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## Carlsbad Enterprise Incubator DVORANA

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Park location on the map: [here](#)

Reg.nr.: 26709023  
Director: Hedvika Gabrielová ([gabrielova@hoteldvorana.cz](mailto:gabrielova@hoteldvorana.cz))

### Operating data of the park

**Membership in STPA:** YES  
**State of the park:** accredited  
**Partner in project SPINET:** NO  
**Launch day:** 1.4. 2011

**Founder(s):** JERUS a.s.  
**Owner(s):** JERUS a.s.  
**Operator(s):** JERUS a.s.

**Type of entity:** JERUS a.s.  
**Criteria for acceptance of innovation firm:** ranking according by the Feasibility Study

### Description of the park

#### Introduction

Business incubator Karlovy Vary – Dvory (Dvorana) is located in the outskirts of Karlovy Vary. It is advantageously located near express ways E48/E49/R6 and a railway station. The area of the business incubator is very diverse in regard to offered places for rent. There are workshops, manufacture halls, warehouses, showrooms, offices, training and conference rooms and also a modern background for eating and accommodation, which is very attractive for people from different areas and fields. This diversity comes from the fact that it is a reconstructed brownfield and during the reconstruction the main focus was on the maintaining the layouts and appearances of buildings according to found historic documentation.

The main target of this business incubator is to provide an easier start for start-up businessmen and self-employed people in their business and to support the creation and distribution of innovations in the region. The area offers a large background for start-up small and medium-sized businesses in the region and according support services from technical ones to counselling ones. It can also offer help and place for running business for existing businessmen and for their growth and development. Activities of business incubator are still expanding. Countless firms came through the business incubator, and during the time operating in the incubator they gained strength and skills to acquire their own objects for doing business. This is clear evidence that business incubator has a purpose.

There is also a larger connection of business, social and public sphere. Business incubator and its activists, in the spirit of solidarity overlap and synergy effect, also recruited firm Bludiště, which pursues projects to prepare necessary workforce for other companies. Business incubator environment is very beneficial to system, where people with difficult life situations were able to participate in work process. Because of the business incubator support, some of them even found courage to start their own business. That is the overlap effect of a working business incubator which is gaining in strength and scale. For the future years a new plan is prepared for developing an active international cooperation with countries of V4 group.

## **Description of technology transfer**

### 1) Project of spray line in metallurgy

Corporation DIKRT spol. s.r.o. in cooperation with partner PI realised the transfer of technology - catalytic infra-red furnace with the technology of total reflection for powder applied paints on metal underlay. It is a unique technology of painting, which according to our knowledge is not used anywhere else in Czech Republic and we do not know about using this technology in our neighbouring countries either. Its origin is from USA.

Within the project the basic technology was purchased - a new complete paint line with advance preparation (blasting - cleaning the product before painting, paint application, firing). The whole paint line was installed to fit the needs of a reconstructed manufacture object. Apart from assembling to fit the needs of the manufacture, the line is equipped with custom adapted control system, remote observation and remote control making it possible after hanging the product on the overhead conveyors to automatically go through the whole line and process of preparation and painting. It is also possible to adjust the course of the process in every step, if needed. These controls are in single parameters (time, temperature) and also in the choice of the order in which the product passes through the paint line.

### 2) Project of energy control room for DVORANA grounds.

In 2013 firm JERUS a.s. started realisation of the project for energy control room for DVORANA grounds in cooperation with firm SOFTLINK s.r.o., which developed a solution for readings of each gauge, follow-up processing of the readings from gauges and use of this data for monitoring, controlling and eventual processing of the data.

In 2015 a new system CEM Business of corporation SOFTLINK s.r.o. was launched into full operation. It is being further developed and improved with the help of ideas and demands of JERUS a.s. company.

In DVORANA grounds there are currently 274 sensors, that monitor the gauges of electricity, gas, water, humidity, temperature and heat flow. These sensors periodically record readings and transfer them in real time wirelessly into systems of energy control room of DVORANA grounds. The readings of each sensor are then processed by the system and evaluated according to pre-set regulations. The system is capable of not only monitoring values of individual gauges, but also offering more useful informations and possibilities of data processing. From partnerships other than with companies residing in the incubator, we can mention for example:

Deeper cooperation with firm EAF protect, which is located in industrial zone in Cheb and mostly focuses on development of fire extinguishers with clean extinguishing agent and other specific technologies. Furthermore the incubator expands cooperation with firms WITTE, residing in industrial zone in Ostrov, also with KE Elektrik, Amphenol, Moser, B-tech and others. The philosophy of business incubator is among other things to achieve an overlap of one area and one city, for businessmen to utilize possible mutual cooperation and support. The benefit here is mostly experience sharing and therefore environment prepared for creation of new innovative MSP. If the connections are not threatened by direct competition of subjects, more companies take part in meaningful cooperation, not only business subjects but also social and public sphere (mostly schools).

## **Innovative entrepreneurship training**

Education in innovative business in Business incubator DVORANA is provided mainly by tight cooperation with corporations CVD s.r.o., Poradkyně s.r.o. and SANCHO PANZA s.r.o.. CVD s.r.o. is operator of training and conference rooms and also provides their own trainings and seminars. Poradkyně s.r.o. is focused on financial literacy, it provides a wide scale of counselling services not only to the firms stationed in DVORANA grounds, but nowadays to forms all over Czech Republic. SANCHO PANZA provides counselling services to firms, its main focus is on innovative and development projects of small and medium-sized firms in the country.

Corporation CVD. s.r.o. - firm founded for the purpose of providing education in all fields.

This corporation connects the experience of soft skills of education with technical support and required background on European level. From 2012 it provides required conditions for a large scale of firms - manufacturing and non-manufacturing. CVD s.r.o. also provides new facilities for BIVŠ - a college present in many countries of Europe. With this college it develops new activities, helps to fill the classrooms for support vocational education and accessibility of university studies in Karlovy Vary region and also hosts expert lectures for public. Moreover the firm works with KARPEN, e.g. they organise together business breakfasts in cooperation with firm Polypress. These events were eventually spread up in whole Karlovy Vary region. Regular customers are for example firms Witte, Hollandia, Amphenol and many others. The support is provided with benefits for new corporations, such as AIM, which focuses on revolutionary educational methods in memory training.

Firm Poradkyně s.r.o. - founded as a small „garage“ firm.

Poradkyně s.r.o. started to expand its business activities after obtaining office in DVORANA ground, and in cooperation with firm CVD s.r.o. Its focus is mainly on the ever-present topic of financial literacy, into which it provides insight in cooperation with colleagues from different cities and regions from whole Czech Republic. It was granted an accreditation of MŠMT as the first firm in Czech Republic. Everything is substantiated by practice, the approach is very individual and it prefers prevention and acquisition of skills. Poradkyně also regularly organises big education events with focus on financial literacy, techniques of self-knowledge, business minimums etc. It cooperates for example with the Business Academy of Karlovy Vary and allows students to exercise their practice here. The firm also obtained Innovative voucher of Karlovy Vary region for development of innovative products and also cooperates in this field with the University of West Bohemia in Plzeň. There was a large development in education for innovative businesses and in 2019 the incubator started deep long-term cooperation with Business academy, higher vocational school of tourism and language school with the right of state exam in Karlovy Vary. Companies in the business incubator provide space and time for the school's students on a large scale. In business incubator students get involved in full range of concrete activities. Afterwards, these students take an active part in the internship and in some cases stay in the companies as their own initiative.

After finishing their studies, some of the student found a permanent place in one of these companies. There are many examples and they all show how important and effective it is to connect studies and work experience. For year 2020 together with the University of West Bohemia, faculty of engineering, we are preparing an international cooperation project. We reached out to contacts in neighboring countries, but also others (Germany, Austria, Slovakia, Spain, Netherlands, Sweden, Poland and Turkey).

Once again we bring you current news from our business incubator in Karlovy Vary region. As all the regions, we were hit by the pandemic very hard. But there is always a choice and even now we take this situation as a challenge and try to find a solution, and not cry over spilled milk. Because of that we are contacting students and businesses and we offer counselling, how to deal with these tasks and trials. We activated cooperation with OA Karlovy Vary and also VOŠ. We mainly cooperate with newly formed company specialising in digitalization of schools, colleges and universities. We expect big time and space savings in reducing needed human resources and also acquiring the enthusiasm of young people for new methods. We have a new project coming, which we will tell you about after

the results in the SVTP - innovative products competition

### **Advisory services**

An important part of services of business incubator is counselling system for MSP. The operator of business incubator does not have the capacities for providing the services on its own, therefore all of the listed services are provided in the form of outsourcing.

Operator of the incubator provides counselling services in these fields:

- business counselling (starting of business, making of business strategy, taxes and accounting, finances, human resources, marketing)
- counselling with creation of a request for financing (mainly START-UP and innovations) - grant requests, bank loans
- creation of strategic documents (business plans)
- educational and training services (management skills, expertise and skills, training in soft skills, retraining, business education, ICT courses)

Counselling services underwent a development and large expansion that was based on detailed procession of survey focused on what the MSP need the most. Based on this survey which was inspired also by the offered support program of „infrastructure services“, were newly predefined topics of counselling:

- strategic management of innovations;
- strategic counselling when entering new markets;
- protection and use of rights of intellectual property;
- establishing and developing cooperation in research;
- commercialization of research results;
- approach to capital;
- validation of business model;
- development of process management in company;
- employees management;
- business and marketing strategies;
- counselling in field of design or construction processes.

This survey was prepared by the experts of business incubator in cooperation with external specialists, namely with Ing. Tomáš Havrda, ICA Centre Europe s.r.o.

The current situation of AVTP JERUS a.s. as of 10.2.2021

The situation in the Karlovy Vary region is even worse than in the whole Czech Republic. This is mainly due to the fact that the basis of the economic functioning of KK was the spa, thanks to which tourism and accommodation services prospered, and other areas were drawn from it. Although, on the one hand, this capital and product brought opportunities for business activities and earnings, on the other hand, it also brought a slight calm. When something is too easy and accessible, we begin to take it for granted and we do not see that we can lose it by waving a magic wand. I don't want to call the situation of the whole society a magic wand, because it is more of a horror genre. But we decided that hope dies last, and we managed to provide an advisory program for small and medium-sized businesses. Therefore, small and medium-sized businesses in the Karlovy Vary region can now use consultancy with a contribution. Small and medium-sized businesses must go through a transformational path, and that is why we must be able to consult more than ever. This support for businesses consisted of personal practical experience. Yes, we all know that now it is really about the health of us all. However, whether we like it or not, it depends on mental well-being, and that is why we need social security in the form of basic living needs, which we cannot provide without income. We will therefore try to overcome the difficult situation and look for ways to transform the business in the form of new technologies and digitization.

### **Innovation infrastructure**

Optimal structure of the innovation infrastructure of Karlovy Vary region is based on the experience of preparation and on further development of Innovative business system in the Czech Republic and of Regional innovation infrastructure.

Based on the study „Možnosti využití dotačních prostředků programu Prosperita v Karlovarském kraji“ („The potential use of grant funds of the Prosperity Programme at the Karlovy Vary region“) from 2012 was recommended to build and operate two STPs based in Karlovy Vary and Cheb. Regional network of STPs in Karlovy Vary region should consist of these two STPs, which will cooperate with the regional centers of innovation and technology transfer in Sokolov, Ostrov, Mariánské Lázně, Aš and eventually other places.

Centers of innovation and technology transfer (or technology incubator business incubator, ...) will be separate legal entities with their own business plan, management, with regional operations in their place of business, but they will use conditions created by the two fundamental STPs. This corresponds to the international experience of appropriate number of STPs per 1 million inhabitants, this number is higher in Karlovy Vary region due to the need to improve the innovative potential of the region in the Czech Republic.

Until now, they have been realized two private projects, by JERUS a.s. (Enterprise Incubator Karlovy Vary - Dvory) a and by EHC CZECH s.r.o. (Enterprise Incubator KANOV). Currently, Enterprise Incubator Karlovy Vary - Dvory is a fundamental pillar of innovation infrastructure in the Karlovy Vary region. Along with the second incubator constitute the only innovation infrastructure in the region and thus partially fulfill the Conception of regional innovation infrastructure.

### **Cooperation with universities**

1) Cooperation with universities - College of Banking (BIVŠ) - BIVŠ has its registered office for Karlovy Vary region at Enterprise Incubator DVORANA, teaching, exchange of experience from theory to practice and from practice back to theory, work on development of an application for the calculation of cash flow take place here, it provides internships for students of this college, directly in the companies based in Enterprise Incubator DVORANA. In the plan of further development of cooperation is for example a specialized library.

2) Cooperation with universities - University of West Bohemia (ZČU) - Cooperation on the implementation of the Innovative Voucher, internships for students, professional in terms of field of study, transfer knowledge to strengthen the competitiveness of enterprises, in particular by contributing to the innovation of a product, process or service.

3) Cooperation with KARP (The Business Development Agency of Karlovy Vary Region) - business breakfast project - supporting successful people and getting them together, supporting education for young people, also negotiations of supporting education of young people to start a business. In Karlovy Vary region there is ever-present issue how to attract young educated people to return here after finishing their studies. Business incubator is also active in this problematic. Active members of the business incubator deepen current cooperation with schools and public sphere. Business incubator becomes an example, that cooperation on all levels is possible and very beneficial. That despite business requiring spirit of competition it is also often necessary to have team spirit. And it is important to connect because connections and transfer of experience help in situations when a problem occurs. We believe that solidarity overlap will remain in people and they will thrive outside of the incubator grounds. The evidence of success is the cooperation with firms from different industrial zones (Cheb, Ostrov), but also with associations, that can pursue activities and matters that they would not be able to without the support of the business incubator. MSP that do not have means to hire an attested expert for every single professional need remain our business incubator's main focus group

On 1st May we managed to establish a relatively close cooperation with Secondary Technical School Ostrov, one of the most modern schools in Czech Republic and Karlovy Vary region. Its partner schools are FEL ČVUT Prague and FAV ZČU Pilsen. The school was „recommended by employers“

from 2015 to 2019 and it has following 4-year graduation programs: IT, engineering, electrotechnics, autotronics and public administration. There are 700 students currently attending the school studying various technical subjects. In September we will announce the first competition for IT students for creating an interesting web application. This is the cornerstone for long term cooperation for which we already have a lot of interesting ideas. The next steps the school is planning are engaging students in projects that they can present as student professional activity. The school would like to support gifted and active students in their scientific research activities.

### **Services provided to innovation companies**

**by STP**

**external**

#### **Consultancy**



business plans



technological advisory

patent advisory



certification advisory



financing advisory



accounting



legal advisory



marketing advisory



education (courses for entrepreneurs)

**by STP**

**external**

#### **Technical services**



secretarial services



telephone exchange



telephone, fax



copy

text processing

- 
- 
- reception
- 
- 
- buffet, cantine
- 
- 
- conference space
- 
- 
- computer for technical usage
- 
- 
- workshops
- 
- 
- laboratories
- 
- 
- access to data banks
- 
- 
- exhibition space

#### **by STP**

#### **external Financing**

- 
- 
- equity
- 
- 
- credits
- 
- 
- subsidies
- 
- 
- other forms

#### **Service expenses**

#### **STP service costs**

- 
- only according to actual costs
- 
- only fixed payment tariff
- 
- fixed payment and additional charge for use
- 
- in lumps: rent, security, cleaning, phone, post

#### **Other costs (p.a.)**

#### **acc. to usage**

#### **fixed CZK/m2**

heating



electricity



others



total

**Rent (p.a.)**

**CZK/m2**

office space

2000

production space

1200

others

3000

**Statistical data**

innovation

other

institutions

**TOTAL**

**Companies**

4

20

1

25

**Employees**

25

70

40

135

**Rented area m2**

2155

4238

603

6996

STP

**Land area**

10602 m2



**Built up park area**

5098 m2

**Utility area**

7492 m2

**- Rented area**

6996 m2

**= Remains for rent**

496 m2

**Innovation companies****Dermacur Laboratories s.r.o.**

Reg.nr.: 29157676

Manufacture and development in field of chemical industry. Manufacture and development of cosmetics and health products.

Tel.: +420737200002

E-mail: [info@dermacur.com](mailto:info@dermacur.com)

Technologies:

0102 - Biomedicine

0700 - Medical and health engineering

Branches:

24 - Manufacture of chemicals and chemical products

51 - Wholesale trade and commission trade, except of motor vehicles and motorcycles

73 - Research and development

85 - Health and social work

**EDEFI s.r.o.**

Reg.nr.: 11876638

Daniel Vaško

Tel.: +420733588662

E-mail: [GOODDANIEL@GMAIL.COM](mailto:GOODDANIEL@GMAIL.COM)

Technologies:

0409 - Artificial intelligence

0416 - Software development technology

0417 - Transaction security

0418 - Virtual techniques

0602 - Innovation management

0906 - Microelectronics (other)

Branches:

72 - Computer and related activities  
73 - Research and development  
74 - Other business activities  
80 - Education

**G-MAR PLUS s.r.o.**

Reg.nr.: 61170208

Manufacture and development of heat exchangers and pumps.

Tel.: +420 353 447 211

E-mail: [g-mar@g-mar.cz](mailto:g-mar@g-mar.cz)

WWW: <http://www.g-mar.cz/>

Technologies:

0300 - Production and process engineering

0303 - Production logistics

0800 - Measurement and control

9001 - Controlling Systems

Branches:

29 - Manufacture of machinery and equipment n.e.c.

52 - Retail trade, except of motor vehicles and motorcycles, repair of personal and household goods

**Lux Lighting, s.r.o.**

Reg.nr.: 25221221

Manufacture and development of light fittings, unconventional and atypical products created for the needs of the customers.

Tel.: +420 355 311 778

E-mail: [luxlighting@luxlighting.cz](mailto:luxlighting@luxlighting.cz)

WWW: <http://www.luxlighting.cz/>

Technologies:

9003 - Design

9007 - Fabrice from Plasticine

Branches:

29 - Manufacture of machinery and equipment n.e.c.

51 - Wholesale trade and commission trade, except of motor vehicles and motorcycles

52 - Retail trade, except of motor vehicles and motorcycles, repair of personal and household goods

73 - Research and development

**Poradkyně, s.r.o.**

Reg.nr.: 28028155

Holding of vocational courses, trainings and other educational actions including lecturing.

Extracurricular education, holding of courses, trainings including lecturing. Counselling and consulting activities, processing of expert studies and reviews.

Inovation voucher - for year 2016.

Project name: Development of two inovative products for suppression of occupancy based on seasons and rise of occupancy based on design thinking. Program of development of competitiveness in Karlovy Vary region for development of two inovation products in tourism.

Poradkyně s.r.o. works together with economic faculty of University of western Bohemia in Plzeň on the development of these products. Purpose of this grant title is transfer of knowledge defined as transef of knowledge scientific or technological matter, which are new for business subjects and they are not commonly available.

Inovation voucher 2017.

Project name: Diagnostics of effectivity and quality of process for future profession education

Project from Operation program Business and inovation for companies. Target is Diagnostics of effectivity and quality of process for future profession education and creation of obligatory metodics of effective and quality process of future profession education of empoyees.

This will help better effectivity for processes of education in companies and will make it easier to implement modern technologies.

Poradkyně s.r.o. works together with University JAK Praha s.r.o., andragogy faculty. „Education of employees “ will be important factor for using most modern technologies and competitiveness of comapanies.

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Technologies:

0400 - Information and communications technology

9011 - Software development

Branches:

67 - Activities auxiliary to financial intermediation

74 - Other business activities

80 - Education

93 - Other service activities

Subject:

**ESMA BARCELONA LTD.**

Country:

Spain

Type of cooperation:

common project

Description:

We lead recruitment of applicants to this educational institution while managing the entire enrollment process.

We are regularly involved in the recruitment process at educational institutions around the world and we have the most up-to-date information on all the nuances of enrollment at particular universities.

Contact web:

[www.cesma.es](http://www.cesma.es)

Contact e-mail:

[zdenek@imms.cz](mailto:zdenek@imms.cz)

Subject:

**Middle West University Inc.**

Country:

United States of America

Type of cooperation:

common project

Description:               Midwestern University is constantly striving to provide our students with the best possible ways to succeed in their chosen career. The annual studies and results of the graduate survey show that we are progressing in meeting our program and institutional goals.

Contact web:

<http://www.midwest.edu/>

Contact e-mail:

[zdenek@imms.cz](mailto:zdenek@imms.cz)

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