

Inno | Praxis International Ltd.

Company Presentation



2011

Inno | Praxis

What is Inno | Praxis International:

- **Inno |** - *Innovation* – an exploited competence-based competitive advantage. Besides new technology or product it can also be new service, new business or management model, or even new brand.
- **| Praxis** – *Practicing* - an active process of learning from the experience and shared practice, conceptualizing the knowledge and bringing into practice to achieve better results.
- **International** – Consulted and trained over 600 experts from 30 countries. Consulted public sector in Poland, Ireland, Russian, Kazakhstan, New Zealand, etc. Member of IASP, SPICE.



Inno | Praxis

Who are Our Clients:

- **National or regional authorities, responsible for innovation policies and strategies in Russia, Poland and Kazakhstan.**
- **Over 40 innovation infrastructure organizations from 20 countries, such as science and technology parks and business incubators.**
- **Over 20 universities from 11 countries.**
- **Private developers and investors, who see future in innovations and high-tech from Ireland and Russia.**
- **International development organizations, as UNDP, USAID and European Union, supporting country authorities in promotion of entrepreneurship and innovations.**



What We Offer:

■ Consulting Services

- Productized and Easy
- Practical Methodology
- <http://www.innopraxis.fi/en/What+we+offer.html>

■ Training Services – InnoPraxis Training Center

- Orientation Trainings for Individuals
- Thematic Trainings for Groups
- InnoPraxis trained over 600 experts from 30 countries!
- <http://www.innopraxis.fi/en/Training+Center.html>

Inno | Praxis Consultations in Practice with Clear Result for Client:

Analysis of Innovation System Potential

We do expert evaluation of the innovation system potential based on our experience, unique system of interviews and workshops.

Practical report with roadmap recommendations on what can be improved, when and how.

Innovation Policies and Strategies

We work as a member of innovation board and facilitate strategy planning meetings of key stakeholders or inside ministry, university, etc.

Experienced strategy planning moderator, contributing with latest international experience.

Increasing efficiency of innovation support structures

We help to create effective technology parks, business incubators and clusters. We do necessary analyses and create concept papers. On implementation stage we offer regular on-site and distance consultations.

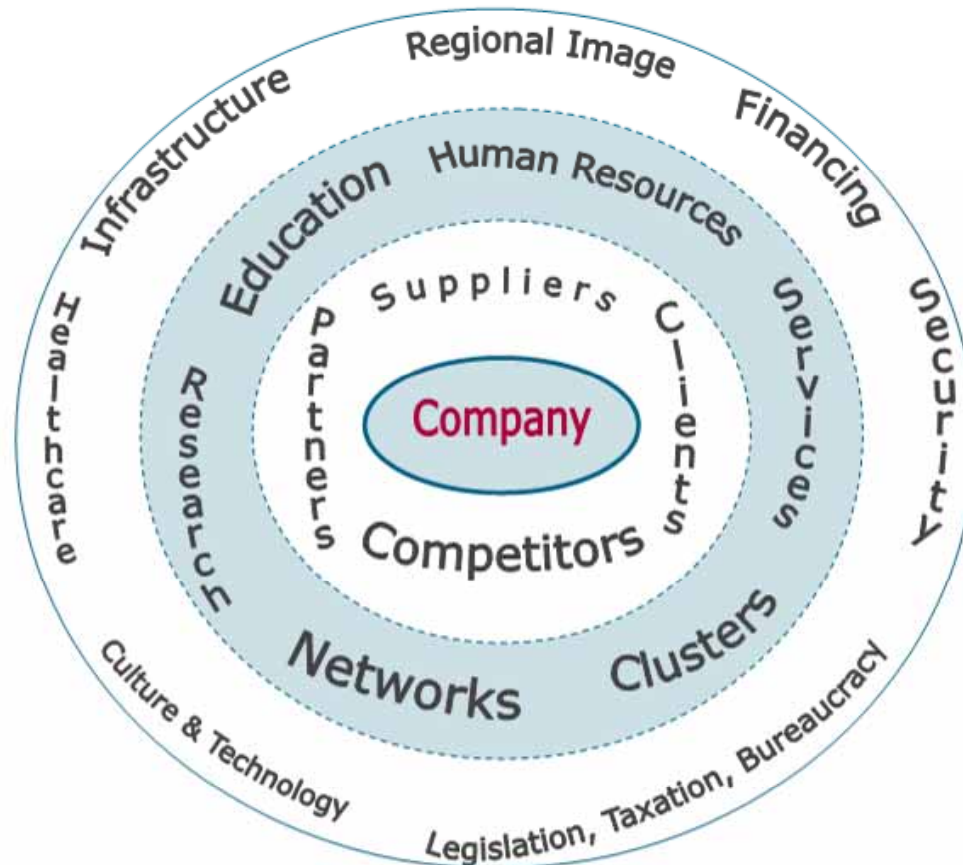
On planning stage: feasibility studies, location analyses, business plans, services concepts and design.
On implementation stage: experienced advisor in every-day challenges, such as team building and training, investor relations, etc.

Promotion of innovations and capacity building

We help to attract attention and increase understanding of innovations. We share experience through seminars, workshops and trainings.

Experienced speaker for conferences. Tailored trainings and study visits on commercialization, technology parks and other.

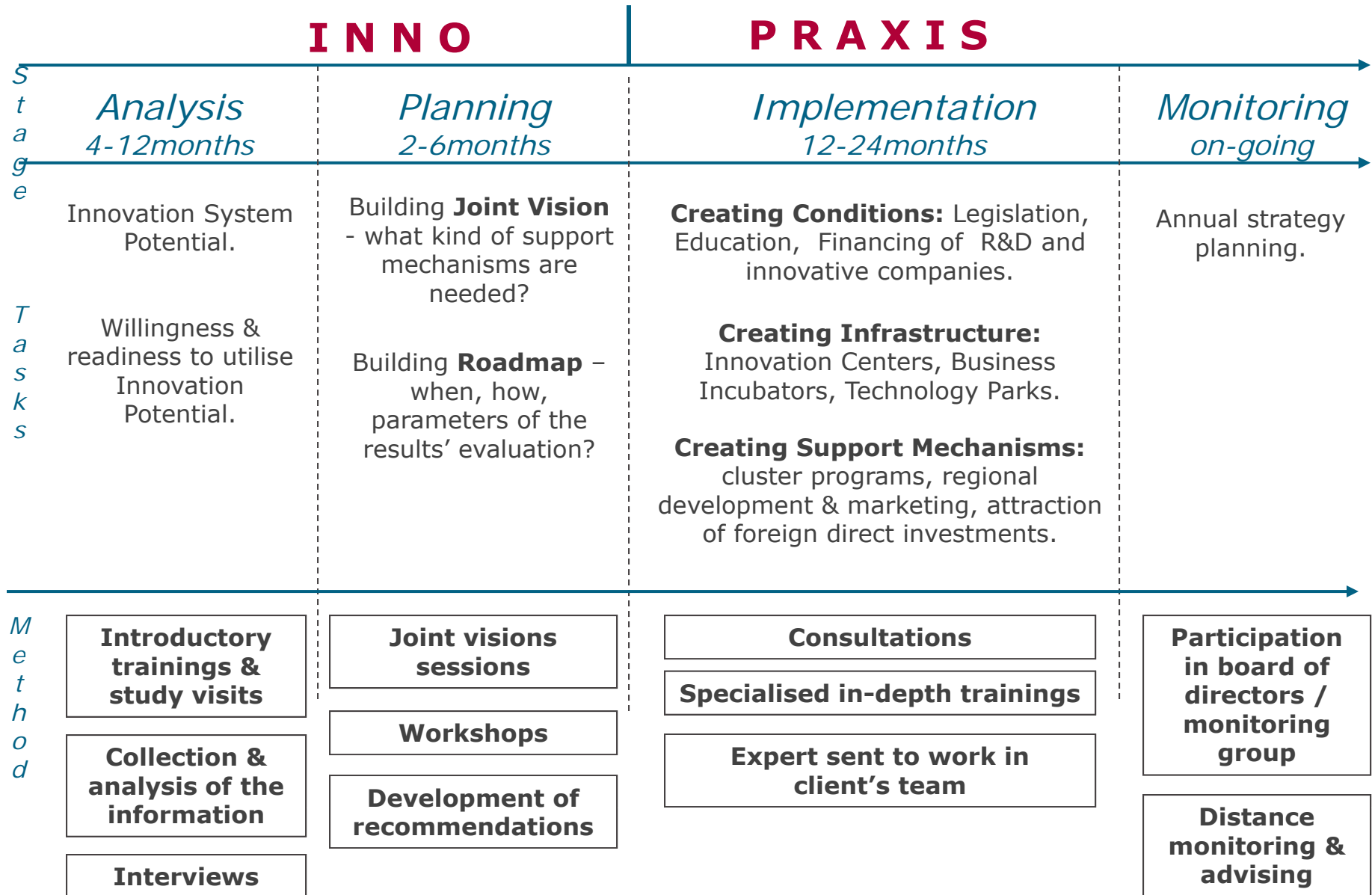
Our Mission:



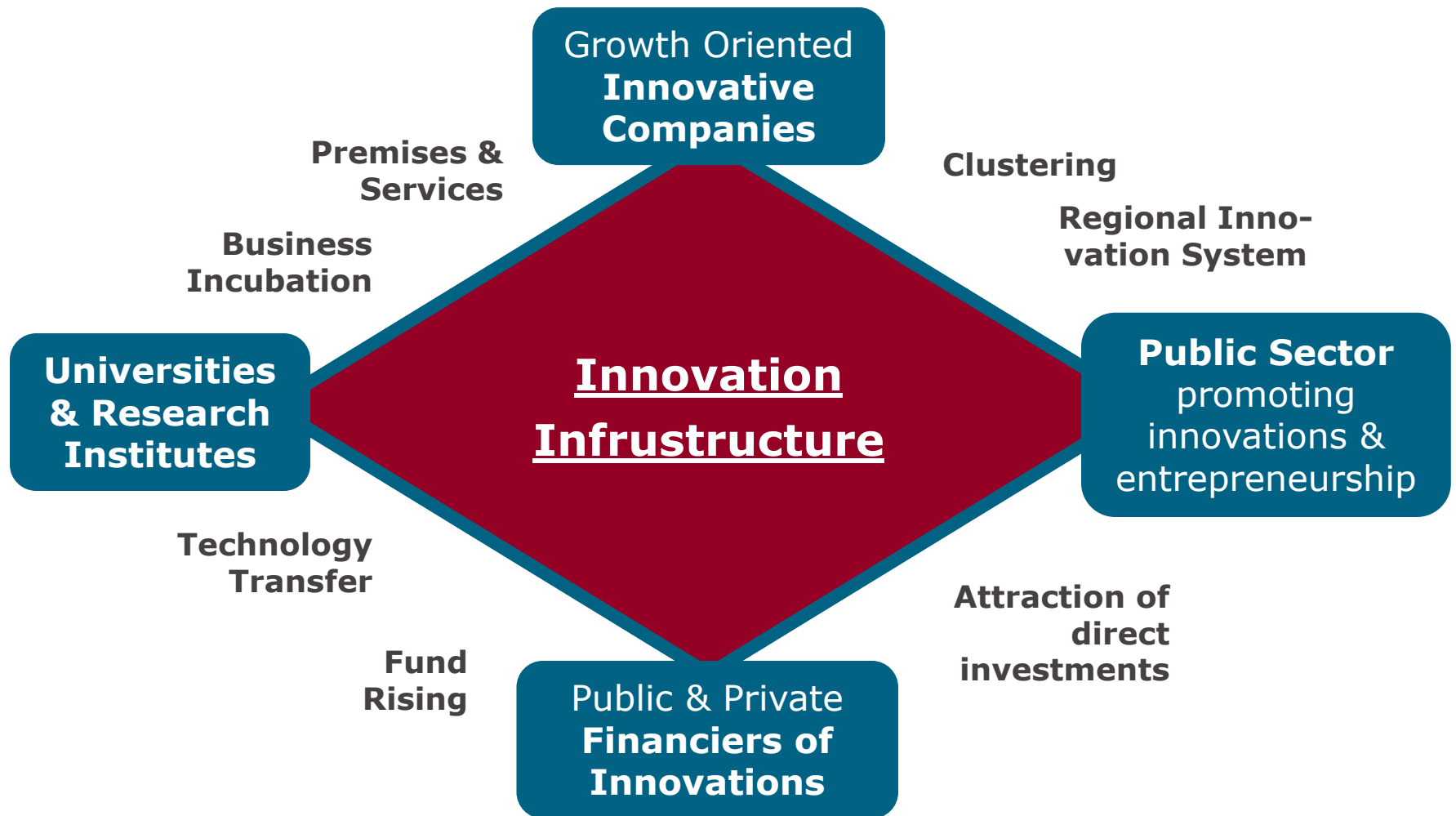
Help the creation of **the environment** favorable for the development of **innovations**, attraction of high-tech **companies** and **talented people**.

Inno | Praxis

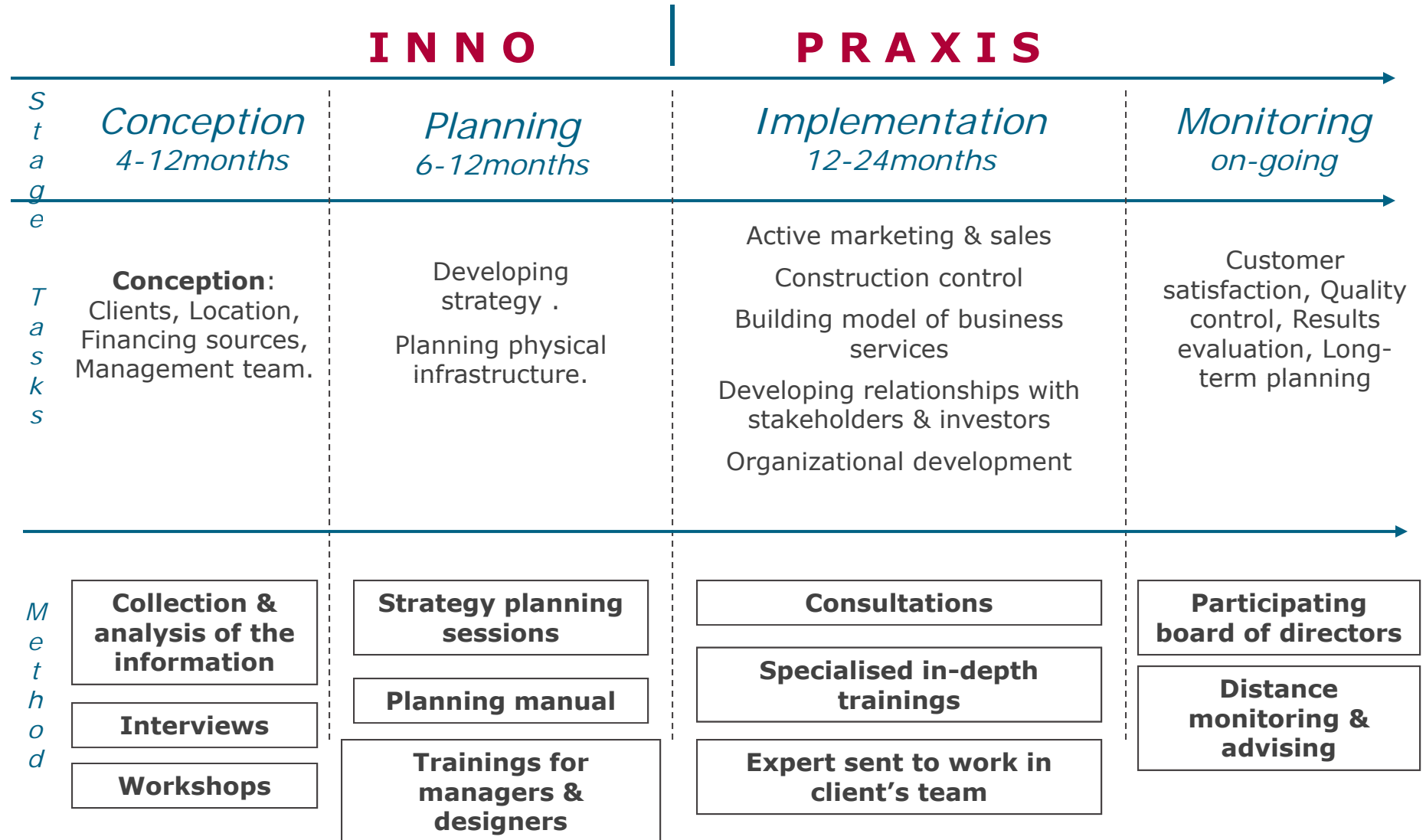
For national & regional authorities:



We help to develop innovation infrastructure – as key element of Regional Innovation System



For technology parks, business incubators & their investors:



InnoPraxis Training Center – Best Way to Start Cooperation

**Best Practices of the
Finnish Innovation
System**

**Scheduled Orientation Trainings for
Individual Participants (once a year)**

**Management
of Innovation
System**

**Technology
Transfer,
Business
Incubation**

**Thematic Trainings for Groups
from 5 people.**

**Building
Innovations
Infrastructure**

**Cluster
Management
with Specific
Industry
Examples**

**Organized in Finland or at
clients' location.**

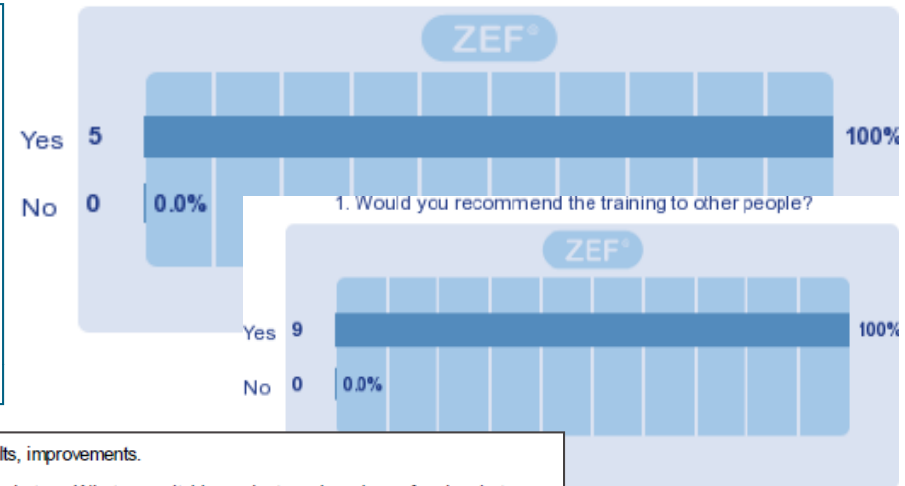
**Financing
Innovations**

Inno | Praxis

Trainings, Seminars & Study Visits

- **Participants – over 600 experts from over 30 countries**
- **Regular evaluation of customer satisfaction and application of received knowledge in practice**

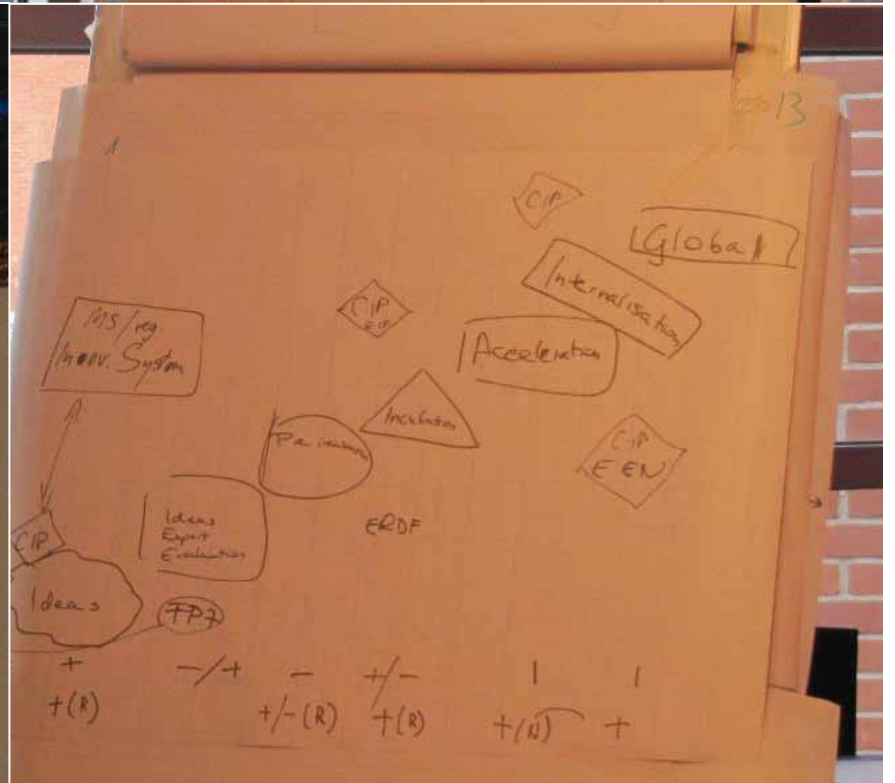
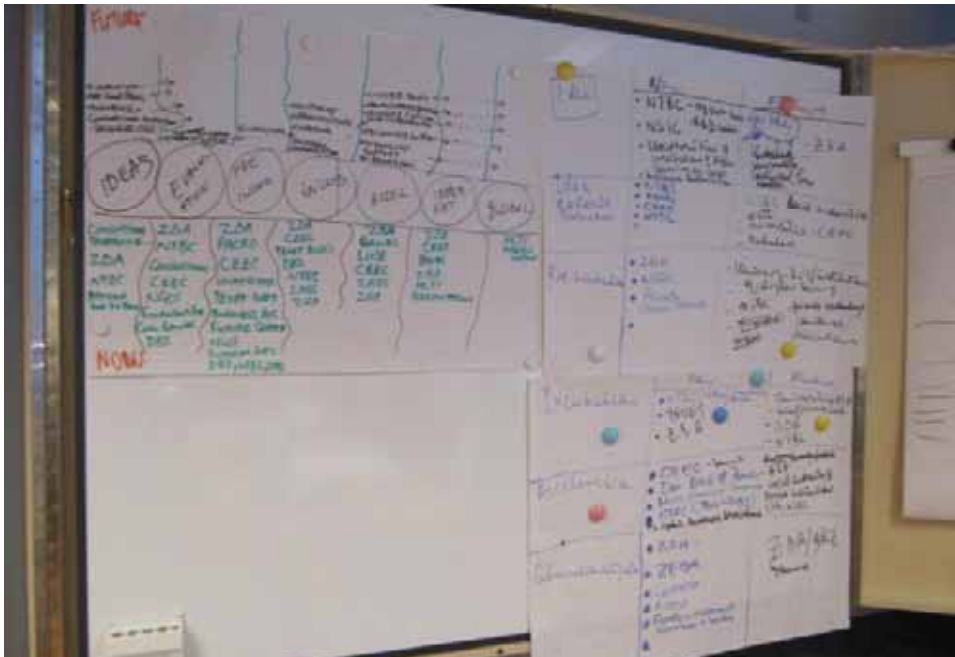
1. Would you recommend the training to other people?



Please give examples of the ideas, which you have tested in your work after the training and they brought positive results, improvements.

- I have found very useful Finnish business models of parks and incubators. How to establish sustainability of incubators. What are suitable products and services of an incubator. How to integrate external partners. We have also tested the issues connected with planning the infrastructure of our technopark.
- I discussed the Finnish approach to Business Parks activities with employees of Cracow Business Parks and they were very positive about implementing these improvements at their work. The main problem remains still in lack of political wish to understand the technological and entrepreneurial growth as a leading national strategy.
- In the International Relations Office we are trying to adapt the Finnish approach to technology development and transfer as one of our policies. This process seems to have gained some interest from the University authorities especially in the field of cooperation with Technical Universities. Although this process has only started, it seems very promising.
- After the training we use Technopolis attitude towards planning perfect infrastructure for high-tech companies. We calculated efficiency and costs of the TP infrastructure and made some improvements in the construction plan in order to use every available square meter for doing business. In order to make some improvements in our architectural design we first took into consideration: flexibility, costs, space efficiency, not amazing design which was very helpful during the process of designing our new building.
- Finland is an excellent example of a mutual understanding and trust of major institutions active in innovations. We tried to work more in a project way: exchange of information and co-operation through more direct contacts and meeting people, let them be R+D employees, researchers or business representatives. Another important factor is to start thinking in a more "business way" rather than "EU-funds". A positive approach to our clients, treated much more in a cluster way also give a positive impact on our daily activities.
- "Walk and talk" - it works!!!
- 1. The role of design in creativity generation. - In two cities Poznan and Kalisz Design Centres have been established. - I included the creativity and design modules into my training programme for entrepreneurs and potential entrepreneurs - I have promoted creativity among regional authorities and academic society 2. Matching innovative and creative sectors in Helsinki. - I promote this model among authorities and communities 3. Policies and procedures for technology and innovation transfer - I develop procedures and policies on IPR and technology and innovation transfer at Polish universities

- It was one of the best trainings I have ever joined. Thank you :)
- Willingly I would like to develop long-term collaboration but I am not able to answer 'Yes' in this moment because it depends on a few factors (the University policy, local parks developing, my personal circumstances)
- :-)
- Thank you for great training and I hope that I will have a chance to meet/work with your company in the future!
- Thank You to share Your knowledge.



How We Work:

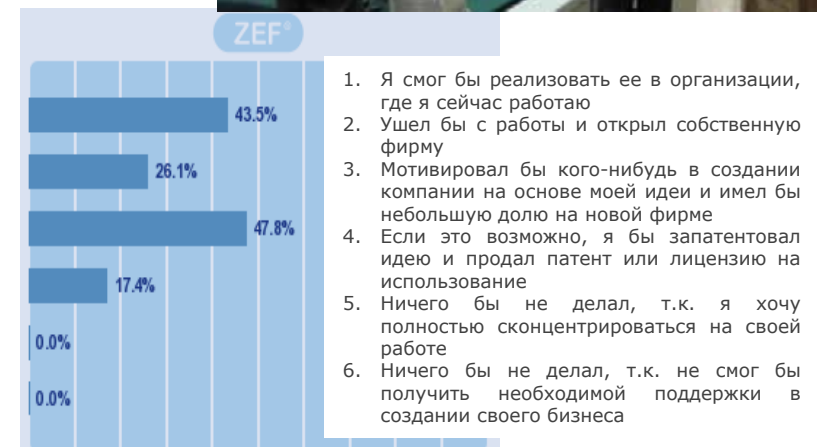
- We work as part of the clients' team, train local managers and share our practical experience.
- We aim long-term partnership and that is why interested in success of our clients' projects.



- We use our wide network of partners and innovation specialists with practical and international experience in Finland.
- We can guarantee commitment of our experts throughout the whole project.

Why Inno | Praxis?

- Practical and business approach, based on our practical experience of key experts.
- International experience of consulting and cooperating with innovation promotion organizations from over 30 countries.
- Transparency and long-term involvement, working openly and directly with local teams and prefer sharing our experience in interactive manner.
- Niche knowledge and clear focus on innovation development processes and technology parks.



Experience of key experts: Innovation Potential Evaluation

- **Greater Helsinki Area before creation of technology park**
- **North West Russian Region (with focus on St-Petersburg)**
- **National innovation system of Kazakhstan**
- **Regional Innovation System of East Kazakhstan**
- **Southern Regions of Poland and Polish technology parks**

Experience of key experts: Innovation Infrastructure Development

- **Technopolis Helsinki Vantaa (close to the international airport) - first Technopolis technology park outside of home region.**
- **Merger of Otaniemi Science Park to Technopolis and improving efficiency.**
- **Starting project of Technopolis Ruholohati (Helsinki city center concept).**
- **Starting technology park project in St. Petersburg, Russia.**
- **Long-term consultation for renovation and green-field technology park projects in Tyumen, Russia.**
- **Number of short-term consultation on technology parks for Ireland, Botswana and New Zealand.**
- **Series of consultations and training for technology parks and business incubators managers from Southern regions of Poland.**

Experience of key experts: Cooperation with Universities

- **Poland: Warsaw University of Technology, University of Silesia in Katowice, Kielce University of Technology, University of Computer Engineering and Telecommunications in Kielce, Cracow University of Economics, Medical University of Białystok, Białystok Technical University и другие.**
- **Russia: University of Telecommunication of Bonch Bruevich, Moscow State University of Bauman, Southern Federal University, Ural Federal University.**
- **Kazakhstan: East Kazakhstan State University of Amongholov.**
- **Turkey: Harran University.**
- **Zambia: Mulungushi University.**
- **Botswana: University of Botswana.**
- **Croatia: University of Split, University of Zagreb, University of Dubrovnik.**
- **Germany: University of Potsdam.**
- **France: University of Technology of Compiègne.**
- **Portugal: University of Tras-os-Montes and Alto Douro.**
- **Cyprus: Cyprus University of Technology.**

Thank you!

Please do not hesitate to contact us:

Mervi Käki:

Partner, CEO, Chief Advisor

Tel. +358 40 742 4054

mervi@innopraxis.fi

Julia Roelofsen

Partner, Advisor

Tel. +358 40 559 4070

julia@innopraxis.fi

Website: www.innopraxis.fi

Address: Technopolis Innopoli, Tekniikantie 12
02150, Espoo, Finland

Inno | Praxis