

Document strategia inovatie & antreprenoriat in Municipiului Cluj-Napoca

Analiza

21.000 total companii orasul Cluj-Napoca
11.000 PFA, II, AF... in orasul Cluj-Napoca

Caen IT&C Cluj/cifra afaceri ron anualizata
10.000 – 100.000 – **105** companii
101.000 – 1.000.000 – **258** companii
1.000.001 – 10.000.000 – **37** companii

Toate caen-urile Cluj-Napoca
0 – 10.000 – **5.000** companii
10.001 – 100.000 – **5.400** companii
101.000 – 1.000.000 – **5.700** companii
1.000.001 – 10.000.000 – **1.800** companii
Mai mari de 10.000.000 – **343** companii

Viziune:

Municipiul Cluj-Napoca sa devina polul national al antreprenoriatului **creativ-inovativ** si **tanar**

Problema:

In general in Romania dar si in Cluj nu exista un ecosistem antreprenorial stabil.

Rezolvare:

Oportunitatea noastra locala este ca putem colabora intr-un parteneriat public-privat pentru a genera acest ecosistem.

Obiective:

Dublarea numarului de start up uri in Cluj-Napoca prin atragere/relocare in Cluj sau dezvoltarea lor pe baza potentarii resurselor si talentului local

Rezolvarea unor probleme deja existente in comunitatea clujeana prin proiecte dezvoltate de antreprenori – incluzand aria antreprenoriatului social

Dezvoltarea unui ecosistem local activ care sa sustina noii antreprenori

Alinierea curriculei mediului universitar pentru a genera un impact major si in zona antreprenoriala

Atragerea de resurse din partea administratiei locale care sa sprijine direct si activ inovatia antreprenoriala alaturi de cercetare & dezvoltare



Aceasta strategie vine sa identifice si sa dezvolte “reteta” clujeana de sustinere a antreprenoriatului tanar bazat pe creativitate, inovatie si tehnologie cu focus pe **urmatoarele industrii care prezinta valoare adaugata:**

- TECH: Inginerie + Software
- Bio Economie & Bio Tehnologie
- Industrii creative: Design & Smart Products
- Green business

Atentie oferita

- Comunitati tehnologice si de cercetare
- Comunitati de **freelanceri**
- Celor care activeaza in profesiile liberale

Exemple internationale de stimulare a antreprenoriatului

Seattle's STARTUP RECIPE

What does it take to create a thriving startup ecosystem? Sure, you need innovative people, money to fund projects, and a nice place to live would be good, too. But there's more to it.

Seattle's well on its way. The city is among several around the country that are proving great startup communities don't only exist in The Valley.

Like a time-tested recipe, a successful startup community needs the right mix of ingredients working together in just the right way. And just like any recipe, the end result is only as good as its ingredients.

Basic Ingredients

1. A group of innovative and inspired people living in relatively close proximity.
2. A community that values collaboration and cooperation.
3. Local regulation and governance that support new businesses.

Combine Equal Parts of



BIG TECH COMPANIES

Large tech firms draw talent to the city, create wealth over time, and serve as a source for entrepreneurs.

For young talent in Seattle, these firms provide a place where students can learn the business, become skilled in a specific technology, and gain the know-how they'll need to act on their big ideas.



ANGELS

Early-stage investors offer resources to local startups so they can concentrate on their next release.

In the case of Seattle, some angel investors generated or sustained their own wealth with some of the large tech companies already established. They remain focused on enriching the community's startup ecosystem.

Geoff Entress PARTNER AT FOUNDERS CO-OP, VENTURE PARTNER AT VOYAGER CAPITAL

Andy Sack CO-FOUNDER AND PARTNER AT FOUNDERS CO-OP, DIRECTOR OF SEATTLE TECHSTARS

Andy Liu ENTREPRENEUR, ANGEL INVESTOR, AND CEO OF ADVANCED MEDIA RESEARCH GROUP

Mix Heaping Amounts of



PROGRAMS & RESOURCES

Various programs and resources serve as incubators and offer members of the community a place to meet like-minded people to collaborate on a new project with.

The Seattle startup community has a bevy of networking groups so that virtually any day of the week there's bound to be a meetup.

Organizations: TechStars, Seattle Tech Startups, ThinkSpace, Startpad, Washington Technology Industry Association

Meetups: TechCafe, nPost, Open Coffee, Hop & Chops, StartupDrinks

Big Events: Seattle 2.0's StartupDay, StartupWeekend, MindCamp, Ignite



LOCAL DEDICATED PRESS

Having media dedicated to covering the local startup community offers a place to hear about meetups, new startups, big events, innovations, challenges, etc.

Dedicated press provide a place for members of the Seattle startup community to watch each other, and let the world see what's going on there.

TechFlash, GeekWire, Seattle 2.0 Xconomy Seattle, Puget Sound Business Journal

Add To Taste



VC's

Having VCs nearby doesn't itself contribute to a vibrant startup community. Those VCs must be dedicated to investing in firms in their own city.

Seattle has several prominent VC groups that provide funding to startups. More area groups are investing locally, which adds to the strength of the local startup community.

Ignition Partners

Madrona Venture Group

Maveron

OVP Venture Partners

Vulcan Capital

Bezos Expeditions



SERVICE PROVIDERS

Having an array of professional services that know how to support and work with fast-moving tech companies contributes to a dynamic ecosystem.

Seattle startups have a wide variety of services dedicated to help them grow, hire, market, and more. Seattle 2.0 manages a directory of the area's services and professionals that understand the startup environment, and honors the best of the best in its Seattle 2.0 Awards.

Bill Bromfield ATTORNEY AT FENWICK & WEST

Mike Crill MANAGING DIRECTOR AT ATLAS ACCELERATOR

Geir Hansen SENIOR VP AT SILICON VALLEY BANK

Megan Muir ATTORNEY AT DLA PIPER



Shannon Swift CEO AT SWIFT HR

Craig Sherman CORPORATE ATTORNEY AT WILSON SONSINI GOODRICH & ROSATI

Joe Wallin ATTORNEY AT DAVIS WRIGHT TREMAINE

Garnish With



RESEARCH FACILITIES

Universities and world-class research institutions are powerhouses of ideas. Local hubs for innovation and research keep a startup community energized.

For Seattle, University of Washington, Seattle University, and other local schools provide a constant stream of bright and ambitious talent for the area.

University of Washington

Seattle University

Bill & Melinda Gates Foundation

Fred Hutchinson Cancer Research Center



LIVABILITY

A startup community doesn't stand a chance if people aren't happy to live there. Livability comes from a variety of factors such as the population's health, education levels, activities, and more.

Judging by its various accolades, the Seattle area is full of educated, healthy, and innovative people.

Education

Seattle has 9th highest percentage of residents with college degrees, with 37.4%, among large metropolitan areas.



Health

The city is ranked 4th on the list of the country's healthiest cities. The ranking by Sperling Best Places and Centrum looked at obesity and disease statistics as well as factors that promote a healthy lifestyle.



Looking Ahead

The city was ranked 2nd for Best Cities For The Next Decade by Kiplinger's Personal Finance Magazine.



Ingredients found in Seattle

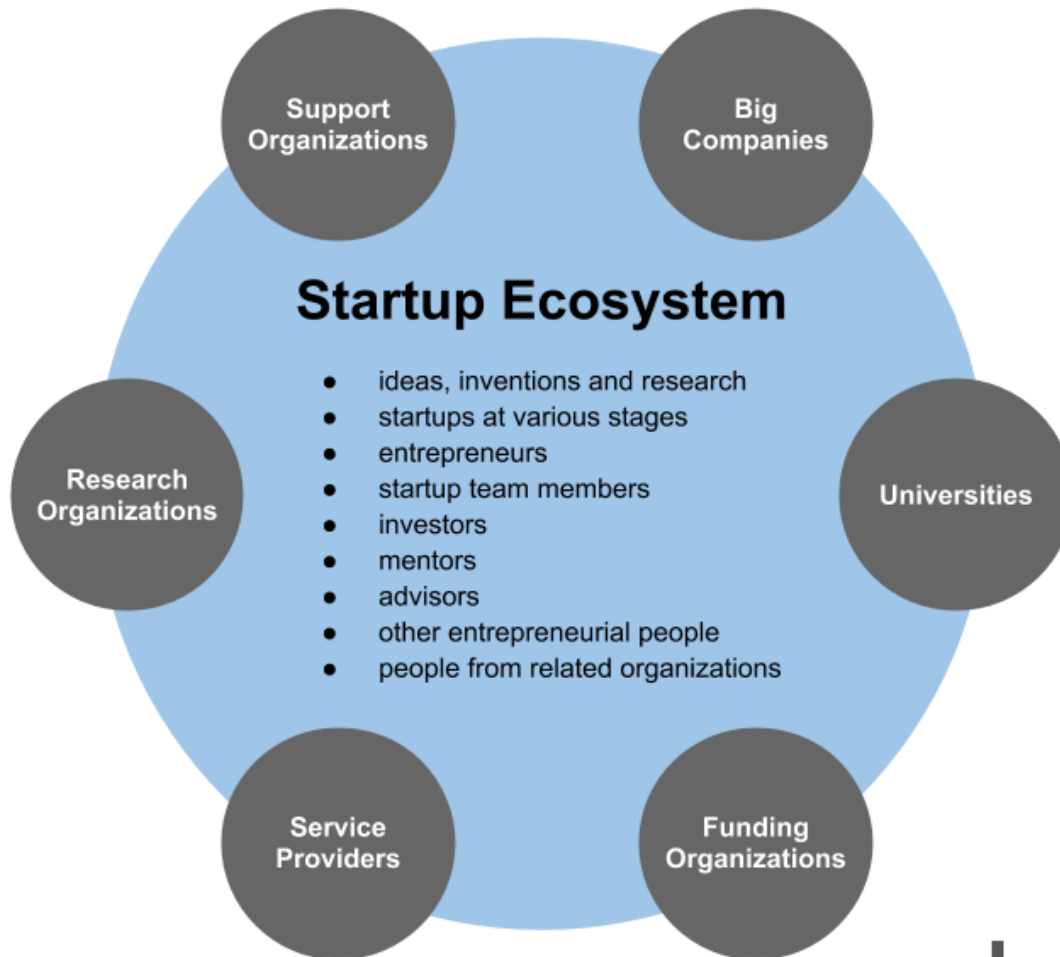
*Dietary Restrictions

Want to omit any of the ingredients? Be warned, removing any of the listed ingredients will yield a different result. A startup ecosystem created without one of the listed ingredients may not be as successful.

SOURCES: TECHFLASH, SEATTLE 2.0, TECHCRUNCH, SEATTLE.GOV, VISITSEATTLE.ORG

Actiuni realizate pe sectiuni:

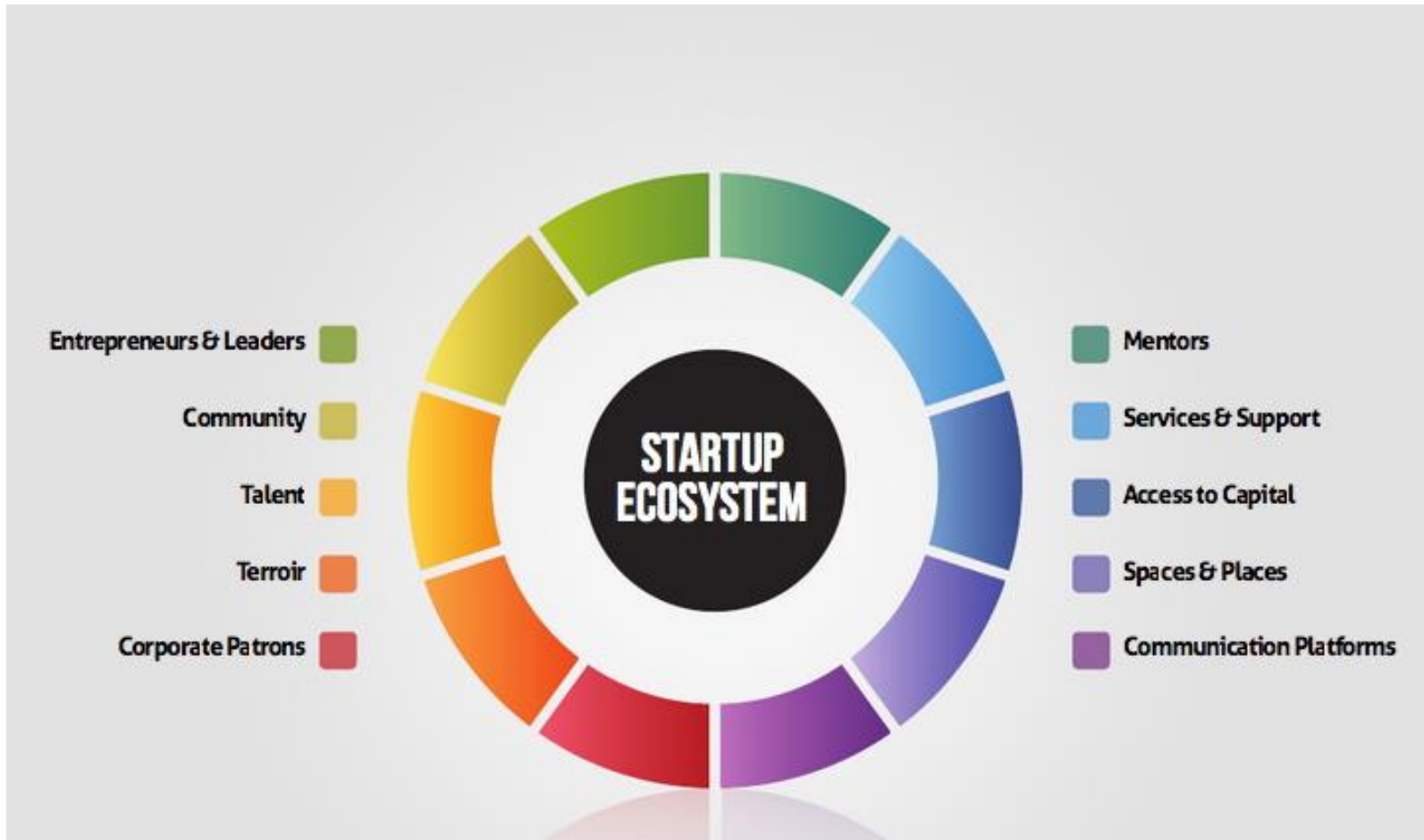
- Stimulare si inspiratie (raising awareness)
- Deprinderea de cunostinte specifice (Know how building)
- Dezvoltare de prototipuri (Trial&Error)
- Finantare
- Crestere



Programe derulate deja de ClujHUB care pot beneficia de sustinere, ele fiind deja lansate

- Startup Transilvania -
- Mobile Hackatons
- Mentoring cu antreprenori seniori
- Comunitatea SRL-D
- Primul program activ de incubare – STEP Up
- Catedra privata pe antreprenoriat – UBB
- Modul Startup (tehnologie & inovatie) – RESIN/UTCN
- Festivalul de antreprenoriat studentesc
- Investors Club – in dezvoltare
- Transilvania Demo Day
- Community Think Tank – Antreprenoriat social urban
- StartupLive – startup prototyping weekend
- Atelierul Produselor Creative

- Intretinerea de relatii externe cu
 - acceleratoare
 - venture capital
 - delegatii antreprenoriale internationale
 - coordonarea de la Cluj-Napoca a Startup Romania Network - StartupRomania.net
- Parteneriate locale cu: ClujIT Cluster, UBB, UTCN, How to WEB, Pioneers Festival, Startup Weekend, TEDxCluj, Business Days, TIFF, PhotoRomania



Solutii propuse 1

- Asa cum este fondul ONG sa existe fondul pentru antreprenoriat tanar care sa vina sa recunoasca si sa finanteze proiectele care se remarca ... in valoare de32000 companii
- Scutire impozit imobil pentru putinele organizatii care au ca activitate de baza sustinerea antreprenoriatului local
- Consultari periodice ale primariei cu comunitatea de startups active si relevante
- Conectare cu relatiile externe ale primariei in vederea legarii de parteneriate pe antreprenoriat cu orasele infratite dar nu numai

Solutii propuse 2

- Proiecte derulate in cadrul Capitalei Tineretului 2015
- Transylvania TECH & Start-up Awards in toamna 2014
- Deoarece in regiunea Central SE Europeana exista un mix de evenimente internationale ca Pioneers Festival (Vienna) & HTW (Bucuresti) ar trebui ca delegatiile clujene sa fie tot mai numeroase si se poate realiza asta prin sustinerea transportului rutier cu ajutorul regiilor locale
- Program municipal “Do your tech startup in Cluj-Napoca”
- Orientare catre atragerea de VC’s
- Recomandam sa se ofere un focus maxim pe zona de atragere a capitalului de risc – local sau international

Solutii propuse 3

- **Propuneri in urma dezbaterii publice:**

- Folosirea platformelor de crowdfunding la nivelul municipiului – Daca ne gandim la fondul ong acesta poate fi alocat doar daca proiectele obtin si 20% din buget prin intermediul platformei de crowdfunding www.CrestemIdei.ro
- Orientare catre zona de educatie in liceu 20%, plus sustinerea unei campanii de raising awareness in autobusele ratuc destinate elevilor,
- Lansarea obligatiilor municipale,
- Board antreprenorial in primarie,
- Promovarea business angelilor locali, investitiile in oras si in zona metropolitana

Rezultat final pentru cat mai multe startup-uri locale

Startup Financing Cycle

