

# Steps2Scale

## Steps2Scale Project Partners:



**Bulgarian Industrial  
Association – Union of the  
Bulgarian Business,  
Bulgaria**



**Birmingham Chamber Of  
Commerce and Industry,  
United Kingdom**



**University of Deusto, Spain**



**ECQA GmbH, Austria**



**Obrtno-Podjetniska  
Zbornica Slovenije,  
Slovenia**



**Knowledge, Innovation and  
Strategies Management  
Club, Bulgaria**

## 1. Steps2Scale Project

### Description:

The Project **Steps2Scale** co-funded by the ERASMUS+ Programme of the European Union aims to create a harmonized qualification and competence framework for the profession Scaling up adviser which doesn't exist in any EU country. The Commission's Start-up and Scale-up Initiative aims to give Europe's many innovative entrepreneurs every opportunity to become world leading companies. There are many start-up initiatives, but very few make it beyond the critical first few years. The European Commission is determined to change that and help start-ups deliver their full innovation and job creation potential.

### Project's Goals:

- Development of support system in the field of adult education and training
- Support to the entrepreneurs in key phase of the lifecycle of their business
- Support of the entrepreneurial culture in Europe and establishment of new innovative managers of Europe.

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### Activities:

- Creation of harmonized qualification and competence framework for the new profession Scale Up adviser
- Creation of occupational profile for Scale Up advisers
- Development of harmonized training and learning methodology which will be tested during the life time of the project. Around 50 entrepreneurs from the target group will be trained while testing the training and learning methodology.
- Establishment of the first network and community of scaling up mentors and envoys

### Target Groups:

- Start-ups, scale-ups and spin-offs with minimum 5 years of experience balanced business plan and defined local market niche
- SMEs with innovative product which is already well placed on the local market and has export potential
- SMEs with export strategy and potential, but still local players
- VET Centres and training organizations, mentors, trainers and coaches in the field.

## 2. Launch of Steps2Scale website:

More information about the project is available at the website [www.scaling.bia-bg.com](http://www.scaling.bia-bg.com). The website will be the online platform where scale up companies and scale up consultants can share information and best practices, know-how and advices in the field of scaling up.

The project partners recommend to all startups and scale up companies to register and to discuss topics from their interest, to ask questions and to read information about the opportunities how to scale the company.

Stay tune with more new and like our Facebook page.

## 3. Networks and country specifications of scale up ecosystems:

To provide support and information to small and medium-sized businesses (SMES) seeking to boost their business, the Commission sponsors several support networks. 3 of the partners in the project are local contact points in the biggest Network supporting SMEs – [Enterprise Europe Network](#). It is a one-stop-shop for all business needs. It provides support on access to market information, overcoming legal obstacles, and identifying potential business partners across Europe.

Some 89% of employment in Spain is generated by companies with 20 employees – or less. And yet, the Spanish startup ecosystem lacks connection between different initiatives as well as useful and objective information about available resources. The Spanish entrepreneurial ecosystem has made a lot of progress in the last couple of years. To drive the much-needed change, a group of entrepreneurs launched the Spanish Scale up Manifesto in support of the Startup Manifesto.

Recent years have seen Austria – and in particular Vienna – evolve from an entrepreneurial desert to a promising home for young startups.

Still, despite the improving infrastructure and growing awareness of entrepreneur-driven issues (aided by successful local exits and flourishing business angels), there is a lack of venture capital for financing.

One of the initiatives to promote entrepreneurship in Austria is Pioneers Festival, an annual event gathering startups, investors, and technology-driven corporations with a specific focus on Europe, especially CEE.

The United Kingdom is an advanced, high-income market economy. The services sector dominates the UK economy, contributing up to 80% of its gross domestic product; the financial services industry is particularly important. The United Kingdom also has one of the most vital start up ecosystems worldwide. A vibrant cultural scene, an international workforce and a wide network of tech hubs and accelerators also help London continue to attract young businesses. The national government is business-oriented and seeks to create a start-up-friendly climate in the country. Start-up companies and the high-tech industry in Slovenia are growing and expanding. Unfortunately, it still happens on a small scale, and the impact on the overall Slovenian economy is limited. Local entrepreneurs have produced a [Slovenian Startup Manifesto](#) – a national roadmap in support of the (European) Startup Manifesto. Over the course of the next five years, the initiative aims to create hundreds of new jobs in start-ups, to connect at least 50 start-ups with the most important start up ecosystems in the world and to create or attract high-impact start-ups with global potential.

The start-up ecosystem in Bulgaria has emerged recently and is evolving significantly. Thanks to coworking spaces such as Betahaus, SOHO and CowOrKing as well as local venture funds (LAUNCHub and Eleven) – boosted by investment through the Joint European Resources for Micro and Medium Enterprises (JEREMIE) programme of the European Investment Fund – the start-up ecosystem is growing.

Several international venture capital funds and strong angel investors backed local companies and there are a few dozen global success stories today.

The boom of information-technology outsourcing, hardware and software solutions opened the eyes of a lot of international companies, resulting in a rising reputation for Bulgaria as an excellent source of bright minds. These developments activated entrepreneurship, as many professionals with years of corporate experience started their own ventures and were motivated to reach international recognition and investment. But there is still a long way to go to implement all recommendations of the Startup Manifesto.

Read more at:

<http://www.europeandigitalforum.eu/scale-up-manifesto-policy-tracker/>

## 6. Next planned actions:

The consortium starts to work on the qualification frame which template was proposed and discussed at the kick off meeting. The project partners agreed on the titles of the main modules of the qualification framework and every partner is task leader responsible for development of the model. The QF will be the basis for the scale up advisors and the first draft should be ready in February.

The next coordination meeting will be in February in Krems, Austria.

The partners will focus on the visualization of the competence model and occupation profile.

The partners work on visualization of the project providing Facebook news and information about the project and scale up activities in different countries. Steps2Scale will identify and create the community of experts and scale up companies to build a community for further cooperation.