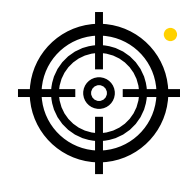


# Capacitor+ Boosting Spinout and RDI capabilities in the Vaasa Region.

## Addressing Real Regional Challenges



Large firms have **no systematic way of generating spinouts** for ideas that do not align with corporate strategic goals. There is no energy specific incubator, corporates align their R&D to strategic goals, thus, only a small number of ideas is developed. We want to change that. To do that we want to improve the opportunities of Spinout and R&D capabilities in big and small firms, to improve the competitiveness of the area.



R&D outputs produced by the region are consistently underperforming in terms of **commercialisation and spinout**. This is because there are no easy (read – accessible) vehicles to take ideas forward and assess their commercialisation and spinout potential. We want to change that by improving access to the tools that can help entrepreneurs and firms think about the potential of their ideas.



No systematic approaches to **attract external energy start-ups** to the region (and make them stay!). We want to grow the region and make it attractive to externals so that the mass effect of the region also attracts new players to the energy cluster.

### Idea Transfer / Spinout



### External Start-ups



### Local Start-up Support



## 3 Models of support

#### Idea Transfer/Spinout

This first model of support aims to provide support to local companies that cannot afford to support ideas outside of their immediate strategic scope.

Capacitor+'s model does this by empowering innovative teams to finish testing their market hypotheses around their innovative solution.

#### External Start-ups

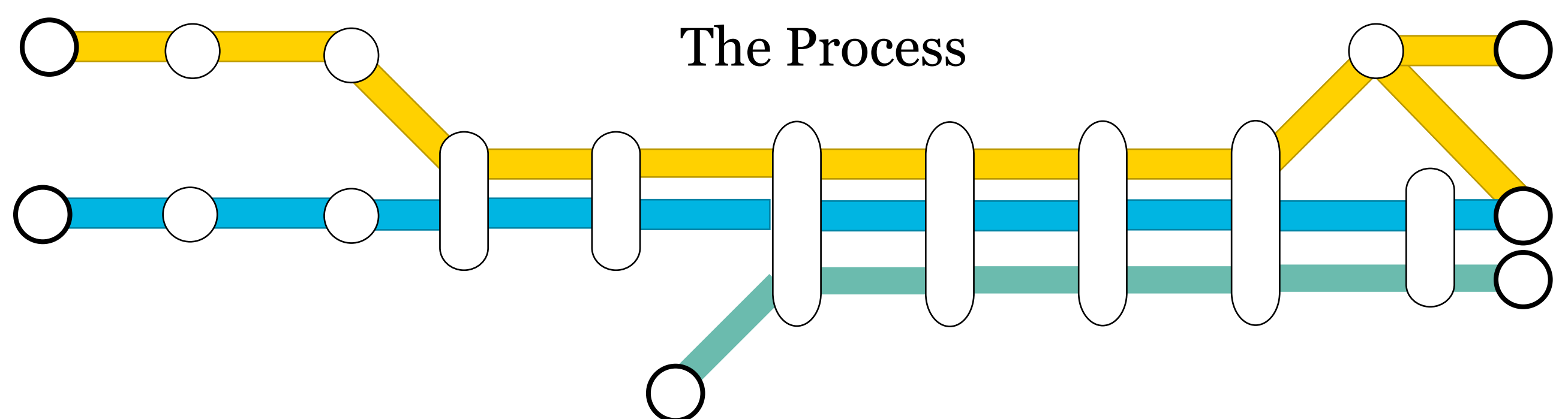
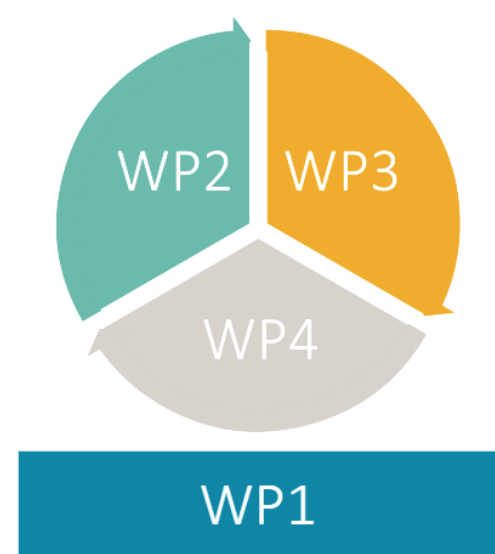
One of the identified problems of the energy cluster is that start-ups outside of the region are cautious with moving into the region. We aim to address this by providing concrete support in the form of an RDI network as well as concrete avenues for investment. Additionally, we aim to support the newcomers by providing easy access to the start-up community.

#### Local Start-up Support

The local start-ups are often underperforming in their RDI capabilities, we want to offer them the same tools as the players who may have room to spare for Spinoffs.

We aim to support SMEs in developing, prototyping, and eventually marketing their solutions. Thus providing a realistic opportunity for business development for firms that might not have considered it previously.

The process for acceleration and support for Capacitor+ is to be refined and developed in Work Package 2. In the "Subway map" figure, the idea is that different participants may choose different lines of support. All of the lines share common elements of support. However lead to distinct outcomes. The "lines" in this case correspond to the playbooks we aim to develop (check the WP section) and thus can and should be modified (and built!) according to the needs of the participants and the companies.



The Idea transfer/spinoff line is similar to the local start-up support. However, we envision that there may be some differences in the start and the end of the process. For example, the team would have to be built up from existing resources from a larger firm. Additionally the output could be either a new firm or a new product.



Local start-up support could start with an own process to understand the resources and the strategic goal of projects. Largely speaking however, this process, as the other two, could share several steps. This line could differ from the idea transfer, since here the goal is to develop a new product or service for the start-up. Additionally, this could also result in capabilities building for the local start-up.



When attracting external start-ups to the region, we believe that they could join later in the process, and most of the support could come in the form of network establishment, transfer support, and customer acquisition in the region. Though the steps are similar, this is clearly a distinct line.

## WP Structure and Collaboration

WP1 – Project Management and Branding - To ensure effective project management and branding of the Playbooks, including stakeholder engagement, dissemination, brand creation, risk management, conflict resolution, financial management, and fostering a positive team culture and working practices.

WP2 – Development of Playbooks for Start-up Ecosystem Enhancement – To create three comprehensive Playbooks

WP3 - Creation of an Alliance of Partners and Individuals - The primary purpose of this work package is to establish a robust network of partners and experts to support the piloting and implementation of the three playbooks developed in the previous work package. This alliance will ensure that the Playbooks are effectively tested, refined, and utilized to enhance the start-up ecosystem. By creating strategic partnerships and a pool of experts, we aim to provide comprehensive support for local start-ups, facilitate the creation of spin-offs, and attract external start-ups to the local ecosystem.

WP4 - Piloting and Testing the Playbooks - The primary purpose of this work package is to test the three Playbooks and provide continuous feedback to iterate the development of the Playbooks. During the piloting phase, the alliances and pool of experts developed in WP3 should be utilized.

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