



## THE COMPETITIVENESS PROJECT

Innovation ecosystem as an instrument to increase  
competitiveness and add value



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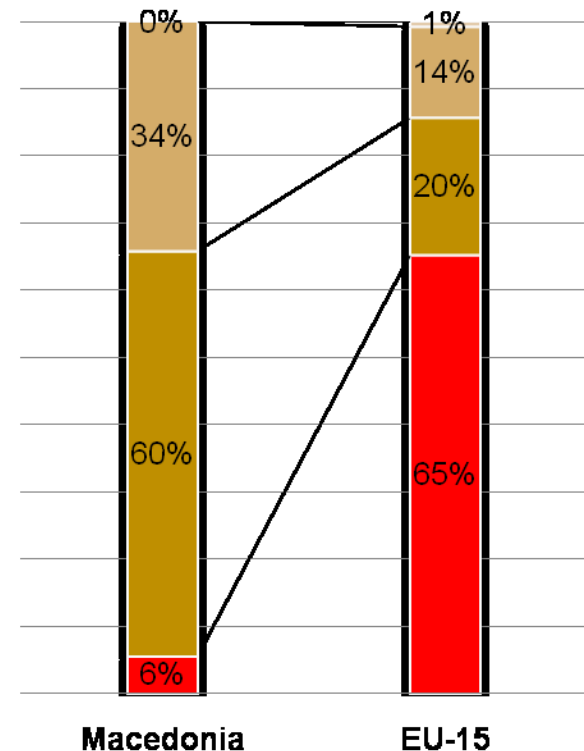
# The Big Picture

**Market-driven Innovation** is a key contributor to a country's **economic competitiveness**.

But Macedonia lags because:

1. 7.8x less total investment in R&D compared to EU-15
2. Most R&D is academic; 10x less private sector participation
3. Lack of a coherent, market-driven innovation ecosystem for the adoption, creation and commercialization of new technology solutions

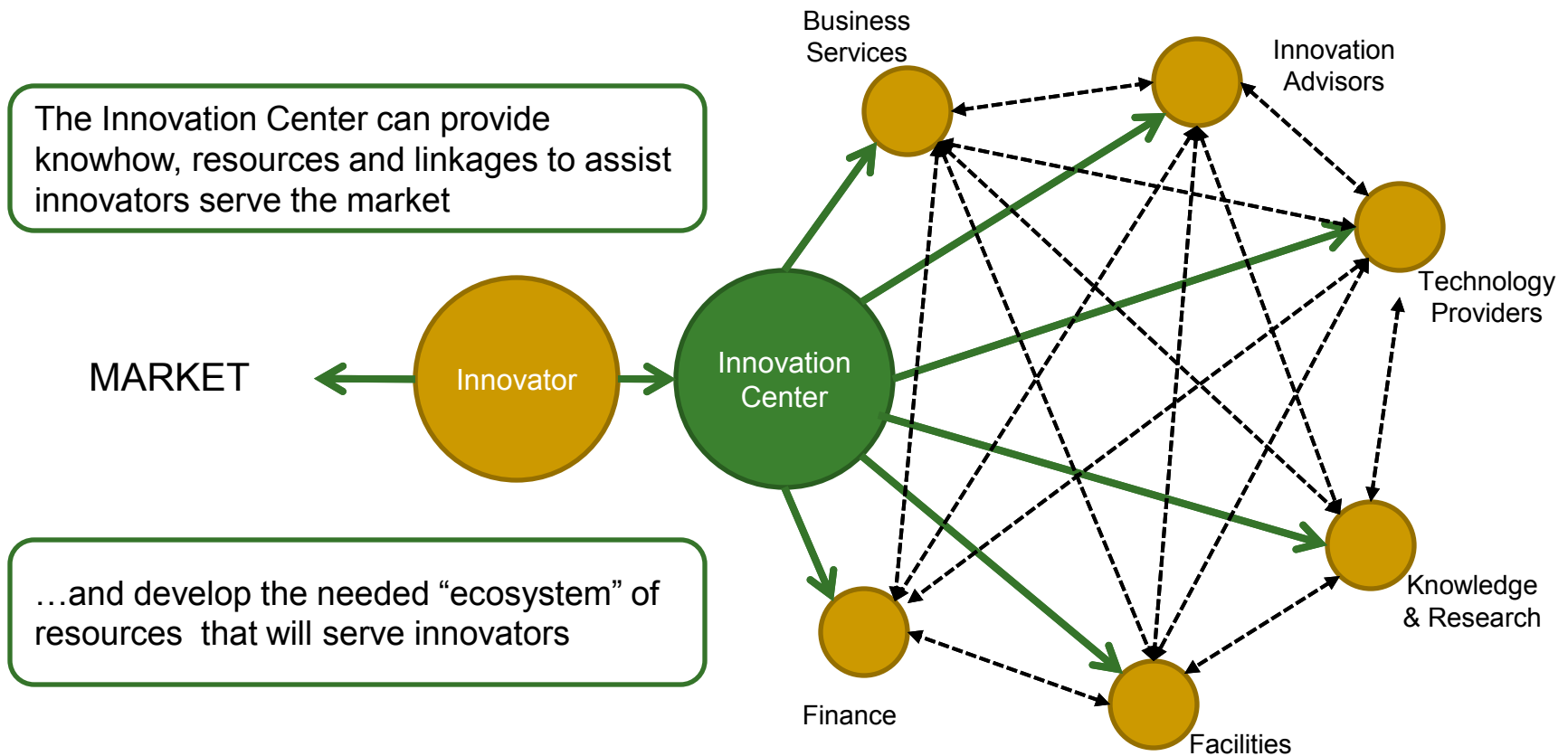
**R&D Expenditure by Sector**



- Business Sector
- High Education
- Governmental Sector
- Non-profit

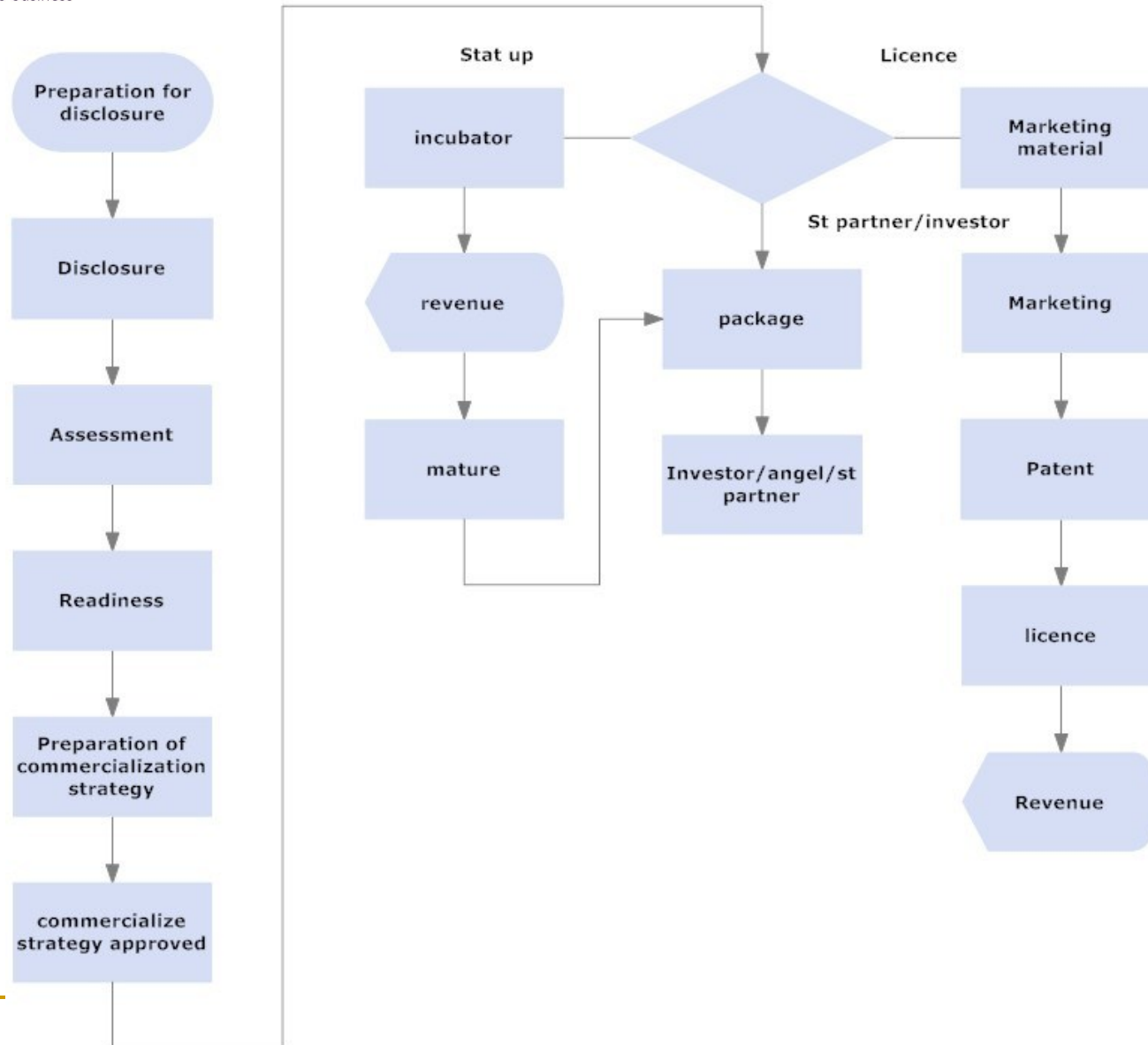
## Innovation Center Objectives

Lack of market orientation, knowhow and stakeholder collaboration increases time-to-market and limits the realization of benefits to innovators...



- Build capacity of the innovators so they understand
  - How difficult the process of commercialization is
  - Having an idea/patent does not mean they become rich
  - Business issues :equity, financiers,
  - No one has money to burn
  - How they can structure deal so they can earn
- Eco system to support the process of innovation commercialization
  - Innovation Advisors
  - Specialized service providers (IPR, Lawyers, financial advisors , technical experts etc.)
- Innovative and risk capital financing options
  - Innovation Fund
  - Business Angel network
  - Micro financing options

# Overview of the process



- 30 opportunities in the pipeline in different stages in the field of
  - Solar Energy
  - Telecomm
  - Chemistry – fire suppression
  - Explosive detection
  - Lighting
  - Pharmacy – Skin Cancer cure
  - Aeronautics
  - W2E
  - Software development

- Projects

- 4th Mobile operator in Macedonia resulted of IC activities
- Signed World Wide licensing agreement for W2E prototype machine
- In process of negotiation with investor for horizontal drilling machine
- Preparing for strategic partnership manufacturer of Multistage Surge Protection incorporates 4 Patents

- Ecosystem

- 18 Innovation Advisors ready to undertake projects

- Innovative financing

- First Business Angel Network
- Partnership with VC initiated