



Marie Skłodowska- Curie RISE  
MAPS-LED  
Multidisciplinary Approach to Plan Smart Specialisation Strategies  
for Local Economic Development



# MAPS-LED Platform: Living Lab in Progress

Working Package No. 3: “S3: Social Innovation and Territorial Milieu”

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# WHAT'S A LIVING LAB ?



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**OK, WE CAN DO IT!**  
**BUT HOW?**

# Vision and Mission

## VISION & MISSION

Sky is the limit

### Vision

We envision more vibrant, sustainable and equitable regional economies. We believe that any territories are attributed by some sorts of hidden potentials, which need only to be disclosed. Accordingly, we wish to **unveil regional-specific strengths** in order to bring territorial development to the next level, towards making our academic and professional knowledge available to a wide audience of Entrepreneurs and Public Institutions.

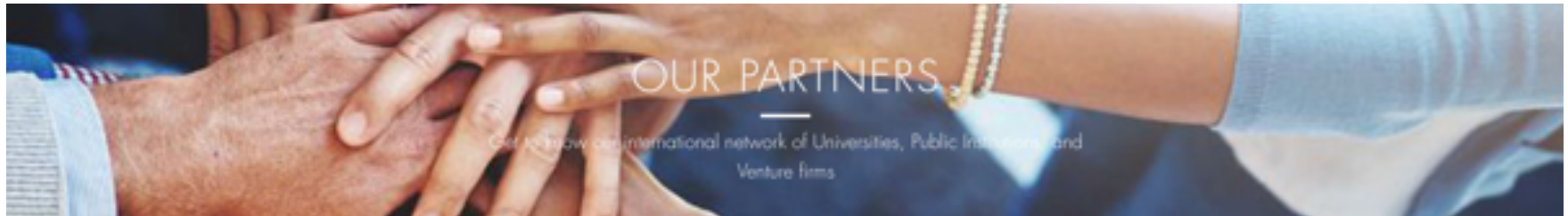
### Mission

Our mission is to discover the latent potentials of regional economies towards implementing a twofold approach, which includes both supporting private Entrepreneurs and Public Administrations.

On the one hand, we are convinced that innovation-, and entrepreneurial- agents are the key actors enabling the take off of territorial development. Consequently, we aim at favoring the emergence and growth of innovative businesses, start-ups, and spin-offs towards providing promising Entrepreneurs with high-quality advice about: the viability, marketability, and sustainability of their business/business idea i) the opportunity to access private and public funds ii) the most effective strategies to penetrate the market.

On the other hand, we recognize the central role of Public Administrations and public policies to shape the ideal context-conditions to foster territorial development. Consequently, we make our data (collected through start-up/businesses consulting activities) available to support decision-making. Moreover, we are ready to invest our academic and professional know-how, to assist public administrations in the process of policy design and implementation.


# Partnerships



Universities Public Institutions Venture capital firms





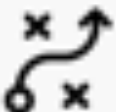



## Targeted customers



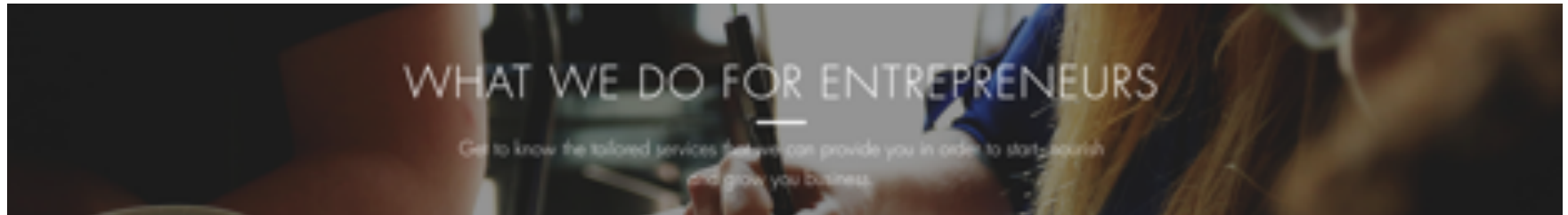
STARt.me-up  
Takes you higher!

Entrepreneur

Public Administration

 <p>We offer you in-depth analysis of your business idea, its marketability, and viability.</p>	<p>We outline detailed context-analysis, towards revealing territorial attribute of the Entrepreneurial environment.</p> 
 <p>We provide you with professional strategies, tailored on your project-specific attributes.</p>	<p>We provide, evidence-based, scientifically-validated insights to support the decision making</p> 
 <p>You are ready to securely and profitably start your own business.</p>	<p>You are ready to make policy decisions on the base of sound assessment carried by a third party agency</p> 

# Services

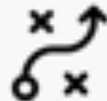


## Your success is few clicks away

We believe in your potential! That is why we provide you with an unparalleled array of services in the way of your business success. Get full access to our services in few steps.



Sing-up/Log-in. You will receive an email with your credential to access a members-only area

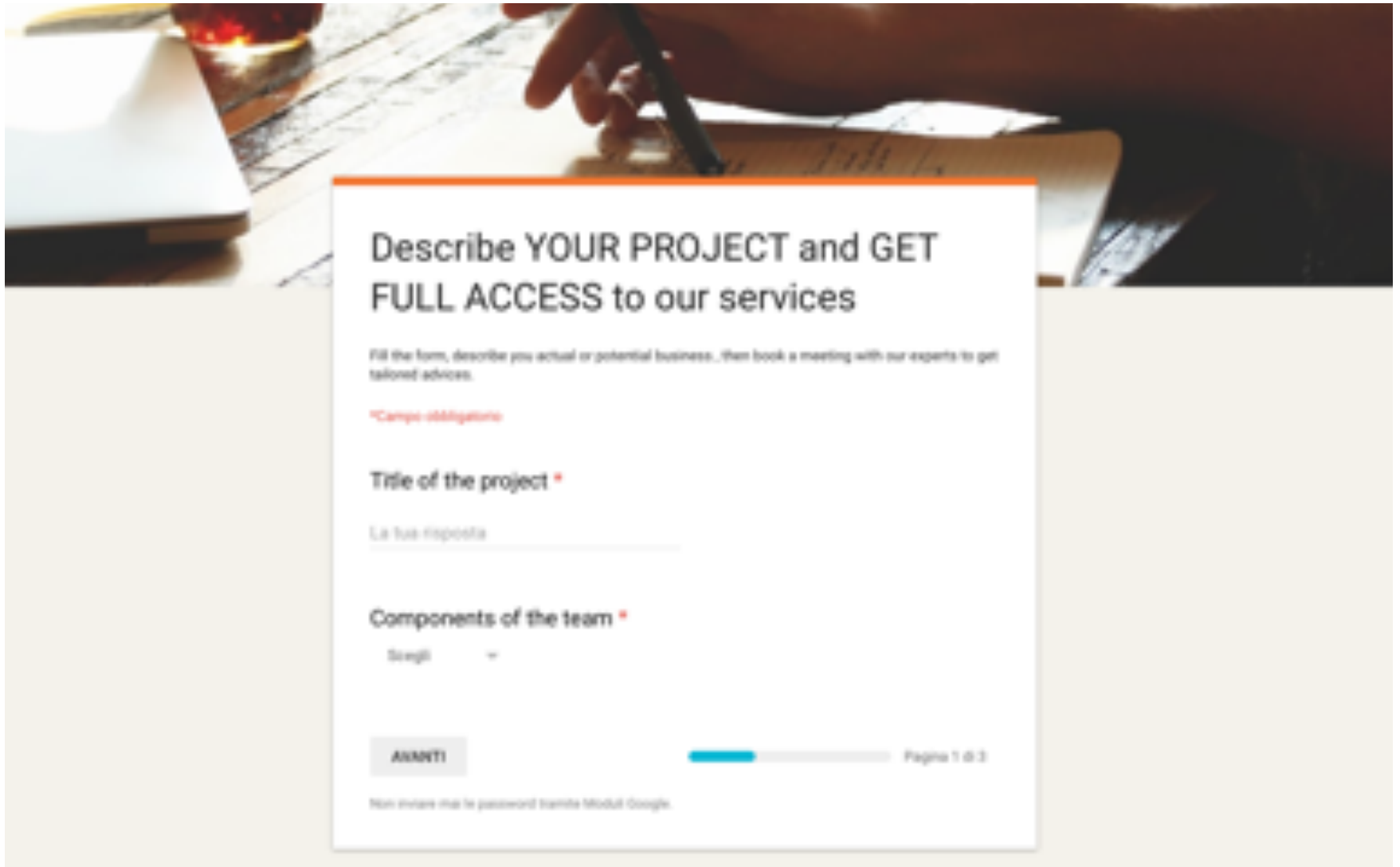


Upload your project. In the members-only area, you will find a menu button to upload your idea.



Access our services. Schedule a free meeting with our experts, who will provide you with professional advice on how to start, nourish and grow your business.

# Services



**Describe YOUR PROJECT and GET FULL ACCESS to our services**

Fill the form, describe you actual or potential business...then book a meeting with our experts to get tailored advices.

*\*Campi obbligatori*

**Title of the project \***

La tua risposta

**Components of the team \***

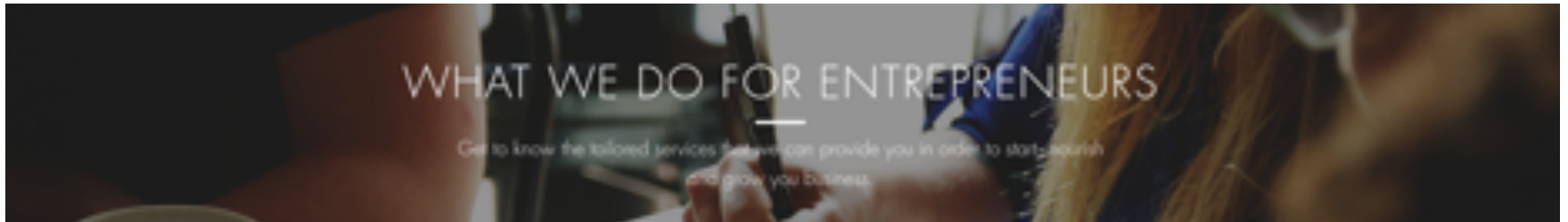
Scegli

**AVANTI**

Non inviare mai la password tramite Modulo Google

Pagina 1 di 3

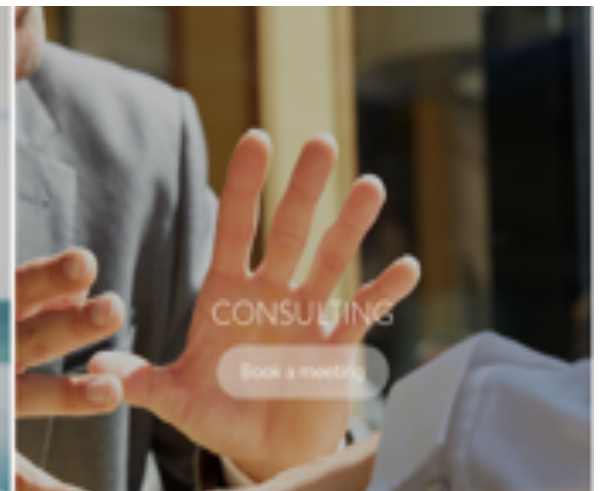
# Services



1

2

3



# Services



## Make the best decision for your community

You have the potential to make your community and territory great. We have powerful instruments to support your decisions



Sign-up/Log-in into the platform. You will receive an email with your credential to access a members-only area



Get access to our services. Source our data about start-up or book a meeting with us.

## Services



1

2

3





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**OK, SOUNDS GOOD!**  
**BUT, WHAT'S THE IMPACT**  
**ON THE TERRITORY?**

*MAPS-LED Second Mid-term Meeting*  
06.07.2017  
San Diego State University, CA, USA



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**SUPPORTING  
ENTREPRENEURIAL  
ENVIRONMENT AND  
ENTREPRENEURIAL  
SPIRIT**



**ATTRACTING PRIVATE  
FUNDS**



**FAVOURING THE  
EFFECTIVENESS OF  
DECISION-MAKING**



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# Thank you!

Giuseppe Pronestì

PAU Unit

Marie Curie ER/ESR – MAPS\_LED Project

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