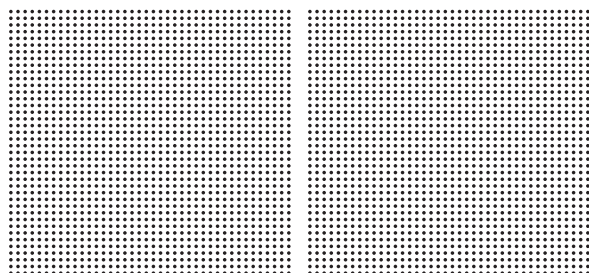
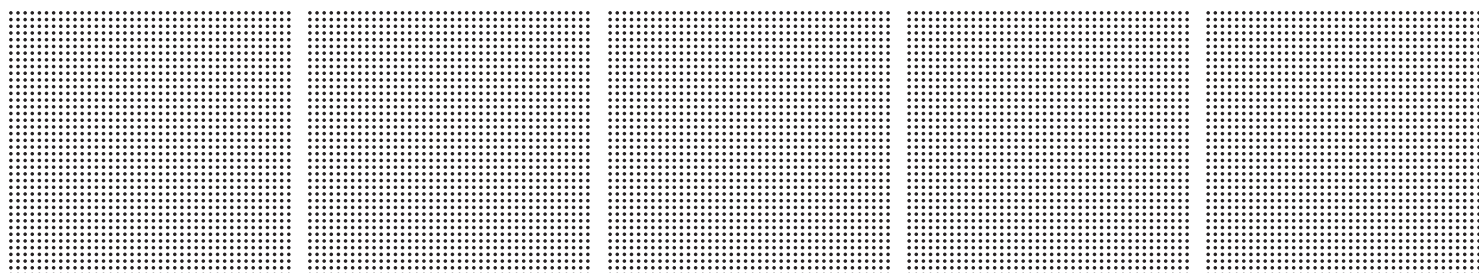
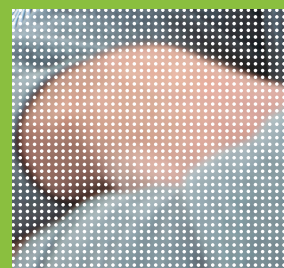




# Fostering students' entrepreneurship and open innovation in university - industry collaboration



# About project

Project title: **Fostering students' entrepreneurship and open innovation in university-industry collaboration**

Acronym: **iDEA LAB**

Project number: **544373-2013**

Scope: **Regional**

Budget: **915.217,01 EUR (EU contribution 823.285,83 EUR)**

Number of partners: **20**

Duration: **3 years**

Start: **1st December 2013**



Project aims to develop iDEA Lab as a physical and virtual environment for generating, developing and commercializing innovative students' ideas through relevant trainings, mentoring and technology put at their disposal. Following the entrepreneurial route (start-ups) or in collaboration with companies (open innovation), it will foster the collaboration between universities and enterprises, advance employment potential of graduates from WBC and enhance the companies' innovativeness.

The general objective of the project is to advance employment and self-employment potential of graduates from WBC and enhance innovativeness of companies by fostering students' entrepreneurship, creation of business start-ups and open innovation approach in collaboration between universities and enterprises. The project will achieve this by developing a co-creative and supportive environment - iDEA Lab network which will encourage and foster students' entrepreneurial intent and at the same time support open innovation approach.



# Specific objectives

- To set up, equip and network co-creative centres (iDEA labs) to support students to generate, develop and commercialize their own innovative ideas through entrepreneurship and/or open innovation
- To foster student entrepreneurship and start-up creation at university settings by improving infrastructure, entrepreneurial culture and skills
- To introduce and implement open innovation as a new form of partnership among key stakeholders in knowledge triangle in Western Balkan Countries
- To revise and adapt curricula to include entrepreneurial skills and problem-based learning. These objectives should be achieved through synergetic partnership of 3 Republic of Serbia, 3 Bosnia and Herzegovina and 2 Montenegro Higher education institutions, representing public and private sector, 9 Western Balkan Countries organisations representing key stakeholders (including students), 3 well known EU Higher education institutions and 3 non-academic EU partners with extensive experience in dealing with entrepreneurship, open innovation and international projects.



# Development

## WP1 MODELLING IDEA LAB

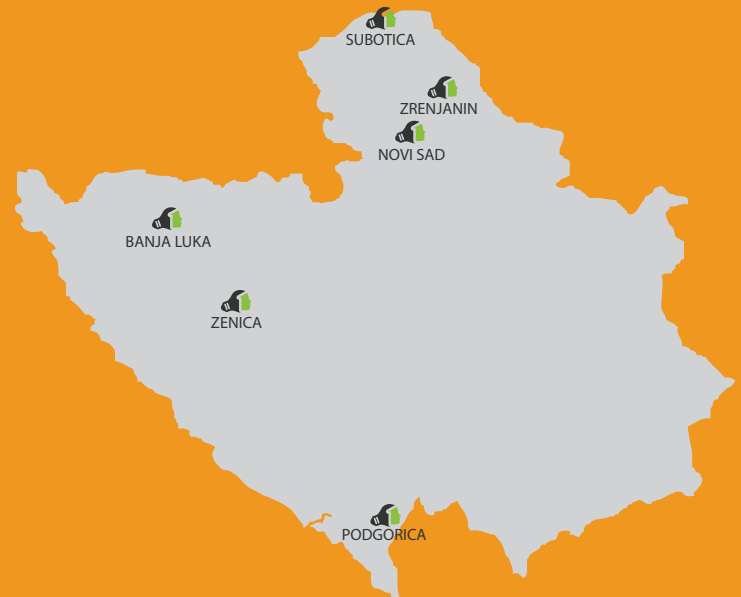
- 1.1 Reviewing best practice from EU
- 1.2 Assessing local needs for trainings and services
- 1.3 Developing iDEA lab model for WBC

## WP2 ESTABLISHING IDEA LAB

- 2.1 Setting up equipment
- 2.2 Developing the virtual segment of iDEA lab
- 2.3 Training PC staff on entrepreneurial skills
- 2.4 Developing a set of trainings

## WP3 IDEA LAB OPERATION

- 3.1 Training iDEA lab users
- 3.2 Mentoring students' ideas and start-up
- 3.3 Developing open innovations
- 3.4 Establishing marketplace for ideas



## What's in it for you?

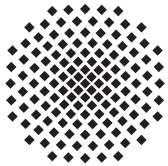
- If you are a student, iDEA Lab can help you realize business ideas and potentials you have.
- If you are a company, iDEA Lab can be a creative partner in your innovative challenges.
- If you are local government, iDEA Lab can help your youth make a greater impact on your society.
- If you are an entrepreneur, iDEA Lab can offer you creative and innovative partners in your endeavor.

# Project partners

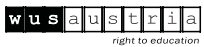
## EU Partners



University of Sheffield,  
United Kingdom



University of Stuttgart,  
Germany



WUS, Austria



SFC Consulting, Germany



Eleven OOD, Bulgaria



College Nikola ZRINSKI  
Zagreb, Croatia

## Non-EU Partners



University of Novi Sad,  
Serbia



University of Zenica,  
Bosnia and Hercegovina



Business Center Bar,  
Montenegro



University of Donja Gorica,  
Montenegro



**University of Banja Luka,  
Bosnia and Hercegovina**



**Creative Educational Center  
Novi Sad, Serbia**



**UPC University Entrepreneurship  
center Banja Luka, Bosnia and  
Hercegovina**



**VTSSZR Zrenjanin,  
Serbia**



**EESTEC Banja Luka,  
Bosnia and Hercegovina**



**VTSSSU Subotica,  
Serbia**



**EESTEC Novi Sad,  
Serbia**



**SEEICT, Serbia**



**Vojvodina ICT cluster Novi Sad,  
Serbia**



**Business Incubator Novi Sad,  
Serbia**

**Project coordinator:**

**Vladimir Todorović**

**University of Novi Sad**

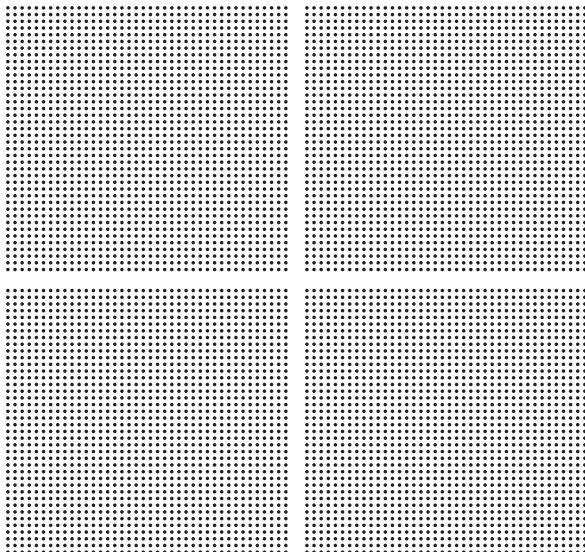
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