



SPEED UP

Interreg Europe



European Union
European Regional
Development Fund

Networking for sustainability

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Pont-Tech & CERFITT

2 faces of innovation



□ Pont-Tech is a consortium for Industrial Research and Technology Transfer resulting from a joint initiative of public and private entities, founded in 1996

□ Today the shareholding covers the entire span of the actors engaged in industrial development processes: local institutions; university research, industrial system

- The main lines of action are 2:
- to facilitate the creation of new innovative business reality (startups)
 - support innovative processes in existing companies

□ CERFITT was established in 2008, its management was assigned by the Municipality of Pontedera (owner of the building) to Pont-Tech through a ten-year service contract

□ The ultimate purpose of the structure is to strengthen the links between production system, territory and research through:

- assistance to the start-up and the consolidation of new hi-tech reality
- development of innovative services for management, strategic and technological support

Objectives & Tools

The realization of the R&D park in Pontedera has been the starting point of a new **strategy for local development**, promoted and sustained by local and regional government.

The focus points of the strategy are:

- ❑ offering the local economic system resources and services by means of **highly qualified researchers, dedicated infrastructures, instruments and devices of the highest quality**
- ❑ fostering and sustaining both the **innovation in existing industry** and the **start-up of firms in new emerging sectors**

To achieve these goals, several **tools** have been implemented by local stakeholders, to create a **Central Business District** from a former industrial area:

- Research Laboratories of University “Scuola Superiore S. Anna”
- Research Laboratories of University of Pisa (Dpt. Of Industrial Chemistry)
- Employment and Placement Agency
- Piaggio Museum and Foundation
- University Services for Students and Businesses
- Public Library
- “Erasmus” Centre
- Banks

CERFITT is located in a Central Business District where a wide restructuring of a former industrial area attracted a series of value-added activities

- 1 Parcheggio magazzino ex-Ape
- 2 Centro giovani
- 3. Research Lab of University

4. CERFITT – Business Incubator

- 5 Agenzia delle entrate
- 6 Centro per l'impiego
- 7 Museo Piaggio
- 8 Archivio Museo
- 9 Parcheggio Est
- 10 Centro Universitario
- 11 Parcheggio Ovest

- 12 Biblioteca Comunale
- 13 Archivio Storico
- 14 Parcheggio
- 15 Centro convegni
- 16 Via del Fosso Vecchio
- 17 Stabilimenti Piaggio



Comune di Pontedera

RISTRUTTURAZIONE DEL DENTE PIAGGIO

Facilities

Pont-Tech manages CERFITT, a Research and Education Centre on Technological Innovation and the Technology Transfer with **2860 m²** for new start-up firms in:

- Mechatronic and Micromechanic,
- Biomedical,
- ICT,
- Food and Environment

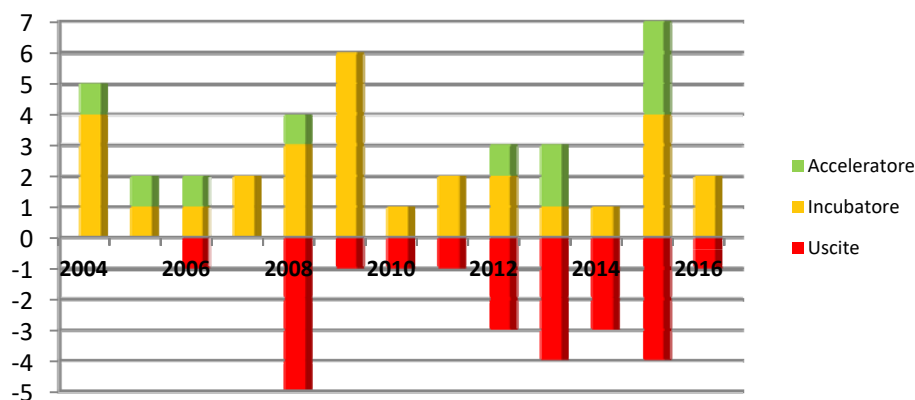


Inside CERFITT:

- 30 Offices (Incubator and H-T Companies)
- Laboratory on Micro Engineering
- Test Analysis Lab (Pontlab)
- Polymers Lab
- Convention Halls
- Education and Meeting Rooms

Some Figures

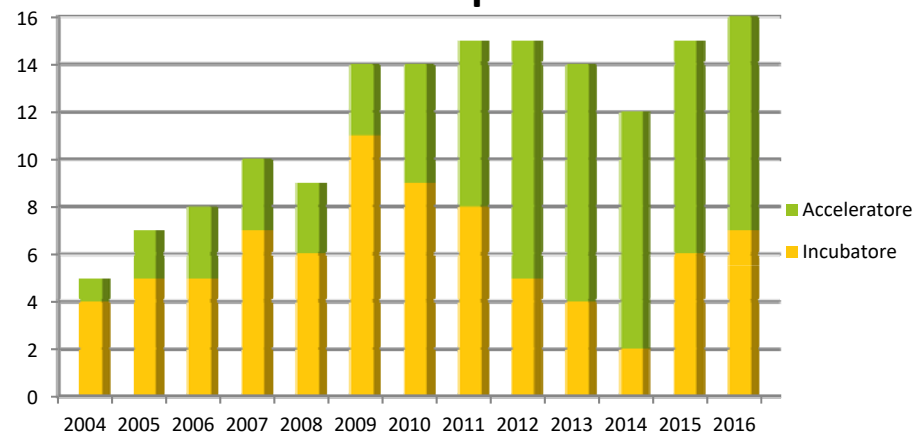
In & Out



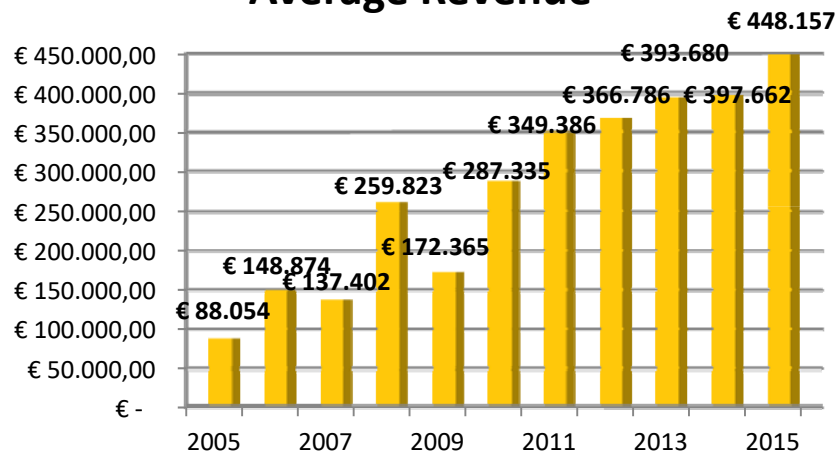
CERFITT
Centro Ricerca e Formazione sull'Innovazione
Tecnologica e il Trasferimento della Tecnologia



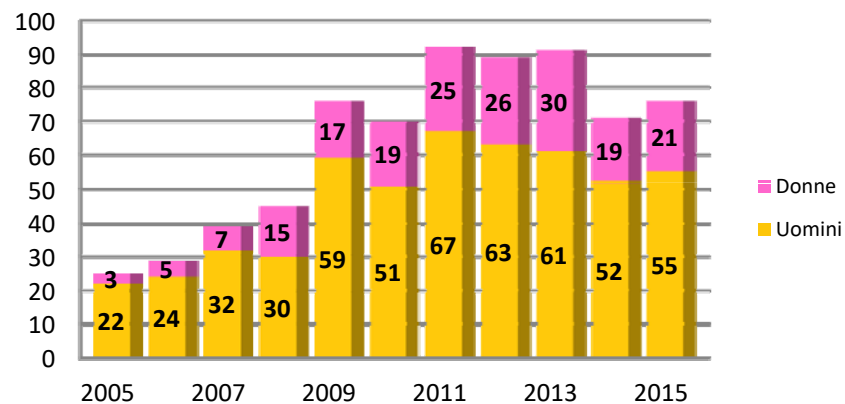
Enterprises



Average Revenue



Number of Employees



How it works



❑ **ACCESS:** selection of participants is carried out based on an assessment of their Business Plan (eventually supported by pre-incubation process of assistance and advice to the drafting of the Business Plan). Evaluation is carried out on two main aspects:

- innovation
- economic and financial sustainability

❑ **STRATEGIC ACTIVITIES:** once inside the incubator participants are involved in:

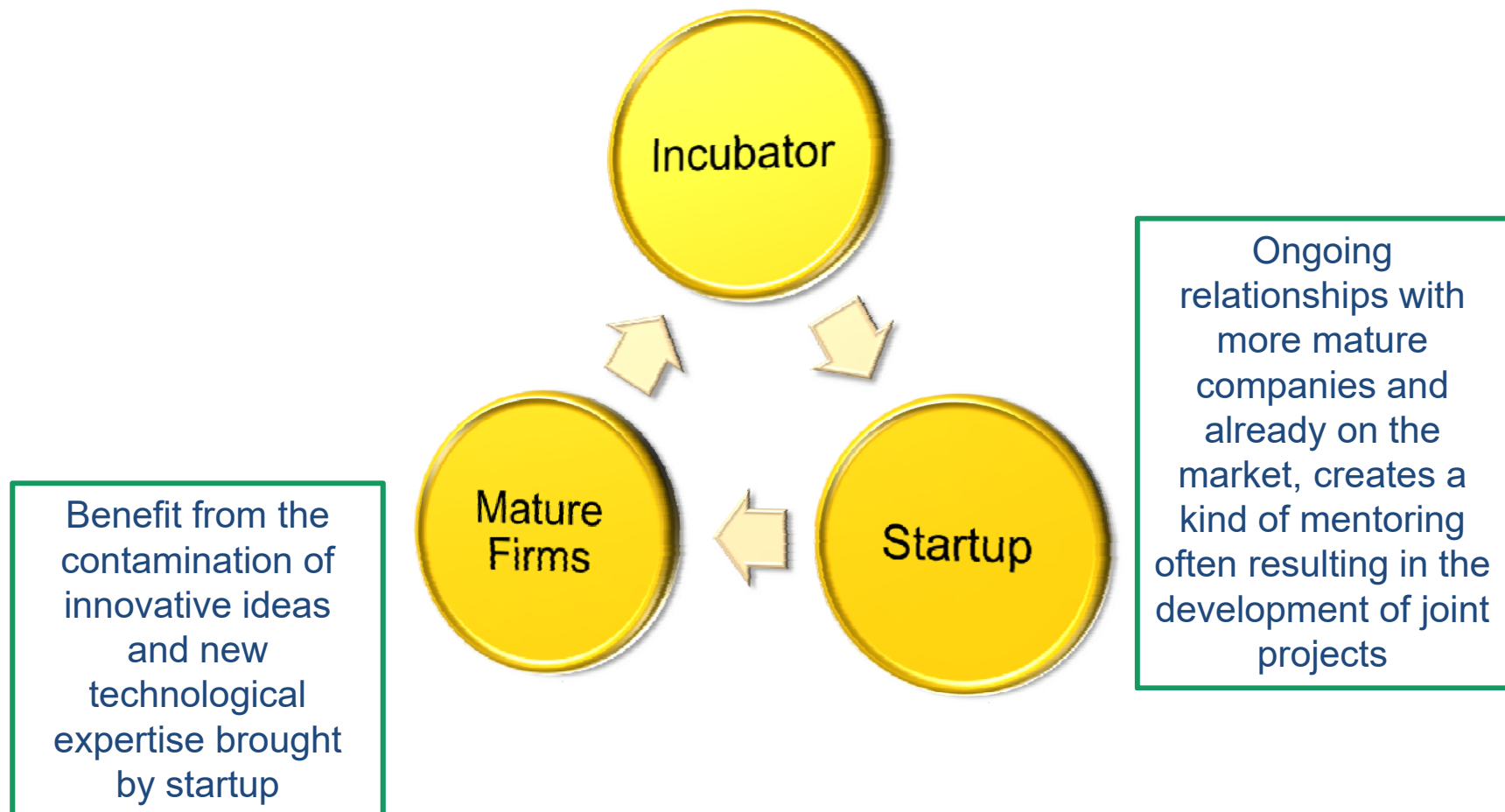
- meeting and network activities, during which they introduce themselves and know other companies of CERFITT. Network activities are always encouraged and supported by the staff of the incubator on the assumption that innovation springs from contamination between companies from different technology areas.
- training sessions and seminars on topics of business management, marketing, financing of their activities, establishment of partnerships

❑ **MONITORING:** once every 12 months participants evaluate the performance of their business with the staff of the incubator and they are, if necessary, supported in updating their business plan

❑ **BUDGET:** incubator's funding comes from the sale of services to host companies of the structure: both those incubated (at concessional terms), but especially to those who, having completed the incubation period, remain in CERFITT at market conditions

The Virtuous Circle

Mature companies buy incubator's services at market price, contributing fundamentally to the economic sustainability of the incubator, so it can afford to deliver a price subsidized services to startups.



What We Learnt



□ **NETWORKING:** is one of the most important aspect for success of a Business Incubator. Our choice to allow companies that have reached the end of their incubation path to remain in CERFITT must be seen from this point of view. Advantages of this choice are both for the growth of the incubated companies, both for the financial sustainability of the incubator itself

The more the circle is larger (network with other incubators or big companies) than the benefits for the actors of the system

Recipe for Success



- ☐ create a **stakeholders group** including: local institutions; university and research, industrial system (trade associations and large companies), finance (banks, VC, business angels)
- ☐ find appropriate **competences** and support to business planning and enterprise startup
- ☐ provide a **building** with suitable technological equipment (internet, videoconferencing, plant for laboratories, etc.)
- ☐ provide a building that promotes **meeting** between persons (shared spaces, open spaces, canteens, etc.)
- ☐ **animate** the structure through opportunities to meet and exchange (seminars, presentations, training sessions, cocktails and dinner, etc.)
- ☐ create a **network of relationships** with other regional entities working in the assistance to enterprise startup (incubators and coworking, university, chambers of commerce, etc.)

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Thank you!

More Info on:



pont-tech.it



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Questions welcome



Project smedia