



Project co-financed by the European
Regional Development Fund



Predstavlanje alata završenih projektnih događaja MISTRAL-a

27. svibnja 2021. | National learning camp

Marko Jović, voditelj projekta



Natjecanje "plavih" poslovnih planova (Blue Growth Business Plan Competition)

- Natjecanje je pružalo sudionicima mogućnost da svoju poslovnu ideju, uz pomoć stručnih predavača, pretoče u poslovni plan i ostvare kontakte s drugim tvrtkama i potencijalnim poslovnim partnerima.
- Namijenjeno - mikro, malim i srednjim poduzećima, obrtima, OPG-ima, startup-ovima, freelancer-ima i znanstvenim ustanovama koja djeluju u području plave ekonomije
- Područja interesa:
 - I. Plava energija
 - II. Ribarstvo i akvakultura
 - III. Pomorski nadzor
 - IV. Plave biotehnologije
 - V. Obalni i pomorski turizam

Natjecanje "plavih" poslovnih planova (Blue Growth Business Plan Competition)

- **21 prijavljeni projekt**
 - I. Plava energija – **1** prijava
 - II. Ribarstvo i akvakultura – **2** prijave
 - III. Pomorski nadzor – **1** prijava
 - IV. Plave biotehnologije – **1** prijava
 - V. Obalni i pomorski turizam – **16** prijava
- **3 faze: srpanj – listopad 2020.**
- **On-line i on spot**



Natjecanje "plavih" poslovnih planova (Blue Growth Business Plan Competition)

PRVA FAZA

Trajanje: 13.-16. srpnja 2020.

Mjesto: On spot (prostorije HGK-ŽK Zadar) i online

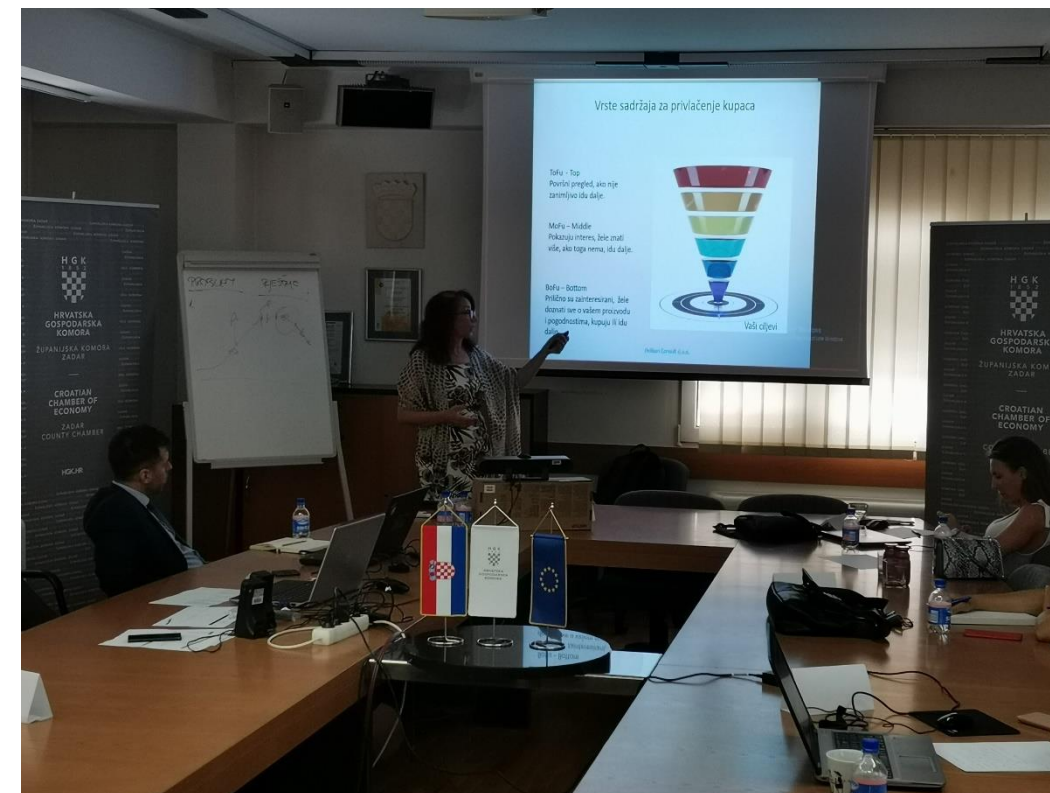
Moderator: Danijel Pevec, Alpha Capitalis d.o.o.

Sudionicima je objašnjena svrha izrade poslovnog plana, metodologija poslovnog planiranja, financijski elementi pothvata i financijsko modeliranje te ih je moderator vodio u prvim koracima razvijanja vlastitih poslovnih ideja u poslovne planovima

Predavanja:

- I. Jadranka Pelikan, Pelikan Consult d.o.o. – Marketing putem društvenih mreža
- II. Mira Krneta, HBOR – kreditni programi
- III. Željka Smoljan Komać, SF Konzalting – Usluge HAMAG BICRO i poslovnih banaka
- IV. Vesna Vertovšek, konzultantica – Korištenje fondova EU
- V. Jelena Ferrelli, SF Konzalting – primjeri poslovnih planova
- VI. Gracija Požar – primjer poslovnog plana

Natjecanje "plavih" poslovnih planova (Blue Growth Business Plan Competition)



Natjecanje "plavih" poslovnih planova (Blue Growth Business Plan Competition)

DRUGA FAZA

- Sudionici: 11 najboljih poslovnih planova I. faze
- Trajanje: 10.8. – 15.9.2020.
- Mjesto: On spot i online
- Individualni treninzi i razvojne aktivnosti za sastavljanje poslovnog plana
- Pomoć trenera, koji su bili predavači iz prve faze.
- Ukupno 20 sati rada s trenerima na daljnjem razvoju poslovnog plana

TREĆA FAZA

- Sudionici: 2 najbolja poslovna plana II. faze
- Trajanje: 12. – 20.10.2020.
- Mjesto: On spot i online
- Priprema prezentacije za sudjelovanje na završnom događaju
- Dodatnih 10 sati rada na projektima sa svojim trenerima

Natjecanje "plavih" poslovnih planova (Blue Growth Business Plan Competition)

Blue Growth Elevator Pitch Competition



ADRIATIC ODDITY

Sea voyage across Dalmatia searching for Odysseus' clues

Interreg Mediterranean MISTRAL

"Traveling reveals the same as logical reading of the Homer's epic: the unknown archipelago the Greek hero Odysseus spends years wandering around in the Mediterranean cannot be anywhere else but in the Adriatic Sea"
Jasen Boko

October 22nd, 2020

Issues addressed



- Multiday holiday packages are usually based on a single idea/need; e.i. either biking, hiking or gastronomy, barely touching other fields
- Odyssey has inspired numerous artists: Joyce, Kubrick, Marinkovic
- It has become a synonym for adventure of a lifetime and search for the meaning of life
- This tour is intended to "Renaissance women and men" who want to go beyond ordinary travel experience, those after discovering Croatian coast in an immediate and unique way

AmCro Travel
AGENCY

Blue Growth Elevator Pitch Competition



AmCro Travel
Luxury & Corporate Travel for the USA clients

Interreg Mediterranean MISTRAL

Online

October 22nd, 2020

Natjecanje "plavih" poslovnih planova (Blue Growth Business Plan Competition)

BLUE GROWTH ELEVATOR PITCH COMPETITION

- Blue Growth innovative projects presentations
- Presentation of the Blue Invest Platform (PwC)
- DG MARE intervention

Online

October 22nd,
2020

9.00 AM - 5.30 PM
(ECT)



Interreg
Mediterranean
MISTRAL

Vote & Prices

→ Evaluation made by a judging panel



Different prices will be awarded

- The « Grand Prix »
- **The Prize for Eloquence**
- **The most innovative project**



→ The Audience's choice award

Evaluation criteria

QUALITY OF THE PRESENTATION
The presentation is clear and logical
The team presents the plan in a persuasive and attractive manner
CLARITY OF THE BUSINESS PROPOSITION
Product/service concept and the benefits users/customers will receive are clearly explained and are compelling
Market opportunities (target, size, competitors) are clear and compelling
Business Model is clear and consistent with the presenter organisation mission, potential outcomes and financial projections
The team , as presented, appear appropriate for achieving the planned results
The proposed business has a realistic innovative potential
The request for action and/or the financial need is clear and appears consistent with the company/team goals

Jury



Marta Huidobro
Business Angel



Roberto Cimino
President of the Blue Growth
Italian Technology Cluster
Jury President



Clémence Le Corff
European Project manager at
Pôle Mer Méditerranée



Joel Gomes
Innovation Project Manager
at Sines Tecnopolo



Lovro Jurišić
Head of Zadar County Departement
for Economy, Tourism, Infrastructure
and EU Funds

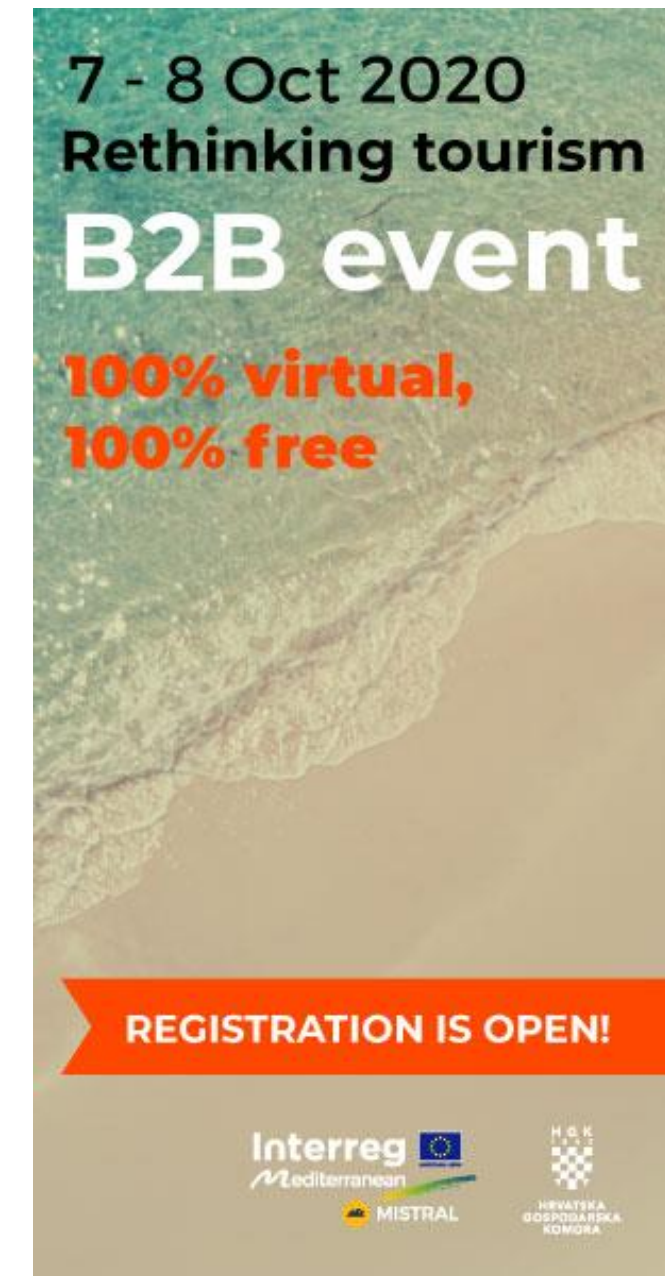


Neofytos Kolokotronis
Innovation Specialist
at Foundation

Matchmaking događaj

Rethinking tourism B2B event

- Sudionici su imali priliku sudjelovati na webinarima i zakazati B2B sastanke s drugim sudionicima događaja
- Namijenjeno - svim tvrtkama iz turističkog sektora, kao i onima koji posluju s turističkim sektorom (IT tvrtke, uključujući i one koje se bave poboljšanom ili virtualnom stvarnošću, kulturni i kreativni sektor, sveučilišta, istraživački centri...)
- Datum održavanja: 7.-8. listopada 2020.
- Područja interesa: Obalni i pomorski turizam



Matchmaking događaj

Rethinking tourism B2B event

- **313** sudionika iz **19** zemalja
- **81** B2B sastanak
- Teme webinarara:
 - a) Uključivanje materijalne i nematerijalne kulturne baštine u turizmu
 - b) Kulturna baština u turizmu – Digitalizacija kulturne baštine
 - c) Održivi turizam – Indikatori održivog turizma
 - d) Razvoj turizma u prirodnim zaštićenim područjima
 - e) Big data, digitalizacija i ICT usluge u turizmu
 - f) Financiranje Plavog rasta – Inovacijska vaučer-shema projekta BLUE_BOOST_Adriion program
- <https://rethinking-tourism.b2match.io/>



Matchmaking događaj

Rethinking tourism B2B event

Edward Bernays
prva vizualna škola za komunikacijski menadžment

Glagolitic colony on the example of the old town of Plomin - Istria

PhD Romana Lekić, full time college professor
Edward Bernays University College Zagreb

Interreg Mediterranean
Project co-financed by the European Regional Development Fund
MISTRAL

Participants (120)
Panelists (4): futuro (Host, me), Romana Le... (Co-host), Daniela Jelinčić (Co-host), Krešimir Dabo (Co-host)

Chat:
From Ivan Jadreško to Panelists: Dobro jutro svima, ne mogu unmutat se jer sam participants
From Me to Panelists: svi smo tu?
From Ivan Jadreško to Panelists: Pozdrav svima i srtno, možeš me Marko prebaciti u attendees. Da se ne vidim
From Me to Panelists: ok evo ga
Panelisti vidite chat?, aeo ne upalite kraj screen sharinga (samo pazite da šaljete samo panelistima)
From Me to Panelists and Attendees: The chat will be closed for the attendees so that communication goes through the Q&A (if there are questions).

"CHRISTOFOROS" shipwreck

- Type : Cargo ship
- Construction date: January 1950
- Construction site: Scotland (shipyard Grangemouth)
- Names: 1950-1968 "THOMAS HARDIE"
1968-1975 "BIRLING"
1976-1983 "CHRISTOFOROS"

Lenght: 85µ- 90m
Width: 13m
Sinking date: October 1983
Maximum depth: 42m
Preservation state: Excellent

Participants (105)
Panelists (4): futuro (Host, me), Angelos M... (Co-host), Gorana Barišić... (Co-host), Veronika Mudri... (Co-host)

Snimke webinaru, imena predavača i njihove prezentacije mogu se pronaći na stranicama HGK-ŽK Zadar:
<https://www.hgk.hr/odrzan-medunarodni-online-b2b-dogadaj-rethinking-tourism-u-okviru-projekta-eu-mistral-najava>

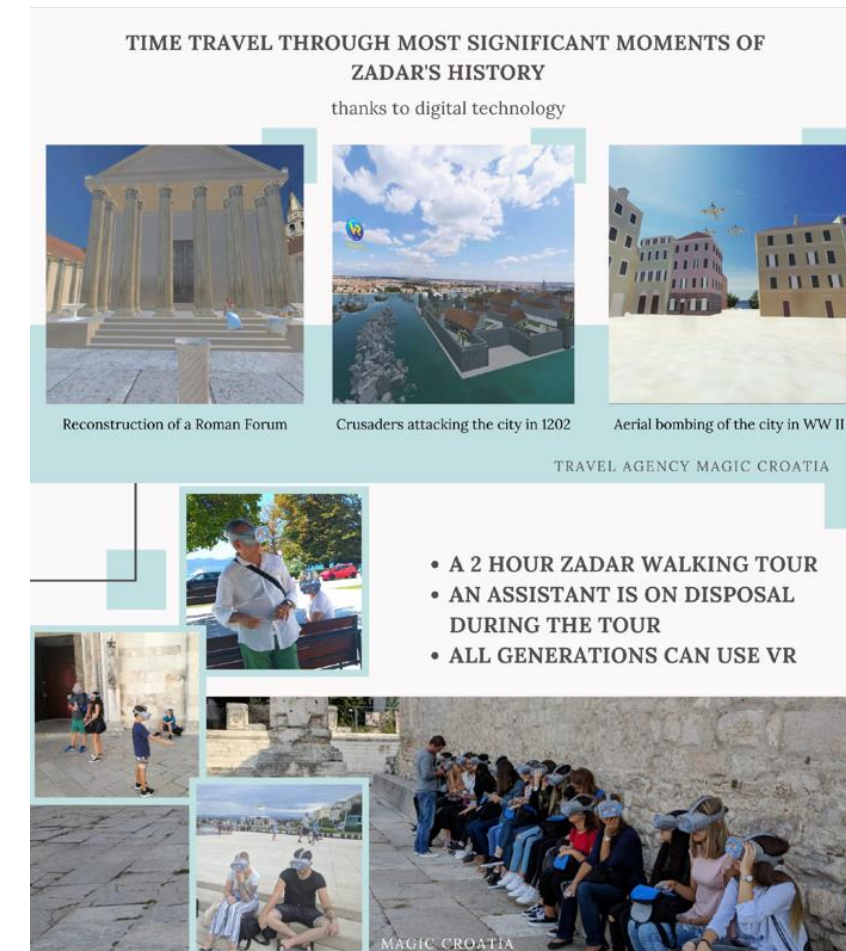
Matchmaking događaj

Rethinking tourism B2B event



Tvrđava kulture Šibenik

Upotreba digitalne tehnologije u interpretaciji povijesne baštine



Virtualna šetnja Zadrom



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Hvala na pažnji!

Marko Jović, voditelj projekta

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