

EurOffice Services – New EOS

Opening international markets for innovative firms ...
... by helping them soft landing abroad

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Soft landing !... But how & where ?

- Most of STPs, some Business Incubators, some Business Innovation Centers have signed bilateral agreements
- Some networks offer soft landing i.e. NBIA (USA), Soft Landing Zone (Coventry University Enterprises, UK)
- Very few or none offer real Services packages
- Very few or none provide Quality Control with accreditation/certification scheme
- How to find the best place ?

Internationalization needs

- Available Office space in different locations worldwide
- Personalized accompaniment at home and in these locations
 - Training and mentoring
 - Management of HR and skills development
 - Marketing and sales strategies
 - ...
- Access to Finance at home and in new locations



⇒ Worldwide Contacts & Networking

**Pragmatic Services
+ Huge Trust Network
= EOS EurOffice Services**

EOS – EurOffice Services

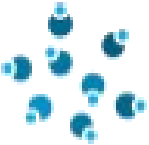
- EOS allows **any company** or start-up to use office space and associated services at **any location** within the **EOS Network**

The EOS Network members are
STPs, Business Innovation Centres, Business Incubators, ...

... professionals of accompaniment of innovative firms!

- EOS offers also a kit of integrated **pragmatic services** for innovative companies, facilitating **their access to international markets**





EOS Services



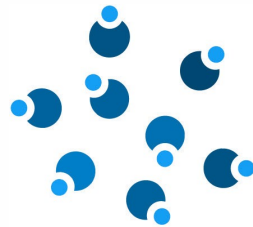
Business Boosting
Outbound



Soft Landing
Inbound

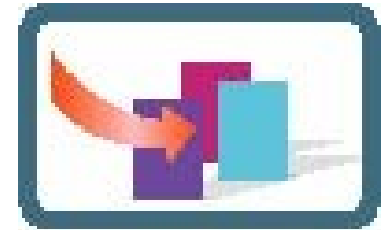


Networking



Soft Landing Services

- Each company willing to internationalize needs “Soft Landing Services” with:
 - office space
 - support for accommodation
 - assistance in organising meetings and networking
 - information on markets
 - qualified business contacts for accessing to markets



Soft Landing Services

1- EurOffice basic

- Office
- Internet
- Meeting room

2- EurOffice standard

- Face to face with experts

3- EurOffice premium

- Pre-arranged meetings with qualified targets

Users pay “standard” price all over the EOS Network, from EOS certified members i.e. :

- ⇒ 1) 50 €/day
- ⇒ 2) 250 € / 2 days, 300 € / 3 days
- ⇒ 3) 2.500 € / week



EOS Quality Certification

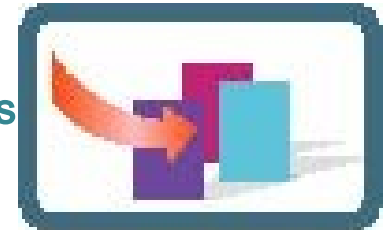
- Objective
 - Ensure Quality of services delivered in all EOS network locations
- Quality process
 - Service Evaluation questionnaires
 - On site evaluation visits
 - Decision making body
- Certification granted for each EOS Service



Soft landing Services – other services

Over and above Soft Landing Services, according to users needs and available expertise at Soft Landing location i.e.

- **Visiting service**
Tailored agenda and contacts for individuals and small groups
- **Personal Advisor service**
- **Business welcome package**
Office + Apartment + Transport pass
i.e. 3 months in Berlin for 2.600 €



These services will be certified as soon as they become available at several EOS members locations

EOS Services - other services

Over and above “Soft Landing Services” according to users needs and available expertise at Soft Landing location i.e.

● Business Boosting (outbound)

- assisting small companies in successfully tackling every stage of their international business growth.
- from the start-up phase to global player by offering
 - Business advisor
 - Training
 - Mentoring
 - Staff boosting
 - Selling across borders



These services will be certified as soon as they become largely available at several EOS members locations

EOS Services - other services

Over and above Soft Landing Services” according to users needs and available expertise at Soft Landing location i.e.

● Networking

connecting entrepreneurs with clients, partners, scientists, universities and researchers, business angels and investors

- International matching
- Exhibitions



These services will be certified as soon as they become largely available at several EOS members locations

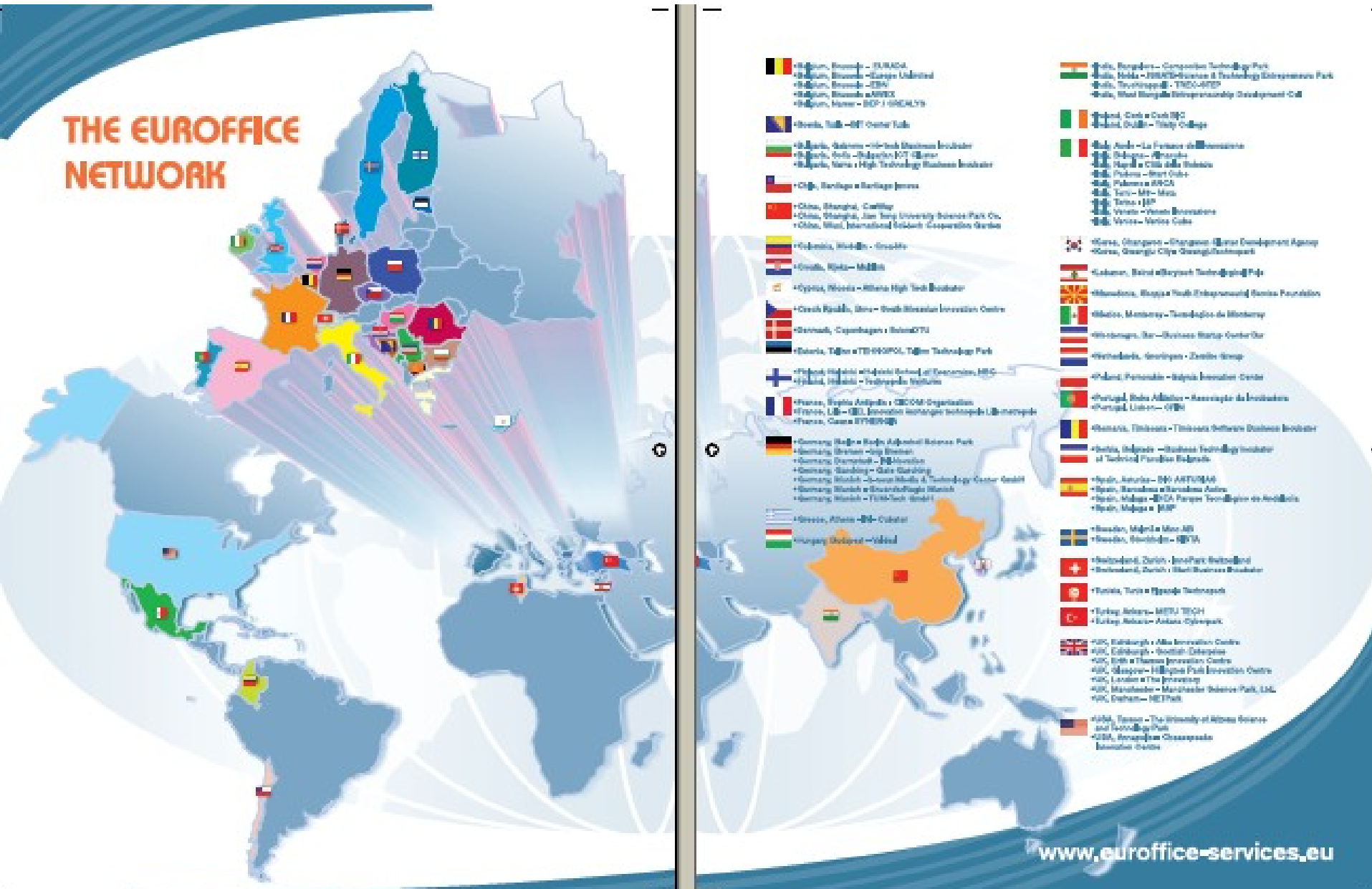
Major assets: the EOS Network & YOU

THE EUROFFICE NETWORK



- 32+ Countries
 - 80+ EOS Network Members
 - 150+ international advisors
 - Certification of EOS Services
- ⇒ 1 000+ users / year
served face to face

THE EUROFFICE NETWORK



New EOS – Private business venture

- Capitalize on EC funded Coordination Action completed YE 2008
 - 4 M € total project, funded 50% by EC
 - 2 M € subsidy from EC
- Keep only good partners, services, processes...
 - 22 partners => 6 Board members
 - 12 services => 3 services
 - Online booking i.e. Hotel chain reservation system
- Focus on Customer needs, proven impact

=> Sustainability

EOS Transactional Model

Client SME pay online at reservation:

70% to Service Provider

20% to EOS Consortium

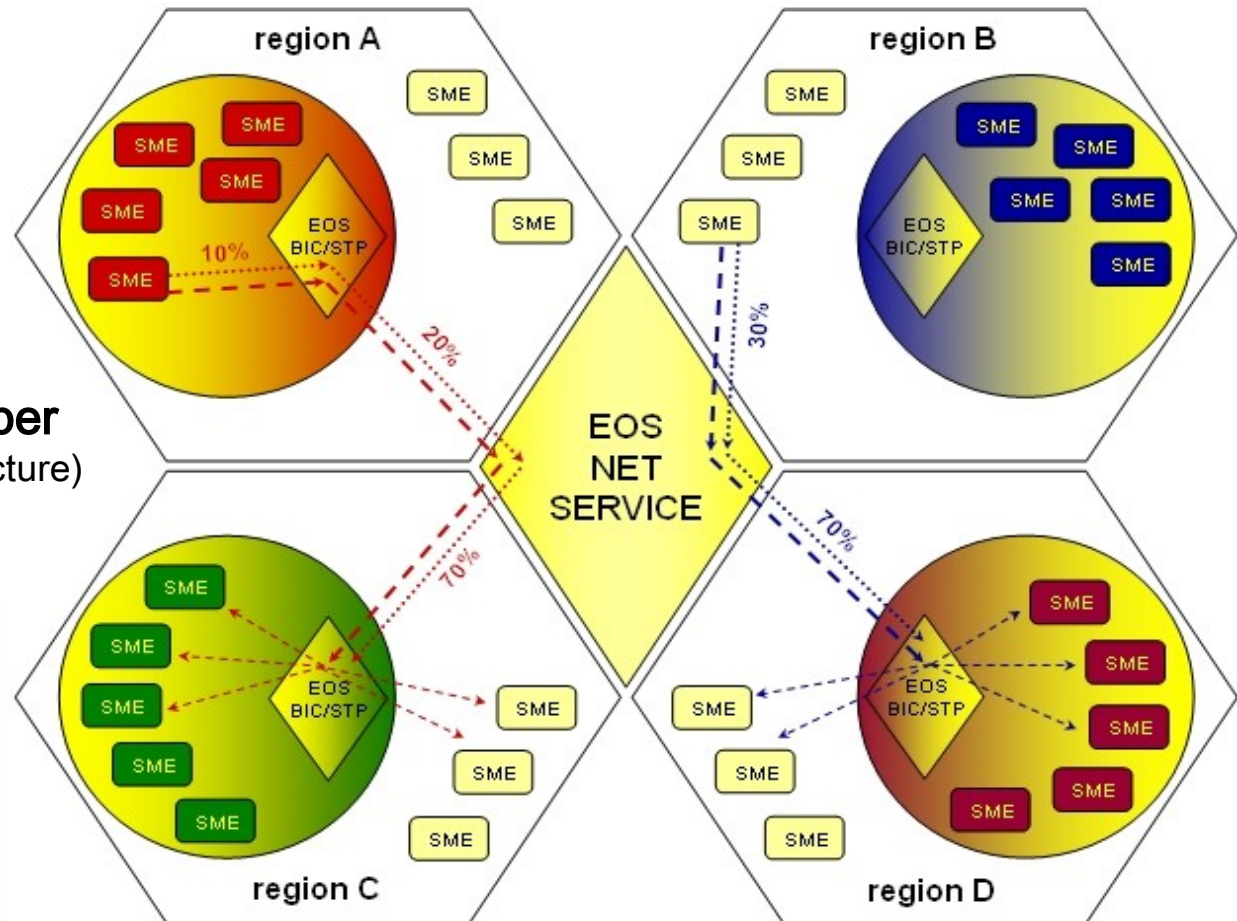
10% to Sender EOS member
(if any, otherwise to the EOS Structure)

i.e. 4 days Soft Landing at 300 €

Client SME pays 1.200 € online

EOS member SP gets 840 €

EOS Sending member gets 120 €



Searches for best Soft Landing location

- Searches:
 - By Country
 - Directly by EOS member
 - By Service
 - By Business sector
- Also, by Service AND Business Sector
 - ⇒ **Selectivity**
- In all cases, full description of Soft Landing environment
- Eagle eye

EOS – Online Booking System

Find Partners

Find Partners

Region:

Service:

 EurOffice Essential
 Business Welcome Package
 EurOffice Extended
 Visiting Services

Business Sector:

 Aeronautics and aerospace
 Automotive
 Bio
 Chemical

Finland, [Technopolis Ventures](#)
 Germany, [Gate Garching Tech. Centre](#) Result

- Home
- Services
- Business Sectors
- Network
- News/Events
- Application

Network

[Introduction](#)[Members](#)[Network](#) > [Members](#) > **Technopolis Ventures**

Helsinki Region, Finland

Fields of competence: ICT expertise, Software cluster, Mobile & Wireless applications, Microsystems technology and Paper technology

- 15 Incubators
- Excellent area, R & D environment and service concept for companies and creating New Technology Based Firms
- **Otaniemi Science Park / Technopolis Ventures** with VTT and Helsinki University of Technology form a unique cluster of education, research and 300 innovative high tech start-ups.



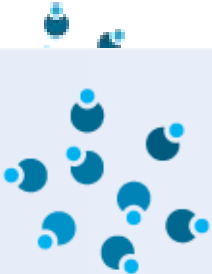
Services Offered

Soft Landing:

[EuroOffice
Essential](#)[EuroOffice
Extended](#)[Access Advisor](#)[Visiting
Services](#)

Networking:

[International
Matching](#)[VIEW RATES](#)[Home](#)[Services](#)[Business Sectors](#)[Network](#)[News/Events](#)[Application](#)[Business & ICT Matching
Days](#)[EOS Contest: Register now!](#)



Booking

- Home
- Services
- Business Sectors
- Network
- News/Events
- Application

Meeting in Athen

Business & ICT Matching
Days

Booking

Technopolis Ventures, Finland

Service name	Max. persons	Price per day					No. of days
		Mo	Tu	We	Th		
EurOffice Essential	2	50	50	50	50	EUR	3
EurOffice Extended	2	50	50	50	50	EUR	0
Visiting Services	2	0	0	0	0	EUR	-
Business Advisor	2	0	0	0	0	EUR	-
A Mentor for You	2	0	0	0	0	EUR	-
Access Advisor	2	0	0	0	0	EUR	-
International Matching	2	0	0	0	0	EUR	-
Training	2	0	0	0	0	EUR	-

Proceed



Booking

[Home](#)[Services](#)[Business Sectors](#)[Network](#)[News/Events](#)[Application](#)[9th Management Board
Meeting in Athen](#)[Business & ICT Matching
Days](#)

Booking

Please confirm your details:

Selected services in region **Finland** and partner **Technopolis Ventures**:

EurOffice Essential, No. of days: 3

Arrival Date: 1 1 2008 Organisation: Position: Forename: Name: Address: Zip, City: Country: Telephone: E-Mail:

After filling the boxes the customer will receive an automatically confirmation via email
It comprises all booking details, payment modalities

EOS Annual Contest

Best EOS Network Member:

- Best SME internationalization Success Story
- Best movements of SMEs between EOS Network members
- i.e. Lyon Oct 2008

J.N. Durvy, Director Innovation Policy, Directorate-General Enterprise and Industry, EC rewarding

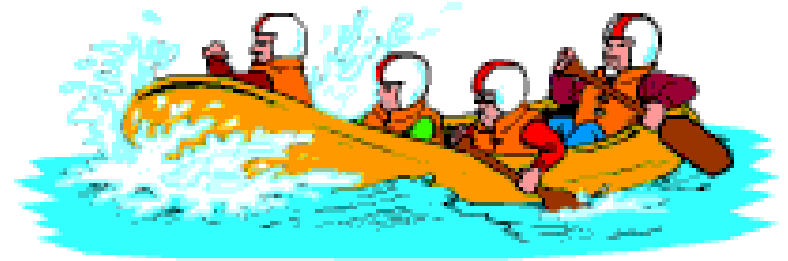
- CICOM (A. André, left)
- I3P (F. Sarti, right)

for their cooperation in helping SpaceLand (C. Viberti as Cosmonaut)

and Gérard Bonnes as master of Ceremony



Let's work together...



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EOS Member sample min. Business Case

- 4 Soft Landing entrepreneurs per quarter staying 3 days:
 $\Rightarrow 4 * 4 * 1 * 300 \text{ €} * 0,7 = 3.360 \text{ €}$
- 1 Soft Landing per quarter staying 1 week:
 $\Rightarrow 1 * 4 * 1 * 2.500 \text{ €} * 0,7 = 7.000 \text{ €}$
- Extra services paid directly (not via the EOS Transactional model), $\Rightarrow 1.000 \text{ €}$ per quarter year = 4.000 €
- 10 % Commission on Soft Landing sent to other places: 1.000 €
- Other services opportunities not included, very conservative case!



min. revenue per year > 15K €

Why joining the EOS network ?

You are an STP, BIC, Business Incubator..., professionals of innovative firms accompaniment, well recognized in your economic / innovation area, interested to:

- Attract new companies in your location
- Sell EOS Services and your own services to new incoming companies
- Develop your location & increase region attractiveness
- Help your client SMEs to develop internationally



➔ **Increase your revenues!**

EOS Client - sample Business Case

- EOS Soft Landing: unique consolidated offering for:

Office space + Business Contacts based upon personal accompaniment

- 250 € / for 2 days very efficient
 - Up-front preparation
 - Maximum efficiency of time use
can do in 2 days more than 2 weeks by other approaches
- Many ways to get subsidies:
 - In France: UbiFrance, COFACE, OSEO... i.e. vouchers
 - Similar programs in most EU countries
- Plenty of combinations with complementary programs (i.e. V.I.E. fro French, Explort for Belgians)



EOS Membership

- **Full Members: € 5.000 per year, incl.:**
 - Soft Landing Service Certification
 - 40-50 % discount on EOS Conference, trainings...



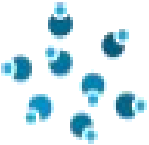
- **Associated Members: € 2.000 per year**
 - Certification not included (2.000 €)

- **Affiliated Members: €1.000 per year**
 - Only first year



also

- **Network Partners : € 5.000 per year**
 - Partnership to be defined case per case



EOS Membership ...

	EOS Membership categories			EOS Network Partners & sponsors	
	Full member	Associate Member	Affiliate Member	EOS Network Partner	EOS Network Sponsor
Annual fee	5.000 €	2.000€	1.000 €	5.000 €	> 30.000 €
Voting right	Yes	No	No	No	No
Member description on Web Site	Yes – Full with all links	Yes limited	Yes limited	Logo and link only	Logo and link only
Membership duration in categ.	unlimited	2 years	1 year	unlimited	unlimited
EOS Services Certification fee	Included	2.000 €	n.a.	n.a.	n.a.
Conference participation fee € 500 (1 annual conference)	40% disc. 1st p. 50 % disc. extra	Full fee	Full fee	Full fee	Full fee
Exhibit booth at conf.:€ 1000	25% discount	Full fee	Full fee	Full fee	Full fee
Training: € 300 3 trainings per year	40% disc. 1st p. 50 % for extra	Full fee	Full fee	Full fee	Full fee
Selling of EOS Services via Transactional Web Site	YES when certified	YES when certified	NO	n.a.	n.a.

EOS legal status - Governance

Structure resulting from EOS EC Contract Exit Strategy with external consultant

Consortium under CICOM Organisation legal and financial responsibility:

- Partnership board: CICOM + 5 elected directors
- Independent Chairman
- CICOM main Service Provider + Working Groups
- Annual General Assembly, with vote by Full members
- Annual Contest
- Training courses for new members
- Development of new Services => Certification