **Complex incubation programs** – work of consultant, mentor, continuous evaluation of the development of incubated companies, etc.

- **Ensuring of financial resources** – connection to the investor's network like business angel, risk capital, preparing for a presentation to investors, organizing investment forums and presentations of elevator pitch type, specific credit instruments such as "microcredit", etc.
- **Community building and education** – workshops, conferences, informal meetings, roundtables, social networks, linking of business supporters, beginning and experienced entrepreneurs.
- **Spaces for business** – office, laboratory, pilot plant facilities (usually lower than commercial rent, but not necessarily always) including other facilities (furniture, conference rooms, presentation equipment, kitchens, server rooms, equipment, etc.)
- **Services related to the lease** - security, cleaning, waste collection, reception services, data services, Internet connectivity and more in order to keep the client focused on the implementation of their plan.
- **Other services** – e.g. mediation of contacts for professional research and development centers, support of marketing of incubated companies, involvement in orders, information service on current tools of business support, support of technology transfer etc.

It should be added that each STP is in some respects specific, characteristics of STP is listed in the electronic catalog STP STPA Czech Republic ([www.svtp.cz](http://www.svtp.cz)).

While the (advantageously priced) facilities for business, services related to renting and consulting services belong to the traditions and represent so called basic minimum, more and more come to the fore new activities aimed at creating community, networking and building relationships, soft activities, etc. This trend, which can be recently observed in the Czech Republic, is given among other things by the development of social networks, internet and start-up projects that do not require physical spaces and infrastructure, by development of risk capital and so on. Important role in meeting the incubation function begin to have for example following activities:

- **Acceleration Programs** consisting of the identification of interesting business ideas and intensive follow-up work of the authors on their development under the guidance of experienced entrepreneurs, mentors with the aim of their subsequent implementation (including the possibility of finding an investor).
- **Building of start-up communities** – implementation of informal meetings, workshops, training events in order to build and share contacts, share experiences – good and bad practice, mutually engage in contracts, to inspire, educate, and it is often supported by the use of social networks.
- **Alternative Infrastructure** – offer alternatives to the standard for business spaces, more consistent with the requirements of today's start-up projects. These are for example various forms of co-working centers, shared offices, virtual addresses with related services and facilities, etc.

### 2.3 Criteria for acceptance into the STP

When deciding on the selection and acceptance of appropriate firms to STP different criteria is taken into account. P. Svejda in his book Innovation business states as possible aspects when deciding on accepting the company to STP for example description innovated product or technology, the expected competitiveness in market, marketing and sales concepts, expertise, business concept, investment plan, etc.

Criteria for selection of projects set each STP individually. We can thus meet with elaborated input processes those require external reviews (especially in high-tech projects) to the simple structured interviews with applicants for admission. It is usually discussed in the business plan, which is further developed by the help of STP consultants.

## 2. 4 Most common mistakes when setting up innovative firms

Based on the experience from the SPINNET project, experience of partners from their previous activities (contests, acceleration and incubation programs), but mainly based on experience of involved entrepreneurs and during the preparation of case studies we identified the most common mistakes when setting up the companies. The establishment of innovative company is meant here in a broader context, i.e. not as formal process of establishment and creation of the company but as a process from the idea to realization, while selected legal form of business does not play a role here. The list of the 15 most common mistakes can be for many persons thinking about the setting up the business, respectively for start-ups companies and start-up projects, a list of things what to be careful about and which mistakes that others did should not be repeated.

- **Slow idea execution** – continuous improvement of technical and functional parameters of the projects for the "product to be perfect."
- **Putting off the problem** for „later time” without a clear vision of solutions.
- **Underestimated schedule** of preparation and implementation.
- **Lack of fieldwork**, mapping of the market, competition, marketing, focusing on market entry.
- **The conviction about the absence of** competition without a thorough market analysis, underestimation of substitutes.
- **Providing of partial services via "their friends" without concluding contracts** and specified conditions (can lead to bad security of offered products / services, provision of poor quality services) with the result of poor market launch.
- **Absence of work with high-risk option.**
- **Presentation skills**, persuasiveness (e.g. towards the investors, potential business partners, customers).
- **Underestimation of the product uniqueness** and its protection against competition.
- Projects are not often based on **real market needs** (author thinks that they can be successful without the prior knowledge of customer, target groups and their needs), intention does not solve the customer's problem, lack of added value for the customer.
- Initially, **the business is seen as a game** – while carrying responsibility towards our employees, colleagues, employees and especially to the customer.
- **Financial aspects of the project** – overestimated revenues, undervalued costs, too optimistic approach, the lack of cash-flow, unrealistic / inadequate financial resources, underestimating of financial cost.
- Not always good **hiring of the company** – relationships that work without problems in personal life, may not work in the business.
- **Role of the founder** - e.g. at some stage must be the initiator of the idea be more businessman than developer.
- There is not a **real business model**, incorrect business model set up, wrong pricing of the product.

## 3. Role of the universities in the creation of innovative companies

Universities are an integral part of the System of innovative enterprise in the Czech Republic. Their role in teaching and research is evident. Recently becomes no less important so called Third role of universities, particularly the commercialization of research and development. This is also connected with the existence and setting up the systems of commercialization at each University. The role of universities in the creation of innovative firms is thus assured. For the purposes of this guide we mention three basic areas:

- University as a „**source of knowledge**“– simply said the results of research and development can be commercialized for example by selling the license or establishment of spin-off companies. This, however, needs to have set up a system for commercialization of R & D, which among other things contains the operating

rules of the commercialization process (linked to the internal regulations), diagrams and functional center for technology transfer. Subsequently there can exist a support infrastructure in the form of STP, business incubators, financial funds etc.<sup>3</sup> The EFTRANS project methodology is defined in brief as the process of the identification of research knowledge, verification of the potential for commercialization, determining the form of commercialization, the decision on application of the law of the research organization, protection of intellectual property and commercialization itself for example through the establishment of technology-based firms (the so-called spin-off).

- University as „**STP operation**“– as mentioned above, universities are often founders and operators of STP. Creation of this infrastructure is the next logical step in the whole system of commercialization. An alternative may be an establishment of cooperation with existing STPs, possibly leading out these activities in service organizations.
- University as an „**educator for business**”– In this case it is a strengthening, respectively expansion of educational role of the business dimension. The trend is the introduction of optional courses focused on practical aspects of business ideally in cooperation with experienced entrepreneurs and other experts in the field (marketing specialists, lawyers, investors, etc.), who can share with students their experiences, successes and failures. The aim is for students who are thinking of their own business (or shortly do business) to get the new contacts, experience and try for example processing business plan, presentation in front of the investors, and to have the opportunity to consult each area of their project during the course. In ideal case, it is appropriate to implement such a subject across the disciplines, engage also technical fields, whose students often have very interesting and innovative ideas. An important element may be the involvement of STP to lessons. The issue of training for enterprise is further discussed Methodology VII – Business education, which was created under the project EFTRANS?

To illustrate the role of universities in the creation of innovative **companies let's cite as an example the case study of the project WriteSquare.com**. They are former students of Tomas Bata University in Zlín, graduates of the course Business basics, which was organized by the Technology Innovation Centre Ltd.<sup>4</sup> in cooperation with the TBU in Zlín. Students also participated in the activities of SPINNET project, participated in the regional round of the competition for the best student innovative business plan 2012/2013, they succeeded in national competition for the best student innovative business plan in 2013 and used the opportunity of consultation activities within pre-incubation of student innovative business plans and participated in series of workshops.

#### **WriteSquare: Marketplace for text orders**

*The founders of WriteSquare.com are **Libor Minarik** and **Robert Pohuba**. Young entrepreneurs who went through the course Business basics during their studies at the university, and then succeeded in the competition for The Best Business Plan. They took the attention of Jiri Svirak, founder of portal Slevici.cz who supported them at the beginning of their business and now they are facing the major milestone – opening the portal WriteSquare.com.*

#### **When did you start to think about your own business? Were the Business basics the right impulse?**

---

<sup>3</sup> With the issue of setting the system of commercialization explores for example Methodology I – The system of commercialization, which was created under the project „Effective transfer of knowledge and information from research and development into practice and their further usage“ (EFTRANS).

<sup>4</sup> Technology Innovation Centre Ltd. is a joint venture of the Zlín Region and TBU in Zlín. Its goal is, among other things, to support the start-ups and innovative companies. It controls a science and technology park and business incubator in Zlín region. Technology Innovation Center is a partner of the SPINNET project.

*Business basics organized by Technology innovation center are one of the optional courses in Tomas Bata University in Zlín. Yes, for sure it was the right impulse. Previously, we were thinking about business only marginally. In the course "Business Basics" We have prepared a business plan, which was a condition for passing the course. However, our idea was interesting for representatives of the Technology Innovation Centre and they recommend us to enter the competition for the best business plan, which for us meant the necessary support in deciding whether we should truly realize our idea.*

***Then followed the competition "The best business plan" ..."***

*In 2013, we succeeded in the sixth year of the competition with the business plan on mobile application for the students, which was the basis of our current project. The most important thing was that after the presentation of the project one of the competition judges Jiri Svirak contacted us and during the joint meeting offered us a mentoring and cooperation with the company BLUE 88.*

***How was the competition plan developing further?***

*We transformed the original idea of study application with the help of marketing research to the Web portal focusing on the corporate sector and mainly on the area of text orders. Newly emerging WriteSquare.com project is a modern marketplace for customers looking for services of copywriters, interpreters, lawyers and other Professionals.*

***Based on the fact that you took the judges attention in the competition, they offered you a settlement in the Business Incubator of Technology Innovation Centre. What led you to accepting the offer?***

*In particular, it was very tempting to have our own office before graduation. TIC is a perfect place; office right here means for us a good starting position for business in the technology branch.*

***In what phase is the project now?***

***We launched the first public beta version WriteSquare.com in September 2013.***

*There are currently seeing rapid growth in registrations and interest of interpreters and lawyers, which are growing daily by the dozens. By free registration they gain the access to orders and inquiries and possibility of choosing between them. Growth in the number of professionals enables us to continually improve and expand our services for the customers.*

***Who is the typical customer or visitor of your site and what benefit will your product bring to them?***

*Visitors of the portal are on one side the customers, whether individuals or companies, and the other side the experts, in our case, for example, lawyers, translators, copywriters, revisers or teachers. Customer of our website is everyone who needs a help with creation of the text orders. Customers have the option of direct comparison of the experts and can choose according to the delivery date, price for the order or for example expert's references.*

**[www.writesquare.com](http://www.writesquare.com)**

## **4. Case study – 5 selected projects**

There are many partners involved in SPINNET - science and technology parks, business incubators and universities (Attachment V. Project's partners). These entities actively support students and their start-up projects and generally starting entrepreneurs at their outsets. Part of the SPINNET project was also activity "Pre-incubation of innovative student business plans," within which were students and student teams provided with consultations for the development and implementation of the business plans and start of the businesses. Students were also provided with feedback on their business plans in the regional competition of the best student innovative business plan or within national competition. They participated in a series of inspiring regional workshops, where they had the opportunity to discuss their ideas with personalities of Czech business and selected experts in various business area.



The following case studies present experience, opinions and recommendations of entrepreneurs who collaborate with project partners or were directly involved in the project and made use of some of its activities. In addition to the profile of the company and the founder (s), we sought answers to questions, what is the source of motivation / inspiration, whether and how the implementation of the project deviated from the original plan, what mistakes founders committed in the beginning of their business and what they would recommend to others.

#### **4.1 iTech21 s.r.o**

*Company ITech21 Ltd. passed the fifth year of the competition The Best Business Plan, which was organized by the Technology Innovation Centre Ltd. In the competition the company ranked third place and subsequently went through the pre-incubation program. The company was also nominated in the national competition of project SPINNET for the most innovative student business plan of 2012.*

**iTech21 Ltd.** is a dynamically developing company focused on complex ICT solutions based on the best performing and most stable platforms and products such as Microsoft and Dell. The company was founded in November 2012. The impulse for establishing was the decision to build a successful business and IT firm in connection with graduation of founder Lukáš Kouřil. We manage servers of administration, computer networks, and design of network infrastructure including security. Furthermore, we develop web applications, e-shops and web portals. We also focus on website design with a responsive layout adapted for display on mobile devices, multimedia presentations and web catalogues. Part of our work is the organization of specialized workshops, seminars and trainings. These lectures and training sessions are conducted by professional trainers. The company managed to become a member of the Microsoft Partner Network, Microsoft Biz Spark Startup and Dell Partner Direct Registered.

Lukáš Kouřil is founder of the company. He studied PhD. at Faculty of Applied Informatics at Tomas Bata University in Zlín, where he was engaged in research of artificial intelligence. He used to be Microsoft Student Partner for TBU in Zlín when studying. He is certified as Microsoft Certified Professional and Microsoft Certified Technology Specialist.

##### ***What is your motivation?***

"Building a successful IT company in Zlín offering business customers effective solutions based on ICT technologies and software development."

##### ***Plan vs. reality?***

"The original intention was targeted to build a company focused exclusively on Apple technology. This proved to be very difficult to implement in Czech conditions. After a few months, we changed the philosophy of the company, including its focus on ICT technologies in general. "

##### ***Errors in the beginning?***

"The start was treated with the utmost rigor. The re-evaluation found no errors. Generally I see errors in overvaluation of sizes of sales and order flow. "

##### ***Recommendations?***

„The beginning of the business is not easy. It requires lots of work and responsibility. It is important to have a goal and to know why do I want to do a business.“

**www.itech21.cz**

## 4.2 Zdeněk Solnický – from student through Weblift Ltd. to Projektově.cz Ltd.

*Business Incubator VŠB - TU Ostrava plays an important role in both successful companies of Zdenek Solnický. First, it was a success in the competition of The Best Business Plan, after that settlement of the company in incubator's premises and assistance with the establishment of the company. Weblift Company Ltd. was the first ever successfully incubated company. His second company Projektově.cz Zdeněk Solnický founded in collaboration with the Support Center for Innovations at VŠB - TU Ostrava, and it was the first university spin-off company.*

As a high school student Zdeněk Solnický together with David Pech participated in first competition of The Best Business Plan in 2008. That year these two students started a business of web creating and they thought writing down a business plan and test it in the competition, looked as Zdenek Solnický said, as a step in the right direction. They won third place in this competition with Shopick project (a new service that combines search of goods and kind of e-shop together) and shortly afterwards they settled in the building of the Business Incubator at VŠB-TU Ostrava.

With the assistance of business incubator team they took the first steps to establishing Weblift Ltd. Both partners also became university students. David Pech became a student of Brno University of Technology and Zdeněk Solnický of VŠB-TU Ostrava. Their plan was to meet the business plan, work on a flagship - technology of Shopick e-shops.

### ***What is your motivation?***

The main motivation is for Zdeněk Solnický his "freedom". In the sense that as an employee he wouldn't be able to do things on his own and he would not be so "free" as an entrepreneur. His another motivation is opportunity to help people in project management. Great benefits of business Zdeněk Solnický sees in participation in international conferences and events where you can meet other entrepreneurs from around the world.

### ***Plan vs. Reality?***

The initial business plan was to create a huge online store, which draws data from other stores and displays all the goods at one place. It thus facilitates the selection of goods to the purchaser and the purchase itself as they do not have to go through more e-shops. Purchasers have everything at one place.

After the establishment of the company Weblift Ltd. in November 2008, whose main objective was to bring the project Shopick into commercial applicability, subsequently thirty students from the South Moravian and Silesian Region worked on intensification of development. The new technology was immediately deployed on servers Weblift Ltd. into operation and found its first customers. David Pech and Zdeněk Solnický, however, realized the potential of their innovation is beyond the limits of their own company, and therefore decided to transfer technology to the on market already established an IT company operating out of incubator business. They merged after half year of successful cooperation.

Co-partner David Pech operates in the company now and they expand with their technology to the international market. This step significantly stabilized Weblift Ltd. and thus ended the role of the Business Incubator at VSB-TU Ostrava in supporting young company. Already after a year and a half, the company moved from the incubator as first successfully incubated company.

Zdeněk Solnický, however, returned after a few years to the Business Incubator Support Center for innovation at VŠB-TU Ostrava with interesting new ideas on how to lead projects and together with the VŠB-TU Ostrava founded the first spin-off company - Projektově.CZ Ltd., which is working on development of services for elegant project management. He now represents the company as a student of Master programme in Management at VŠB-TU Ostrava, Faculty of Economics. He took in to collaborate, Ing. Jiří Kubica, who also studied at VŠB - TU Ostrava, Department of Computer Science and Engineering. During the study he started business in Internet applications. Another partner is Richard Říman, programmer possessing deep knowledge of Ruby and Ruby on Rails.

Service Projektově.CZ is a tool for effective management and delegation of tasks. The main activity is the provision of project management software delivered as a service over the internet. Service Projektově.CZ stands out in clear graphics and innovative mind mapping incorporation into the planning process and project management. Also offers training in project management and practical skills required for work in the system.

But everything did not go so smoothly, also in the past of Projektově.cz can be seen deviations from the original plan. The business plan was, however, very useful for starting business and in negotiations with the university. The biggest change and a very important milestone in the business era of Zdenek Solnický was the decision to change the software.

#### ***Mistakes in the beginning?***

As his beginner mistakes Zdeněk certainly indicates that initially he focused too much on product development. He did not realize, however, that it is needed to be also able to approach the product to the customers and be able to sell it. Later, he started to put emphasis on marketing and tried to establish a strategy that would be attractive to customers. The Projektově.cz is nowadays major company in the field of project management and it is able to maintain fairly in the market.

#### ***Recommendation?***

- Enough free time for education and personal growth.
- To verify whether it is actually possible to start a business (if the entrepreneur is able to)
- Good team.
- Customer orientation (marketing).

**www.projektove.cz**

### **4.3 Beer tourism.cz**

**PIVNITURISTIKA.CZ** is a classical start-up, which was based on the detection of specific market gaps through personal knowledge. The company was founded in the summer of 2013, Michal Urbanek and Tomáš Novotný stand behind this project. The trigger was the absence of a similar web portal in the market and personal experience with inadequate information for all who are interested in beer tourism. The project is concerned with providing the necessary information about all the breweries and brewery museums, spas and beer brewing courses in the Czech Republic, it also offers the most comprehensive list of local beer events etc.. Gradually they build cooperation with all the beer places in the country and associations that are interested in brewing. Major customers include group Lobkowicz Brewing Company, Brewery Brod, Pardubice brewery and other medium and small breweries, including local ones.

**Mgr. Michal Urbánek** - passionate "homebrewer" whose desire is to raise Czech beer culture and awake the desire in people to once again celebrate quality Czech beer. With beer enlightenment he would like to show to ordinary people incredible possibilities in cooperation with entrepreneurs in the field of brewing and beer tourism, local and regional authorities and he would like to motivate the general public to promote traditional golden beverage, and travel throughout the Czech Republic. He works as a private English teacher, he likes to communicate with people and help them to develop themselves.

**Mgr. Tomáš Novotný** - enthusiastic fan of beer and experienced graphic designer. He has worked with graphic software for 14 years and in recent years he has focused on graphic design, marketing consulting and corporate identity. His portfolio includes both printed materials for commercial and private purposes and website designs. He works as a teacher of computer science and graphic design at the vocational school.

#### ***What is your motivation?***

"Partly we are motivated by family traditions and partly by our own stories and experiences from "beer trips". Along with Tomáš Novotný, a friend from university studies, we went on a

first beer journey on a bicycle in 2012. In early summer 2012 we were planning today already unforgettable weekly beer trip in few selected regions. Our purpose was to visit the breweries and taste different kinds of beer. We were looking for the internet site that could provide us with a sufficient quantity of information about everything that interested us. Unfortunately we did not find any. In order to prepare this journey perfectly we had to tediously explore all the websites of individual breweries, seek their opening hours, menu, beer or tours` possibilities. It was also important for our trip to know whether the breweries are affiliated by a restaurant where we could eat well, if we can stay with them or nearby, how to get to them, and whether there are some sport or cultural facilities in their area."

"Planning a beer journey took us a lot of time and brought many disappointments. The information we required was often completely missing or not up to date. As supporters of home beer brewing and patriots of the golden beverage we decided to create this unique site to uniformly inform the beer tourists. Thanks to the cooperation with breweries and other beer places you can find here all the relevant information to plan your trip quickly and easily. By using the interactive calendar you can choose from a variety of events, celebrations and festivals. You have the opportunity to visit brewery museums, relax in the beer spa, brew your first beer, stretch your bones and muscles at selected beerpaths, visit natural and cultural attractions and more. We try to make your beer trips easier. "

### ***Plan vs. reality?***

"In the beginning everything looked promising and hopeful, most of the owners or operators were thrilled with our project. But then we got at some beer places eager questions and questions from people who are responsible for marketing. Some of them decided to stop the cooperation when we answered honestly about the web traffic. It was at the time of starting the site, when it was either not yet officially launched, or was launched only for a few days. We are working on creating viral videos and pictures that people can share themselves via social networks. Our goal is to obtain a sufficient number of fans so that subsequent promotion of beer places on our web site is very interesting. We decided to ask a brewers' associations for cooperation as they are very active in Czech Republic. We managed to establish cooperation with the organizers of beer events and also by this way we are trying to get into the awareness of citizens of the Czech Republic. "

### ***Errors in the beginning?***

"A certain naivety that we visit each customer, we tell him about our project, and they will give us the money immediately. It was necessary to adjust sales strategy, visit many beer places in person (e-mails and phone calls were unsuccessful) and try to explain the merits of the project. I think it is good to invest free time and money in consultation with leading experts from relevant fields, who will open your eyes and look realistically at your project. "

"Another mistake was the ignorance of the time demands associated with work on the project. Originally we thought that after filling the web we will manage everything during one hour a day, but the reality is different. "

### ***Recommendations?***

"We recommend that you carefully examine whether the project has any competition (direct or indirect) and, if so, properly analyze whether yours is better, whether it has a chance to succeed on the market, or whether it is just a dream, in which only you yourself do not see the potential problems. After a thorough analysis and consultation with specialists from the given fields, it is possible to start to work on the project. It will save you a lot of work, time, you will get useful tips and contacts to individuals or companies that can help you. We also recommend to use the support of innovative infrastructure - thanks to Technological Center of Hradec Králové for the opportunity of personal consultation of our business plan, ideas, comments and criticism. All this has helped us to move another step forward. "

**[www.pivniturestika.cz](http://www.pivniturestika.cz)**

#### 4.4 Railsformers s.r.o.

Railsformers Company Ltd. was founded in 2010 as a separate division of Skvělý.cz. The division happened because of diversification of risks and the need to focus on core products (specializing on development of technology Ruby on Rails). Since establishment the company has been engaged in the development of Internet and intranet systems, creating web applications and information systems at the professional level. The company specializes in enterprise solutions, social networks, community portals and other complex systems, which fully exploits the possibilities of Ruby on Rails framework, methodologies of agile development and other advanced features resulting from the preferred technology. In terms of web design is managed by modern trends, especially with a focus on user-friendliness. The aim is to develop quality web applications and offer all users of products to facilitate their work and improve their services.

Founder of the company is Ing. Jiří Kubica, who has been in the area of IT since childhood (first programming steps were made on the computer PMD-85 in 1987). During his studies at VŠB TU Ostrava he decided to start a business, first as self-employed, which he later transformed in his first Ltd. At present he is the owner or partner in several IT companies, most of them were founded as start-up.

##### ***What is your motivation?***

"Satisfaction which me and my colleagues receive from end users of the applications. It is a huge encouragement when users use the application themselves and they like to use it - this also predisposes a big commitment. The sources of inspiration are mainly foreign successful internet projects."

##### ***Plan vs. reality?***

"Of course, not all steps or ideas led to the desired goal. However, the partial failures should be seen in positive way - every contingency which one must overcome, toughen him up. The big problem was, is and will definitely be possible fluctuation of developers - Ruby on Rails technology is not very well known in the Czech Republic these days, so it is difficult to reach potential new team members. This we try to eliminate by working with university and during the study reach and collaborate with students, who will later become our employee. "

##### ***Errors in the beginning?***

"The biggest mistake in IT companies is that even when the company has a top developers, they forget about management and marketing. The result is a good product, which no one knows and that will never be profitable. The second recommendation is about situation, that most new entrepreneurs theoretically know and prepare for it, but in practice they are not able to rationally deal with it - and the situation is, when the product or project is not profitable even after shifting milestones and instead of terminating the project and focusing on the new "better" days, is unnecessarily kept "alive", which never ends well and the project only consumes resources. "

##### ***Recommendations?***

Keep few essential rules:

- Not to be afraid to try a business, or try a new project.
- To withstand even with gritted teeth.
- Dare to terminate the project.
- Everything costs something.
- Relax, work is not everything.

The company is also involved in projects "Days on Rails" and "Rails Girls" backed by Science and technology park Ostrava, which were focused on approaching the programming in Ruby on Rails to the general public. Currently, the company also participates in the "Internships for young job seekers." In addition to the beforementioned Science and Technology Park, the company works closely with the Business school Ostrava plc., VŠB -TU Ostrava and its Support center for innovation.

**[www.railsformers.com](http://www.railsformers.com)**

#### **4.5 GEN-TREND s.r.o.**

The company GEN-TREND Ltd. was established in 2002 as an association of investors, economists and experts in biotechnology and molecular biology in order to build a private entity closely associated with the public research sector. Union of private and public research capacities has been initiated with the aim to build a society based on the principle of transfer of know-how from public research to the private applied sector. The result of our efforts is a thriving company whose biotech products achieve world-class levels.

Company founder, Ing. Václav Filištein, was born in Prachatice. After graduating from the Institute of Chemical Technology Prague, he worked from 1988, at the Institute of Landscape Ecology, Academy of Sciences in České Budějovice. Since 1990 he has been engaged in business and management of commercial companies that apply innovative approaches in the development of technological products in the field of molecular biology and bioremediation processes. Since 2005 he has operated as Chairman of the Board "South Bohemian Agency for Support to Innovative Enterprising c.c.c." and is one of the initiators of regional development of the South Bohemian Region based on economy knowledge. He is co-author of "Regional Innovation Strategy", which was adopted by the South Bohemian council as an integral part of the "Regional Development Programme" for the years 2008 - 2013. He is currently trying to develop the infrastructure of the South Bohemian Science and technology park. Since 2004 has Ing. Václav Filištein been councilor of South Bohemia Region, where he served as Chairman of the Financial Committee of the city council in 2004 - 2008.

##### ***What is your motivation?***

"Immediately after the revolution was for me and many of my colleagues a great adventure to try to stand on our own feet and operate the field we know."

##### ***Plan vs. reality?***

"We founded a company and it seemed logical that cooperation with public research sector and our company continued. Unfortunately, at that time, the Academy was not motivated to cooperate with the private sector and thus the possible partnership for many years practically did not exist. The turn came around 5 years ago when also at the central level began talks about the links between public research and practice, the transfer of know-how and etc. Since then, despite initial cooperation groping, we have been cooperating a lot. Despite initial difficulties resulting from a general distrust of academia to the business entities we have managed to establish a very constructive cooperation model. As a great success can be also marked a big interest of top graduates of doctoral studies in the developmental work in the laboratories of our company. "

##### ***Recommendations?***

The company GEN-TREND Ltd. resided in South Bohemian Science and Technology Park from 2008 to 2012. The company used this environment to establish cooperation with leading experts not only from the University of South Bohemia and Biology Centre ASCR in the development of new technologies such as production of biologically active molecules or the development of new diagnostic methods for human and veterinary medicine.

"Science and Technology Park meant for our company also increase of the credibility towards foreign partners, as well as engaging with local, public research institutions."

**<http://gentrend.cz/>**

## 5. Conclusions

There are many quality handbooks and methodologies on how to start a business, how to write a business plan to attract investors etc. Such materials include procedures, techniques, legislative requirements and other necessary processes to set up companies, drawing up business plans, etc. Processing the next document like this would not be anything new.

The aim of this handbook is not to introduce general procedures for setting up companies, our goal is to introduce to students, academics and all those interested in business opportunities which offer within process of setting up the company not only SPINNET project partners, but also other members of the national network of STP in the country. The process of starting up a business is here conceived in a broader context, i.e. from idea to implementation. This document also selected case studies that present simple form of stories of students and graduates who chose to implement their idea. In many cases it was the students who took advantage of some of the SPINNET project activities or otherwise cooperate (cooperated) with some of the partners.

Based on the experience of the SPINNET project, experience of the partners of their existing activities (contests, acceleration and incubation programs), but mainly based on experience of involved entrepreneurs themselves and preparation of the case studies, we identified the most common mistakes in setting up companies (in the above broader context). This overview can be for a lot of business minded people resp. for start-ups and start-up projects a listing of what to be careful of and how not to repeat the mistakes the others made. Likewise, we believe that this document will serve to better understanding of the role of STP (a business incubator) for the creation of innovative companies and will lead to the further development of cooperation of STP, universities, the application sector and students.

Finally, thanks to all the entrepreneurs involved in the processing of case studies and also to all partners for their cooperation during the preparation of the documents.

This guide is **one of six innovative products of SPINNET project**, the others are:

- Good Practice Guide in STP
- Methodology of Business Plan Evaluation
- Case study "By Practice to better Employment after Graduation"
- Good Internship in STP Methodology
- STP Catalogue in Printed and Electronic Form

## 6. Literature

- ŠVEJDA, P. a kol., (ŠVEJDA, P. et al.), Inovační podnikání (Innovative Enterprising) Praha: AIP ČR (Prague: AIE CR), 2007. ISBN 978-80-903153-6-6
- ŠVEJDA, P. a kol., (ŠVEJDA, P. et al.), Vědeckotechnické parky v České republice (Science and Technology Parks in Czech Republic, Praha: SVTP ČR (Prague: ASTP), 2012. ISBN 978-80-903846-2-0
- (Methodology I - The commercialization system, which was established under the project "Effective transfer of knowledge and information from research and development into practice and their subsequent use" (EFTRANS; project of IPn duration period 8/2009 - 12/2012)
- Methodology VII - Business Education, which was established under the project "Effective transfer of knowledge and information from research and development into practice and their subsequent use" (EFTRANS; project of IPn duration period 8/2009 - 12/2012)
- Magazín Firemní partner 4/2013 (Magazine Business partner 4/2013), ročník VIII (volume VIII), vydavatel HEXXA.CZ, s.r.o., (Publisher HEXXA CZ s.r.o.)

- Documents supplied by the project partners SPINNET (case studies, interviews with entrepreneurs)

**Websites:**

[www.svtp.cz](http://www.svtp.cz)  
[www.ticzlín.cz](http://www.ticzlín.cz)  
[www.vtpup.cz](http://www.vtpup.cz)  
[www.mujprvnilion.cz](http://www.mujprvnilion.cz)  
[www.msmt.cz](http://www.msmt.cz)  
[www.czechinvest.org](http://www.czechinvest.org)  
[www.spoluprace.org](http://www.spoluprace.org)  
[www.vtpo.cz](http://www.vtpo.cz)  
[www.projektove.cz](http://www.projektove.cz)  
<http://gentrend.cz/>  
[www.railsformers.com/](http://www.railsformers.com/)  
[www.pivnituristika.cz](http://www.pivnituristika.cz)  
[www.itech21.cz](http://www.itech21.cz)  
[www.writesquare.com](http://www.writesquare.com)  
[www.jaip.cz](http://www.jaip.cz)  
[www.tchk.cz](http://www.tchk.cz)  
[www.vsb.cz](http://www.vsb.cz)  
[www.aipcr.cz](http://www.aipcr.cz)



## Annexes:

### I. List of 18 established innovative companies

**BORPAS, s.r.o.**

IN: 25898124

Competition intent: DJ/VJ/Music producer

[www.virtualnirozsirenarealita.cz](http://www.virtualnirozsirenarealita.cz)

**B.P.MEDICAL spol. s r.o.**

IN: 60721880

Competition intent: Application of micro-organisms in food and feed industry (Jan Novák)

[www.bpmedical.webnode.cz](http://www.bpmedical.webnode.cz)

**Designeros s.r.o.**

IN: 28849434

Competition intent: Designeros.com

[www.designeros.com](http://www.designeros.com)

**Lucia ĎURICOVÁ**

IN: 00784320

Competition intent: PROJECT PROGRESS security consulting

[www.projectprogress.cz](http://www.projectprogress.cz)

**Bc. Jan HABICH**

IN: 88153436

Competition intent: Locmonitor.com

[www.locmonitor.com/](http://www.locmonitor.com/)

**Kristýna HABUDOVÁ**

IN: 74390830

Competition intent: LindaFormatuje.cz

[www.lindaformatuje.cz](http://www.lindaformatuje.cz)

**Mgr. Anna CHYTILOVÁ**

IN: 88071936

Competition intent: Student ambulance

[www.studentska-ambulance.cz](http://www.studentska-ambulance.cz)

**iTech21, s.r.o.**

IN: 29377706

Competition intent: iTech21

[www.itech21.cz](http://www.itech21.cz)

**Jakub JORDÁN**

IN: 74100203

Competition intent: y-Celebrate.com

[www.ycelebrate.com](http://www.ycelebrate.com)

**Bc. Libor MINAŘÍK**

IN: 01730673

Competition intent: Writesquare.com

[www.writesquare.com](http://www.writesquare.com)

**Moto Season, s.r.o.**

IN: 01638921

Competition intent: BikerSeason.com

[www.bikerseason.com](http://www.bikerseason.com)

**PANDEMIC s.r.o.**

IN: 01928031

Competition intent: PANDEMIC

[www.pandemic.cz](http://www.pandemic.cz)

**Jiří URBÁŠEK**

IN: 75471558

Competition intent: Investment Tracker

[www.urbasek.cz](http://www.urbasek.cz)

**Jan VALUŠTÍK**

IN: 01280210

Competition intent: Futurello.com

[www.futurello.com](http://www.futurello.com)

**Robin VAŠNOVSKÝ**

IN: 88900991

Competition intent: An innovative projection system chci-dum

[www.chci-dum.cz](http://www.chci-dum.cz)

**Petr VEIGEND**

IN: 02034123

Competition intent: Neocam

[www.neocam.cz](http://www.neocam.cz)

**Bc. Radek VYMAZAL**

IN: 01089820

Competition intent: DNA Portréty

[www.dnaportrety.cz](http://www.dnaportrety.cz)

**Martin ZAVADIL**

IN: 01534556

Competition intent: Watch theatre

[www.sledujdivadlo.cz](http://www.sledujdivadlo.cz)

## **II. The nominees to the national round of the competition of the best student innovative business plan 2012**

1. Jan Kyselý, Vladimír Řehák, VŠB-TU Ostrava  
**PROtalent.cz**
2. Tomáš Ružovič, Kateřina Polínková, VŠB-TU Ostrava  
**Bicycle, EKO-bikes, electric bikes and Segway rental**
3. Robin Vašnovský, Tereza Thérová, VŠB-TU Ostrava  
**Innovative project system Chci-dům**
4. Sebastian Bušek, VŠB-TU Ostrava  
**WishMeGoal**
5. Radek Vymazal, Palacký University in Olomouc  
**DNA – pictures**
6. Pavlína Doleželová, Mendel University in Brno  
**Effect of different forms and levels of selenium on the antioxidant capacity and the quality of semen of breeding boars in relation to the production of insemination doses**
7. Lukáš Kouřil, Kateřina Jašková, TBU in Zlín  
**iTech21, s.r.o.**
8. Anna Chytilová, TBU in Zlín  
**Student ambulance ([www.studentska-ambulance.cz](http://www.studentska-ambulance.cz))**
9. Tomáš Marčaník, TBU in Zlín  
**BikerSeason.com**
10. Jan Novák, University of South Bohemia in České Budějovice  
**Microorganisms for functional food and food supplements**
11. Marek Svoboda, Czech University of Life Science, Hradec Králové department  
**Designers**
12. Jaromír Štejnár, The University of Finance and Administration  
**Pandemic**

### **III. The nominees to the national round of the competition of the best student innovative business plan 2013**

1. Lucie Ďuricová, TBU in Zlín  
**Project ProgressSecurity consulting**
2. Jan Habich, TBU in Zlín  
**LocMonitor**
3. Libor Minařík, Robert Pohuba, TBU in Zlín  
**Writesquare.com**
4. Jakub Jordán, VŠB-TU Ostrava  
**yCelebrate.com**
5. Kateřina Bendová, Mendel University in Brno  
**Innovative project of feed mill for the production of cow's milk and pork**
6. Eliška Kabourková, Mendel University in Brno  
**Innovative project of feed mill by Eliška Kabourková for fattening poultry and cattle**
7. Lucie Kupčíková, Mendel University in Brno  
**Separate sex in broiler fattening to higher slaughter weight**
8. Kristýna Habudová, Sandra Vítková, VŠB-TU Ostrava  
**LindaFormatuje.cz**
9. Lukáš Satin, Libor Míček, Martin Mojžíšek, VŠB-TU Ostrava  
**DJ/VJ/Music producer**
10. Barbora Štefánová, UP v Olomouci  
**Exchange a book**
11. Michal Peš, Mendel University in Brno  
**Set for eggs cooking**
12. Jiří Šnajdr, TBU in Zlín  
**Smart Buy**



INVESTICE DO ROZVOJE VZDĚLÁVÁNÍ

# SPINNET

Cooperation, Innovation and Networking  
of Science and Technology Parks and Universities

CZ.1.07/2.4.00/17.0094

Period of project resolving: 09/2011 – 08/2014

Beneficiary of funding: Science and Technology Parks Association CR

## Project objectives

Is to support cooperation among project partners, a defined target group and application and public sphere, followed by the establishment of environment for intense collaboration of academic and R&D sector with application sphere via suitably selected partners in individual regions. The project will result in the establishment of the national network which will be based on partnership of universities and Science and Technology Parks in regions.

## Key project activities:

- pre-incubation of student innovative business plans
- internships of advocates of R&D and transfer of experience and knowledge
- internships of students via mirroring of managers in innovation enterprises
- long-term internships of students in Science and Technology Parks
- partnership with application sphere and portal of cooperation.org

---

Contact:  
Science and Technology Parks Association CR  
Novotného lávka 5  
116 68 Praha 1  
e-mail: [spinnet@svtp.cz](mailto:spinnet@svtp.cz)  
[www.svtp.cz](http://www.svtp.cz)





INVESTICE DO ROZVOJE VZDĚLÁVÁNÍ

# SPINNET

Cooperation, Innovation and Networking  
of Science and Technology Parks and Universities

CZ.1.07/2.4.00/17.0094

Period of project resolving: 09/2011 – 08/2014

Beneficiary of funding: Science and Technology Parks Association CR

---

## Project partners:

- South Bohemia Agency for Support to Innovative Enterprising
  - Technology Centre Hradec Králové
  - BIC Brno
  - Technology Innovation Centre Zlín
  - Science and Technology Park Ostrava
  - South Bohemia University in České Budějovice
  - J. E. Purkyně University in Ústí nad Labem
  - Univerzita Hradec Králové
  - Mendel University in Brno
  - Palacký University in Olomouc
  - VŠB-TU Ostrava
  - CzechInvest
- 

Contact:  
Science and Technology Parks Association CR  
Novotného lávka 5  
116 68 Praha 1  
e-mail: [spinnet@svtp.cz](mailto:spinnet@svtp.cz)  
[www.svtp.cz](http://www.svtp.cz)





INVESTICE DO ROZVOJE VZDĚLÁVÁNÍ



### **Establishment of Innovative Company**

Published by Science and Technology Parks Association CR in 2014  
Novotného lávka 5, 116 68 Praha 1, ID No.: 00566047,  
As a part of the project

**Cooperation, Innovation and Networking  
Of Science and technology Parks and Universities (SPINNET)  
No. CZ 1.07/2.4.00/17.0094**

**Administrator and assistant:**  
Iveta Němečková

