



Minutes of TESLA Steering Committee meeting no 5.

July 3rd & 4th 2013

Meeting Room, Restaurant de Karpendonkse Hoeve, Eindhoven, Netherlands

Present: Erik Vermeulen, Tilburg University
Jing Li, Tilburg University
Priyanka Priydershini, Tilburg University
Ivona Skultetyova, Tilburg University
Andy Goodman, Bangor University
David Joyner, Bangor University
Dermot Cahill, Bangor University
Siwan Mitchelmore, Bangor University
John Story, Bangor University
Christian Travier, Laval Mayenne Technopole
Valerie Moreau, Laval Mayenne Technopole
Silvia Sponaru, Laval Mayenne Technopole
Wolfgang Kniejski, INI-Novation (Day 2 only)
Laura Lecci, European BIC Network
Pat Mulhern, Lionra
Ronan Coleman, Cork Institute of Technology
Gerry Finn, BMW Regional Assembly
Barry Guckian, BMW Regional Assembly
Michael O' Brien, BMW Regional Assembly

Apologies Carole O' Leary, Cork Institute of Technology

Welcome & Introduction

Chairman, Gerry Finn welcomed all partners to Eindhoven and extended his thanks to Erik Vermeulen and his team at Tilburg University for facilitating the fifth steering meeting. Erik Vermeulen also added to this by welcoming everyone to Eindhoven. He then provided details of the partner dinner later in the evening and a proposed tour of the Phillips Museum in Eindhoven following the two day meeting.

Adoption of the agenda

The meeting agenda was adopted unanimously.

Approval of Minutes of Steering Committee meeting no. 4 (Laval)

The minutes of the Laval Steering Committee meeting held on March 19th and 20th 2013 were approved on the proposal of Pat Mulhern, seconded by Ronan Coleman.

Review of agreed tasks from Laval Meeting.

Michael O' Brien presented an overview of the agreed tasks from the previous meeting. Following the approval of finalised Terms of Reference for the ten pilot schemes in Laval, he reported progress on most actions. Partners were informed that for various operational reasons later start dates were planned for the Procurement, Entrepreneurial Finance and Innovation Outreach Actions during Quarter 4 2013 and early 2014.

He also added that due to some technical teething problems with the new On Line Expenditure Claims system, a half day Financial Management training event was organised by the Lead Partner and facilitated by the Programme Secretariat in Lille on April 25th 2013. The training event helped to resolve any problems which partners had with the new system. Seven TESLA partners were represented at the event. A minute of the meeting was circulated to all attendees subsequently, the meeting heard.

Finally partners were informed that following the Laval Steering meeting a formal request was made to the Irish Minister for Research and Innovation, Mr. Sean Sherlock TD to launch the TESLA initiatives. Following the Minister's acceptance of the invitation, a launch event took place in Cork on Friday 10th May which was attended by over 40 guests.

Progress Updates from Action Leaders

Creative Industries

Laura Lecci delivered an update presentation on the progress of the Creative Industries Action. She informed the meeting that a Needs Assessment process for 25 selected firms was currently in progress which was planned to be complete by July 31st 2013. The firms included in the Needs Assessment were drawn from Belgium, the Netherlands, France, UK, Ireland and Germany. Workshops were also planned as follows: -

- Bangor, September 2013
- EBN (Brussels), October 2013
- Tilburg, November 2013.

The meeting was also informed that Experts would be procured in each relevant partner region and further workshops would be rolled out in 2014. Laura further stated that Associate Partner, Creative North Rhine Westphalia will be included in the action delivery.

An overview presentation was also delivered by Andy Goodman on the Online Creative Platform which included Interaction Design prototyping within a Creative 'Virtual Community'. The meeting was informed that the architecture of the online platform will allow those creative firms who participate in TESLA workshops to also communicate with other creative firms virtually on specific needs. Online technical training will be provided by Bangor University through a Co – Lab. The Creative Industries Action should also explore synergies with other TESLA Actions supporting High Potential Start Up firms. The potential for the Platform to facilitate exchanges between creative firms throughout the programme area was discussed in the context of the Entrepreneurial Finance Action. It was agreed the Finance Action would be especially relevant to the Creative Platform allowing emerging firms to explore opportunities in accessing new forms of Finance. It was agreed that Tilburg and Bangor Universities liaise closely in this context.

Internationalisation

In Carole O' Leary's absence, Ronan Coleman delivered an update presentation on behalf of CIT on the progress of the Internationalisation Action. In general, progress is good on the Action development, he added. A number of workshops were organised during May which represented a response to identified needs by participant companies. These workshops involved a transnational delivery framework. Two workshops were held in Ireland on May 27th and 28th (Cork and Galway respectively) which were focussed at helping firms understand key issues in entering the German market successfully. The workshops were attended by 16 participant firms in total and were delivered by Wolfgang Kniejski. A further workshop on 'Entering the Chinese market' was organised in Cork on June 21st, attended by 13 participants. All workshops were positively received as testified by the completed feedback forms.

Members were also informed that delivery models would be consistently reviewed in each partner region as the action progresses. Work will continue with participant firms on a one to one basis to develop new markets and also to identify other export market needs. It was also agreed that embassies would be contacted with a view to providing a showcase for supports available and identifying further markets such as US, UK and India for example.

Spin – Ins

Ronan Coleman, on behalf of Action leader, Cork Institute of Technology delivered a progress update presentation on the development of the Spin Ins action. In the case of the Irish partners involved in this action, CIT & Lionra, it was agreed that one Spin Ins/Corporate Venturing Expert would be procured for Ireland. In this light, Dr. John Cashell has been recruited as the Irish Expert who will identify suitable Foreign owned large companies to participate in this action using the American Chamber of Commerce. In the case of LMT and Tilburg University it was decided that a recruitment strategy would be developed over the coming months (Q3 2013) using in-house expertise. It was agreed that Information Seminars and subsequent interviews be held with interested firms to agree Programme content and delivery format during Q3 and Q4 2013.

Given the nature of the Spin – Ins initiative, it was agreed that there may be direct synergies between it and the Entrepreneurial Finance Action given the need for finance for Corporate Venturing schemes. CIT and Tilburg University should liaise closely in this context.

New Product Design and Development

Ronan Coleman delivered an update presentation on the progress to date of the action. A workshop has already been organised in Cork in January and a further workshop in Laval is scheduled to take place on July 4th 2013. Details of the proposed support programme were furnished which included expert days and Training Programmes. It was reported that three companies were approved by CIT to date to participate in the programme and 2.5 days per company will be allocated. Further companies will be recruited to the Action shortly. In the case of LMT a target of eight participant firms subscribed has been set by mid July, each of which will receive 4 expert days and 4 days training. A further eight firms is envisaged over the period January to March 2014. In the case of CIT and LMT, NPD Experts are appointed /about to be appointed. In the case of Bangor University In-house expertise will be used to deliver the action. The First workshop in Bangor is scheduled for Quarter 3 2013 and participant firms will be selected following a review of Needs Assessments.

Mentor Plus

Pat Mulhern, representing Action Leader, Lionra presented an update presentation on the progress of the Mentor Plus Action. Following the completion of the support documentation after the Laval meeting, calls for applications are expected in September 2013 across the relevant partner regions. In the case of Lionra an Expression of Interest process will be initiated at the end of the summer from which

companies will be selected subsequently by an Advisory group. Mentors will then be procured to the specific needs of the selected companies. In the case of LMT a mix of in house and external experts will be used. EBN requested that its delivery timeframe for Mentor Plus be put back to early 2014 to accommodate other action delivery deadlines. This was agreed.

Innovation Outreach

Pat Mulhern informed the meeting that the Innovation Outreach Action had not progressed to the point where a call for expressions of interest targeting companies could be published. From an Irish perspective a suitable centre had been identified in Co. Cavan and costings had been obtained for the facility. He added that from a review of companies in the North East region of Ireland, it was clear that several counties in the region would be needed to recruit firms to the action. County Enterprise Boards in Counties Monaghan, Cavan and Longford were being targeted for assistance in identifying suitable companies and meetings were currently ongoing in this regard.

He added that on the margins of the Eindhoven Steering meeting a meeting had taken place with representatives from Bangor University to discuss Welsh input into the initiative. It was agreed that a proposal from both Bangor University and INI-Novation be submitted to the Action leader over the coming weeks setting out details of the planned activities including the identification of a suitable location for the delivery of the scheme. In light of the delays experienced with the scheme's kick off it was agreed to defer the start date to early 2014.

Transnational Placements

Valerie Moreau delivered a progress update on the Transnational Placements Action outlining specific details of the profiles of the eight host centres and the 15 Placements approved. Members were informed that to date one placement had taken place – Sandrine Trouillard from LMT was spending one week at Galway Mayo Institute of Technology in Ireland. Valerie further added that she herself would be spending one week at CIT in August and a reciprocal visit by GMIT Incubation staff was planned to LMT in the Autumn. To Year end 2013, five placements in total are planned with 1 EBN Staff member due to spend a week in LMT and one staff member also from Bangor University due to travel to Laval for one week. The feedback set out in the completed Assessment Form from Sandrine Trouillard was very positive with the objectives of the Placee being satisfactorily met. Progress overall in the roll out of the scheme is satisfactory. Valerie concluded by requesting the submission of Placee Assessment forms to her which remained outstanding for Lionra, CIT, Lionra and INI-Novation.

Soft Landing Co-Incubation

Wolfgang Kniejski provided an update to the meeting on the progress of the Soft Landings/Co Incubation pilot. Following the Laval Steering meeting, four companies were approved to participate in the action : - LatitudeN GmbH, HHG Dienstleistungen, TaleTekk UG and Wer Denkt WAS GmbH. A fifth company is currently being considered for the scheme. Members were then updated on the engagement with action participants, EBN, Lionra and LMT. In the case of Lionra, Pat Mulhern added that work was ongoing to assist HHG Dienstleistungen, a Wood Products based firm to source assist market assistance in Ireland. Contacts had been made with GMIT's Letterfrack Wood Centre in this respect which are understood to have yielded positive progress. He added that further work was needed to help other recruited companies form new strategic partnerships and access Research & Development supports throughout the EU. LMT confirmed that six companies from the French region would be involved in the Soft Landings scheme – Aqualeo, Shortways, Dressing Gallery, OPX Networks, Ventina and Realyz. It was also agreed that Regional Enterprise Events throughout the partner regions should be used as the vehicle to fast track clients.

Following a discussion on possible overlap between the Internationalisation and Soft Landings Actions it was agreed that the focus of the Internationalisation action was much broader in terms of informing companies about how to access specific markets and provide market intelligence information to businesses interested in entering new markets. The Soft Landings/Co-Incubation was targeted at those companies who had made a decision to enter a specific market and required assistance with accessing physical incubation space, grant supports, higher education expertise etc.

Entrepreneurial Finance

Erik Vermeulen from Tilburg University delivered a presentation on the development of the Entrepreneurial Finance Action. The meeting was informed that a recruitment process was currently underway and a workshop would take place in Eindhoven in September/October to discuss relevant Venture Capital models and evolving trends in Entrepreneurial Finance. New approaches to Entrepreneurial Finance would be a key focus of the workshop. It was hoped that the first workshop would yield 10 high potential firms to participate in the action where experts from the Network would subsequently work with firms bilaterally. A Programme for the event will be completed later in the summer by Erik around the concept of 'From Venturing to Partnering'. It was agreed that in order to recruit further firms to the action, engagement with external agencies would be required. Members welcomed the overview presentation and acknowledged the synergies with the Spin Ins scheme in particular. CIT, Lionra and INI-Nov will be involved in the Action development.

Public Procurement

Dermot Cahill representing Action Leader, Bangor University delivered a update presentation on the progress of the Public Procurement Action. He informed the meeting that work was ongoing with Tilburg University in developing the content and format of the Procurement Action. It was envisaged that this process would be complete by Q3 2013 which will be followed by the preparation of materials by Bangor University. Members were informed that the Action will be delivered primarily through workshops and tender surgeries where companies can access one to one mentoring on tender procedures and preparing tenders. A detailed overview followed of the proposed workshop content which included areas such as how to prepare a tender, successful and unsuccessful tenders, collaborative tendering and guidance on how to improve tendering techniques. Awareness Raising days and workshops are scheduled to begin in the first quarter of 2014 which will be open to all partners to attend.

Evaluation Framework

Following on from the discussions at the Laval meeting where it was agreed that a draft Evaluation Framework would be customised to each of the actions to capture all stakeholder views, a standard sample questionnaire was circulated which it was agreed was a good starting point for all action leaders to tailor to specific action needs and begin to receive feedback from action participants. It was agreed that all responses be returned to Pat Mulhern on an ongoing basis.

Best Practise Guide

A Draft Outline of the Best Practise Guide was presented by Bangor University for consideration by the TESLA partners. The draft included a proposed approach to the Best Practise Guide which included a background on High growth, early stage companies, a methodology for data gathering based on established Work Packages and International benchmarking/ comparisons. Following a discussion on the development of the BP Guide, it was agreed that

- The proposed Questionnaire prepared by Lionra be standardised taking account of more generic and specific action questions
- Ten case studies would form the basis of the Guide (One for each action)
- A series of workshops would take place in each of the partner regions.
- Delivery timeframes would be agreed between Action Leaders and Bangor University.

- At a broader Policy level the Guide would be targeted at a National and EU audience.
- Bangor University would make available a case study template to all action leaders following the meeting.
- The BP Guide would be the platform to explain the success stories of TESLA.
- Bangor University to explore the costs associated with producing a Video, as an effective way of communicating Good Practises (as was proposed by LMT.)
- The agreed deadline for the completion of the BP Guide was March 2015.

Communications & Publicity

Barry Guckian delivered an overview presentation of the Communications Activities undertaken since the Laval Steering meeting. This included coverage of : -

- The launch of TESLA Website at Laval Virtual Conference in Laval on March 22nd 2013. The website exhibition stand was visited by the French Minister for SMEs, Innovation & the Digital Economy and the French Minister for Food.
- Press Release issued following the launch of the TESLA Actions by Irish Minister for Research & Innovation, Sean Sherlock in Cork on May 10th 2013
- Press Release issued following address by Kieran Moylan to EU Week of Innovating Regions Conference, Cork, June 7th 2013.
- The TESLA exhibition stand at the EBN Congress in Derry on May 30th & 31st 2013.
- The Internationalisation workshops held in Cork on May 27th and June 21st as well as the Galway workshop held on May 28th.

The second newsletter, he added would cover the period April 2013 to December 2013 and a draft would be submitted to the Steering Committee for approval at the next meeting. He also requested that members continue to forward to him images, photographs, Press Releases and details of upcoming events in respect of all Actions.

It was also agreed that in respect of the website: -

- Additional navigation to events section would be explored
- Consideration be given to allow partners add events to the Events section of the site.
- A suitable #tag be suggested to discuss the project.
- For the purposes of the next and subsequent meetings, the documents be organised into Action Folders as well as Steering Committee folders.

Financial Management, Expenditure Claims and Progress Reporting

Michael O' Brien presented the Progress Report which was submitted to the Programme Secretariat on May 7th 2013. . A copy of the report was made available to all partners in advance of the meeting.

The Report presented represented the Long Form Report covering the period 01/04/2012 to 31/03/2013. The report gave a detailed account of the progress made in developing the work packages and constituent actions, the partnership development over the period, the Steering Committee meetings held, the changes made to the project implementation and the roadmap for the following 12 months. Members were informed that any additional budgetary changes at a partner level could be included as part of the Request for Change no. 1 which had already been submitted to the Programme Secretariat but had not yet been formally approved by the NWE Programme. Partners were asked to communicate any proposed budgetary changes promptly to the Lead Partner following the meeting.

The total project expenditure certified for the period 01/04/12 to 31/03/13 as submitted to the Programme for reimbursement was €258,420. The cumulative expenditure recorded on the project to date is €343,701 taking into account the first claim. The meeting was informed that it was imperative that expenditure for each partner increases for the next reporting period given a cumulative expenditure level of only 9% of approved costs.

Partners were also issued with submission timelines for the Third Claim (period 3 reporting expenditure from 01/01/13 to 30/06/13). In order for the Lead Partner to fulfill the Programme imposed October 31st deadline, it was important that all claims

be submitted to the respective First Level Controllers by August 16th, members were informed. Irish partners were reminded of the three month processing time for certification of claims with the Irish FLC. It was noted that the new system for expenditure reporting is on line and the training held on April 26th in Lille helped alleviate any teething problems at partner level with uploading reports. Michael also added that the next financial report would be accompanied by a Short Form Report, as required by the North West Europe Programme.

Schedule of agreed tasks

As with previous meetings the schedule of agreed tasks arising from decisions taken at the Eindhoven meeting were presented by Michael O' Brien and agreed with all partners.

Monitoring Feedback Forms

Monitoring Feedback forms were completed by all partners to help improve the organisation and working of future meetings.

Arrangements for Steering meeting no. 6

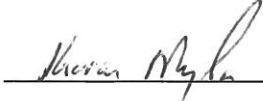
It was agreed that the next Steering Committee meeting be hosted by Lionra in Ireland. For logistical reasons it was agreed that the meeting take place in Dublin in late November/early December, (date to be agreed and communicated to all the TESLA partners). Christian Travier asked that the date agreed for the next meeting be fixed and should any partner representative not be in a position to attend, an alternative rep be nominated to attend. It was acknowledged by the Chair that the change of date for the Eindhoven meeting did cause some inconvenience for some and that for future meetings the date fixed by the Lead partner will not be subject to change. This was agreed.

Any Other Business

Valerie Moreau made a proposal to change the format of the next meeting slightly to include presentations from participants or beneficiaries of the TESLA Actions. The Lead Partner agreed to follow up on this request in liaison with Lionra.

There being no further business, Chairman Gerry Finn closed the meeting by thanking all the partners for their contributions. Thanks on behalf of the project partners was also extended to Erik Vermeulen and his staff at Tilburg University for hosting the meeting and for the hospitality afforded to all present. A tour of the Philips Museum in Eindhoven followed the meeting

The above meeting minutes are approved: -

Signed:  Steering Committee Chairman

Dated: 12/12/13

