

Urban innovation eco-systems

New Urbanity in Metropolitan City of Florence

SPEED UP
Interreg Europe



European Union
European Regional
Development Fund

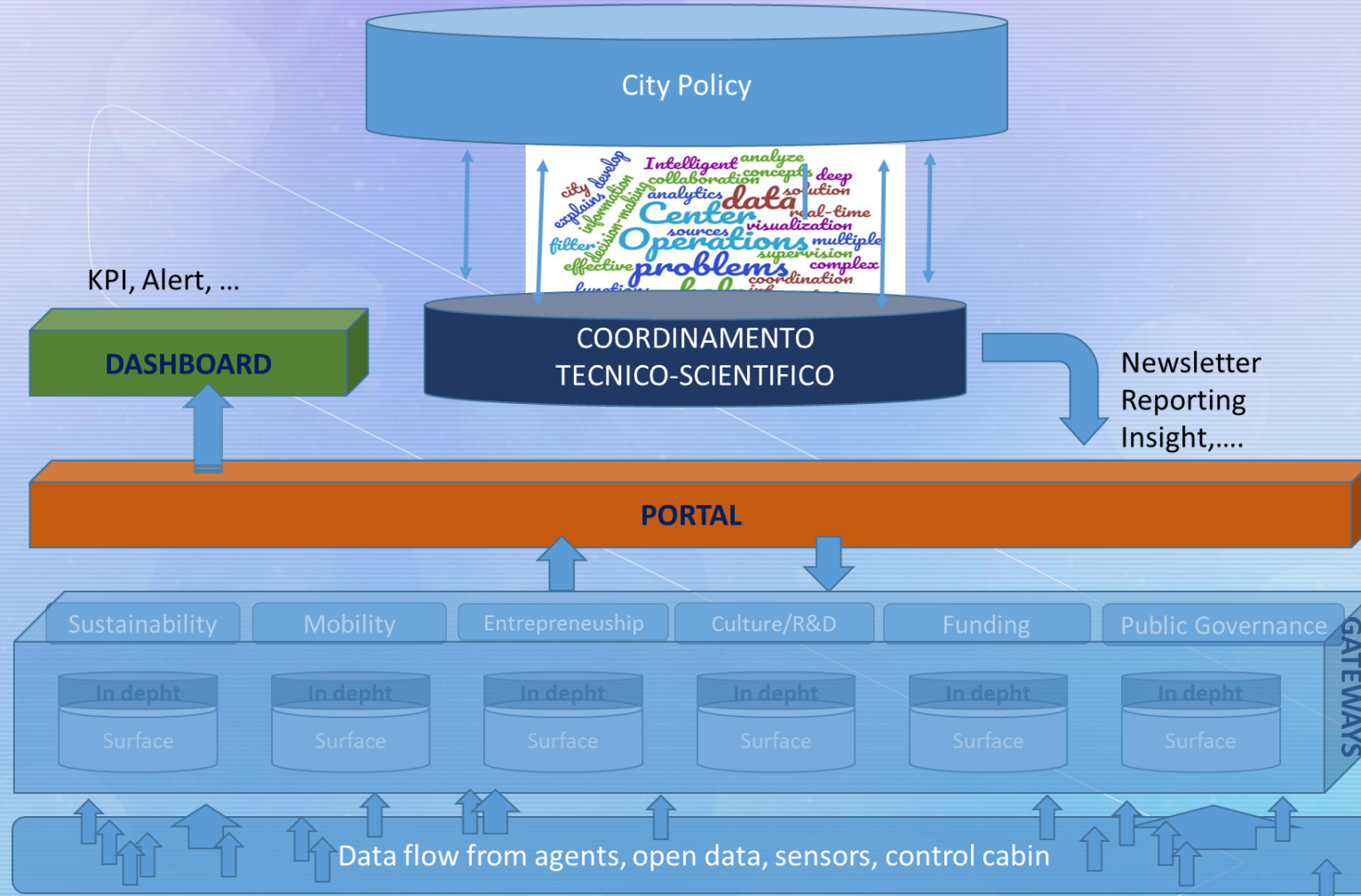
DIDA
DIPARTIMENTO
DI ARCHITETTURA



UNIVERSITÀ
DEGLI STUDI
FIRENZE
DISEI
DIPARTIMENTO DI
SCIENZE PER L'ECONOMIA
E L'IMPRESA

Prevoiusly, in Lisbon....

Urban Platform



Agents & Partnership



Methodology

- Data based on Florence **CCIAA register**: define the startup and SMEs set in metropolitan area defined by law.
- Data from **web sources**: explore connections “hub and spoke” between poles, technopoles and SMEs
- **In-depth interviews**: capture rich, descriptive data about “hub’s” behaviours, attitudes and perceptions of startup phenomenon, and unfolding complex processes
- **Online survey**: bring to light individual positions, suggestions by startup and SMEs and relationships [work in progress]

INSTITUTIONAL REGISTERS

Startup by law (D.L. 179/2012)

- < 4 years old
- At least 1 operative branch in Italy
- Production value < 5 million €
- Accumulated profits can't be distributed
- the development, the production and marketing of innovative products (or services) with high technological value are the exclusive (or prevalent) corporate goal

SMEs by law (D.L. 179/2012)

- <250 people
- Revenue <50 million/year
- At least 1 operative branch in Italy
- **Verified Balance sheet**
- R&D spending >3% (total costs or production value)
- 1/3 high skilled workers/total workers
- IPR owner

H-T FIRMS

Defined by cciaa Hi-tech inquiry

Individual Agents

129

9

329

■ SURVEY

Individual Agents

SMEs with innovative attitude

Survey started in nov.2017 – work in progress

Starting with 459 SMEs who have expressed their willingness to collaborate in future research from the first phase of SSpeedUP "The competitiveness of small and medium-sized enterprises in Florence"

Answer (until 1/12/2017) n.118

SMEs that have introduced product, process or organizational innovations in the last 2 years (until 1/12/2017) **n.61**

Qualitative DATA

Coworking spaces/ Incubator/Accelerators

- Accredited Tuscany Region Coworking
- We detected other coworking and incubator spaces

14

5

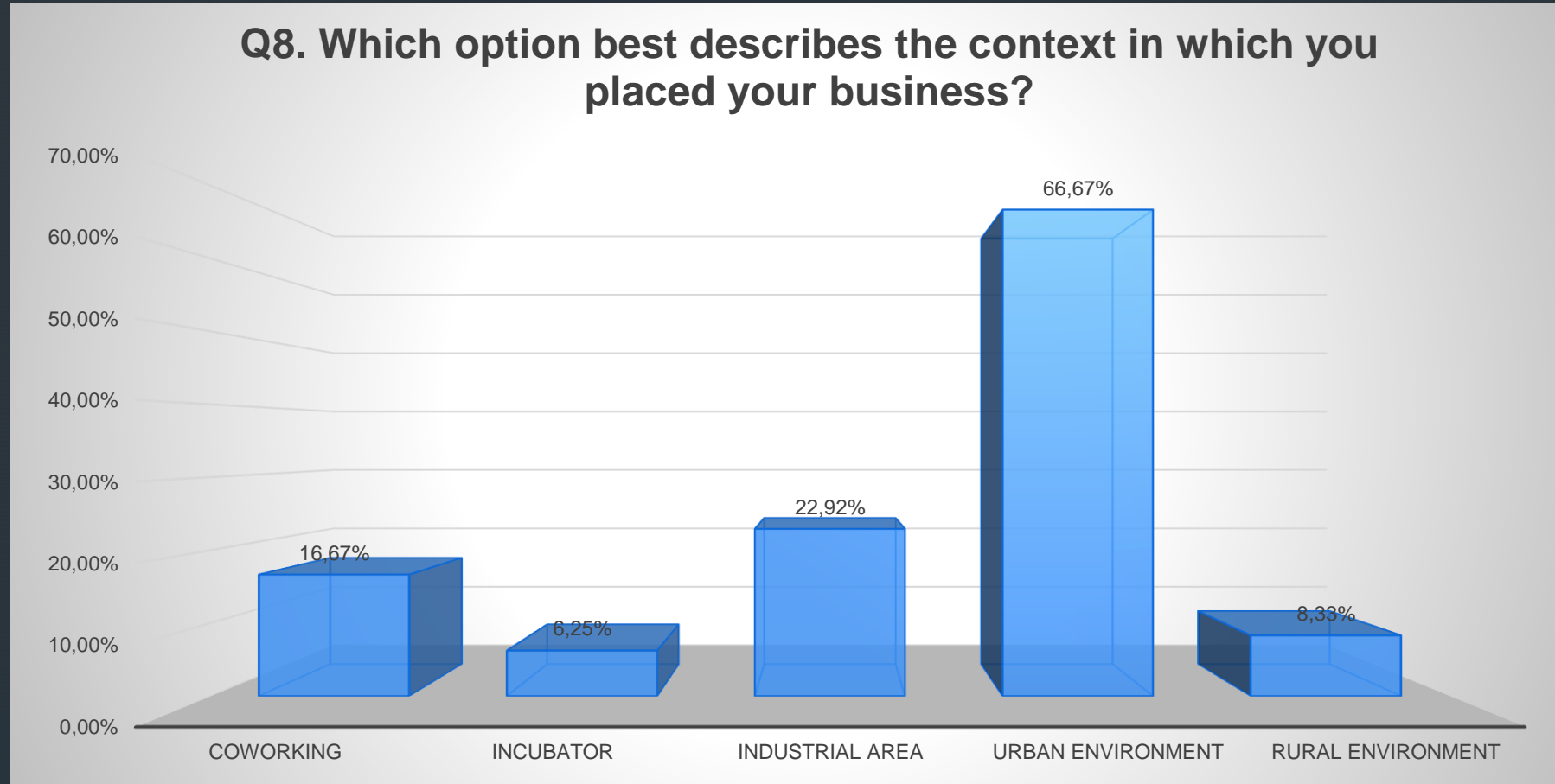
7 CA in depth analysis
Qualitative insight

Universities

- Strong research activities oriented by private contract with large companies
- Birth of joint-labs (university & enterprise)
- University incubator

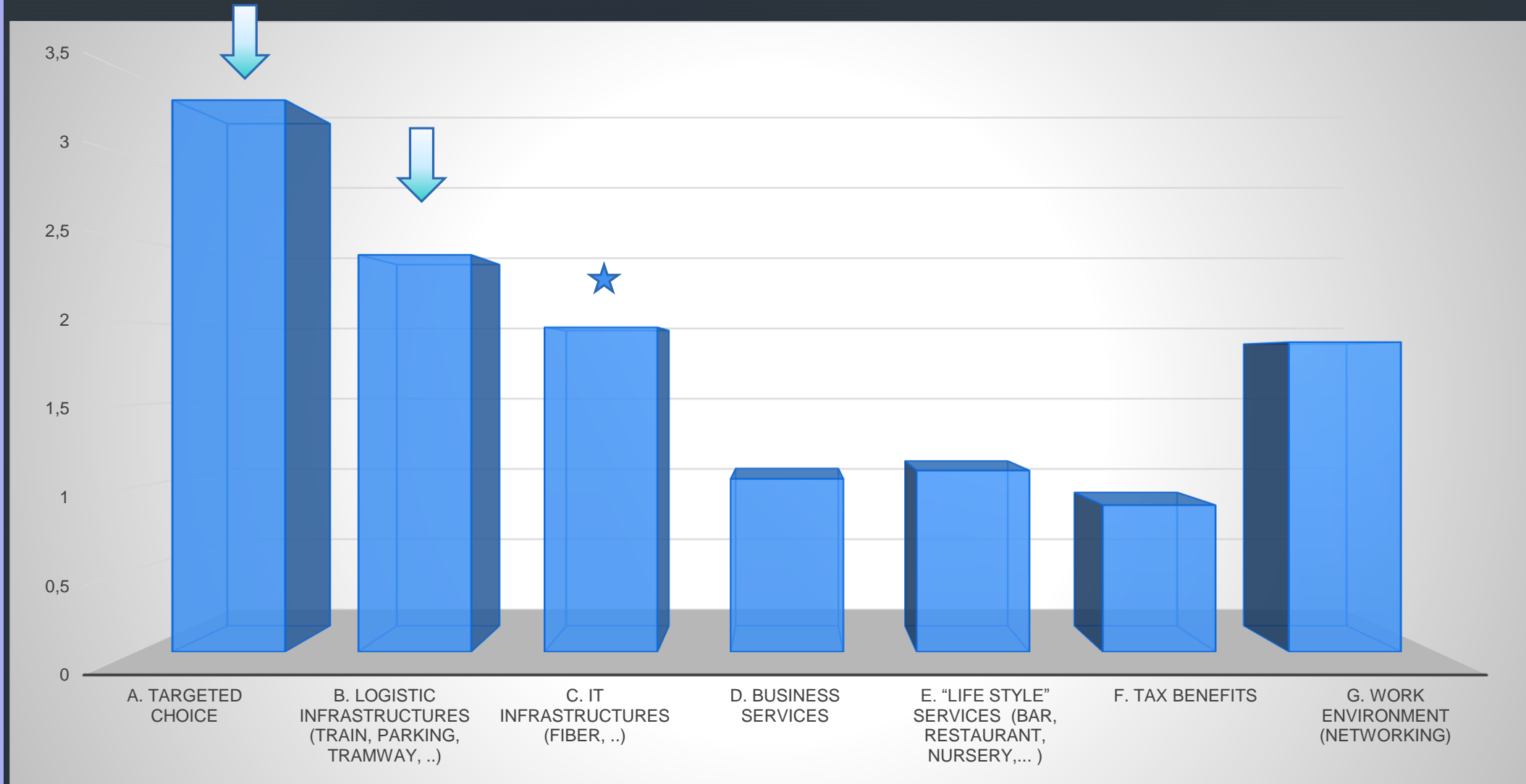
Where they choose to locate their activity?

SMEs with innovative attitude



- Even SMEs choose the urban environment

why did you choice this place?



Which kind of services they can find?

Catalyzer	BASIC			Mentoring			Consultancy Services (legal advise, taxation and fiscal consultancy,...)			Venture Capital	Features
	Open Spaces	Office Space	Office Services	Market Intelligence	Business Model	Partnership	From other incubatees	From HUB staff	From external staff		
MULTIVERSO	●	●	●			●	● ●				Problem Solving Team for External Firms / Not sectoral
SMART HUB SRL	●	●					●				Linked to the activity company to which the coworking
IMPACTHUB	● ●	● ●	●		●	●	●	●	●	●	Community based
COOP UP	●		●	●	● ●		●	●			cooperative companies
NANA BIANCA	● ● ●		●		● ●			●		●	Sectoral Accelerator
Incubatore Universitario Fiorentino (IUF)		● ●	●	●	● ●			●	●	●	research related/ university linked
Spazio Co-Stanza	●	●	●				●				coworking with a specific target on new parenthood

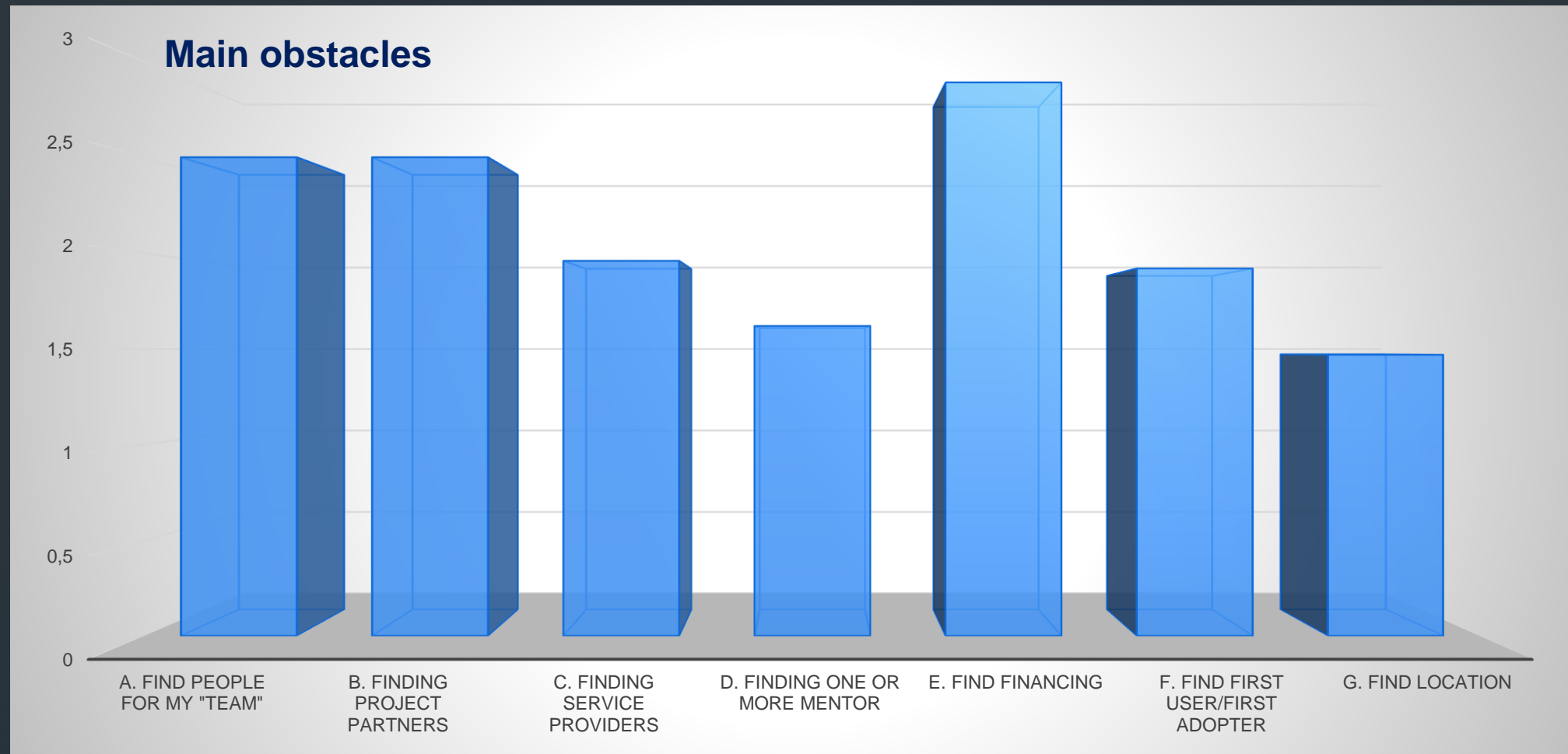
How they choose their support?

Initial Goal define the catalyzer identity

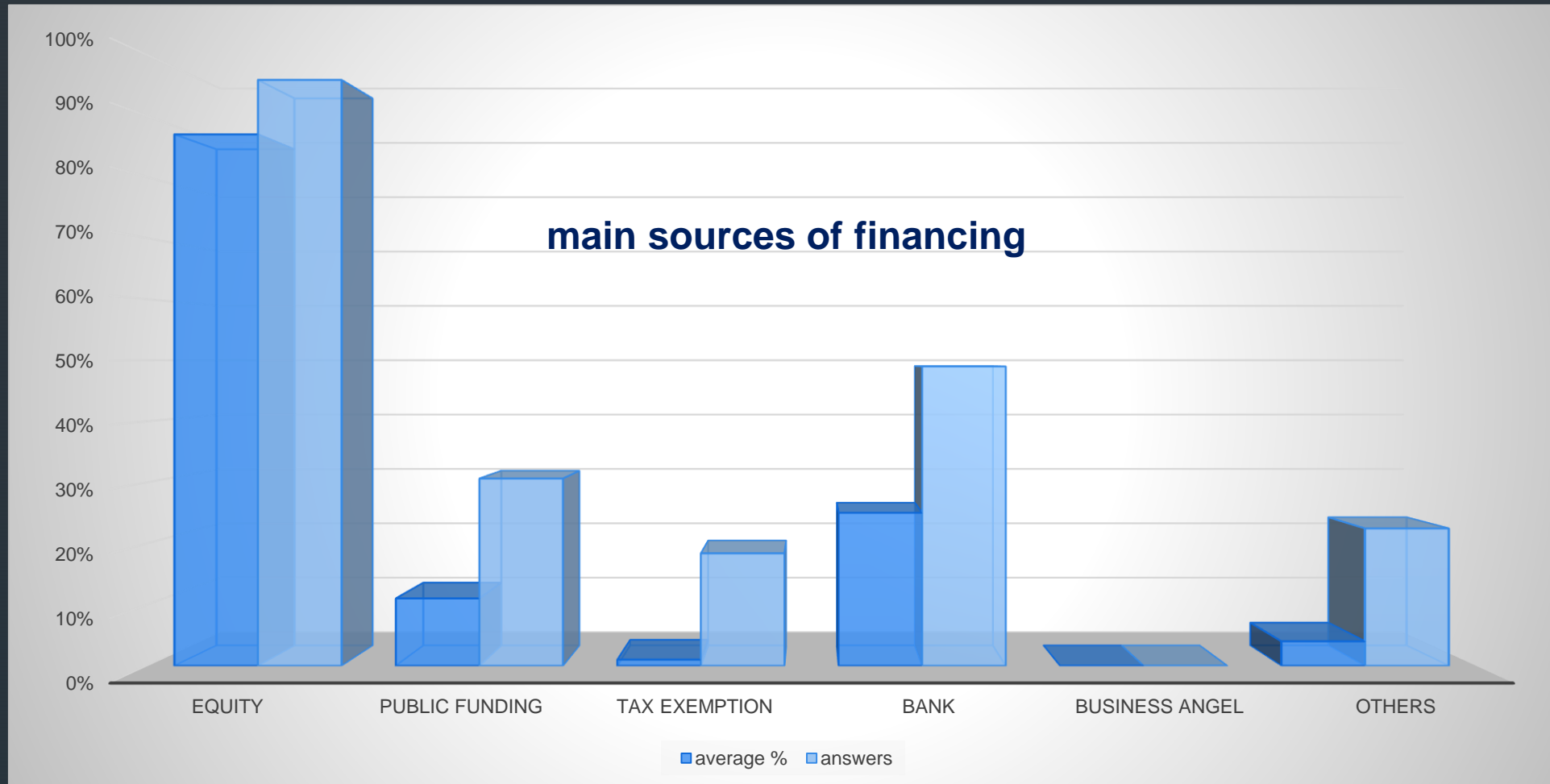
Peculiarity in services define «community»:

- inside (coworkers typology)
- outside (demand of services from large companies)

Insights from startups and SMEs

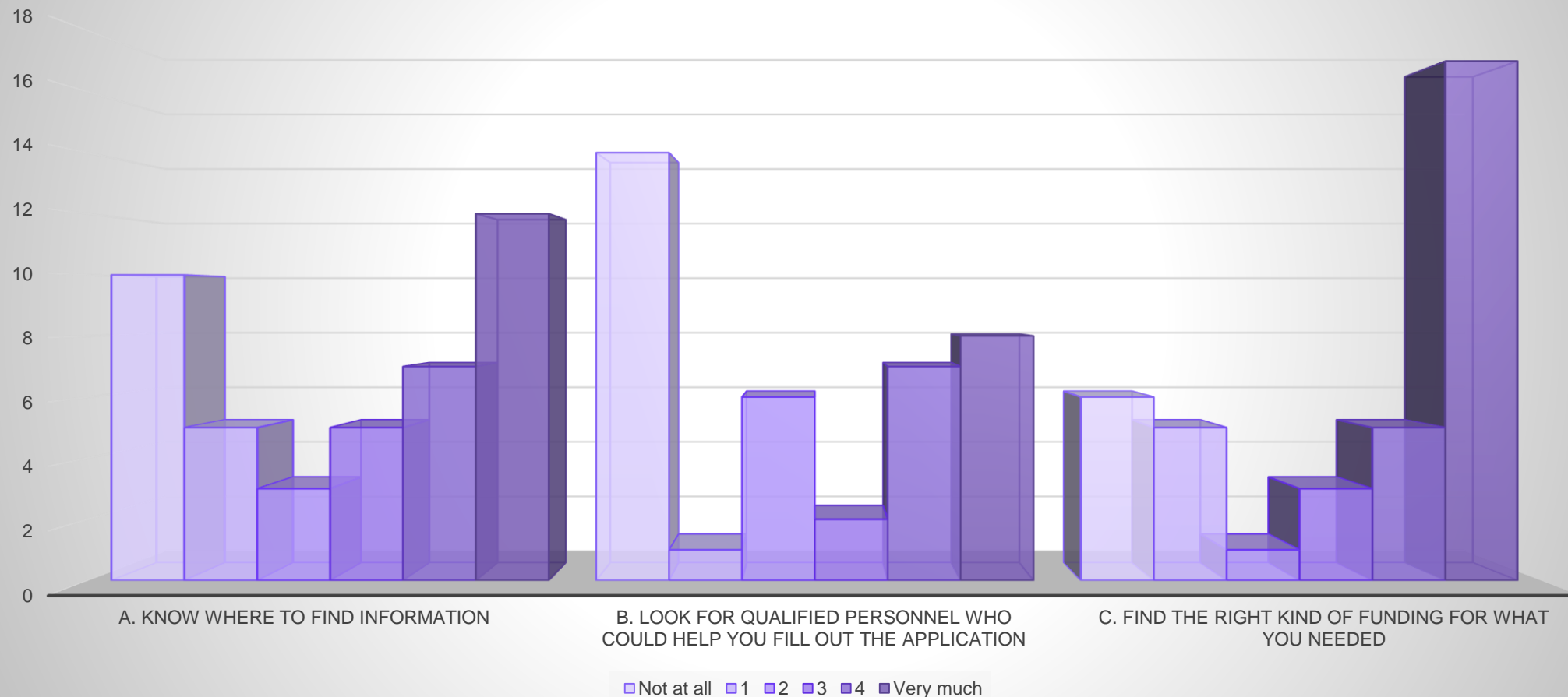


Insights from startups and SMEs



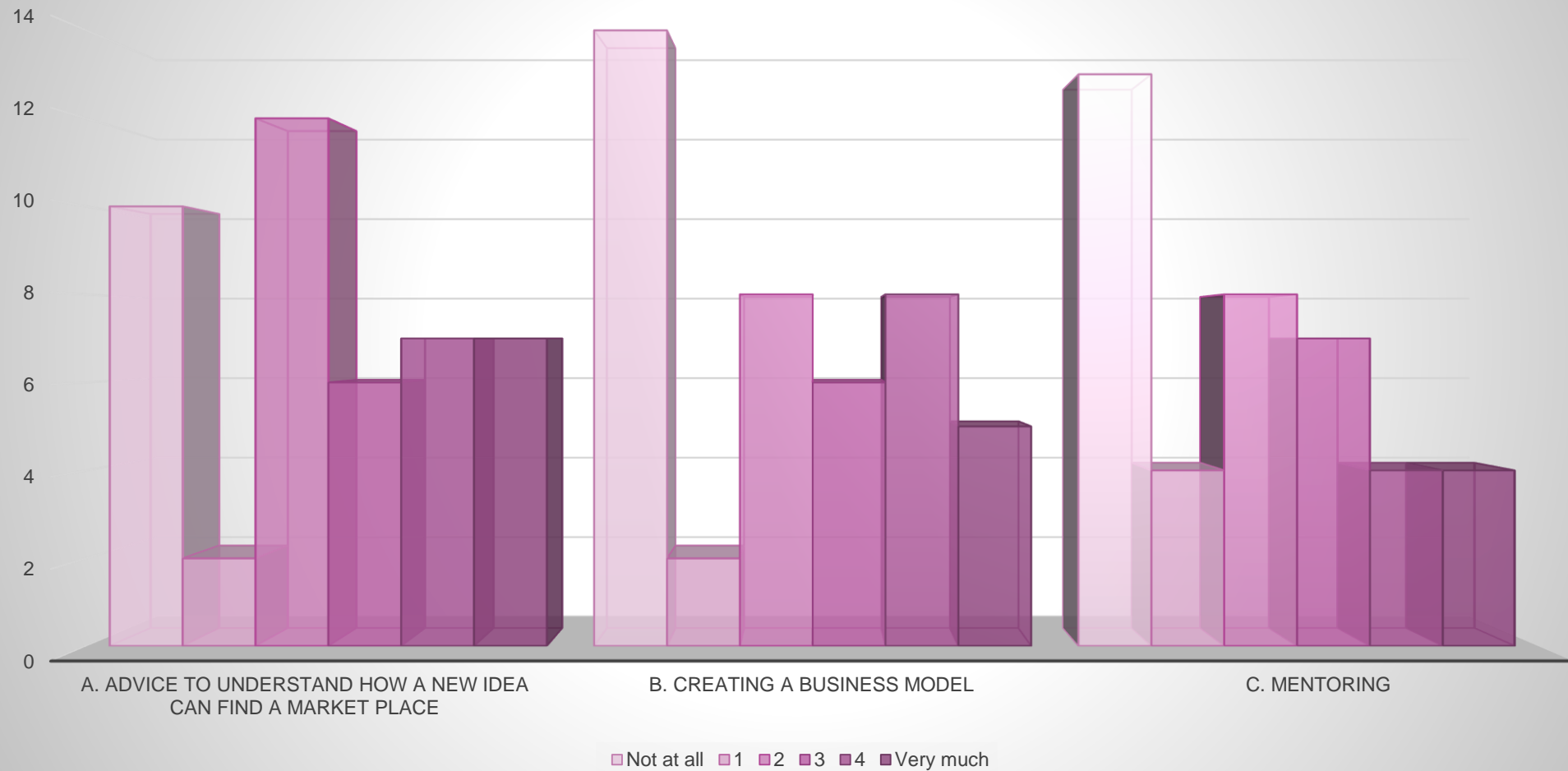
Insights from startups and SMEs

When we talk about **FUNDING**, you need to:
Indicate from 0 to 5 how much the factors listed below are important for you



Insights from Startups and SMEs

When we talk about SERVICES, **you need to:**
Indicate from 0 to 5 how much the factors listed below are a necessity for you



Insights from catalyzers

- «we do not need free spaces but more careful policies for better quality of working life” (the enforcement of rental contracts, safety in their neighborhood, mobility)
- “economic sustainability for young people who come from outside: housing prices, alternative mobility,”
- “need to create big attraction events for startups”
- “incentives for innovative services”
- “ICT infrastructures” (optical fiber)

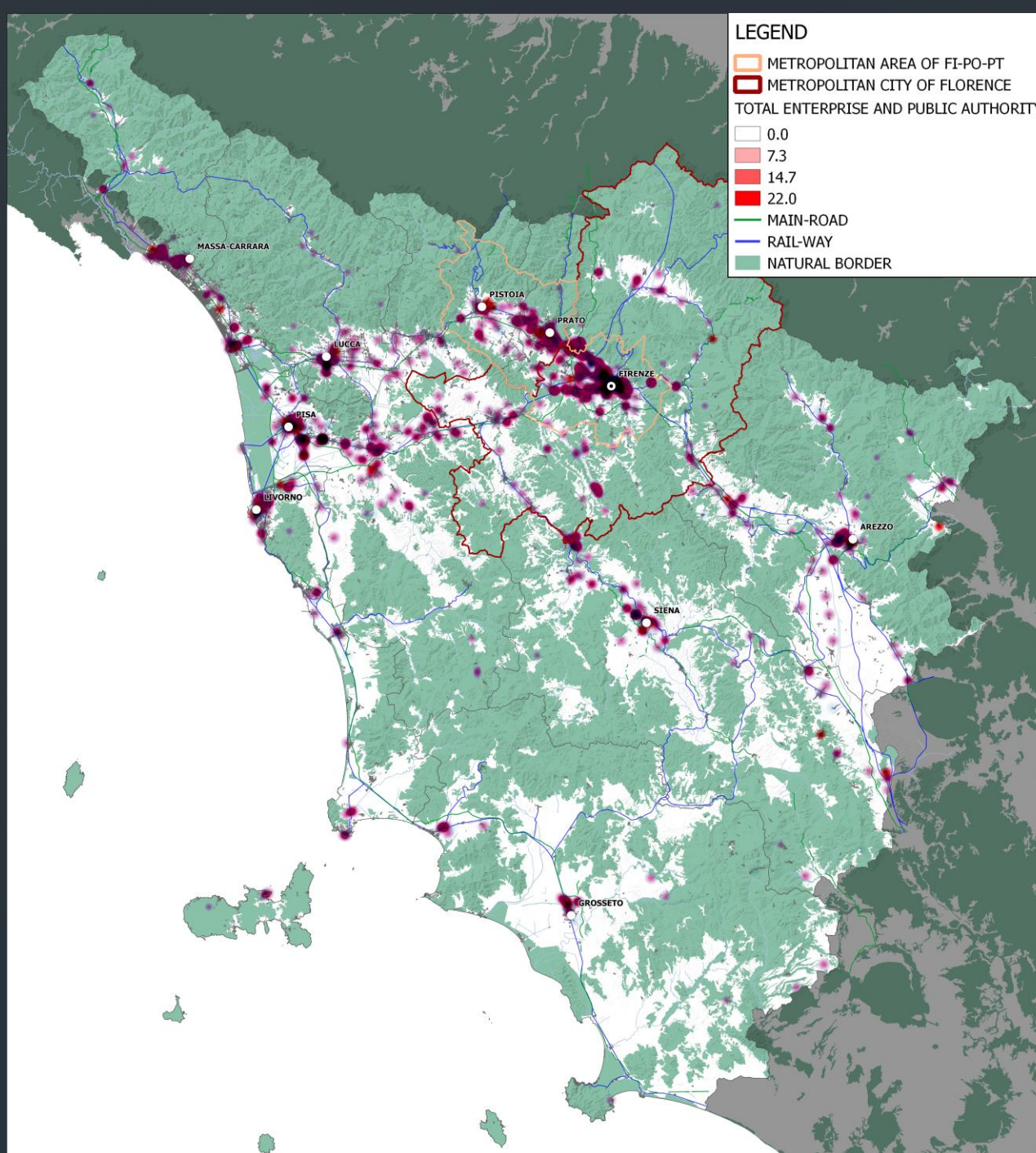


URBAN ANALYSIS

LOCALISATION TECH AND INNOVATION ENTERPRISES



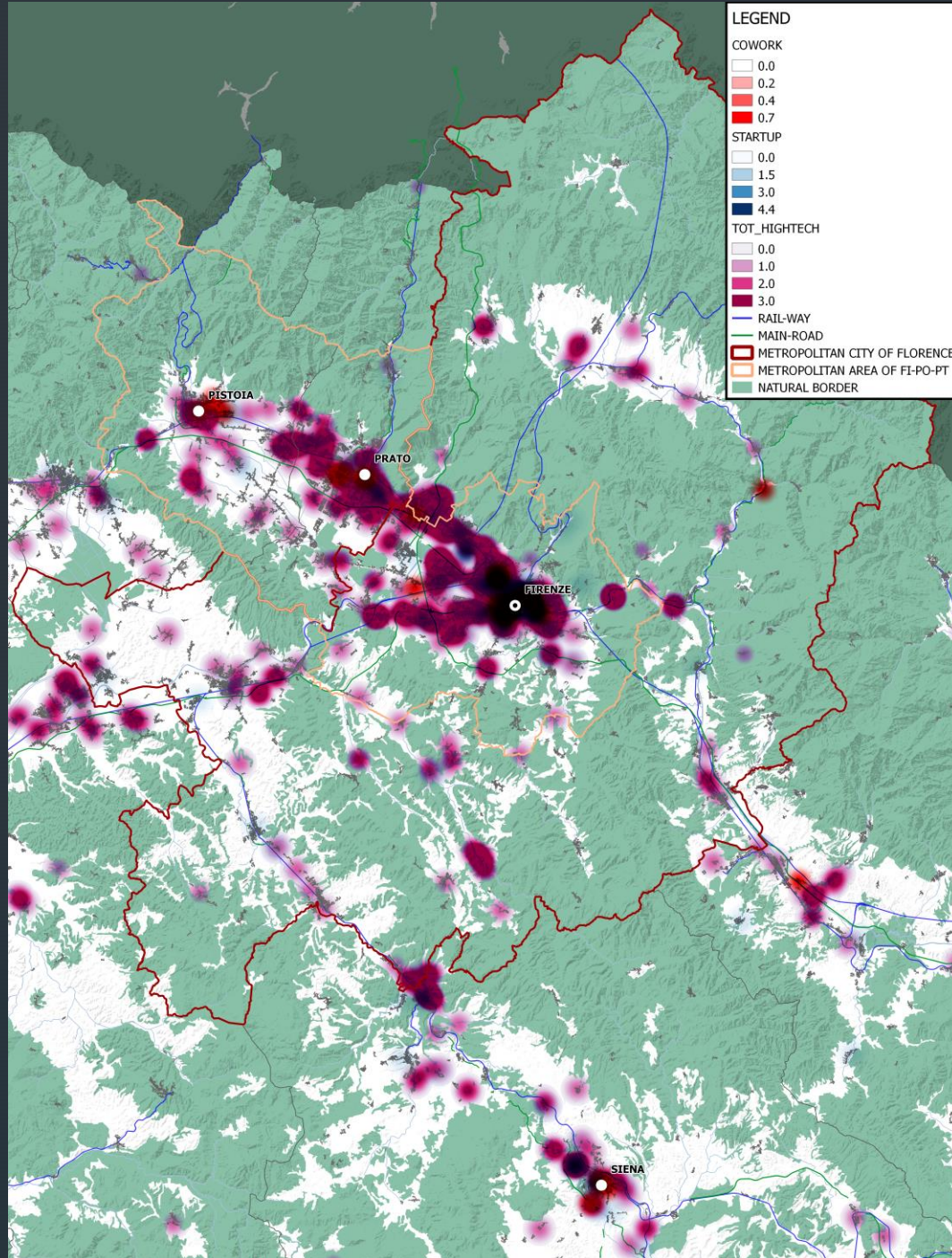
LOCALISATION TECH AND INNOVATIVE ENTERPRISE



Sources:
Regione Toscana, Territorial Plan Tuscany (P.I.T.)

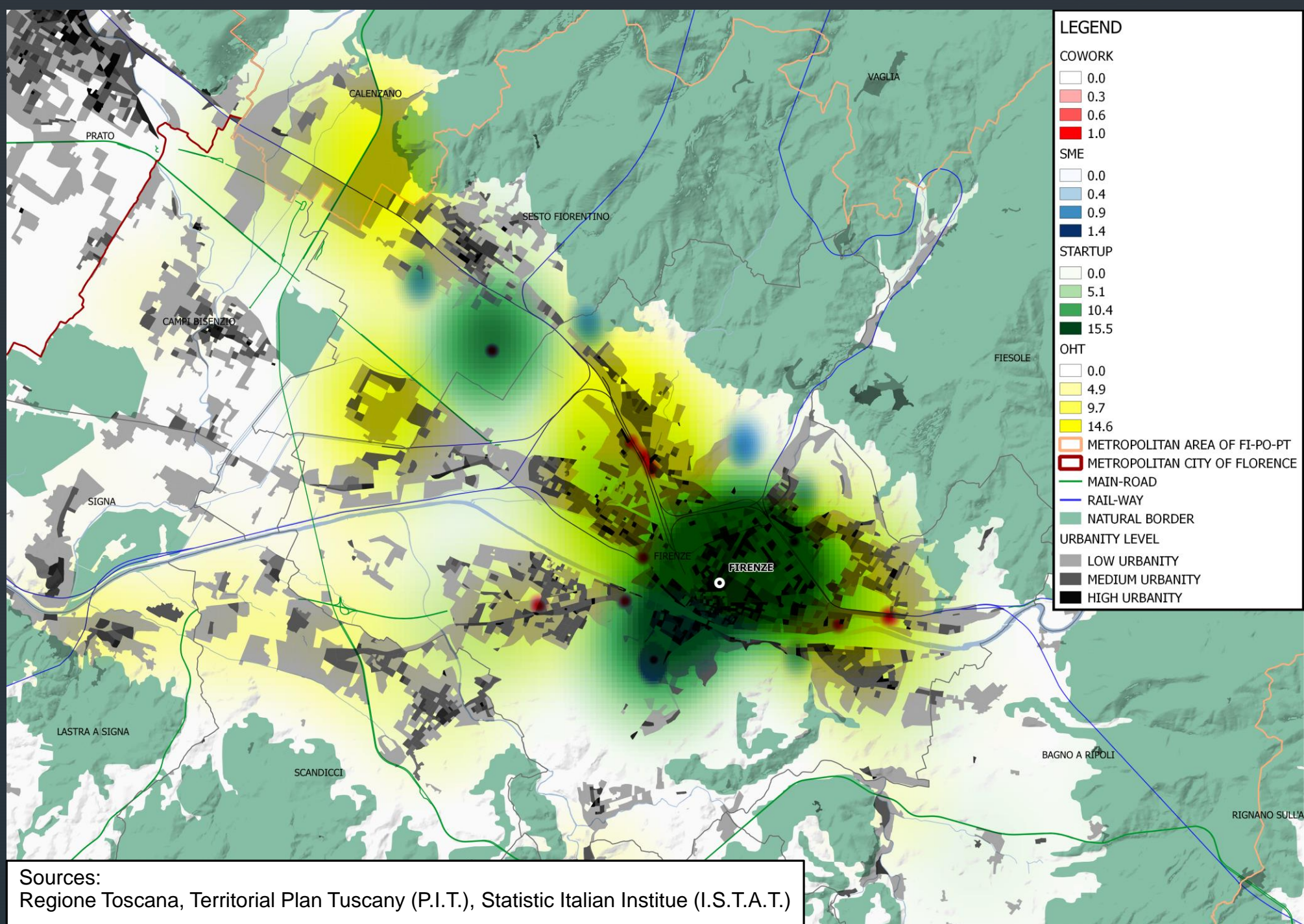
LOCALISATION TECH AND INNOVATIVE ENTERPRISES

IN THE METROPOLITAN CITY OF FLORENCE

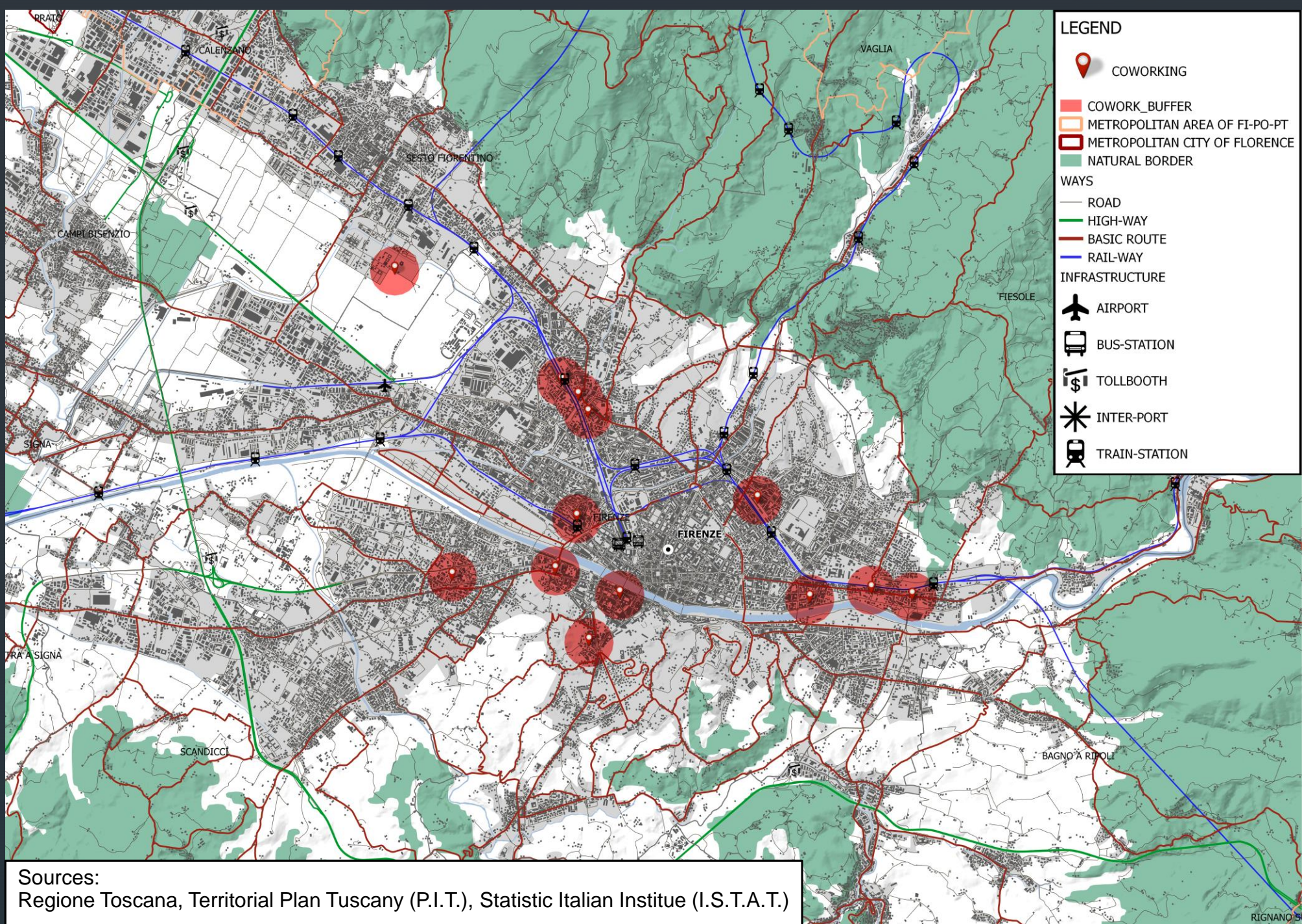


Sources:
Regione Toscana, Territorial Plan Tuscany (P.I.T.)

LOCALISATION TECH AND INNOVATIVE ENTERPRISES IN FLORENCE

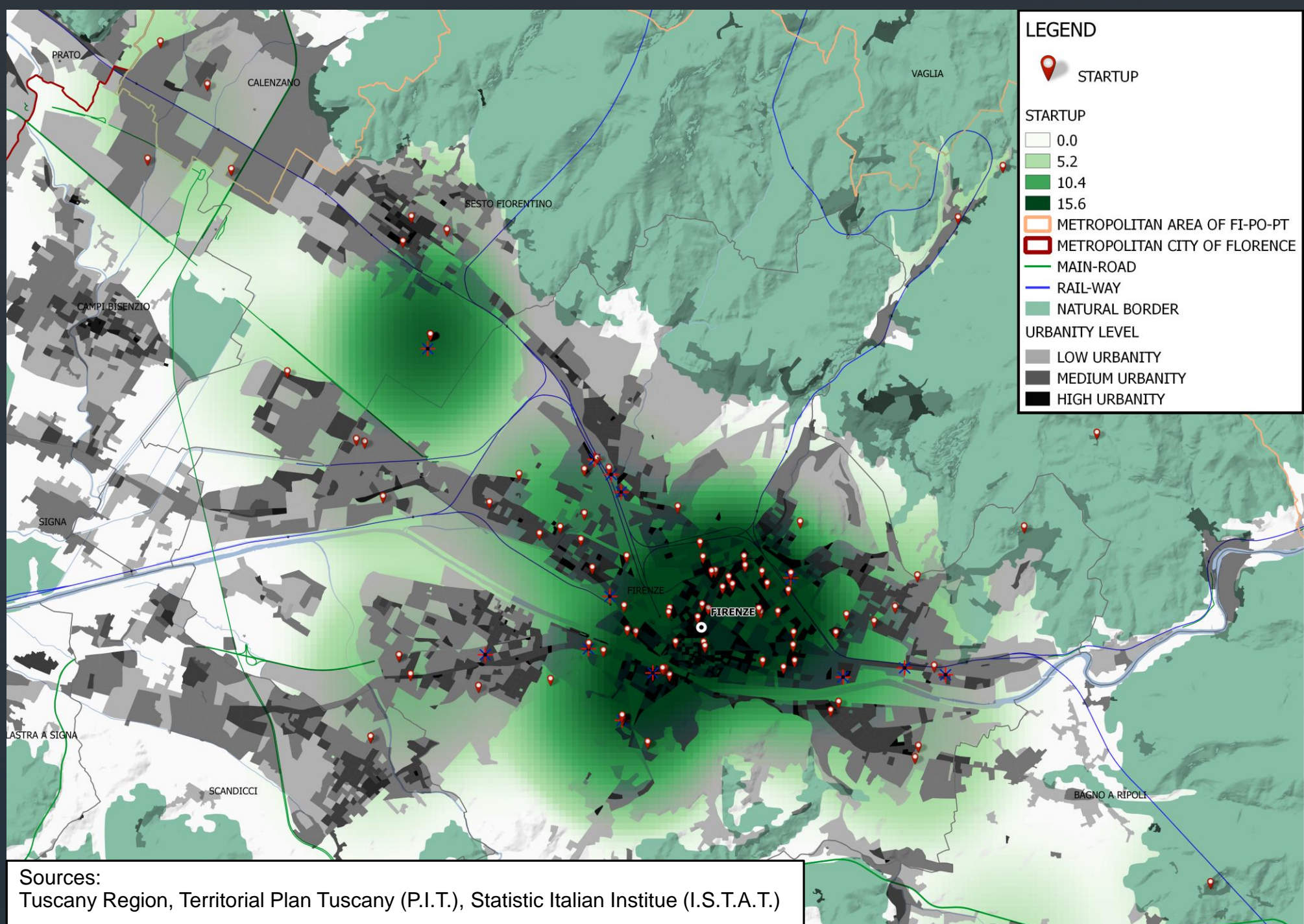


LOCALISATION OF COWORK IN AREA OF FLORENCE



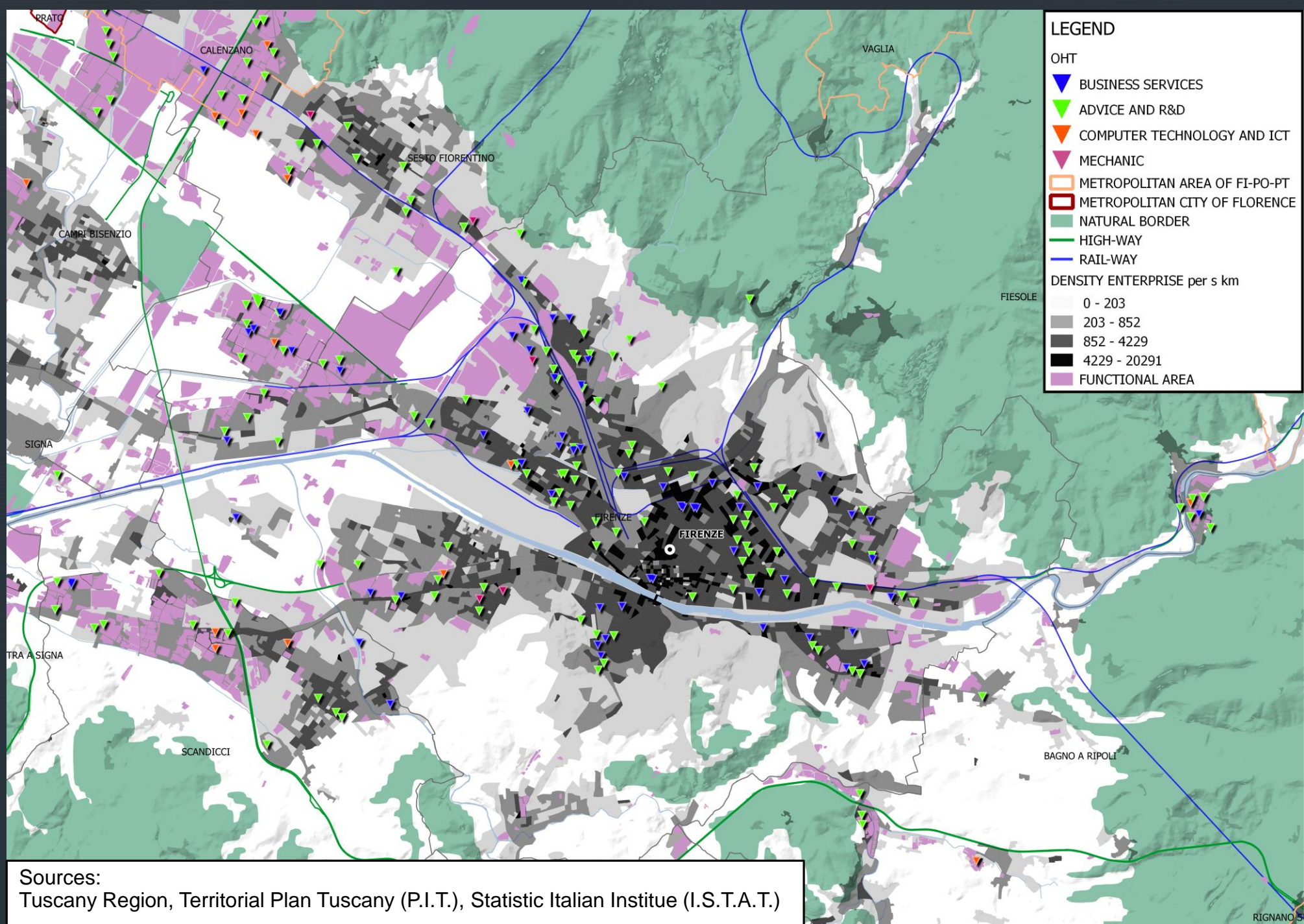
Sources:
Regione Toscana, Territorial Plan Tuscany (P.I.T.), Statistic Italian Institute (I.S.T.A.T.)

LOCALISATION OF START-UP IN AREA OF FLORENCE



Sources:
Tuscany Region, Territorial Plan Tuscany (P.I.T.), Statistic Italian Institute (I.S.T.A.T.)

LOCALISATION OF HIGH TECH FIRMS IN FLORENCE



Sources:
Tuscany Region, Territorial Plan Tuscany (P.I.T.), Statistic Italian Institute (I.S.T.A.T.)

Final Remarks

Metropolitan City of Florence has a large number of new actors offering different services on startup and innovation ecosystem with such different characteristics

Info-logistics infrastructure is perceived as one of the main problems of the city.

Partnership and networking seems to be a real issue: not just PPP, but also partnership between new economic agents (i.e coworking, innovative SMEs,..) and global player located in florentine area

Agents and relationship need more effective information flows: new ideas do not know who to turn to, they do not know the tools of funding and sometimes they create a misrepresentation of public support. Even consolidated companies/coworking/incubators often do not know what other agents offer.