

**Action 6.3.5**

**FREE - From Research to Enterprise**

**No. 1CE028P1**

**Work Package 6 – Implementations action**

**FEASIBILITY STUDY**

**FINAL REPORT**

**Czech Republic**

1

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**Core output**

*Karlovy Vary, Czech Republic*

*April 2011*

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**Action: 6.3.3**

**Partner: PP6**

**Klimentovska a.s.**

**Region: Czech Republic**

**Focus: Innovative infrastructure in Karlovy Vary Region - build functional infrastructure, develop innovative enterprising linking research and development, transfer of technologies, education and supporting the establishing and growth of technologically advanced companies.**

**Target groups: SME´s, Regional and municipal authorities, research and development institutions**

2

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The Czech Feasibility studies were prepared in paper and also in electronic form ([www.klimentovska.cz](http://www.klimentovska.cz) and <http://free.unideb.hu/portal/>). The set of 10 innovative studies were submitted to Karlovy Vary Region authorities, Municipality of Velká Hleďsebe council and also were presented during these events:

- Training of members of target groups
- Workshop for young educated people
- Technology Transfer Day in Brussels

According to the objectives of the FREE project, the main purpose of this set of ten

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innovative feasibility studies is to contribute to the development of Karlovy Vary Region, which is the region with worst innovative infrastructure all over the Czech Republic.

This objective will be achieved through a needs analysis and expansion of innovative infrastructure to support the use of research results by business sector - especially SME's - as well as through strengthen ties and integration between the spheres of science and research, innovation and potential supporters user in a regional context.

We hope that at least one of these feasibility studies will lead to sustainable development in the region, to stimulate economic growth and social development in economically depressed region and mainly to extending the innovation infrastructure of the Karlovy Vary region, to make region more attractive for university-educated citizens and thus intelligence growth in the region.

### **Content of set of 10 Innovative Feasibility Studies**

1. .... Region analysis
2. .... Human resources analysis
3. .... Analysis of necessity of the project
4. .... Staffing for project realization
5. .... Setting up marketing and promotional activities
6. .... Scope of services of business incubator
7. .... Scope of services of technology transfer center
8. .... Project cost-benefit analysis (CBA)
9. .... Risk analysis
10. .... Analysis of scientific-research subjects suitable for cooperation

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## **Feasibility study nr. 1**

### **Region Analysis**

Description and characteristics of the infrastructure to support innovative research, development and promotion of innovative business at the location of a business incubator and technology transfer in newly built Technopark Klimentov in Karlovy Vary Region.

### **Result/evaluation**

Karlovy Vary Region is placed on the 4th place throughout the Czech Republic in the number of unemployed, which is very bad situation.

While in the region, there are a large number of enterprises in manufacturing and processing industries, the innovative potential of these bodies and this region is very low. This fact also supports the fact that in the region is not a public high school, especially the technical direction.

The basic prerequisite for improving the innovation potential and R & D environment in Karlovy Vary Region, it is essential to increase investment in infrastructure, including supporting the development of innovation, research and education.

*Nr. of pages*      35

4

## **Feasibility study nr. 2**

### **Human Resources Analysis**

Description and characterization of human resources, demographic characteristics, labor market to support innovative research, development and promotion of innovative business at the location of a business incubator and technology transfer office.

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## Result/evaluation

Based on this analysis we can say that the place of implementation / plan of realization(Karlovy Vary Region/ Municipality of Velká Hleďsebe) business incubator and Technology transfer office in newly built Technopark Kimentov is chosen in relation to age structure of the population very well - the younger generation with a high potential for educational growth and professional commitment.

The creation of these institutions will lead to strengthen the educational structure of the population in the region, as an institution will create many new jobs for residents.

Furthermore, there is a lower outflow of graduates. Also realized activities in individual institutions will strengthen the educational structure of the population in the region. Last but not least, increase the level of average monthly wages in the region.

*Nr. of pages*        24

## **Feasibility study nr. 3**

### **Analysis of necessity of the project (Innovative potential)**

Main purpose of this study was to analyze the innovative potential of the Karlovy Vary region, which should be used as a main argument to support an expansion of innovative infrastructures in Karlovy Vary Region.

First part of the analysis was focused on detailed assessment of the innovation potential of the Karlovy Vary region, which underlies the general need to increase the competitiveness of the region build new and innovative to infrastructure, for example by building science and technology parks and business incubators.

The second part was aimed at assessing the need to build a business incubator and the Technology Transfer Centre at Technology Park Klimentov, taking into the consideration

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the fact, the Technopark specific focus is on Nanotechnology.

### Result/evaluation

The need to build innovative infrastructure in the Karlovy Vary region, eg in the form of business incubators and technology transfer centers in the study has demonstrated the need to strengthen the innovative potential of the region with very low infrastructure and innovative opportunities for research organizations, entrepreneurs and SMEs.

In case of Science and Technology Park - Technopark Klimentov are given more opportunities of mutually advantageous cooperation between incubated companies in the business incubator and with universities and scientific research bodies that are involved in Technopark.

*Nr. of pages*        20

## **Feasibility study nr. 4**

### Staffing for project realization

This study is focused on staffing because when it comes to the specific preparation and implementation of a particular project, raised many questions to be answered and issues to be addressed. They are the essence which closely related to the project and requiring constant attention and continuity of work, on the other hand, it is clearly time-bounded activities that require more specific knowledge and experience.

### Result/evaluation

In case of planning and management of innovative actions in the region should be borne in mind, that decisions on staffing action is probably the most important prerequisite for its successful management. This decision is a fundamental point of division between the

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activities carried out by own forces and external suppliers. You should always proceed from the strain and deliver the key powers and responsibilities, then gradually added and further sub-division.

A separate problem is filling job positions by specific employees. The basic starting point in this direction is the Job offices. Searching for workers with university education can be a most effective to focus directly to a regional area near a high school - particularly the University of West Bohemia in Pilsen - students of business economics and management faculty in Cheb, which is one of the main project partners, the University of Chemical Technology in Prague, which is also of the partner of the Research Laboratories, Středočeský vysokoškolský institut, Ltd. Kladno branch in Karlovy Vary with a focus on business economics and management, or High school in Karlovy Vary focusing on law and administration.

*Nr. of pages*            20

## **Feasibility study nr. 5**

### **Setting up marketing and promotional activities**

Part of each project, which aims to promote the development of the region (as well as municipalities, county, state, etc.), to support innovative infrastructure and support of searching partners of the project, should be promoting the activities of this project outside. These activities, which is this study focused, are collectively known as the marketing and promotion, they have many goals, but the base is very positive perception of the project as beneficial for the development and useful for its residents and potential investors.

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## Result/evaluation

Conclusion of that feasibility study is that promotion and marketing activities of the project are quite extensive and complex, and must be in long-term planned and implemented. For planning, organizing and implement practical means of promotion is necessary to allocate adequate manpower and personnel responsible, even though their own technical solutions (products) of funds will in most cases entrusted to specialist contractors.

For complex projects such as building research and / or business infrastructure, it is important to meet the required publicity and establish a positive acceptance of the project and its real effective operation and utilization of the potential and capacities, which inform the selected target groups directly, contributes. From this perspective, the study of general application for planning and managing new innovative initiatives in the region is prerequisite.

*Nr. of pages*            *19*

8

## **Feasibility study nr. 6**

### **Scope of services of Technology Transfer Centre**

Aim of this feasibility study is to describe all functions and activities of the center for technology transfer and its impact on linking research bodies and entrepreneurs.

The problem of linking science and research bodies with entrepreneurs could be solves by the so-called Technology Transfer Center, which main task is to precisely coordinate the cooperation of academic and business community and gathering information on the supply of scientific research institutions and industry requirements. Their main objective is to flexible response of research to the real needs of industry within a reasonable timeframe.

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## Result/evaluation

In Karlovy Vary Region exists in the absence of high school, virtually no research and development activities. Technology Transfer Center built in Technopark Klimentov would be a major mediator of contacts between local companies and scientific and research institutions from other regions of the country, and also from the proximity to the border with the German Federal Republic and abroad.

This study should help to build and successfully start activities of new Technology transfer office in Karlovy Vary region, which should make the region more attractive for scientific research institutions, entrepreneurs and SMEs, who will use its services.

*Nr. of pages*        20

## **Feasibility study nr. 7**

### **Scope of services of Business Incubator**

The study aims to describe the functions and activities of a business incubator and its impact on developing the innovative potential of the Karlovy Vary Region.

The essence of this study is to monitor all services provided as part of a business incubator and human resources - labor support for innovative research, development and support innovative entrepreneurship needed to ensure a business incubator and Technology Transfer Office in newly build Technopark Klimentov.

## Result/evaluation

The business incubator is one of the most effective solutions in support of innovation activities of firms in the region. The incubator will support the establishment and further development of innovative firms, especially SMEs, by companies offering above-average lease terms of business premises associated with the provision of advisory and other

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services as well as the possibility of collaboration with university and research institutions.

After the expiry of the incubation period, the company becomes a stable business entity that will operate in the region and contribute to the development of business activities, development of innovative entrepreneurship, increase employment in the Karlovy Vary Region.

*Nr. of pages*            22

## **Feasibility study nr. 8**

### **Project cost-benefit analysis (CBA)**

The study is focused on economic point of view of the building the innovation infrastructure in the Karlovy Vary region. The subject of the study is to assess the feasibility of the project of building of a business incubator at the Karlovy Vary region by Cost-Benefit Analysis (CBA).

10

### **Result/evaluation**

- The project is economically feasible and can recommend its implementation. However, it will be necessary to financially secure its operation or to find alternative financing activities.
- The project is attractive for entrepreneurs in the Municipality of Velká Hleďsebe and its neighborhood, in terms of suitable locations and terms for business.
- The project will allure other entrepreneurs and business subjects to the Municipality of Velká Hleďsebe (Klimentov), thereby creating the possibility of networking and cooperation among these entities.
- The project will help kick-start development of the business environment and infrastructure in Municipality of Velká Hleďsebe and its part Klimentov.

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- The project will contribute to the revitalization of former military site Klimentov.
- The project will contribute to improving the environment by using brownfield area.
- The project will create new jobs for local residents.

*Nr. of pages*        31

## **Feasibility study nr. 9**

### **Risk analysis**

The study focuses on the identification and assessment of all risks associated with the extension of innovative infrastructure project in the Karlovy Vary Region.

Risk analysis is usually understood as a process of defining the threats, the likelihood of their implementation and impact on assets, thus determining risk and severity. It should provide an answer to the question, what threats may affect the project, how much are the assets vulnerable to these threats, as is a high probability that the threat exploits a vulnerability and the impact that this project could have.

11

### **Result/evaluation**

In this feasibility study has been the risk analysis project valued and defined threats that could affect the assets, or reduce their value. There were a technical building risks, marketing's risks, legal risks and financial risks defined.

After determining the impact of risk and probability of occurrence, we concluded that the prognosis of success of the project construction business zones in the Municipality of velká Hledsebe is very good and the project doesn't signify a risk for the investor.

In analyzing the environment of the project were defined octants - a group of people that the project may affect, but which cannot be significantly affected by investor. For

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needs of successful realization of the project were these threats reported and each octant was detailed described.

Definition and description of the threats of the project, as well as awareness of the potential consequences of risk and acceptance of preventive measures is an important step an investor for the successful implementation of the project in the Municipality of velká Hled'sebe.

*Nr. of pages*            23

### **Feasibility study nr. 10**

#### **Analysis of scientific-research subjects suitable for cooperation**

From this feasibility study it is clear that the selection of potential subjects of scientific research bodies, suitable to cooperate with universities and companies incubated in the Business Incubator or cooperating with Technology Transfer Office at the Science and technology Park - Technopark Klimentov, is really rich. The advantage could be that most of these research and entrepreneurs bodies involved in STP Klimentov could take advantage of this innovative collaboration in their activities

12

#### **Result/evaluation**

In this situation it would be useful if the management of the Science and Technology Park Klimentov has prepared prerequisites to work and activities for science and research bodies from STP that could be provided to companies from PI (production of special products, tools, components, devices, etc.).

The study also showed when looking for suitable companies incubated in the business incubator or retrieve entities to create a Technology Transfer Centre, you can use a variety of options.