

BE-READI ALPS

Business Economic Renewal to Enhance strAtegic Development and Innovation in Alpine Space

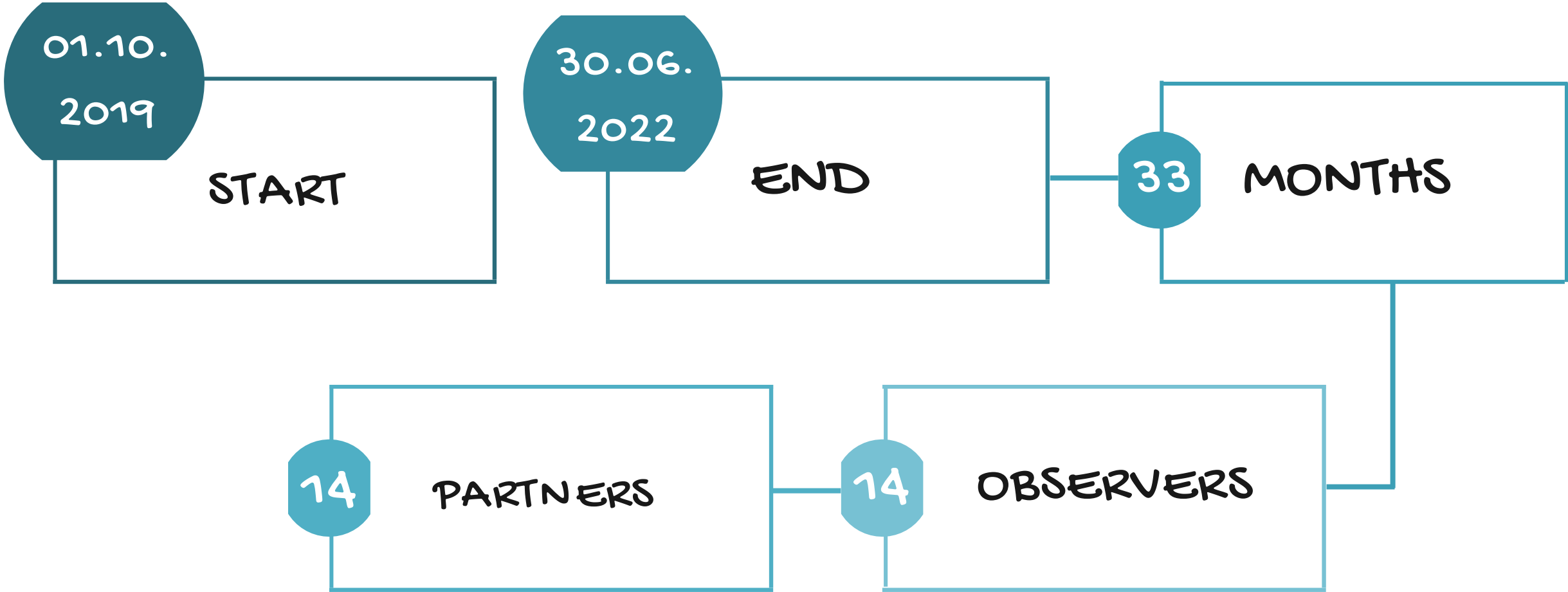
Get **READI** to launch your second life!



This project is co-financed by the European Regional Development Fund
through the Interreg Alpine Space programme

Company Logo

BE-READI ALPS in numbers





**500 SMEs willing
to launch a
second life
project**

Focused value chains: alpine
technologies, tourism, sustainable
living



**100 PROVIDERS
involved to add
values to
companies**

Equity funds, crowdfunding platform,
private investors and Business
Angels, export managers, start ups
active in digitalisation



**50 R&D centres
and RTOs**

Centres that have developed
technologies with high TRL in the field
of digital technologies



**a Network of 25
BE-READI POINTS**

The BE-READI Points will be
accredited through a certification
system.



**50 SECOND LIFE
Projects launched**

Letter of intent committing the companies in the re-launch of
their business through transnational cooperation
agreements



Project objectives



Professionalize the network of **Business Support Points (BE-READI Points)** through transnational cooperation and the development of standardized tools



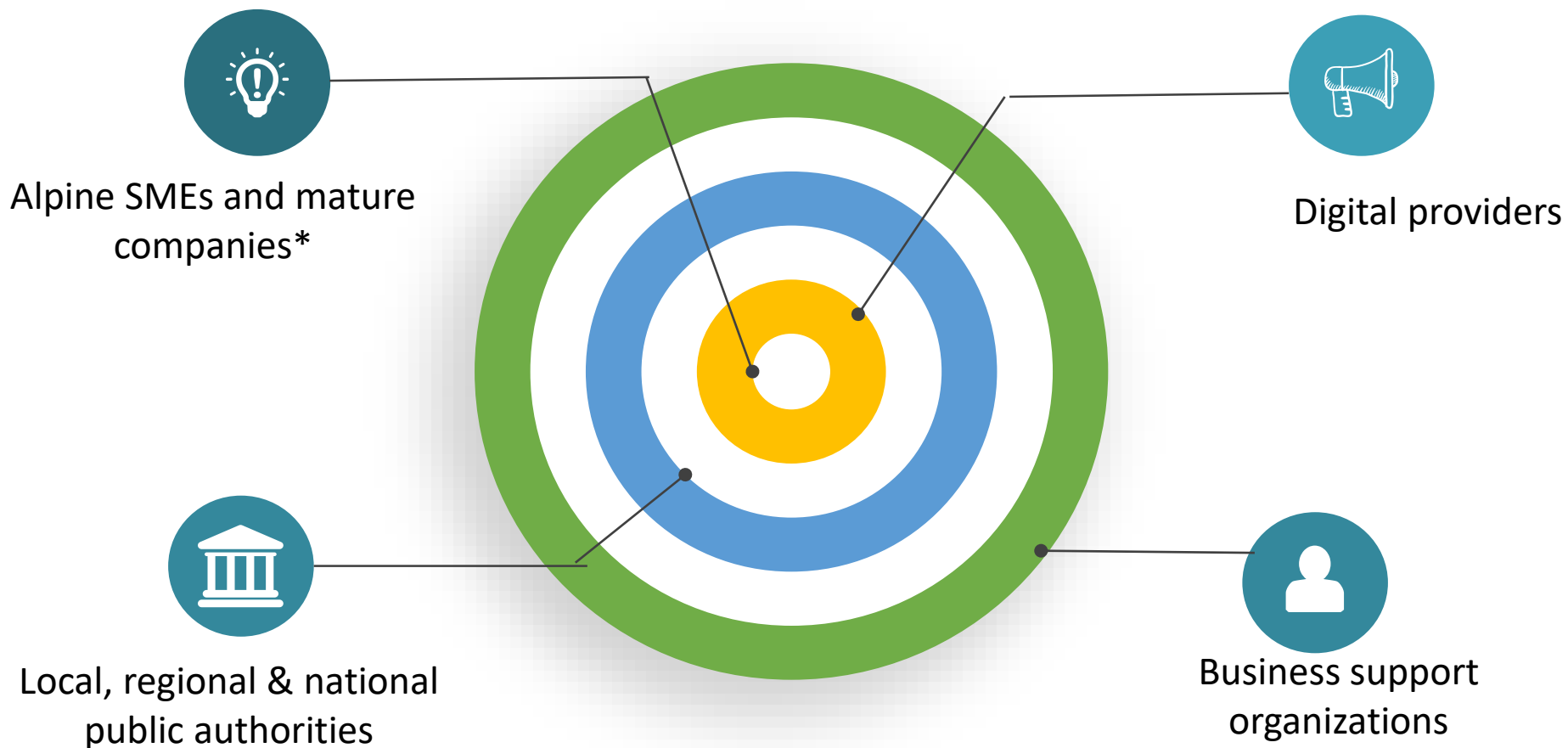
Mobilize **key actors** to set a common agenda to jointly support the innovative development of the Alpine economic tissue



Support the innovative growth of **mature SMEs** valorizing the competences and the resources available in the Alpine Space



Who can benefit from the project?



*Reife KMU's: Wer sind diese?



DECLINING COMPETITIVENESS AND GROWTH PERFORMANCE

But still a positive
balance and a good
position in the market



MATURE SME's

Traditional mentality and
low level of digitisation



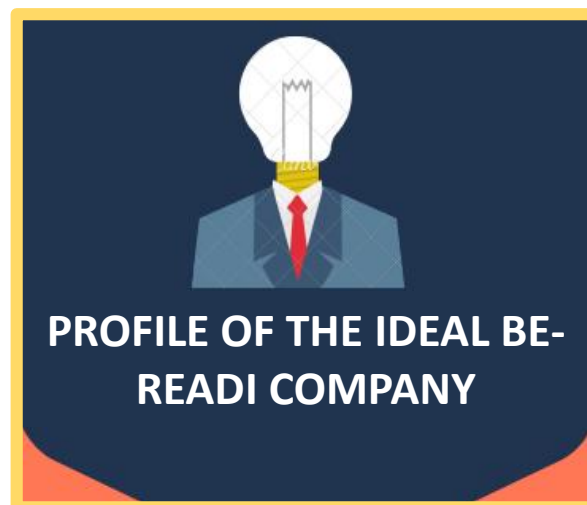
NEED TO FIND AN INVESTOR

Asymmetry with the
financial actors (or
banks) and no time to
find alternatives



IDEAS FOR NEW PRODUCTS AND SERVICES

But no feasibility assessment
carried out



PROFILE OF THE IDEAL BE- READI COMPANY



MISSING CONTACTS

with experts, R&D
institutions and
specialized service
providers and little time
to find them





BE-READI BENEFICIARY IDENTITY CARD



MATURE SME

traditional mentality, scarce
digitalisation level



DECREASING COMPETITIVENESS

But still positive balance sheet



IDEAS FOR NEW PRODUCTS AND SERVICES

But no feasibility assessment
performed



LACK OF CONNECTION

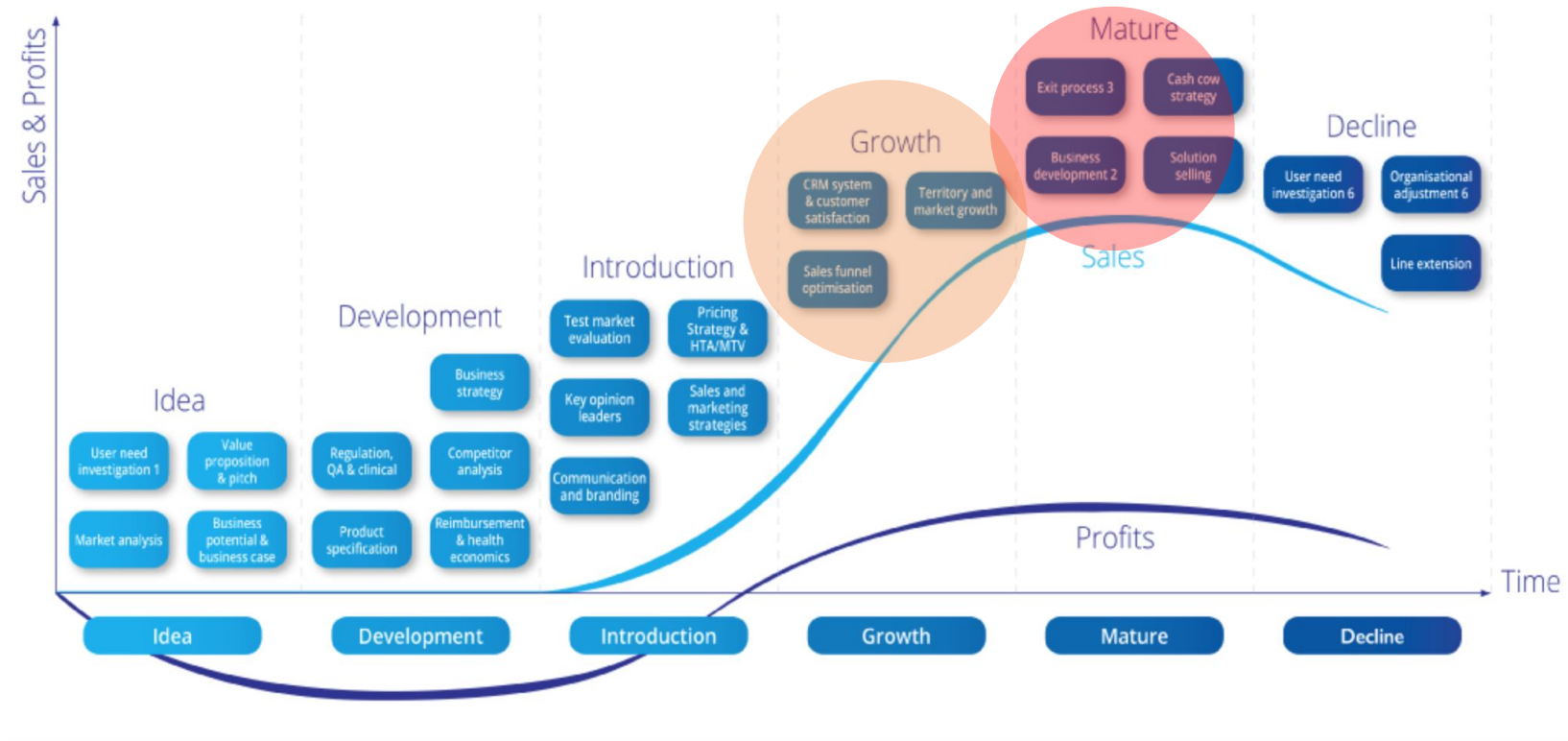
With experts, R&D centres and
specialised service providers



NEED TO FIND AN INVESTOR

Asymmetry with financial players
(i.e. Banks), no time to find
alternatives

*Mature SMEs: who are they?



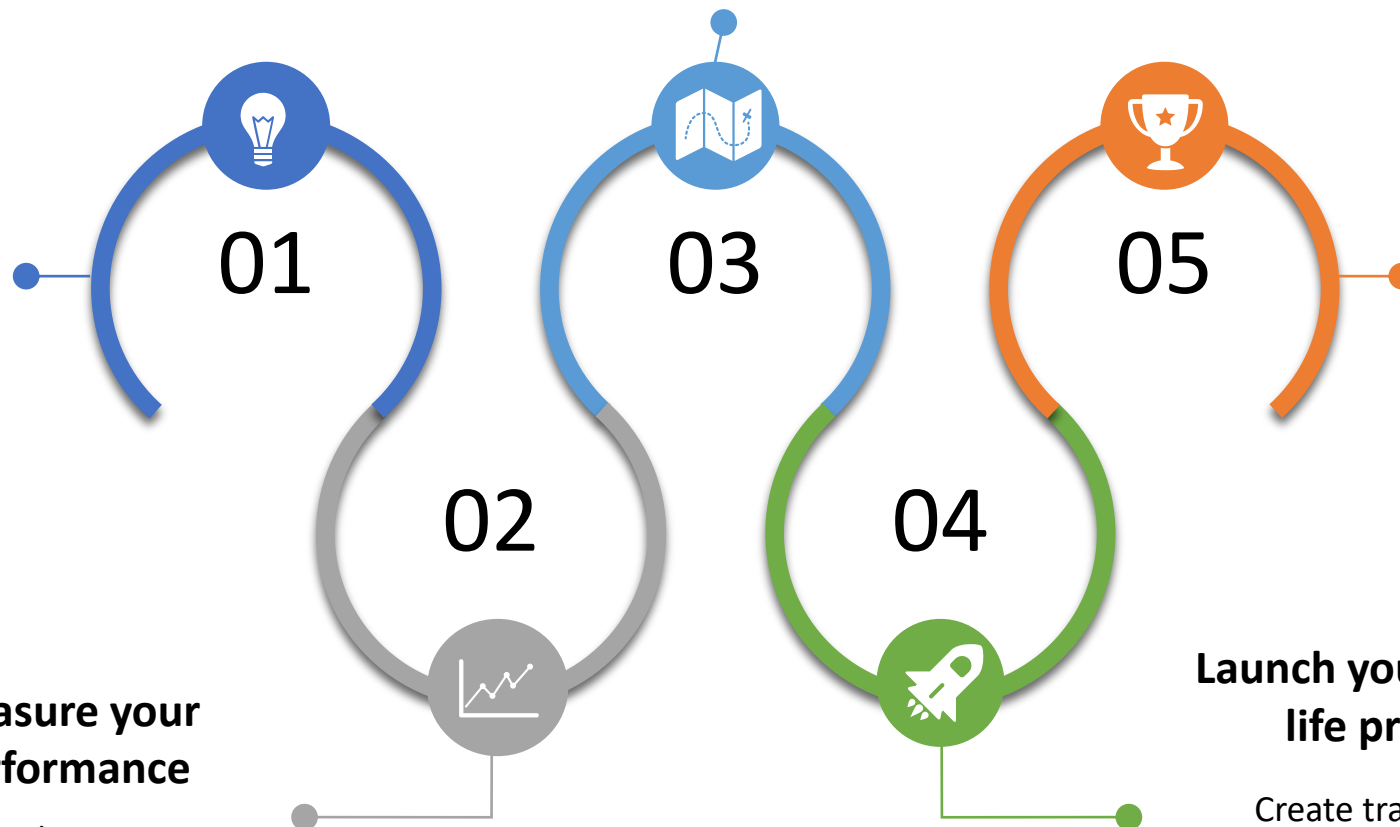
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BE-READI ALPS FOR COMPANIES

Rise innovative ideas

Rise your idea sitting on the shelf and get information how to develop it



Measure your performance

Check up your company

Plan your strategy

Design your innovative roadmap

Launch your second life project

Create transnational partnerships and exploit your channels

Be our champion

Let's talk about you!



BE-READI ALPS FOR BUSINESS SUPPORT ORGANISATIONS

**Become an accredited and
certified BE-READI Point!**



Increase your knowledge
and competences

Be part of a wide and
skillful network



THE BE-READI POINTS



UNIONCAMERE
VENETO



CHAMBER OF COMMERCE,
INDUSTRY, CRAFTS AND
AGRICULTURE OF BOLZANO



ITALCAM
ITALIENISCHE HANDELSKAMMER
MÜNCHEN - STUTT GART



rising**SUD**
Agence de développement économique de
la région Sud Provence-Alpes-Côte d'Azur



IR
INNOVATION REGION
STYRIA

austria
wirtschafts
service **aws**



Match
STRATEGIES



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BE-READI ALPS FOR PROVIDERS AND START UPS



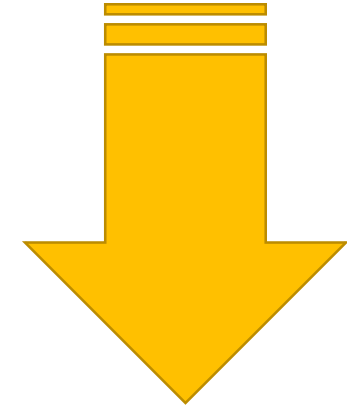
Distributors
Agents
Experts for
internationalisation



Start-ups specialised in
digitalisation
Technology Providers
R&D centers (TRL>5)



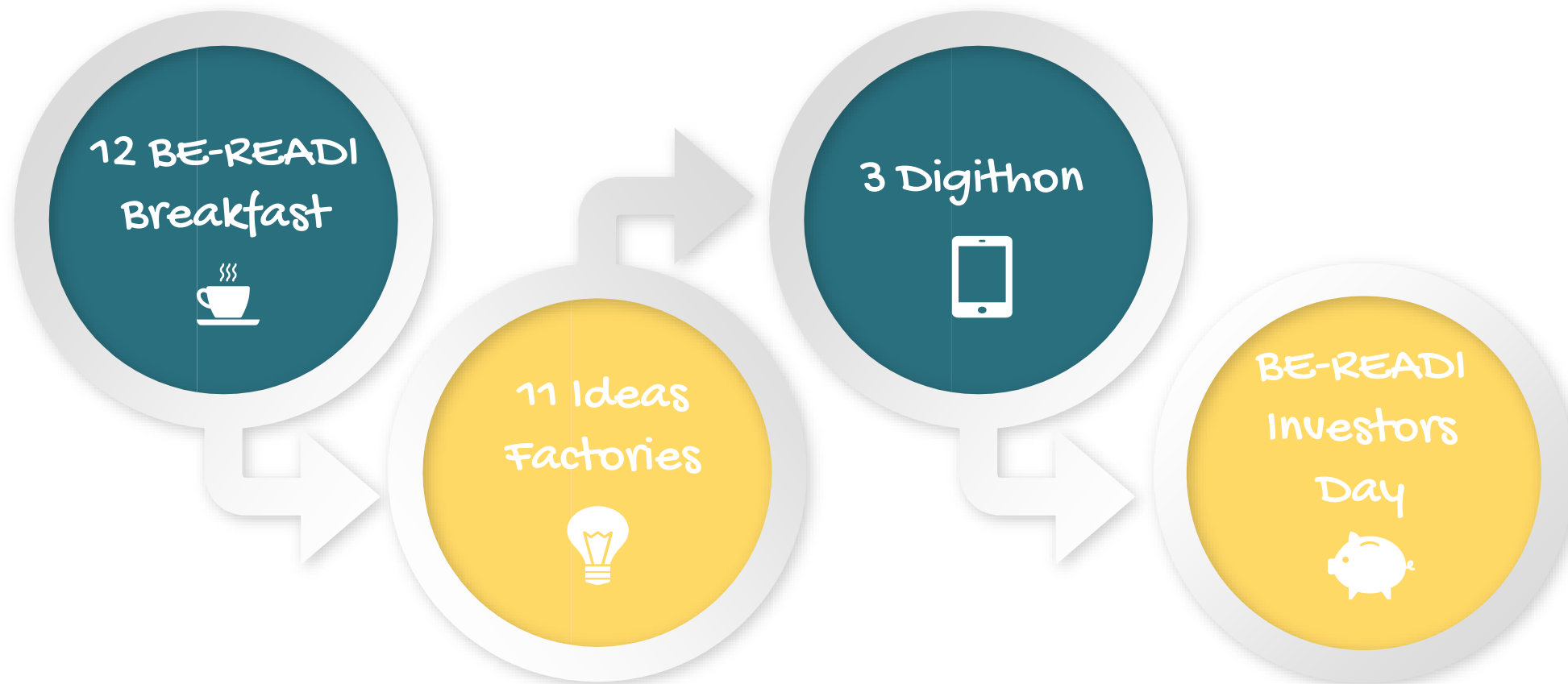
Crowdfunding
platforms
Equity Funds
Business Angels
Corporate Investors



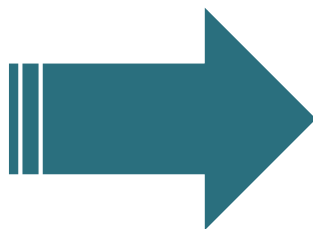
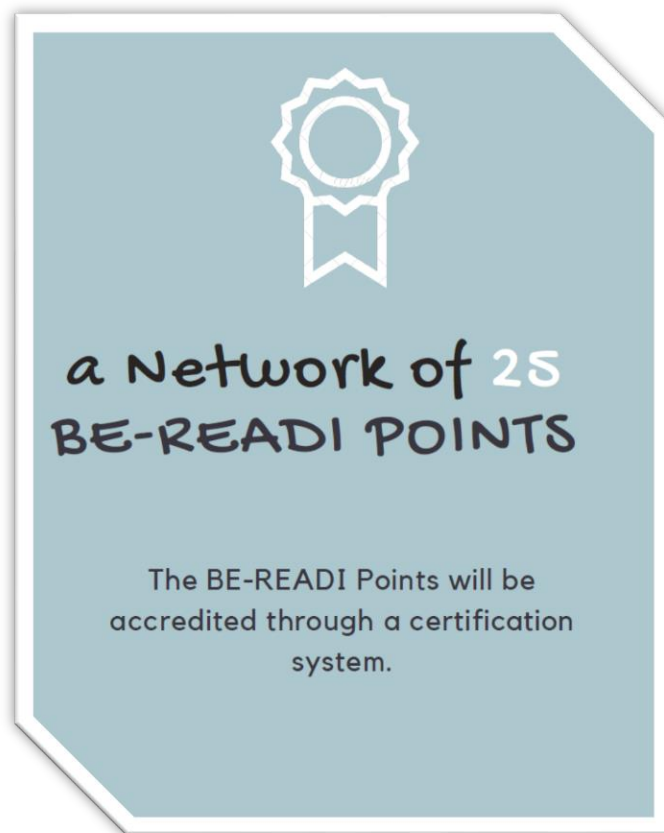
- Enlarged network of qualified contacts
- Promising companies to cooperate with
 - Promotion and reputation increase
 - Open innovation environment



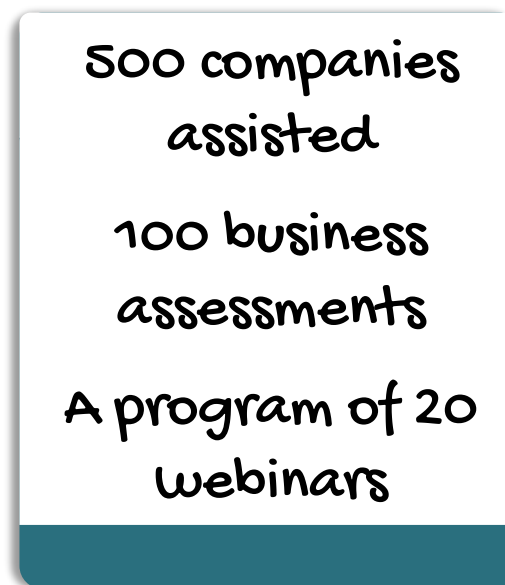
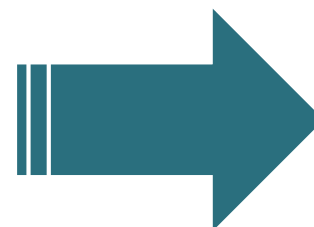
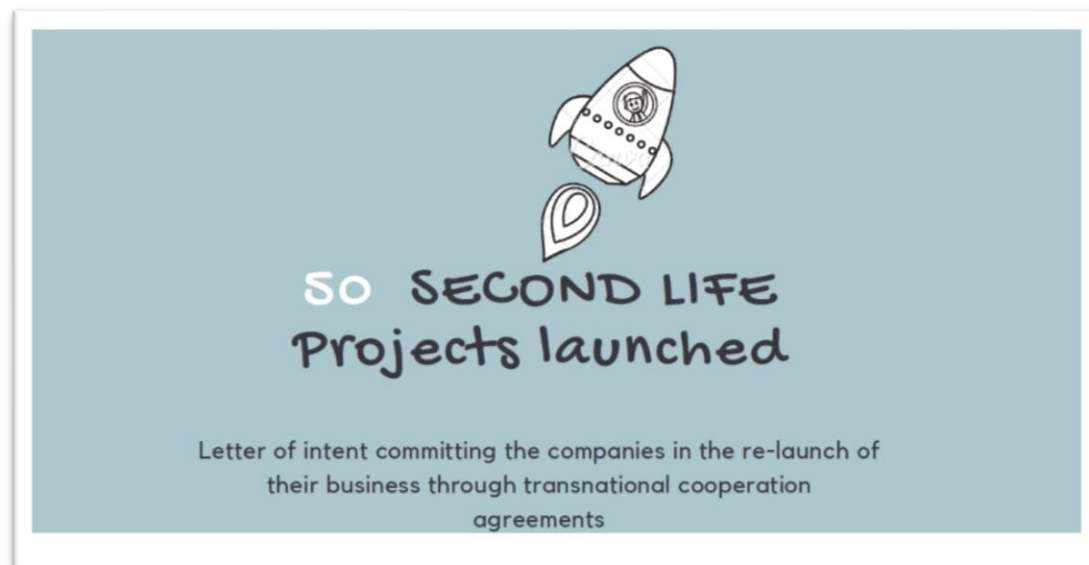
Major BE-READI Alps events



Expected results (1/2)



Expected results (2/2)



Are you READI to start?

Follow us on:

www.alpine-space.eu/be-readialps

