

SPEED UP

3rd Interregional Thematic Seminar

**“Support to specific target groups, such as young people,
migrants or female entrepreneurs”**

Florence, 12 December 2017

VIVAIO PER L'INTRAPRENDENZA

Nursery for entrepreneurship

We work with people to create entrepreneurs



Entrepreneurship Trains You to Make a Step Forward

www.vivaiointraprendenza.it
FLORENCE - ITALY

PER **VIVAIO**
L'INTRAPRENDENZA



We Work With People
to Create Entrepreneurs

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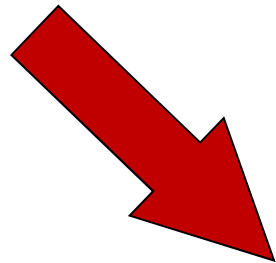
PER **VIVAIO**
L'INTRAPRENDENZA 

Our History



2006

Born with the financial support of the Municipality of Florence and the Tuscany Region, in addition to the Province and the Chamber of Commerce of Florence, Vivaio di Imprese since 2006 provides training and advice for business start up



2013

In 2013, Vivaio di Imprese became Vivaio per l'Intraprendenza APS

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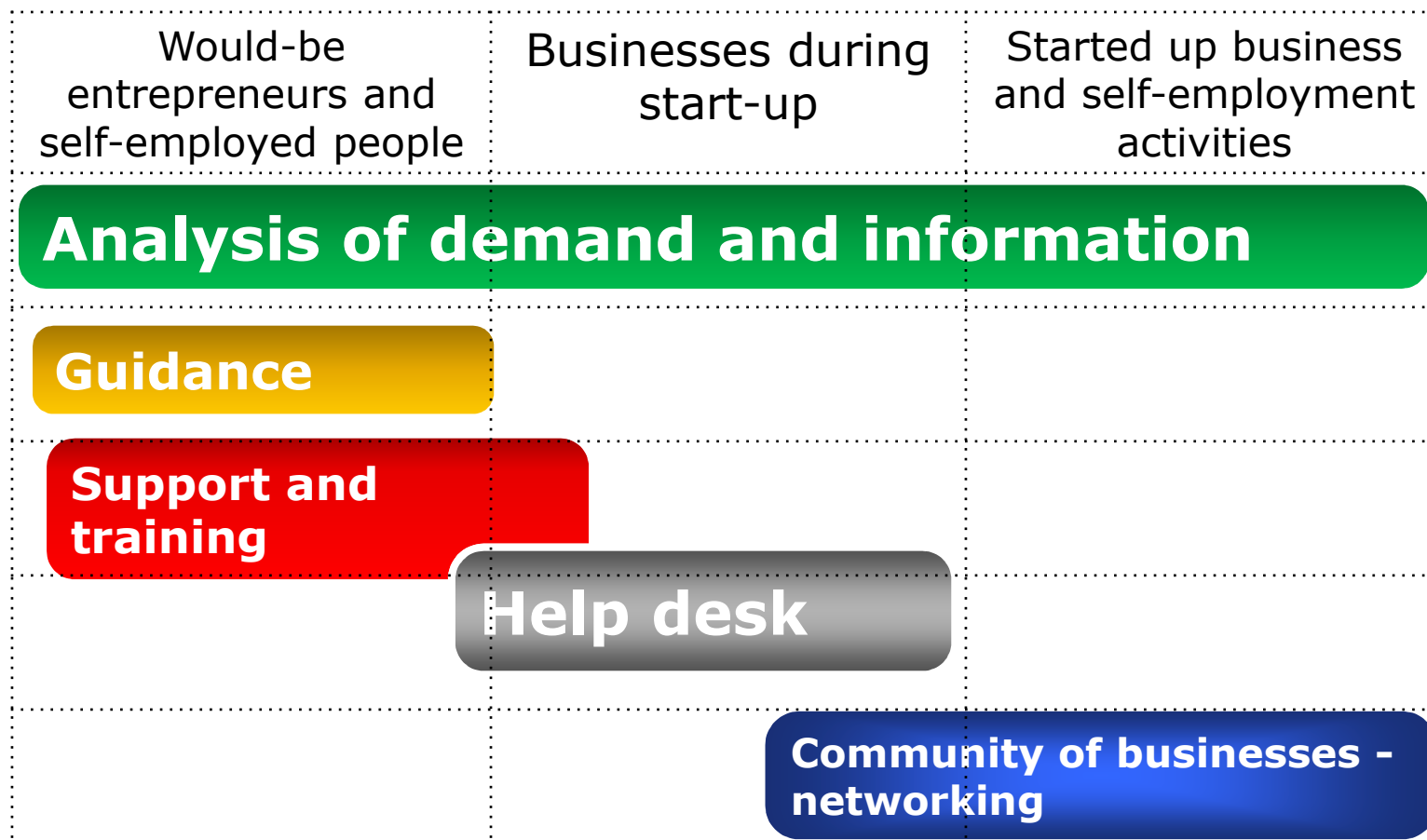
Our Mission

- **Vivaio per l'Intraprendenza®** aims at:
 - **promoting self-employment and self-entrepreneurship** through information, guidance, training, consultancy;
 - **supporting the local economic development and social inclusion** through the creation and the development of micro and SMEs and self-employment;
 - **developing the entrepreneurial mind** set among young people planning projects fostering Innovation and Entrepreneurship.

The Process

- Vivaio offers the whole range of services **from assessment to start up**, including **support to access public and private financial grants and loans**.
- First Assessment of the potential of the idea to position the idea in relation to: motivation and skills of the start upper, market analysis and available resources.
- The output consists in a **Consultancy Plan**, positioning the beneficiary in relation to the offer of services of Vivaio and to the opportunities offered by the local context.

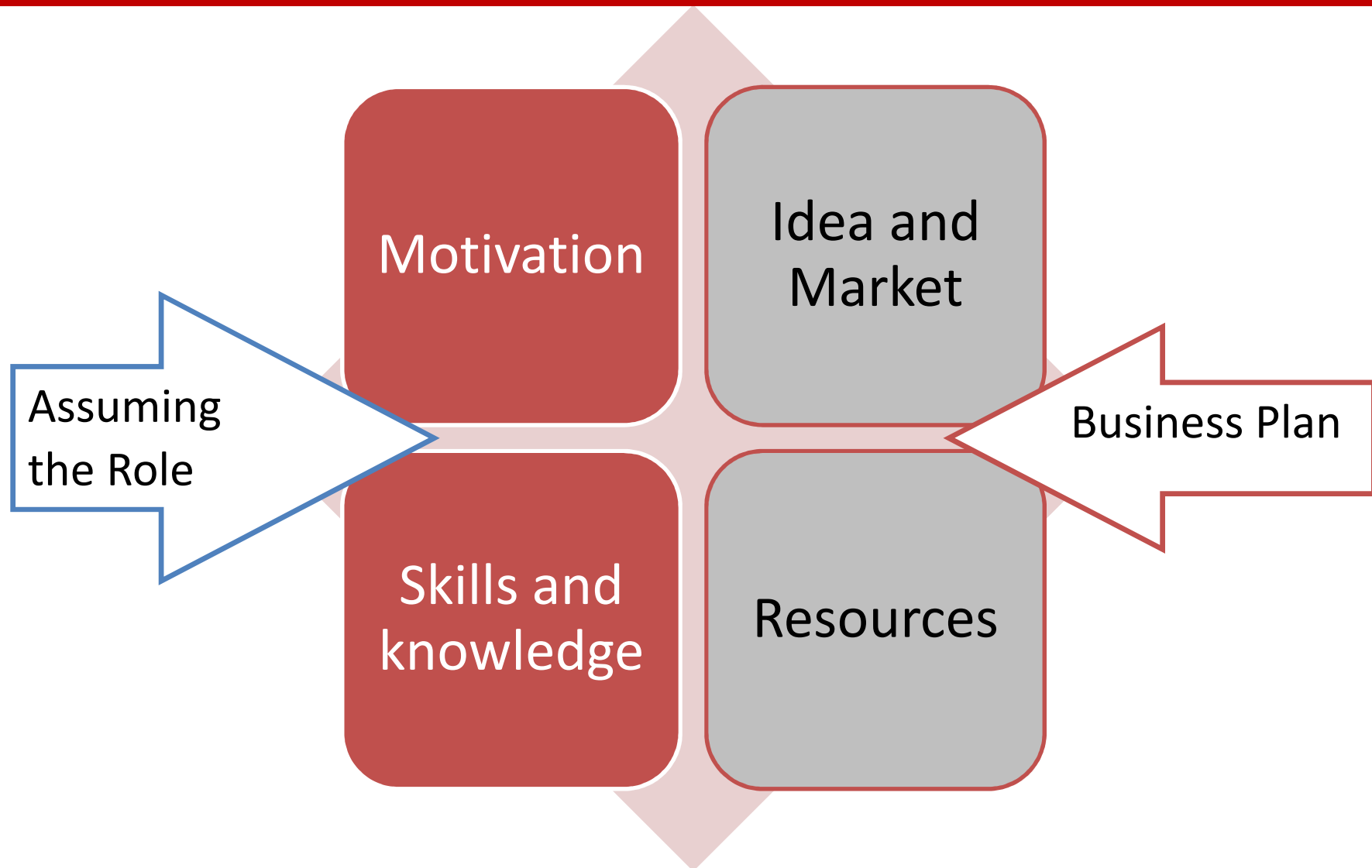
Vivaio's system of services



Priority target: young people, women, foreigners



Taking the Risk



Entrepreneurial Mind Set



training and guidance to guide young people to innovation and entrepreneurship

- ***Projects within the Youth Guarantee Scheme*** of Regione Toscana addressing High School students:
- ***Palestra per l'Intraprendenza***: conceived and delivered in 14 editions from 2012 to 2016 to students and graduates of the University of Florence and Siena
- **NEETs** training for innovation and entrepreneurship

Un progetto di

In collaborazione con

Con il patrocinio di



- Drama Training
- Staging of a Play

Theatre

Job Coaching

- Entrepreneurial Mind Set

- Workshop
- Pitch

Problem Solving

Job Placement

- 2 months paid internship












Business Idea Generation

- ***Brainstorming & Design Thinking*** workshops to help define the business idea and organise the entrepreneurial projects.



Action Plan

- ***Business Model Canvas***
Crash Course
developing and testing
the business model and
designing the Action
Plan towards start up

Key Partners  Who are our key partners? Who do we rely on? Who do we need to help us launch? Who do we need to help us grow? Who do we need to help us succeed?	Key Activities  What are the most important activities we need to do? What are the most important activities we need to do to succeed? What are the most important activities we need to do to grow? What are the most important activities we need to do to succeed?	Value Propositions  What value do we deliver to the customer? What value do we deliver to the customer? What value do we deliver to the customer? What value do we deliver to the customer?	Customer Relationships  What type of relationship do we want with our customers? What type of relationship do we want with our customers? What type of relationship do we want with our customers? What type of relationship do we want with our customers?	Customer Segments  For whom are we creating value? For whom are we creating value? For whom are we creating value? For whom are we creating value?
Key Resources  What are the most important resources we need? What are the most important resources we need? What are the most important resources we need? What are the most important resources we need?		Channels  Through which channels do we reach our customers? Through which channels do we reach our customers? Through which channels do we reach our customers? Through which channels do we reach our customers?		
Cost Structure  What are the most important costs we need to pay? What are the most important costs we need to pay? What are the most important costs we need to pay? What are the most important costs we need to pay?		Revenue Streams  How do we generate revenue? How do we generate revenue? How do we generate revenue? How do we generate revenue?		

Business Plan



- A flexible combination of training and advice accompanying the process of drafting and testing of a complete business plan ready for start up



Business Coaching and Networking

- Advice supporting business growth: innovation, information on financial support, internationalization
- Seminars and workshop focused on specific topics
- Advice and support in monitoring / assessing achieved results, access to public grants and loans



2006 - Vivaio di Imprese



Full range of services:

- 3 one stop shops
- Training activities
- Individual Advice
 - Community

A structure of free and integrated services to support those who want to create businesses and self-employment

With the support of



The activity of Vivaio from March 2006 to December 2012 results

over 3.550 counseling sessions

**3.297 beneficiaries of
specialised services**

Gender
64,5% women
35,5% men

Nationality
84% Italian
16% foreigner

126 new start ups



179 persons involved

2013 – Vivaio per l'Intraprendenza



**Specific services
for specific
targets:** NEET,
migrants, women,
unemployed...

+

Continuous support
to entrepreneurs &
startup

**Association Social Promotion
free and integrated services to
support those who want to
create businesses and self-
employment**

The activity of Vivaio from June 2013 to December 2017 results

almost 1.000 counseling sessions

987 beneficiaries of specialized services

Start Ups
341
67% women
9% foreigners

Students
645
49% women

68 new start ups

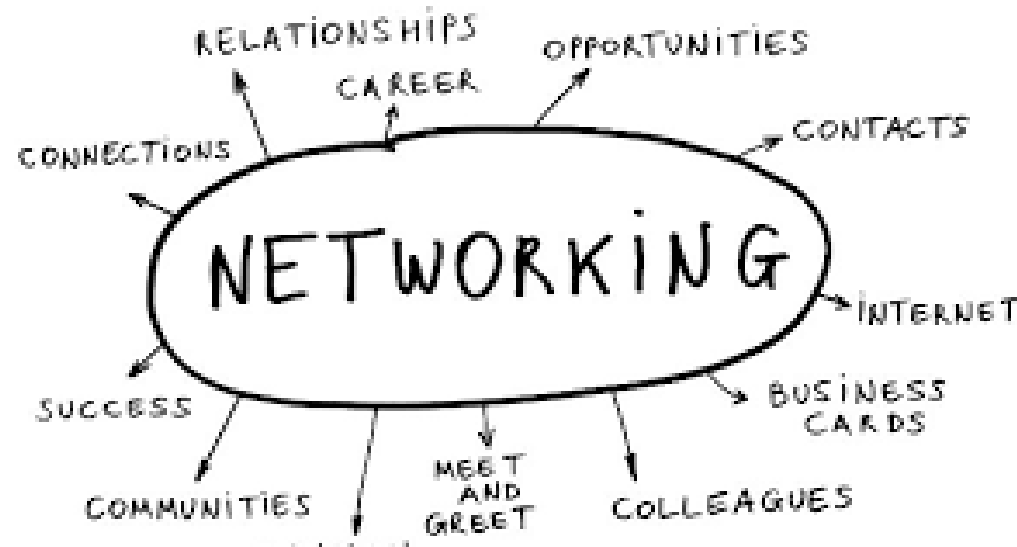
102 persons involved

The Innovative Character



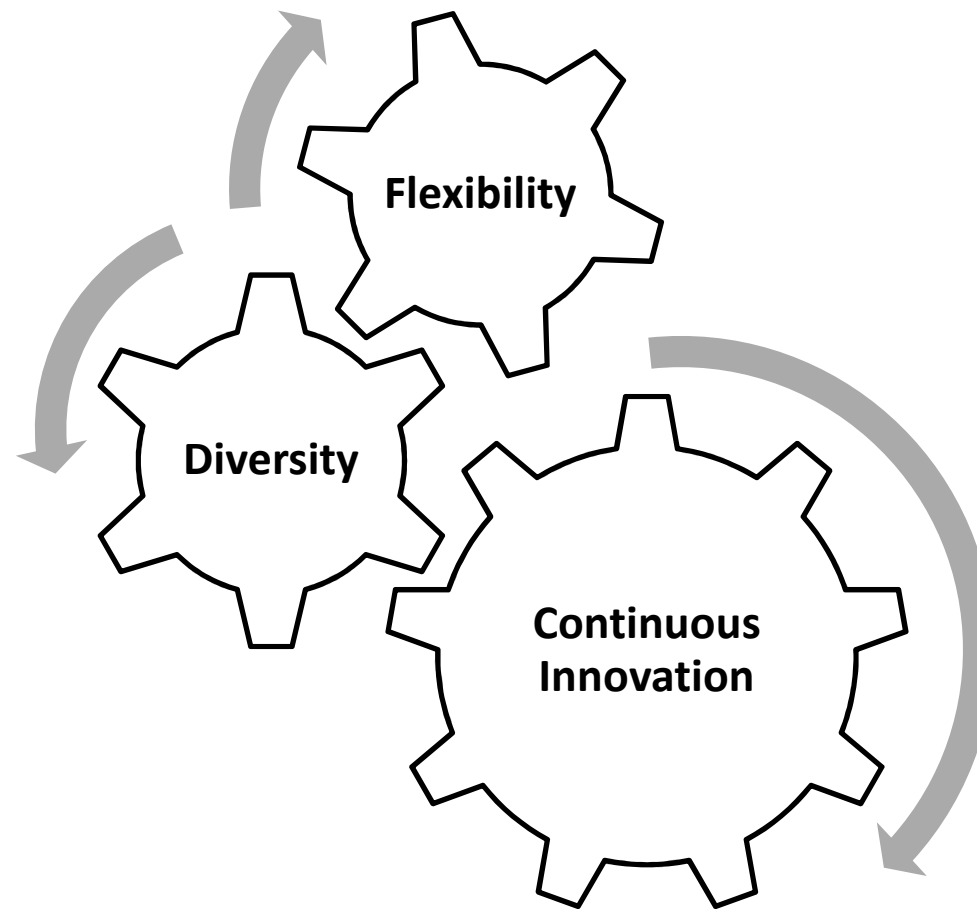
- Capacity to focus on the needs of the beneficiary, to offer bespoke services, in a flexible and open scheme structure.

The Innovative Character



- **Networking and integration.** Since 2001 Vivaio thoroughly maps all local organisations offering support for business start-up and development.

Lesson Learnt



Lesson Learnt

- **Discontinuous Offer**: dealing with an economically weak target, the services are for free or for a symbolic fee. Thus, the offer is very discontinuous and dependent upon the availability of financial public and private resources.
- **Monitoring- Assessment**: difficult to measure the impact beyond the time span of projects.

Lesson Learnt

Flexibility

- focus on the person and on their project. Tools and methodology customised to the needs of the beneficiary. This requires a flexible work organisation and procedures, where timeliness is crucial. Being a private small association makes it easier.

Diversity

- different back grounds, skills, education, proved to be successful contamination contexts. Groups have a self-healing power, where the issues of the individuals get a hearing, support, ideas and solutions.

Continuous Innovation

- continuous revision of our methodology and tools, contaminating our projects with theatre, sport, art, in order to find new perspectives to motivate, train and support the beneficiaries



L'intraprendenza ti allena a fare
un passo avanti

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Iscriviti a Networking Women

Entrepreneurs International

TROVACI SU FACEBOOK



Vivaio per l'Intraprendenza

✓ Mi piace Ti piace.

Vivaio per l'Intraprendenza piace a te e altre 1.646 persone.



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