

BEAT PROJECT

WP 3 – Activity 3.2

Case study

Name of the organization (Technology Transfer Offices)	Zagreb Innovation Centre (ZICER)
Country	Croatia
Major services provided	<p>ZICER is a company owned by the City of Zagreb, founded with the objective to stimulate and promote entrepreneurship, provide entrepreneurial education and support private business initiatives, especially in the areas of development and high technologies.</p> <p>ZICER offers pre-incubation, incubation, post-incubation programs and co-working services to regional technology-oriented companies. ZICER members are provided with the advisory and mentoring services in all aspects of business development and stages of their growth.</p> <p>Additionally, ZICER is continuously developing and implementing local and transnational EU-funded projects in close cooperation and partnerships with various European business support organizations. Projects mainly focus on development of new and improved services and solutions that accelerate SME</p>

	development and growth as well as development of a more favorable entrepreneurial environment.
Best practices implemented	<p>Business Mentorship Mentoring provides you with professional assistance in the initial phase of developing new products or services, provisions further guidelines for developing a business model, tailors business to market demands, and enhances your presentation skills essential for pitching to an investor.</p> <p>Entrepreneurial centre Plavi ured provides comprehensive general and specialized entrepreneurial education and trainings, as well as advisory and counselling services. On a daily basis, programmes, measures and activities focusing on entrepreneurial incentives, provided by different regional/national EU entrepreneurial ecosystem actors, are being collected, gathered and in the user-friendly manner presented to SMEs and other interested parties. (https://plaviured.hr/edukacija/)</p> <p>Start-up Factory (https://startupfactory.zicer.hr/)</p> <p>Zagreb Forum Conference (http://2018.zagrebforum.eu/)</p>
Do you know of any company, in your network, being implementing innovative solutions in the blue economy industries?	n/a
Competences and resources supportive of the blue economy (innovative solutions and technologies)	n/a
Strength and weaknesses for the creation of a cross-border cluster on the shipbuilding and blue economy across Italy and Croatia	n/a
Contribution to the cluster in terms of services/activities	n/a
Link / resources	https://www.zicer.hr/eng