

TURNING INNOVATIONS INTO COMMERCIAL SUCCESS: FROM THEORY TO PRACTICE

THE CASE OF BULGARIA AND KOREA

PETKO RUSKOV, PHD AND MALVINA ILIEVA

JUNIOR ACHIEVEMENT BULGARIA, BULGARIA

THE EDGE: RESEARCH AND BUSINESS DEVELOPMENT, BULGARIA



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OUTLINE

1. JA BULGARIA
2. THE EDGE: RESEARCH AND BUSINESS DEVELOPMENT
3. BULGARIAN INVESTMENT ECOSYSTEM AND INCUBATING SITUATION
4. COLLABORATION OPPORTUNITIES BETWEEN BULGARIA AND KOREA



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JA BULGARIA INTRODUCTION

- LEADING ORGANIZATION WITH ESTABLISHED REPUTATION FOR PROVIDING **INNOVATIVE, CUTTING-EDGE EDUCATION TO STUDENTS FROM KINDERGARTEN TO UNIVERSITY**
- THE EDUCATIONAL PORTFOLIO INCLUDES PROGRAMS IN THREE THEMATIC AREAS: **ENTREPRENEURSHIP, FINANCIAL LITERACY AND EMPLOYABILITY SKILLS**
- APPLIES PHILOSOPHY BASED ON THE **“LEARNING BY DOING” METHOD, BLENDED CLASSROOM AND USE OF DIGITAL CONTENT AND TECHNOLOGIES**
- **POSSESSES STRONG R&D AND R&BD COMPETENCES**
- **A MEMBER OF JA WORLDWIDE AND ITS REGIONAL OPERATING CENTRE JA EUROPE**



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JA BULGARIA PARTNERS



**Hewlett Packard
Enterprise**



SAMSUNG

MetLife



Microsoft

TASTE THE FEELING

vmware



**AMERICAN CHAMBER
OF COMMERCE
IN BULGARIA**

Good Food, Good Life

PUBLICIS GROUPE



BETTER POLICIES FOR BETTER LIVES



ManpowerGroup



HYUNDAI



**SOCIETE GENERALE
ЕКСПРЕСБАНК**

JA BULGARIA IMPACT

- FOR THE LAST 20 YEARS JA HAS REACHED OVER 300,000 YOUNG PEOPLE, SUPPORTED BY 12,000 SCHOOL TEACHERS AND 11,000 BUSINESS VOLUNTEERS
- JA ALUMNI CREATED 100+ REAL BUSINESSES AND 1000+ NEW JOBS AS PART OF THE BSC AND MSC ENTREPRENEURSHIP COURSE – “*JA STARTUP PROGRAM*”



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EXAMPLES OF SUCCESS STORIES

DREAMIX

Komfo
SOCIAL MEDIA MARKETING AT SCALE

imaggga

DRONAMICS

emmo

 webmotion
digital agency

THE EDGE INTRODUCTION

- **A SPIN-OFF COMPANY OF JA BULGARIA** AIMED TO FILL-IN THE GAP BETWEEN INNOVATIVE HIGH-TECH ACADEMIC RESEARCH IN BULGARIA AND ITS COMMERCIALIZATION WORLDWIDE
- OFFERS THE FOLLOWING SERVICES: **CREATIVE CO-DESIGN, NEW TECHNOLOGY AND KNOWLEDGE TRANSFER, CONSULTING, MENTORING AND OTHERS**
- EXPLORES PROJECTS IN THE AREA OF: **(I) ICT; (II) AGRICULTURE; (III) BIO-DESIGN; (IV) ENERGY EFFICIENCY/CLEAN-TECH; AND (V) FINTECH**



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THE EDGE OBJECTIVES

- **TO FIND, MOTIVATE, CO-BUILD AND GROW** NEW SCIENCE BUSINESS VENTURES, STARTUPS AND SPIN-OFFS
- **TO ATTRACT TALENT AND INVESTORS AROUND HUBS OF EXCELLENCE**
- **TO CREATE VALUE AT THE EDGE BETWEEN UNIVERSITIES AND BUSINESS** THROUGH OPEN AND DISRUPTIVE INNOVATION PARADIGM
- **TO TRANSFORM EXISTING COMPANIES** INTO MORE COMPETITIVE ONES USING INNOVATION SUPPORT TOOLS



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THE EDGE OPERATIONAL MODEL

- USES AN INNOVATIVE TWO-FOLD MODEL AIMED TO MAXIMIZE RESULTS:
 - **BUSINESS TO R&D:** IDENTIFICATION OF EXISTING NEEDS IN ESTABLISHED COMPANIES, SEARCH FOR SOLUTIONS IN RESEARCHERS' PORTFOLIOS, DEVELOPMENT OF PRODUCT/SERVICE AND GO-TO-MARKET;
 - **RESEARCH AND BD:** BUILDING PORTFOLIO OF POTENTIAL HIGH-TECHNOLOGY PRODUCTS/SERVICES, SUPPORT FOR STARTUPS CREATION, FUNDING, PROTOTYPE DEVELOPMENT AND GO-TO-MARKET.
- **BASED ON ISRAEL'S "BEST" PRACTICE ACCELERATION MODEL**



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THE EDGE COMPETITIVE ADVANTAGE

- LEVERAGES ON JA BULGARIA'S ESTABLISHED RELATIONSHIPS WITH TOP INTERNATIONAL BUSINESS ORGANIZATIONS
- APPLIES "BEST" PRACTICES FROM LEADING EUROPEAN, AMERICAN AND KOREAN UNIVERSITIES/RESEARCH ORGANIZATIONS SUCH AS: EUROPEAN INSTITUTE OF INNOVATION AND TECHNOLOGY, JA EUROPE, INNOPOLIS FOUNDATION, UC BERKLEY AND TEXAS UNIVERSITY

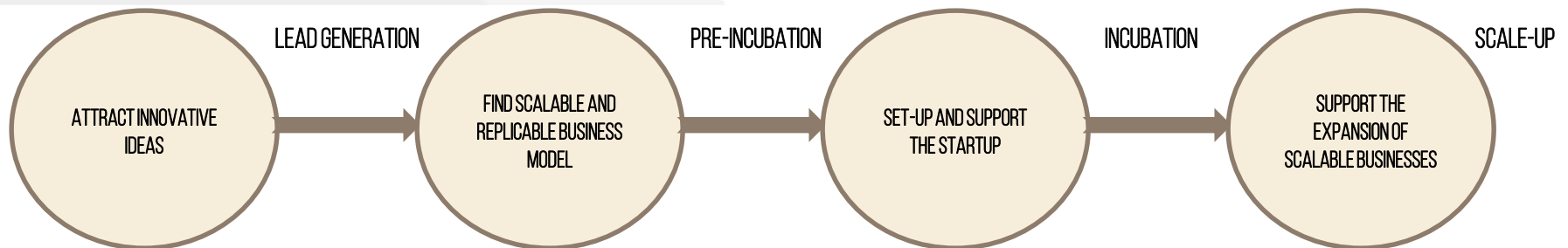


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THE EDGE EXPERTISE

- **LEAD GENERATION:** NETWORKING, PARTNERSHIPS, COMPETITIONS, BOOT CAMPS
- **PRE-INCUBATION:** TRAININGS, BUSINESS MODELLING, EARLY STAGE FUNDING, IDEA ACCELERATION
- **INCUBATION:** TRAINING / MENTORING / COACHING, INTERNATIONALIZATION, HOUSING, MARKETING
- **ACCESS TO FINANCE:** PUBLIC SECTOR FUNDING SCHEMES, EU FUNDS, CROWD FUNDING, SEED CAPITAL



THE EDGE SWOT ANALYSIS

INTERNAL FACTORS	
STRENGTHS (+)	WEAKNESSES (-)
<ul style="list-style-type: none"> • Strong connections with business, government and academic institutions • Excellent understanding of the local entrepreneurship ecosystem • Extensive team members' experience and know-how in research, new ventures' creation, business development, education and startups' mentoring • Successful track-record in creating, mentoring and scaling over 1000 new ventures • Experience with lean startup methodology for developing businesses and products 	<ul style="list-style-type: none"> • Innovative business and operational models that needs to be proven <ul style="list-style-type: none"> • Need to become established market player • Need time to connect all stakeholders in one single platform
EXTERNAL FACTORS	
OPPORTUNITIES (+)	THREATS (-)
<ul style="list-style-type: none"> • Strong research institutions locally but limited enforcement of non-compete clauses • Small country with limited natural resources, meaning that economic growth requires innovative macroeconomic approaches <ul style="list-style-type: none"> • Strong interest from local entrepreneurs to invest in promising startups 	<ul style="list-style-type: none"> • Underdeveloped local ecosystem • Inability to locate promising technology for commercialization due to regulation restrains • No clear criteria for rating seed capital to get a business started <ul style="list-style-type: none"> • Brain drain from Bulgaria

OVERVIEW OF BULGARIA



POPULATION	7.2 MLN
GDP	\$49.0 BLN
GDP PER CAPITA	\$6,381
SME CONTRIBUTION PER GDP	66%
INFLATION RATE	2.3%
UNEMPLOYMENT RATE	7.6%
INCOME TAX RATE	10%
WORLD BANK DOING BUSINESS RATING	74/100; RANK: 39/190
WORLD BANK STARTING A BUSINESS RATING	N/A; RANK: 82/190
WORLD ECONOMIC FORUM GLOBAL COMPETITIVENESS RATING	4.4/7; RANK: 50/138

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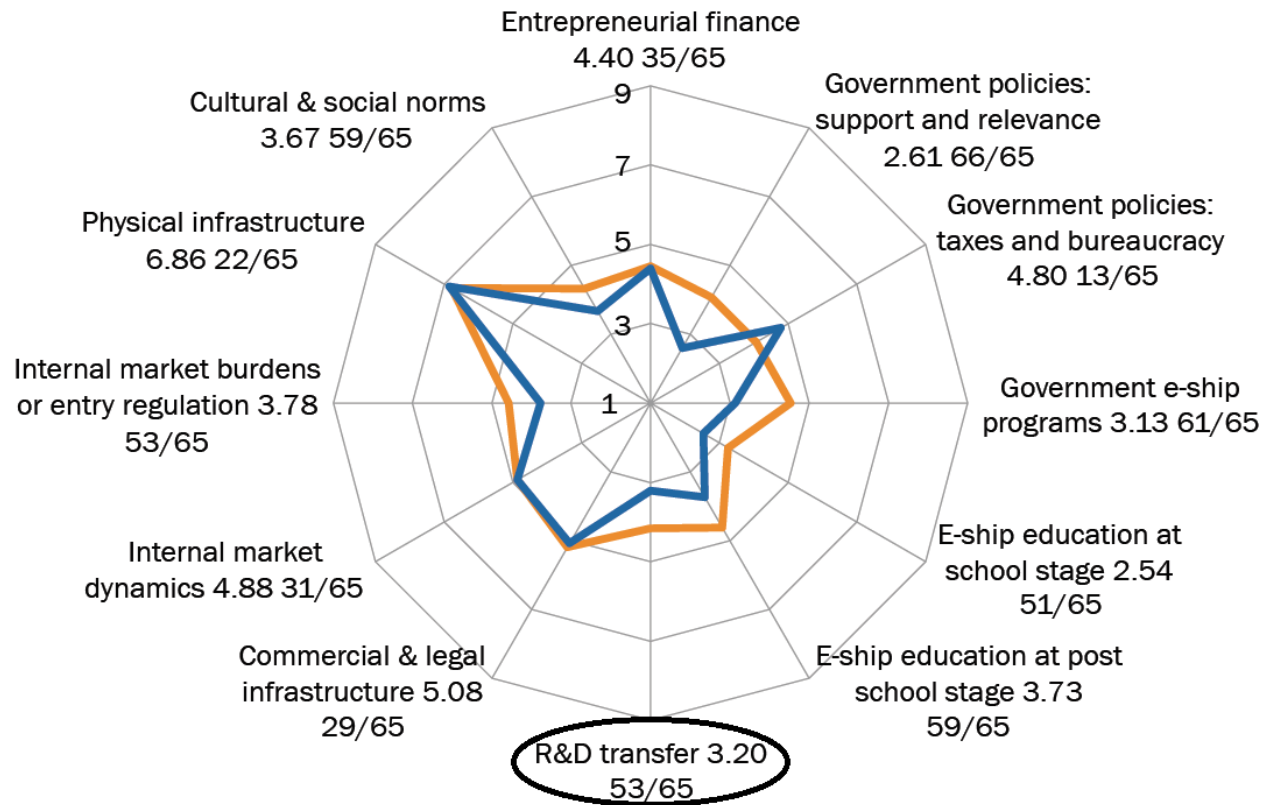
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THE ENTREPRENEURIAL ECOSYSTEM

— EUROPE

— BULGARIA

1 = highly insufficient, 9 = highly sufficient



ENTREPRENEURIAL ECOSYSTEM: ADVANTAGES

- ONE OF THE LOWEST INCOME TAX RATES IN THE WORLD – 10%
- OPPORTUNITY FOR ENTREPRENEURS TO ACCESS EU INVESTMENT FUNDS
- UP TO NOW, THREE FUNDS WERE CREATED – LAUNCHUB, ELEVEN STARTUP ACCELERATOR AND NEVEQ.

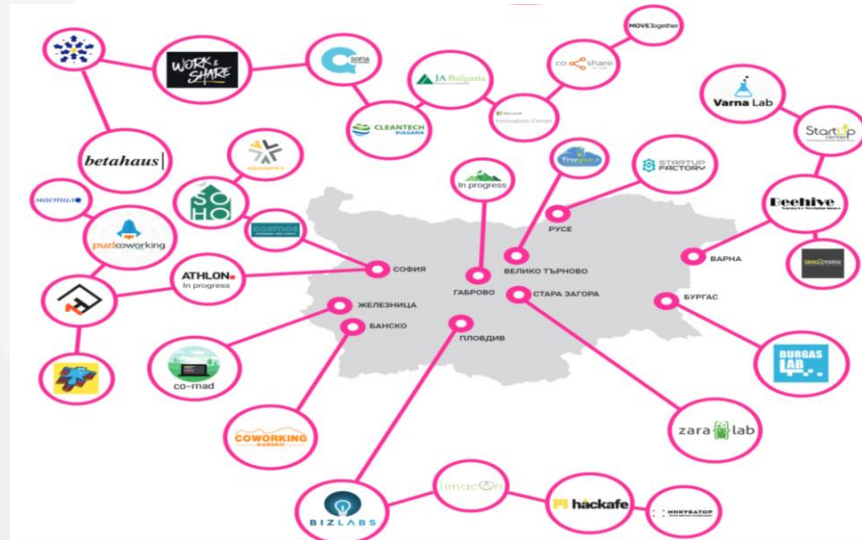


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INVESTMENT ECOSYSTEM

- AN OVERFLOW OF NEW PLAYERS, INITIATIVES AND PROGRAMS SUCH AS: STARTUP CENTERS, CO-WORKING SPACES, ACCELERATORS, INCUBATORS AND HACKATHONS



EXAMPLE: MAP OF CO-WORKING SPACES IN BULGARIA

ECONOMIC DEVELOPMENT VIA INNOVATION AND TECHNOLOGY REPORT, 2017



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PROPOSED COLLABORATION OPPORTUNITIES

- **JOINT MENTORING AND SCALING OF HIGH-TECH STARTUPS AND SPIN-OFFS**
- **EXECUTIVE, POSTGRADUATE AND CORPORATE TRAININGS ON TECHNOLOGICAL ENTREPRENEURSHIP AND INNOVATION**
- **CREATION OF A REGIONAL HUB OF THE GLOBAL COMMERCIALIZATION CENTRE FOR:**
 - PRODUCT LOCALIZATION (PL);
 - CO-INNOVATION IN PROJECT DEVELOPMENT (CP);
 - TECHNOLOGY TRANSFER (TT).
- **OTHER RELEVANT R&D AND R&BD PROJECTS ON KNOWLEDGE AND TECHNOLOGY TRANSFER AND COMMERCIALIZATION**



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OUR CONTRIBUTION

- IDENTIFICATION AND EVALUATION OF POTENTIAL INVESTMENT OPPORTUNITIES ON LOCAL LEVEL
- DEVELOPING A SET OF PERFORMANCE INDICATORS AND COMPLIANCE SUPERVISION OF SELECTED PROJECTS
- SUSTAINING AN ACTIVE AND STRONG NETWORK OF GOVERNMENT, BUSINESS AND ACADEMIC STAKEHOLDERS TO ENSURE ACCESS TO FURTHER OPPORTUNITIES AND NEW PARTNERSHIPS



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OUR PARTNERS

- **SOPIA TECH PARK** – THE FIRST SCIENCE AND TECHNOLOGY PARK IN BULGARIA
- **ACADEMIA** – BULGARIAN ACADEMY OF SCIENCE, BULGARIAN AGRICULTURAL ACADEMY, 20+ BULGARIAN UNIVERSITIES
- **NGOS** – JOHN ATANASOFF UNION OF AUTOMATION AND INFORMATICS, AMERICAN CHAMBER OF COMMERCE, BULGARIAN CHAMBER OF COMMERCE, CONFEDERATION OF THE EMPLOYERS AND INDUSTRIALISTS IN BULGARIA
- **BUSINESS ORGANIZATIONS** – SAMSUNG, COCA COLA, HYUNDAI, MICROSOFT, SAP, HPE, METLIFE, VMWARE, MASTERCARD, MICROSOFT, UNICREDIT BULBANK AND MANY OTHERS

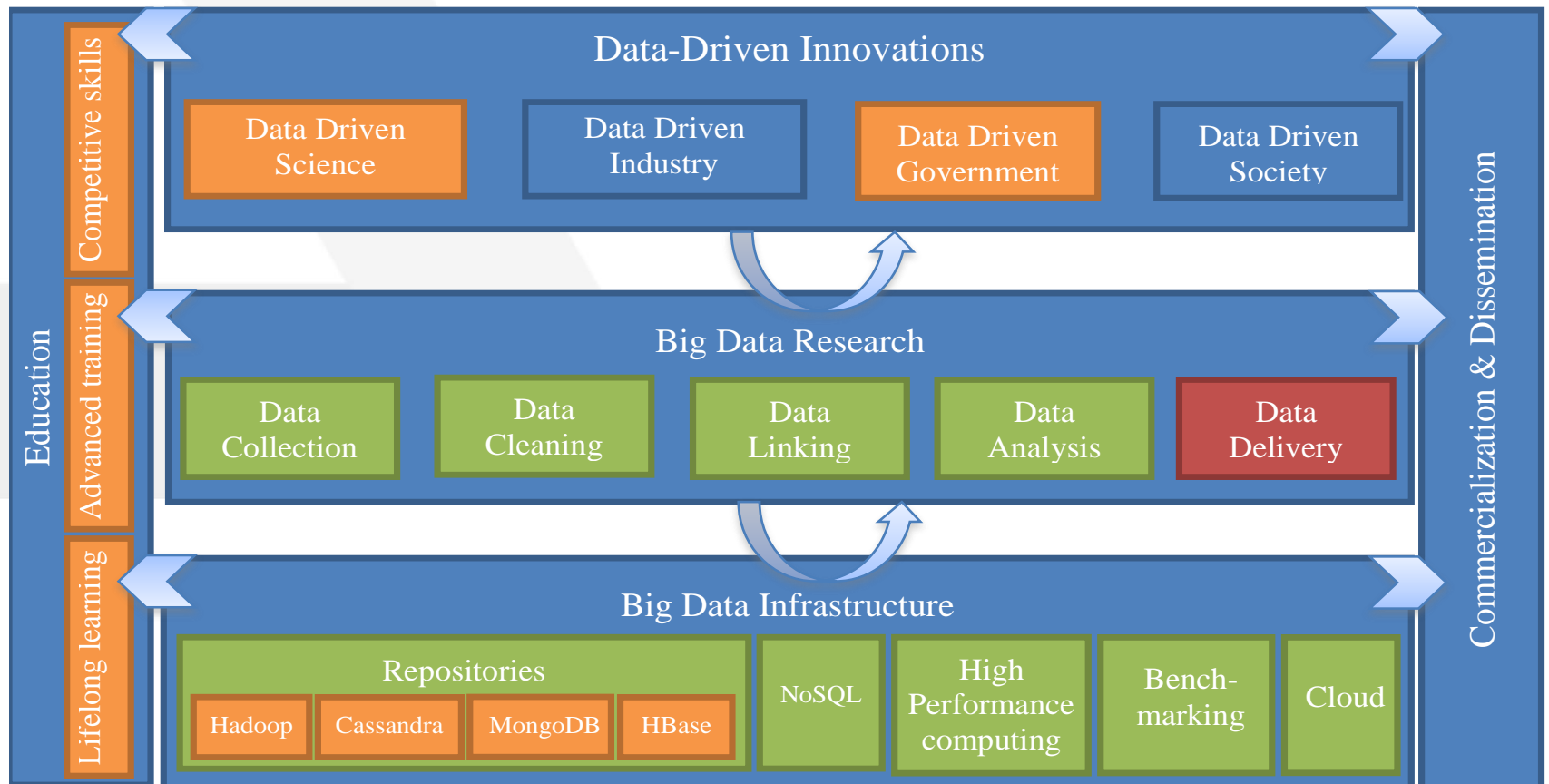


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ACADEMIA PARTNER EXAMPLE – DEPARTMENT OF SOFTWARE ENGINEERING, SOFIA UNIVERSITY

- ESTABLISHMENT OF A BULGARIAN CENTRE OF EXCELLENCE ON “BIG DATA FOR SMART SOCIETY – GATE” FUNDED UNDER H2020-WIDESPREAD-04-2017-TEAMING PHASE 1



BUSINESS PARTNER EXAMPLE – MARKET LINKS



WHO WE ARE

- FULL SERVICE RESEARCH AND DEVELOPMENT COMPANY FROM BULGARIA
- WORKING BOTH WITH LOCAL AND INTERNATIONAL COMPANIES
- RESEARCH TEAM WITH OVER THAN 15 YEARS OF EXPERIENCE IN MARKET RESEARCH

WHAT WE OFFER

- MARKETING RESEARCH & CONSULTING
- PRODUCTS AND SERVICES DEVELOPMENT
- INNOVATIONS POTENTIAL EVALUATION
- MARKETING OF INNOVATIONS

INNOVATIONS RESEARCH & MARKETING

- ➔ WE FIND, SUPPORT AND ENCOURAGE BULGARIAN INNOVATORS
- ➔ WE PRE-TEST THE INNOVATIVE CONCEPTS AND PRODUCTS
- ➔ WE HELP IN CO-CREATION OF INNOVATIVE PRODUCTS AND SERVICES
- ➔ WE HELP IN MARKETING OF INNOVATIONS.
- ➔ WE HELP INNOVATORS TO FIND CLIENTS OR PARTNERS



감사합니다

THANK YOU! БЛАГОДАРЯ!

PETKO RUSKOV, PHD

CO-FOUNDER AND CTO

PETKO.RUSKOV@THEEDGE.SOLUTIONS

MALVINA ILIEVA

CO-FOUNDER AND COO

MALVINA.ILIEVA@THEEDGE.SOLUTIONS



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