



Good Practice examples

in start-up activities initiatives

collected by ADESEMA



Erasmus+

VET4Start-Up – Erasmus+ KA2 Strategic Partnership VET Project
Project no. 2014-1-IT01-KA202-002487 – CUP G36G14000530006

Introduction

In the wake of the economic and financial crisis, the European Union has taken significant steps to fight rising levels of unemployment and return to economic growth. The European Commission (ref. A Budget for Europe 2020) proposed to increase the amounts allocated to innovation and SME development through the stimulation and support to new entrepreneurs.

In effect, a Start-up activity is difficult, there is high risk and more than 50% of new businesses fail within the first 5 years.

A strong and well-performing Vocational and Educational Training can help deal with the challenge required by start-uppers in a really competitive economy coming out from the global recession.

This need was identified during several projects the partners were involved in: in the field of VET, where there is a lack of anticipation of skill requirements and formative routes for new entrepreneurs.

“VET4Start-Up” seeks to address the problem by a pan-European strategic partnership that will encourage the spirit of entrepreneurship.

OUTPUTS, RESULTS AND PRODUCTS

The project aims to educate and train anyone interested in start-up thanks to an e-learning platform MOOC (Massive Open Online Course) and other useful and tailored materials and resources.

VET4Start-UP will seek to improve the level of key competences and skills needed by new entrepreneurs through Vocational and Educational Training.

The project aims to:

- Research and in-depth analyse from across Europe successful GOOD PRACTICE examples about start-up activities;
- Promote the development, testing and implementation of INNOVATIVE PRACTICES/METHODOLOGIES in VET such as MOOC (Massive Open Online Course), interactive presentations, workshops, creative problem solving guide exercises and simulations;
- Create the profile of an “EUROPEAN START-UP ADVISERS” thanks to an intensive training and support based on ECVET system and then recognised and validated by a specific Memorandum of Understanding;
- Create a WEBSITE with a DATABASE OF MATERIALS TRANSLATED into all partners’ National languages to promote and encourage an extensive exploitation of results;
- Encourage entrepreneurship (including social entrepreneurship) creating an e-learning Massive Open Online Course (MOOC) FOR START-UPPERS with animated videos in 3 modules both practical and theoretical about mind-set and skills necessary, design of the new enterprise, risks, challenges and opportunities including acceleration and incubation methodologies, creative problem

solving technology, testing and simulation games –the MOOC is going to be tested and improved during 7-day intensive sessions called Joint Staff Training Event – an APP for mobile device is going to be released in order to ensure the accessibility in innovative way ;

- Disseminate the project outputs and results throughout Europe with a DATABASE OF MATERIALS AND EBOOKS available through open licences (ref. Creative Commons) and through a series of MULTIPLIER EVENTS organised in each partner’s country in order to present in 1-day seminar the project intellectual outputs.

IMPACT ENVISAGED

The partnership will bring together a large group of partners and stakeholders both public and private with the synergic power to reach a very large and diverse audience of new entrepreneurs and their advisers.

The partnership will stimulate and support successful entrepreneurship and has the potential to improve economic growth.

The project activities will be focused on the recognition and validation of knowledge, skills and competences acquired through VET, assessing and creating a profile of “EUROPEAN START-UP ADVISERS” in line with ECVET system.

In fact, the Partnership will formalise a Memorandum of Understanding (MoU) in order that the pathway created by credit transfer and accumulation will be used by a large number of advisers trained to teach and transfer in own country the project results and outcomes.

The project is completely in line with the European Policy Priorities: Europe 2020 strategy, ET 2020, ICT and OER, Multilingualism and VET.

More info available at: www.vet4startup.eu

Document background

The document contains the result of the Good practice (GP) research under the project lifetime.

The research about good practice examples is integrated with a Preliminary research about available tools, websites and activities that encourage start-up activities present and available in each partner own country and also in the rest of Europe.

It is composed by 5 examples from each partner.

CRITERIA used to select GPs:

- Innovative
- Realistic Implementation
- Impact assessment

- Transferability in another context/country
- Viability/Self-sufficiency - capable of normal growth and development

Preliminary research

During the first months of the project activities the partners have decided to define and look for a methodology and a practical possible way to look for good practice examples.

The results of this preliminary research are composed by a selection of the criteria used to select good practice and on the possibility to include in the selection not only examples about start-up activities but also innovation in companies/schemes that help businesses to start up.

The criteria selected are:

- Innovation - essential element in startup activities
- Realistic implementation – effective and successful practices
- Impact assessment – considerable impact on startup enterprises and on the background but also good practice examples that could be followed by others

In addition to those criteria, we've selected other 2 elements not mandatory but that could be considered especially in the selection of the best practices:

- Transferability in another context/country
- Viability/Self-sufficiency – capability of normal growth and development

The work started on the presentation of only few Good Practice examples and then the group started to discuss in the Google group about the ways to continue to collect the GP.

ADESEMA based the preliminary research on the following elements:

- Internet search
- Strong innovation
- Detailed description of the GP (history, person s involved, etc.)
- Award winners in the field of the startup thanks also to the large number of competitions and prizes available in Spain and worldwide.

Good practice #1

Mingles.es

Startup founded by youths who offers an alternative and different way to practice and improve language.

How it works

MINGLES combines the study of foreign languages with the socialization of students during the learning process. This method combines the groups of conversation with native teachers in a friendly atmosphere for the study of languages.

Mingles aims to unite needs of students, teachers and bars, where technology plays a very important role. Through its website students can enroll and manage their sessions.

Its creators strongly advocate the idea of collaborative consumption within a current changing world and need for improvement, which is taking a cultural and economic change in consumer habits market through modern technology and social networking

Values

PROFESSIONAL: Groups of small talk and chat with a similar level for one hour on a topical issue. The difference with classical language exchanges is to be led and guided by a native speaker. Teachers corrected your main faults and motivate you to best in each session.

SOCIAL: Mingles happens in cafes and carefully selected within your city bars, so you sit in a nice atmosphere. In addition, each session includes a FREE DRINK. Therefore it is an ideal way to practice languages, meet new people and exchange personal and professional experiences. The Mingles events are held every month, to meet in a different environment and enhance the practice of languages.



Sector:

Language learning

Who:

3 youth people

What:

Startup managed via website

Where:

Madrid (Spain)

Links:

<http://www.mingles.es>

FLEXIBLE: They believe that flexibility is a precious commodity today. Unlike classical language schools offer the option to enroll anytime and wherever you like. Simply enter www.mingles.es and select your preferred date and place.



Website screenshot



Example of activities



Good practice #2

beMee Technology S.L.

How it works

beMee improves and augments the capacity of interaction among you and your surroundings using wireless technologies. The company will open the doors through an innovative concept of communication in a wide variety of markets, offering to our users on demand personalized services using simply their smartphone.

Innovation

beMee has been created from the heart of one of the most innovative and prestigious laboratories of engineering in Europe: Robotics Lab. The closeness to this lab and the continuous contact with their researchers let us develop and exploit new ideas and convert concepts into real products.

Applications

Thanks to our exclusive indoor geolocation system, beMee is able to determine the precise position of a person inside a building using the latest robotics algorithms. All this data is easily converted into information creating a personalized communication channel between that person and the environment around him.

Hands on

One of the main advantages of beMee is that there is no need of refurbishment on the venue or time cost installations. Just connect a bunch of our electronic devices along the basement of the venue and our algorithm will do the rest to determine where all the users are located. Furthermore, beMee has been provided with the last CRM alternatives to process this data and be ready to use!



Sector:

ICT

Who:

Two young entrepreneurs

What:

APP for smartphone

Where:

Madrid (Spain)

Links:

<http://www.bemee.es/>

Technology

Indoor geolocation

Actual geolocation systems use GPS and GSM signals to determine the position of a person. Those systems get discarded when the user enters in an indoor placement such as an office, cinema, restaurant or hospital. beMee provides a new way of location in those places where other technologies cannot reach.

Real time analysis

Because beMee can locate every person in a venue in real time, it is ready to exploit this information creating a complete Customer Relationship Management tool extremely useful to understand the behavior of the people inside the building and help the customer to take the right decisions.

Personalized channels

They believe that connections between clients and users are important. beMee ensures a unique communication behavior with every user. That is, each person can be addressed in a different way, coming back to classical shops, where the assistant knew each clients, offering to them only the interesting products.

Loyalty systems

The knowledge can be turned into benefits. That is why beMee can be used as a real time loyalty system where our users receive a better treatment as a result of the time they expend in venues. All the process is done automatically without touching a button, removing any barriers between client and users and making straightforward the time line processing.

Easy to install

The algorithm of location is based on the machine learning algorithms that allow robots to understand and recognize where they are. With this in mind, beMee indoor location system is ready to be used in buildings without the exact map. The devices can be installed only where plugs are available and without any proper calibration. The more users we have, the better our system works!

Accessible everywhere

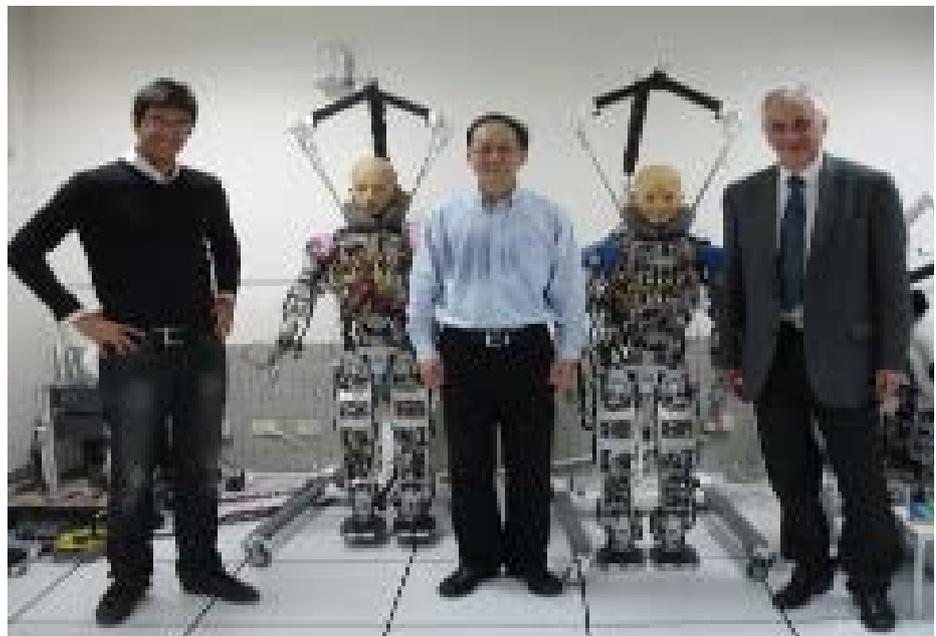
Do not worry about how to access to all the information that beMee provides to you. The service is offered through a personal website where our clients can read, understand and interact with their actual clients from any part of the world. That means, if you want to give a present to your best users in the venue right now, you can do it by just pressing a button.



beMee team



beMee visited
Taiwan Robotics
Lab.



Good practice #3

Universo Idea S.L.

How it works

Digital Education

After more than 20 years of experience in the application of new technologies for knowledge management and five years of research to define a model of digital education, Albéniz Foundation presented its digital learning platform iDEA (Internet Scanning for Effective Classroom).

Currently this system managed by Nimbeo is based on multi-device unique cloud technology (tablets, slates portable, digital, etc.) In the market which allows offline job and content synchronization.

The digital model iDEA education improves quality of teaching; it is economically and technically viable and meets the needs of all actors involved in education: government, schools, publishers, teachers, students and parents.

Digital textbooks

iDEA offers you the digital textbooks from top publishers, full of content and multimedia activities. From iDEA the teacher can complete the activities and content suggested by the book and share them with the class.

Easy navigation

You can navigate the digital textbook using the index or via concept maps. Each unit and each section contains a conceptual map in which the content is displayed neatly.

Attention to student diversity

The contents are structured in up to six levels, allowing you to choose between different levels of complexity depending on the characteristics of students. Starting with the most general



Sector:

ICT

Who:

A foundation

What:

Digital Learning Platform

Where:

Madrid (Spain)

Links:

<http://www.universoidea.com/>

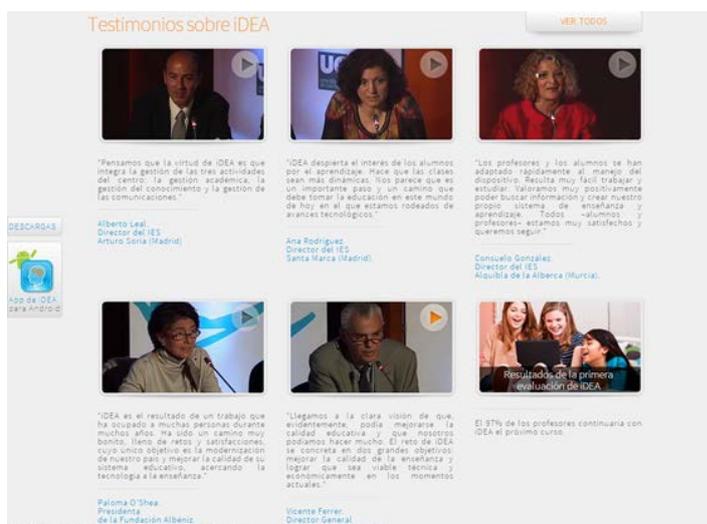
level -the unit and ending in the extension-the more specific- level, you can always move from simple to complex, from general to particular.



Website presentation



IDEA'S Testing



Concepts' Descriptions



Good practice #4

Dresscovery

Discover your fashion

How it works

Get a garment without knowing its origin or its brand is already possible. Dresscovery, designed by a spin-off of the Robotics Lab at the Carlos III University of Madrid, is a mobile application that lets you instantly identify a garment or an accessory through photography and buy online.

"Once, my sister told me that he had taken a picture of a girl wearing a nice bag in the street but could not decipher the origin of accessory to go buy it. In response to this pose was born the idea of Dresscovery "says Miguel González-Fierro, CEO of Samsamia Technologies, a spin-off of the Robotics Lab group of the Carlos III University who designed the application in collaboration with King's College London.

The application process is simple: from the application takes a picture of the item you want to identify and computer vision system integrated in the same application analyzes and compares the garment with thousands of references of different brands. The result returned is a list of similar items that are available in the market along with associated information such as brand and price.

Dresscovery is free and available for Android, although they plan to launch iPhone in late January. The project is funded by private investment and creators, and for every purchase made through the application the company gets a percentage of profit.

The first version of the application only allows identifying bags but the project has set itself the goal of expanding to all garments and accessories. Currently, Dresscovery has a database of over 15,000 bags of about 300 different brands, to be automatically updated with the latest developments.



Sector:

Fashion

Who:

Youth entrepreneurs

What:

APP for mobile phone

Where:

Spain

Links:

<http://www.dresscovery.com/en>

Dresscovery has been awarded this year in Madrid 2020 Startup Award, awarded by the Spanish Olympic Committee, in CIADE University Entrepreneur Award, awarded by Madrid Emprende, and sixth prize competition companies Carlos III University of Madrid.



DRESSCOVER

Website description

Take a picture

Using your smartphone take a picture of the purse you want to identify



Fashion is visual, can you imagine to be able to identify the purse you like just by taking a picture?



Select the purse

Select the purse you want to identify with your finger



Our computer vision algorithm analyzes the garment no matter position, illumination and occlusions



Find your fashion

Dresscovery finds the most similar purse that can be bought online among thousands of purses within hundreds of brands and allows you to buy it online



Dresscovery is your app for fashion searching. The way to buy fashion on the Internet will never be the same



Good practice #5

MintLabs

Medical innovation and technology laboratories

Spain's Mintlabs promises "a remote advanced medical image analysis and visualization platform" to help doctors handle patients with brain diseases. Their sales pitch likens the maps produced by their image analysis algorithms to a "Google Maps for the brain."

How it works

Paulo Rodrigues and Vesna Prchkovska are the creators of MintLabs, an "e-health" startup developing a project in the field of neurology. This technology based company constructed by processing images from MRIs map the brain in 3D lets you see how interconnected neural wires and how each brain structure. These images make working doctors and physicians when making diagnoses, prescribing treatments or intervene in the least incisive as possible in a patient. Assume such a breakthrough for neurosurgeons, which can see much more clearly tumors or brain diseases and even try a transaction before carrying it out.

Mint Labs just finished his period of acceleration in the Wayra Academy of Barcelona, a platform driven by Telefónica to provide technological support, professional advice and financing to young entrepreneurs starting their own businesses based on scalable and innovative projects. And he now faces the critical moment that spend most of the startups that make it through the five years of life: secure funding to succeed that, where appropriate, amounts even million euros, half in grants research European and US

One of the doctors who is collaborating with Mint Labs is Dr. Luis Law Urzaiz, Chief of Neurosurgery, University Hospital Ramón y Cajal (Madrid), who explains that "the importance of the work of two young researchers is based on the possibility to create 3D models not only the brain of each patient, but the connections between different brain areas. It is important to note that the brain, rather than an organ, is a set of



Sector:

e-health

Who:

Youth entrepreneurs

What:

Google Maps for the brain

Where:

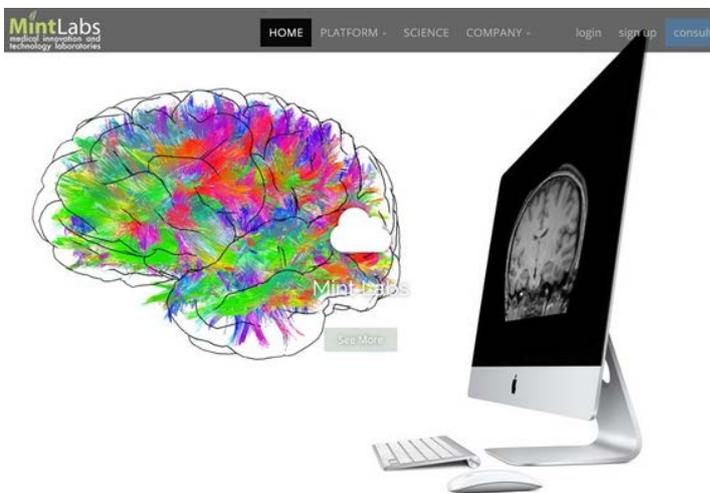
Spain

Links:

www.mint-labs.com

interconnected bodies or centers and connections that this system is what makes the brain work properly. While we know where these connections, are which is known as cerebral "white matter", there are individual variations, especially in patients with intracranial lesions. Knowing where individualized way and how they are altered these connections can individualize therapy and risks of any intervention. "

"But this is only a small part of what allows applications developed by Mint Labs -continued-, since we can also find live brain centers or nuclei which are connected, to advance the understanding of brain function in a novel way. And it has more applications in the development of educational tools and surgical simulation, which I consider very interesting work of this small but very innovative company".



FROM IMAGE TO INSIGHT

Start analyzing your data instantly. No need to install and maintain any software.



Login

Sign in to our web-based medical imaging cloud platform.



Upload

Upload your scans, in a simple, secure and fast way.



Manage

Simple cohort management and multi-modal data integration.



Get Results

Analyze and understand your data with a comprehensive set of tools.

USE CASE



FOR PATIENTS

Brain imaging techniques allow doctors and researchers to see inside the human brain without invasive



FOR SPECIALISTS

A simple solution to seamlessly manage large patient's data.



FOR ORGANIZATIONS

Accelerate your work with our easy-to-use tools to explore and perform analytics on the data.

Website screenshots



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