

ENTREPRENEURIAL AND INNOVATION
ENVIRONMENTS IN ITALY IN SLOVENIA

Dr. Aleš Pustovrh

Who am I ?

My interest lies in the research and development of entrepreneurship and innovation

I teach and research at the
University of Ljubljana, Faculty of Economics

www.ef.uni-lj.si/en

University of Ljubljana

FACULTY OF
ECONOMICS



I help develop startup companies at
ABC accelerator, Ljubljana

www.abc-accelerator.com



**ACCELERATION
BUSINESS
CITY**

+ 3 other companies

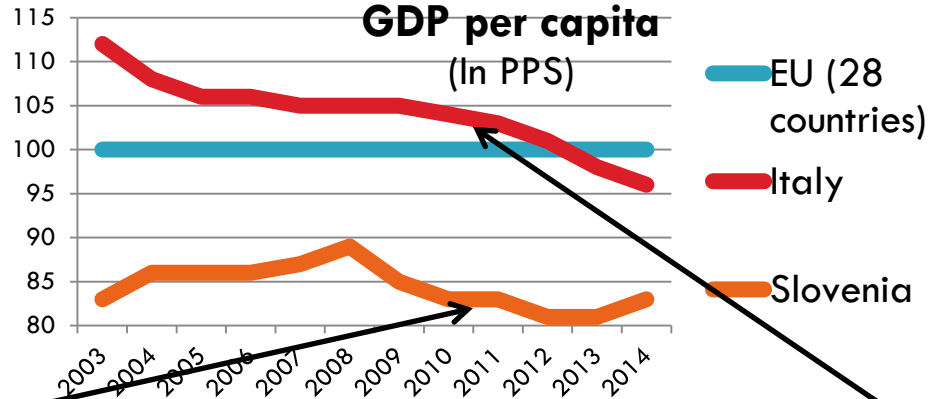
Used to work at the University of Trieste – researching the Adriatic innovation system

Key facts

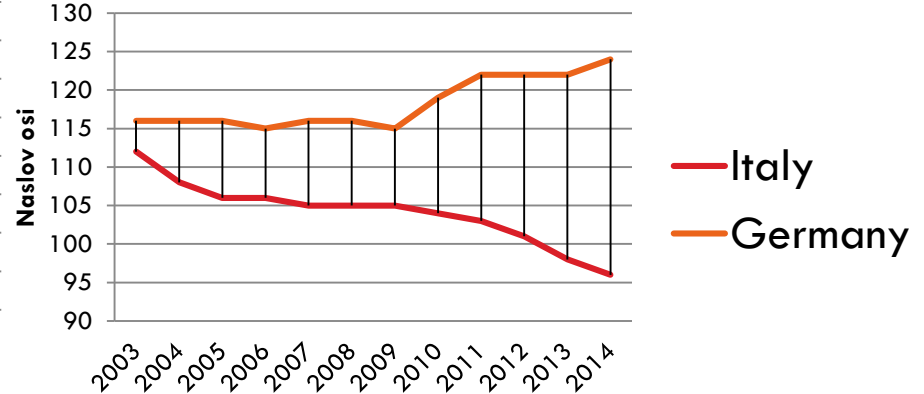
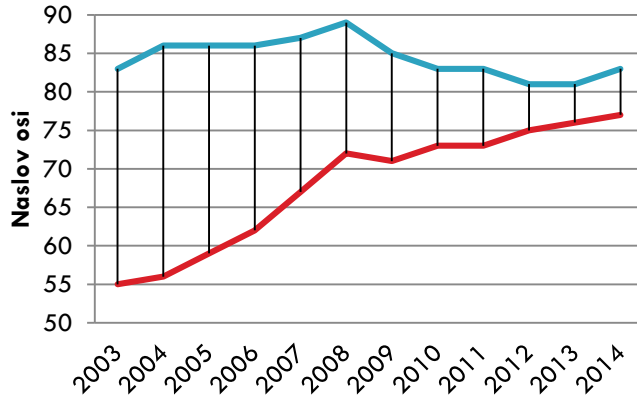


Slovenia and the euro

The next domino?



— Slovenia
 — Slovakia



Are things really so bad ?

Yes, but...

- There are reasons to believe that the economies are more successful than they appear...
- There are reasons to believe the future might be better...
- There are reasons to believe that the above reasons will not matter without smart policy-making !

GVC (Global Value Chains) are challenged (changing) because of:

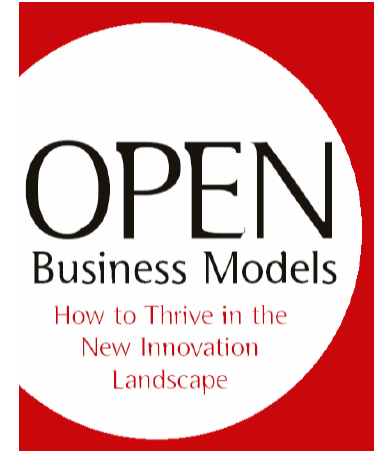
1. **3rd industrial revolution** (Digital economy and society), convergence of technologies



1. **Globalization** where

- new SME MNCs and new large corporations from newcomer countries (e.g. BRIC countries) strategize to be better positioned in GVCs
- Competition of localities (countries): support of national policies

Industry 4.0

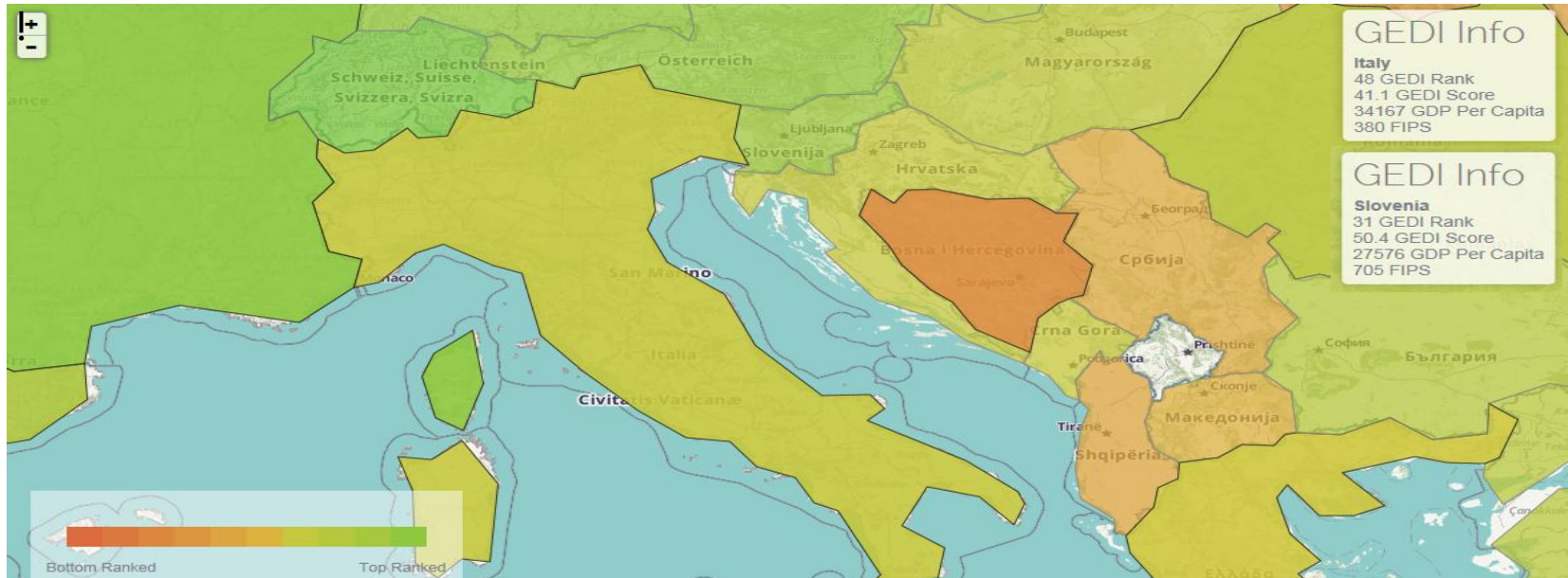


INNOVATION IS MORE OPEN THAN IT USED TO BE

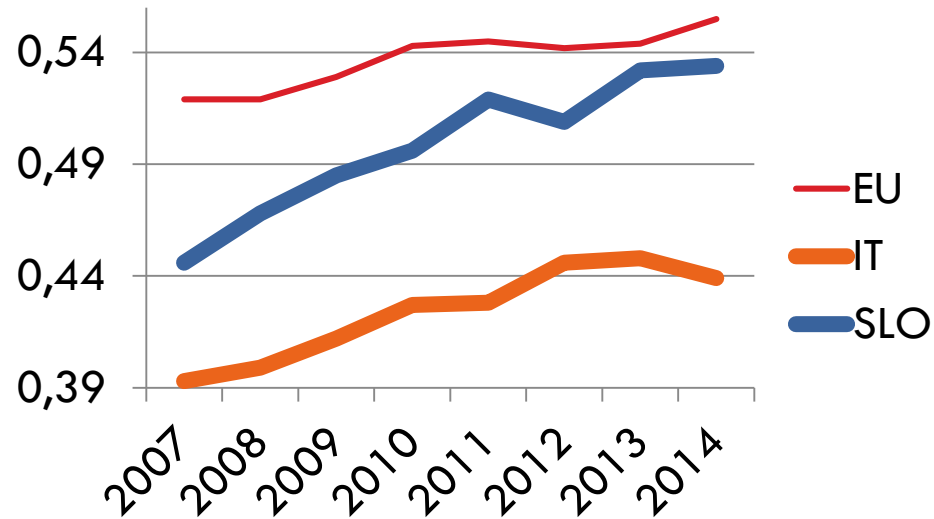
What kind of (open) innovation policies can support and foster it ?

What are the key challenges ?

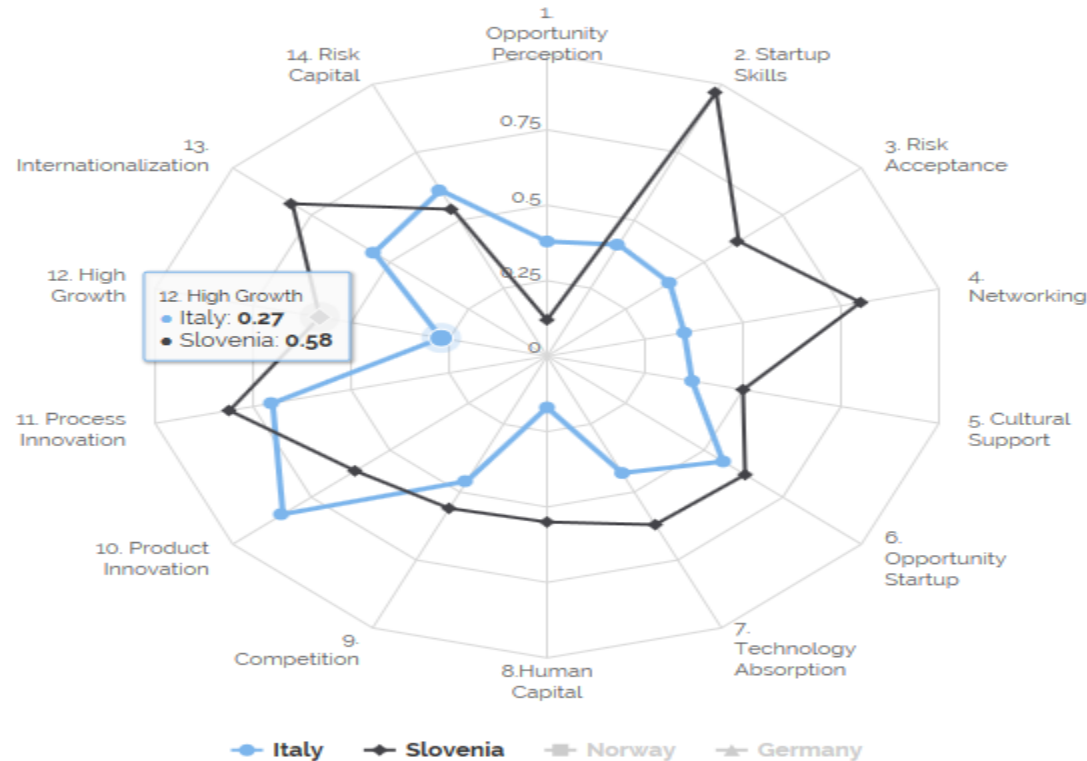
Restructuring towards the new economy – both Italy and Slovenia are mediocre at best



Innovation Union Scoreboard



However, their business systems both have strengths that can be exploited

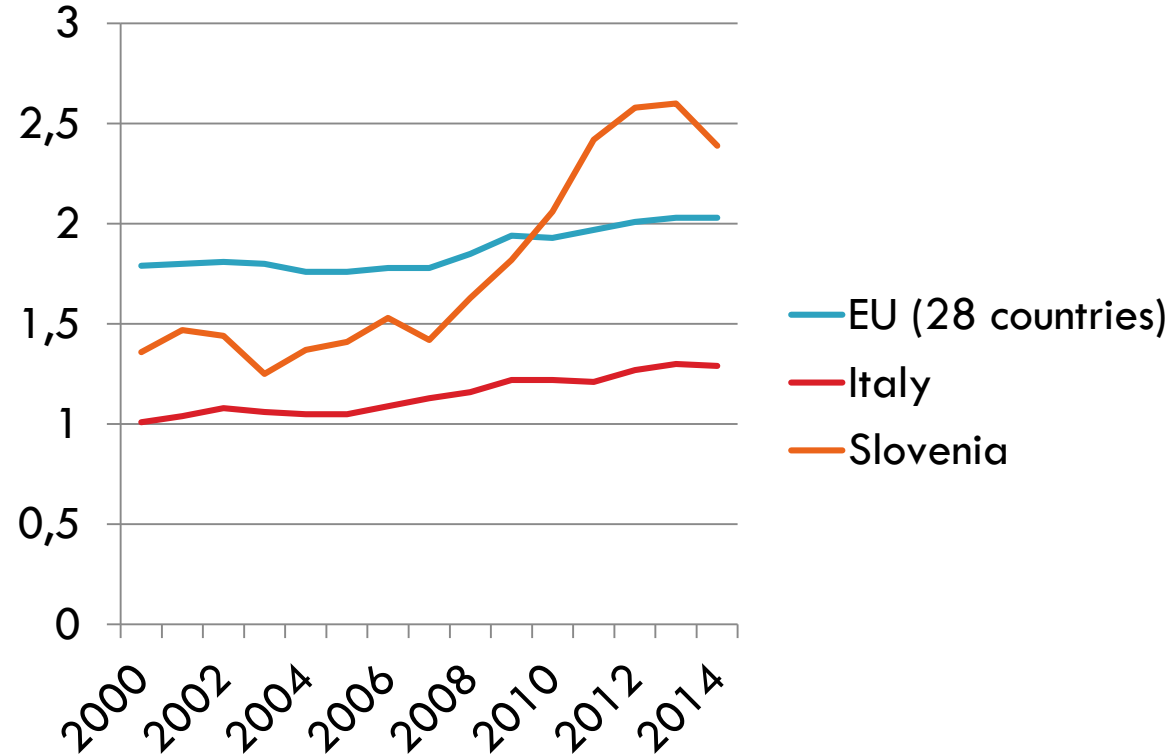


What are the key challenges ?

<http://www.adriaticinnovationmap.eu/compare-countries/>



More (and better) investments are the key to success !



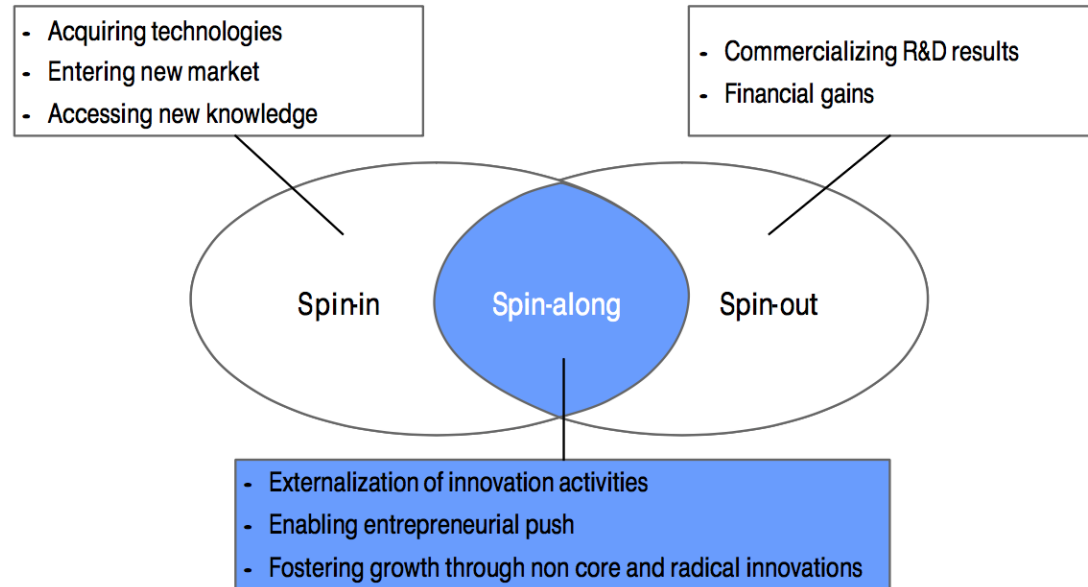
- Business investments into R&D are much more productive than public ones.
- Results of innovation are best commercialized with **entrepreneurship** !

It will be implemented in close collaboration with corporate partners !

Corporations increasingly buy successful startups as a way of outside-in innovation.

They do so in order to lower costs as well as risks of their innovation activity.

Figure 1 Spin-along as a combination of spin-out and spin-in aspects



The opportunity for Slovenia and Italy

- ❑ The combination of the two countries is very attractive for new, startup companies.
- ❑ Slovenia is an ideal test market, where new companies find it very easy to test their products and business models.
- ❑ Italy is the ideal scale-up market where they can gain economics of scale and start their internationalization process.
- ❑ **Entrepreneurs from both countries should use this opportunity – but rarely do...**

Conclusion



***‘Innovation doesn’t happen in a vacuum. You’re never alone.
No one has the key just by himself.’***

Rogier van der Heide, Chief Design Officer of Philips Lighting

Business ecosystems and entrepreneurship

