



Empowering
innovation intermediaries
to generate sustainable
initiatives to incentivise
and accelerate
the commercialisation
of space innovation

D3.3 Support Initiative Deployment Plan for Croatia



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COORDINATION AND SUPPORT ACTION

D3.3 Support Initiative Deployment Plan for Croatia

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Executive Summary

Algebra University College has at its core the offering of programs that will prepare current students to become remarkably well prepared for the global marketplace by learning the most up-to-date trends in digital technology and related fields. Also, part of its mandate as a skills-oriented university, is holding the oldest business incubator in Croatia with the Algebra Lab team. As part of the InnORBIT partnership, Algebra acts as a local innovation intermediary for InnORBIT's business support programme deployment in Croatia. This means that the team at Algebra Lab will provide feedback to help with the mapping of the business support landscape in Croatia and identify the needs of the local entrepreneurs, start-ups and scale-ups by utilizing the offerings of the digital toolbox, and as next steps, the Space Café initiative in the first pilot round, with the potential for a Space Sprint in the second pilot, fully dependent upon the analysis and feedback of the first pilot initiative.

Algebra Lab is committed to supporting the market-oriented development of the InnORBIT programmes, as it is currently working to deploy the InnORBIT business support services and thus establish a local space initiative in Croatia. Based on the results of the pilot implementation phase, Algebra will also provide continuous input so as to support the fine-tuning of the InnORBIT business support programme.

1 Introduction

This document is the IDP for the 1st pilot round of Algebra in Croatia. It includes one type of initiative, the **Space Café initiative**, aiming to create synergies, networking, and to inspire ideas and solutions that can begin to build space awareness in the Croatian ecosystem. Based on the result of the 1st pilot round, we plan for the 2nd pilot round further initiatives to be implemented, above all the Space Sprints. The importance of these initiatives is so as to build a much-needed awareness of space initiatives and their uses in various business and technological sectors, as knowledge about the use of Space Data and the existence of New Space is very limited, if not entirely non-existent, in Croatia. Algebra is hoping with its participation in the InnORBIT project to address that problem and to continuously grow into a potential hub for space research dissemination in the future. The purpose of these initiatives for our university and wider related network is to introduce the capacities that space research, through New Space, offers for the potential growth of space related innovations in the future by educating the public that does not have access to such knowledge.

The goal of the InnORBIT project is to generate sustainable local initiatives to foster and support space innovation in Eastern Europe (EE). This is achieved through a chain of programmes and actions, starting with the Capacity Building Programme (CBP), followed by the Initiative Deployment Plan (IDP), which is then implemented during the Business Support Programme (BSP). The CBP consists of a roadmap of support and training, including training on specific initiatives, implemented with the assistance of entrepreneurs, start-ups and scaleups. The CBP was a very important part of the process to come up with the Space Café initiative, as it educated our Algebra team about the potentials offered by current Space research, and the opportunity to motivate our local network to the potentials such research offers. We were guided in the following ways by the InnORBIT team during the CBP: the potential themes that we could offer to raise awareness in our ecosystem; the concept itself of holding an initiative such as the Space Café; and to the future ways we could motivate our local demographic so that we could grow to offer more opportunities in education and networking in the second pilot round. The CBP process with the InnORBIT team was invaluable for us in tailoring the specific approach we should have for our intents and purposes.

The CBP actions of InnORBIT are crystallised in the IDP of each pilot country. This plan is the document that Algebra as an innovation intermediary hopes to contribute in its home country as it builds space awareness, with the support of InnORBIT, and which describes in detail the actions for each initiative to be executed during the CBP.

All initiatives for the 1st pilot round will be online to prevent any problems with COVID-19 restrictions.

2 Innovation Intermediary: Algebra

Algebra University College (ALG) is non-profit private accredited higher educational institution active in the fields of computer engineering and economy. ALG offers undergraduate and graduate studies in digital technologies: software engineering, system engineering, data science, digital art, digital marketing, game development, multimedia. ALG is a part of Algebra educational group, employing more than 150 full time and more than 500 part time employees in 28 cities in Croatia, serving more than 15.000 students in their pursuit of educational excellence annually. It organizes the currently best-assessed professional study programs in Republic of Croatia according to the quality evaluation results obtained through regular re-accreditation conducted by the National Agency for Science and Higher Education. Dutch-Flemish accreditation agency NVAO, one of European authorities in the field of quality assurance in higher education, evaluated ALG with high marks in all segments, positioning ALG as the only institution in Croatia that has met the quality criteria of this accreditation agency. Competing with more than 3.000 organisation globally, Algebra was named Microsoft Learning Partner of the Year 2014.

Algebra Lab has an in-house tech start-up incubator, the oldest and the most successful in Croatia. We offer to our teams entrepreneurial education, and a list of contacts with a variety of experts in different fields (from business wo/men to scientists to engineers).

Algebra LAB has been listed on EC's Smart Specialisation Platform as a fully functional Digital Innovation Hub (DIH). DIHs help ensures that every company, small or large, high-tech or not, can grasp and utilise opportunities opened by the digital revolution. Algebra LAB is an open innovation lab – a meeting place of all the key elements needed for successful innovations. ALG offers applicative R&D solutions for the public and private sector, whose efforts at applying digital technologies in devising new and refined business solutions and services we support. ALG has an in-house tech start-up incubator, the oldest and the most successful in Croatia. We offer a unique network for knowledge dissemination and a shared space that supports continuous interaction and exchange of ideas. Algebra LAB has been listed on EC's Smart Specialisation Platform as a fully functional Digital Innovation Hub (DIH). We are located in Zagreb, but we provide education and training programs also in the following cities: Osijek, Pula, Rijeka, Zadar, Split, Varaždin and Dubrovnik, as well as in more than ten other smaller cities. Many of our programs are authorized by global software and equipment manufacturers such as: Microsoft, Cisco, Oracle, Red Hat, VMware, Adobe, Autodesk, EC-Council, (ISC) and others.

3 Detailed description of the Space Café initiative

For the InnORBIT first pilot round, the Space Café initiative will be organized. The Space Café initiative is meant to be a relaxed atmosphere where space topics form the basis of speaker discussions and networking interactions. There is an emphasis on current trends and the latest market news that can be of interest to many demographics ranging from students, to innovators, to start-ups or to any interested audience member. It is a relaxed, informal, and straightforward event, with a strong focus on awareness raising and networking.

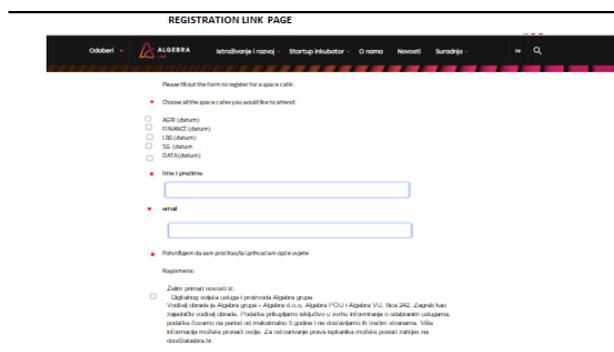
3.1 Application process and selection criteria

3.1.1 Application process

Participants will register through a joint registration system with InnORBIT. We will be advertising through our networks, hoping that those interested space and start-up enthusiasts will participate, regardless of their experience or expertise, as Algebra hopes to establish space awareness within the Croatian ecosystem.

3.1.2 Selection Criteria

The participants will be mainly anyone with space interests, ranging from students to entrepreneurs, SMEs, members of any local space group or initiative, Croatia incubatees and alumni, professors from University, etc. Participants must be of legal adult age (18 years or older) at the moment of registration. All participants regardless of race, creed, colour, ethnicity, nationality, religion, sex, sexual orientation, gender expression, age, physical appearance, body size, disability, or marital status will be welcomed. We will have a generalized registration template as follows. Registration will be in Croatian with the opportunity to translate.



Algebra Registration Landing Page

3.2 Terms of reference

The Algebra Space Café initiative aims to popularize space information for the Croatian ecosystem. It will also act as a single point of reference for easy networking and communication within the Croatian academic and professional community. The event will be held online, and feature a designated speaker, with the opportunity for wider discussion and networking, before and after the featured topic is presented. The initiative will be organized according to a series of 5 topics.

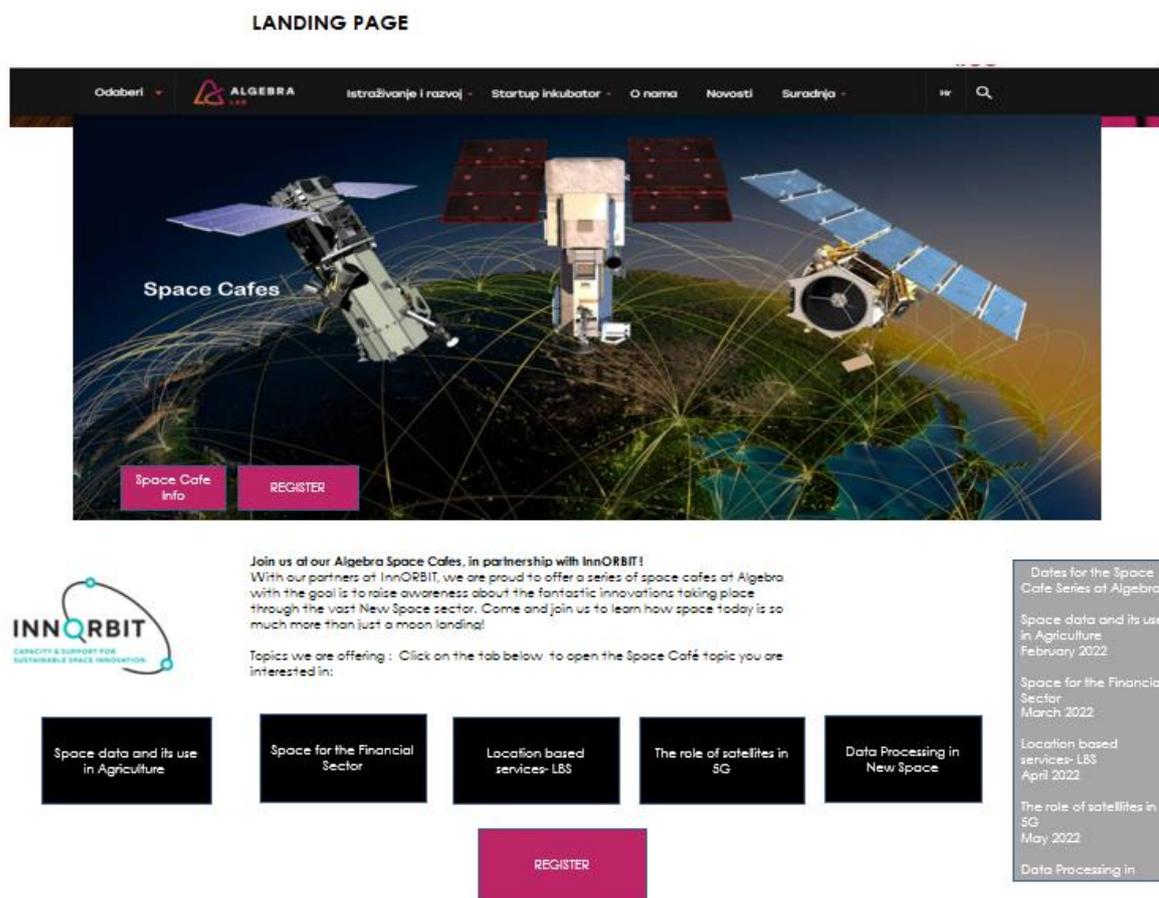
The format for the cafes will be the following: a keynote speech or more led by a presenter, followed by a Q&A session in panel format and closing with an informal networking opportunity. Prizes are not applicable for the Space Café initiative.

3.3 Promotion

For the promotion of the Croatian Space Café initiative, a wide range of actions will be implemented, and all available communication media will be engaged from among which include: the diffusion of announcements in social media networks and community partners, Facebook, Instagram, and LinkedIn campaigns to target audience and direct email campaigns. Algebra’s extensive network and variety of media tools ensure that the event will be broadly shared among many interested parties.

Our promo will involve the use of our current base of contacts, along with the widening of our scope by reaching out to interested sectors in the wider educational and business sector (partner universities, SMEs, start-ups, as an example) . Our promotional activities are geared towards potential participants which will include all those in our current ecosystem who would be interested in the topic of space entrepreneurship. We will use event application processes that are already templated at Algebra. We have included the figure below as an illustration of what the potential marketing will look like for our initiative. The final marketing package will be co-created with our partners in InnORBIT, and in particular Q-Plan, to properly represent the partnership in place for this initiative.

Algebra will be conjoining the marketing with the InnORBIT brand through the graphical identity, website, and the EU funding identity. Algebra commits to the dissemination of information related to InnORBIT initiatives and the activity of Algebra as a partner within the project. Channels for dissemination include Algebra’s follower base of over 10,000+ followers.



Space Café Initiative Marketing Illustration

3.4 Execution of events

Algebra’s **time plan** for the organisation of the Space Café initiative includes the following milestones:

- MS1: Confirmation of date, time online event only
- MS2: Design of marketing plan
- MS3: Draft event agenda & topics for discussion
- MS4: Marketing plan launch after confirmation, end of January
- MS5: Contributors/Speakers confirmed
- MS6: Implementation of the first Space Café topic
- MS7: Continuation of Space Café topics

Table 1: Indicative Time plan for Algebra’s Space Café

Milestones	Jan 2022	Feb 2022	Mar- June 2022
MS1	Confirmation of date, time online event only		
MS2	Design of marketing plan		
MS3	Draft event informal agenda & promote available topic for discussion event		
MS4	Marketing plan launch after confirmation, end of January		
MS5		Contributors/Speakers confirmed	
MS6		Implementation of the first Space Café topic	
MS7			Continuation of Space Café topics

Potential topics for discussion in the Space Café initiative include Agriculture, Financial Services, Location Based Services, 5G and Data Processing. The current topics suggested are being explored with potential speakers being contacted through InnORBIT and its partner, SpaceTec.

The **budget** for the implementation of the Croatian Space Café initiative has been estimated to be approximately 500€ for each topic, for a total budget of 2,500€. This budget has yet to be confirmed, as it will be used to cover marketing and online support costs.

3.5 Risk Assessment and Mitigation Plans

Low participant numbers

In the situation that we have fewer than 5 participants registered one week in advance for an individual topic, we may also consider holding the topic as a joint seminar at a local university or organization to ensure larger attendance. We will check our registration numbers one week in advance and adjust accordingly by having prior agreements in place.

Speaker Absence

For every assigned speaker at each Space Café topic, we have in place a local university lecturer who may speak to the topic in the case of the main speaker cancelling, even at the last minute, due to illness or other reasons. We will be able to guarantee each of the Space Café topics in a substitute speaker format.

Covid Measures- ONLINE format only

The Space Café topics will be online entirely. This is in order to respond to the problems associated with the constantly shifting Covid requirements, and to allow broader participation as Algebra looks to create an environment which allows for the wide dissemination of space topics and their potential uses.

4 Team for the management of the initiatives

The following staff members **will act as the organisers and facilitators** of the Space Café and the potential Space Sprint:

Member	Competencies
Dr. Maja Brkljacic (F)	Maja received her doctorate from the Central European University in Budapest. She worked as a researcher at the Institute for Human Sciences in Vienna and as a project manager for the Westfallische Wilhelms-Universität in Munster. She is a winner of Erich Maria Remarque's scholarship at New York University and the Alexander-von-Humboldt Foundation for Freie Universität Berlin. She worked as a project manager at CEU and as a guest lecturer at Northwestern University in USA. She has published widely. She also worked as a Head of Educational Programmes for Students in Algebra, and at the moment she leads Algebra LAB's start-up incubator.
Dr. Leo Mrsic (M)	Experienced top-level Corporate Executive, Entrepreneur, Vice Dean, University College Professor, Assistant Professor, Certified Court Expert Witness with deep expertise in appliance of digital technology in different areas of business and government. Strongly focused on advanced analytics, digital innovation and data equity with ability to extend its approach from operational through strategic level. Strong organizational skillset (teams/companies up to 1.200+ employees) during 20 years of management experience. Active in EDU community. With a wide range of different experiences (Editor, Lecturer, Reviewer, Editorial Board Member, Advisor, Book Author, Head of Chair, Vice Dean, Head of Study Program) thus able to provide deep and usable approach in many areas especially related to law, digital technology, math, structured decision making and educational methodologies. Independent EU Project Funds consultant with focus on business evaluation and development potential. Registered consultant in GOPA Consulting Group database (business development, math/stat methodologies, labour market analysis, VET). Member of ESCO Maintenance Committee (Third MAI).
Mr. Goran Radman (M)	Goran is an e-Leadership MBA Programme Director at Algebra University College. He has acquired an MBA from the Wharton School and has refined his management and leadership skills through various executive programmes. He is a lecturer of competitiveness and innovation at VERN' University. Prior to moving to the educational sector, Goran worked in Microsoft and was in charge of setting up the MS Croatia office. In 2000, he became General Manager of the Adriatic and later South Eastern European region. He was appointed Microsoft Chairman SEE and Chairman ECEE.
Mr. Silvio Papić (M)	Silvio graduated in 2006 from the Faculty of Transport and Traffic Sciences in Zagreb as an aeronautical engineer with helicopter pilot specialization. He has acquired much knowledge in the field of computer networks by

	<p>attending various specialized training sessions, working in the private sector as a network engineer, but also by self-learning in the last 8 years. He worked in very dynamic environments with different companies using a wide range of technologies that are essential part of the IT system of modern companies (monitoring and maintenance of customer networks, development of data centre networks, implementation of passive optical network infrastructure, implementation of a MAN network, building a Virtual desktop infrastructure and implementation of ISO quality management system). He currently works as the head of the Department of Computer Networks and as lecturer at Algebra University College.</p>
<p>Ms. Anita Kovacevic (F)</p>	<p>Anita graduated in 1997 with a MA in History from the University of Toronto, after having completed both a BA and B.Ed. from the same institution, and has passed her comprehensive exams towards her Ph.D. in History, also at the same university. As a current member of the Algebra Lab Team, Anita brings her years of expertise as an educator and a small business manager in various settings, in the fields of education, sports and tourism. She has also worked as an Operational and Financial Manager, and in the not for profit sectors as Executive Director. She has been the recipient of several academic and business awards, including the Ontario Scholars Grant.</p>

Algebra will tap into its current database of students, associated alumni, past incubator participants, academic members, and wider contacts, to disseminate information about the Space Café initiative.

5 Monitoring & tracking

5.1 Performance, success and quality indicators and assessment criteria

On the table below, the relevant KPIS to the initiatives are presented. KPIS will be monitored for each initiative.

Table 3: Related to the Initiatives KPIS

KPI Number	Description	Target of the project 1 st round (for 3 pilot In. Intermediaries)	Algebra target 1 st round (For Both initiatives)
KPI-O15	Local initiatives organised and run	3	1
KPI-O16	Entrepreneurs, start-ups, scaleups screened (registered)	>30	10 per cafe
KPI-O17	Engaged SMEs not traditionally involved in space	>3	1
KPI-O18	Entrepreneurs, start-ups, scaleups supported (actual participants)	>10	5
KPI-O19	Bootcamps / networking and demo days organised	3	1
KPI-I1	Number of new initiatives generated at local level	3	1
KPI-I3	Number of new start-ups with applications in space or non-space areas created	2	1
KPI-I5	Initiatives established to facilitate knowledge transfer	3	1
KPI-I6	Number of new service-oriented solutions supported to be generated	5	1
KPI-I8	Number of start-ups supported to grow into scale-ups	8	2
KPI-I9	Number of jobs created in supported start-ups	11	2
KPI-I10	Increased revenue growth of scale-ups	N/A	N/A
KPI-I11	Start-ups and scale-ups supported to access finance and funding opportunities	3	0
KPI-I12	Applications made to national and EU level grant programmes	2	0
KPI-I13	Start-ups and scale-ups introduced to active private investors	2	1

KPI-I14	Total finance / funding raised by start-ups and scale-ups supported	N/A	N/A
KPI-I17	Commercialisation of scalable and cost-efficient solutions supported	8	1
KPI-D4	Number of applicants to InnORBIT's initiatives (by the end of the project)	30	50

Additional indicators that will be monitored and tracked are the number of speakers, the number of people registered in our social media platforms, gender indicator and the number of participants that dropped off before the event.

5.2 Procedures, and templates to monitor and collect feedback from participants

5.2.1 *Online platform for communication for Space Café Initiative*

During the Space Café initiative, we will use an online digital platform through Algebra which will allow for networking and communication among all participants. We will also have dissemination list that will be used for general pre- and post- event communication, and the use of the emails for further marketing.

5.2.2 *Surveys*

An online survey post- event can facilitate feedback as to thoughts, ideas and suggestions regarding the event topic after each Space Café topic, and allow for follow-up marketing.

5.3 Sustainability

Algebra will envisage the sustainability of the Space Café initiative by offering a frequent base of events over a 5-month series. This sort of frequency will act as a point of reference for networking and communication with the Croatian space ecosystem. Algebra is working towards raising space awareness, and it is fundamental that the Space Café initiative starts a base of networking and mutual communication that will build and perhaps lead to the Space Sprint in the second pilot round. Having already successfully organised numerous Sprints and innovation events, Algebra understands the importance of engaging the whole deployment ecosystem at all stages (including budget, design, planning, and implementation).

6 Conclusions

This document outlines the Support Initiative Deployment Plan that Algebra will commit to during the first pilot phase of the project. We are aware that there is a dire need in the Croatian ecosystem to offer education and networking opportunities related to the space sector, and it is for this reason we will be conducting a Space Café initiative, up until the second pilot round of this project. We will make any changes accordingly during the deployment phase of this initiative, and hope to continue building interest in our initiative as the months unroll.

Our goal is that through this phase of the Capacity Building Programme and its related initiative, we will have a methodology in place to continue the space awareness initiatives, and just as importantly, an avid audience which will want to continue to share in any future activities. We will also be contributing in this practical exercise any Best Practices that we acquire, to share with the InnORBIT project.

Our plans for the second pilot round will depend upon the follow up analysis and feedback of the initiative in this round, which we hope will transpire into a potential Space Sprint.