North Sea Region SCALE-UP



EUROPEAN UNION

















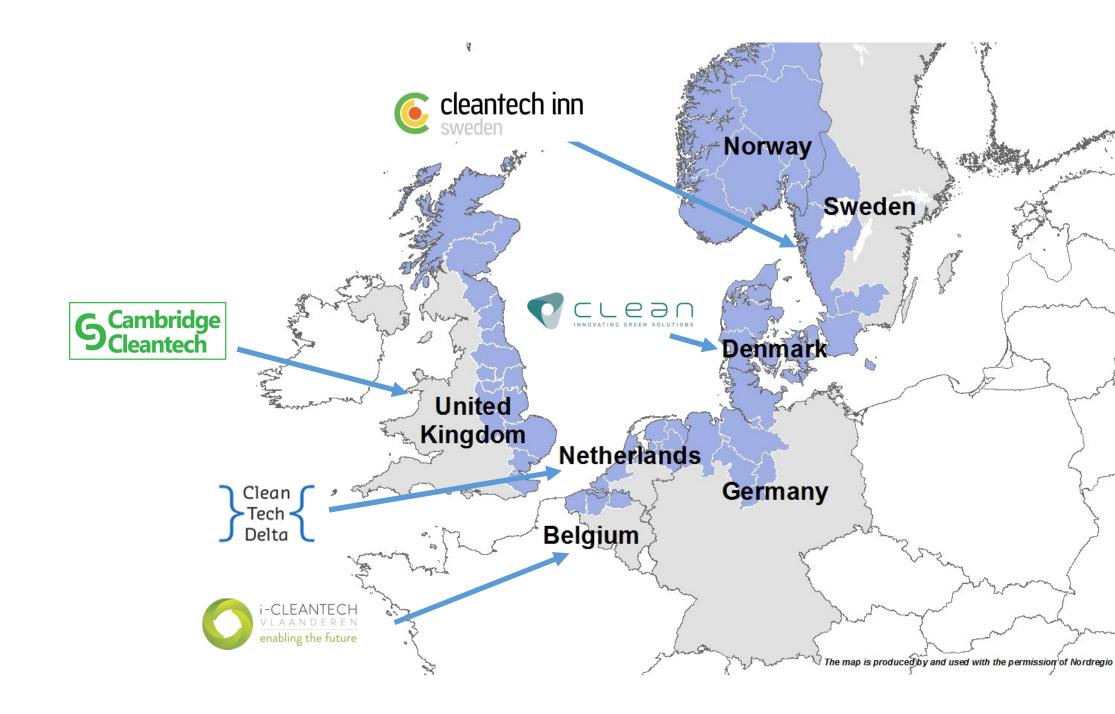
















Competitive advantage doesn't go to the nations that focus on creating companies, it goes to nations that focus on scaling companies."

Sherry Coutu



"What I believe should be emphasised is not start-ups or entrepreneurs in and of themselves, but the innovation ecosystems within which they operate"

Mariana Mazzucato

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Innovation Hungry 50 Corporates



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Innovation Hungry 50 Corporates



25 green products

- 5 cleantech clusters connected delivering transnational business development support
- 50 Transnational matchmaking events
- 250 SME's supported in doing transnational business
- 300 SME's provided with skill development to serve industrial markets



20% improvement

- Resource efficiency
- Carbon emissions
- Other emissions



European Regional Development Fund

Product
developmentTransport and
packagingApplicationAfterlife
(waste)





http://www.northsearegion.eu/scale-up

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10 golden rules

- Easy Language
- Make your presumptions more trans
- Show added value of each result/output
- Show how you focus communications
- Explain the road to application
- Present the role of each partner
- Describe what you want to change
- Risk managemnent
- Regional context
- Be concise



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