

# PROGETTO MANIFATTURA

green innovation factory

business incubation formulas





# Philosophy

## **Progetto Manifattura**

is a business innovation centre that operates primarily in the fields of eco-sustainable building, renewable energy, and technologies for monitoring the environment and managing natural resources.

The primary aim of the project is to create an industrial cluster, specialized in the fields of environment sustainability and clean technology, that provides tailored services and opportunities for business growth.

A business campus is being built dedicated to eco-sustainability and environmental technologies – with research, training, technical assistance and networking activities – serving, moreover, as an area dedicated to testing and implementing innovative ideas in the fields of architecture, engineering, plant projects and energy supply.



In the nine hectares of the former tobacco factory in Rovereto, Progetto Manifattura not only provides the physical space for innovative companies, but also supports and facilitates the development of

ideas and projects for creating products within the framework of eco-sustainable growth. In particular, Progetto Manifattura provides companies (already founded or in start-up phase) with the following:



**1** fully equipped, ready-to-use office space;

**2** consulting services and training;

**3** market research tools and know-how on the evolution of markets and clean technologies;

**4** marketing and promotional activities for the cluster;

**5** sharing of business culture and technical know-how;

**6** assistance in finding and obtaining financing.

The project offer of providing business locations is designed to host different kinds of companies, from the tertiary sector to light industry, and has been conceived to meet a variety of organizational structures and formats. The space provided is tailored according to the final user needs and made available both to newly-created companies and to consolidated firms searching for innovative opportunities for development.

Thanks to its environment dedicated to promoting collaborative projects and partnerships, Progetto Manifattura is the ideal location to test out, produce, and share know-how and innovative skills. It welcomes both manufacturing and service sector companies, which are sensitive to a responsible use of environmental and energy resource, that are developing products and services to meet the new demands arising from the demographic, social and economic transformations characteristic of our age.

As an eco-sustainability focused centre, Progetto Manifattura does not restrict its activities to within the perimeter of the old factory, but rather has been as conceived an “open” project inspired by the concept of an open-minded approach to innovation.

This is the reason why the companies which locate to Progetto Manifattura are asked to be proactive in the creation of the *cluster*, contributing with their skills and ideas to a business community based on shared technical interests and strategic visions. Progetto Manifattura works in partnership with Habitech, an environment and energy technology district, on a number of collaborative projects.

Regarding the support provided to companies, Progetto Manifattura operates in both the start-up and consolidation phases, promoting innovative environmental sustainability projects. The already constituted or start-up companies which locate to Manifattura are not necessarily required to be high-tech, however, demonstrating an innovative capacity in designing products or services, or in production or organizational processes is essential.

# Greenhouse Full

In today's highly competitive, globalized market, creating a new business from scratch isn't easy. That's why Progetto Manifattura offers entrepreneurs a complete support package for **just 60 Euros per month for up to 12 months.**

This support package is designed to assist the aspiring entrepreneur in planning and developing a new business, making available a fully equipped functional office and providing tutoring, training, and other forms of assistance.

The program welcomes new companies (less than 2 years old) as well as aspiring entrepreneurs that operate in, or are intending to operate in the eco-sustainable building, renewable energy and technologies for monitoring the environment and managing natural resources that can demonstrate a need for guidance and assistance in setting up a new business.



The selection process for joining the program is simple, clear, and fast:

- use the request form to describe how your idea adheres to the three areas of interest: eco-sustainable building, renewable energy, and technologies for monitoring the environment and for managing natural resources;
- progetto Manifattura rapidly evaluates requests (at most 2 weeks). If accepted, you will be offered a 12-month service contract that includes the space and services described in the following table.

Companies that join the program are asked to:

- participate in the training, support and tutoring programs offered by Progetto Manifattura that aim to help the entrepreneur increase his or her understanding of business culture and potential for success;
- participate proactively and constructively in communal activities promoted by Progetto Manifattura in order to promote a lively, dynamic cluster that supports the creative process.

## SERVICES INCLUDED

BASIC SERVICES	VALUE ADDED SERVICES
<ul style="list-style-type: none"> <li>• Assignment of an equipped office</li> <li>• Activation of telephone service</li> <li>• High-speed Internet connection (up to 15MB/second over fibre)</li> <li>• Heating and electricity</li> <li>• Parking</li> <li>• Meeting rooms</li> <li>• Unlimited Wi-Fi use</li> <li>• Cleaning service</li> <li>• Use of photocopy and fax machines</li> <li>• Reception and security services</li> <li>• Technical services for ICT</li> <li>• Secure area for running a server</li> </ul>	<ul style="list-style-type: none"> <li>• Training in the basics of business management, start-up and strategy</li> <li>• Tutoring on the basics of company finance, marketing, and legal issues</li> <li>• Support in creating a business model and a business plan</li> <li>• Mentoring from experts and entrepreneurs</li> <li>• Assistance in finding investors</li> <li>• Assistance in applying for financial incentives from the Province of Trento</li> <li>• Access to financial resources for starting a company, including seed money (through Trentino Sviluppo)</li> <li>• Support in organizing events and workshops</li> <li>• Help in establishing relationships with research centres</li> <li>• Access to market research in clean technologies sector</li> <li>• Assistance in finding technology partners and international business partners (through the EEN network)</li> <li>• Participation in the green innovation community</li> <li>• Support in protecting intellectual property (through Trentino Sviluppo)</li> </ul>

## ADDITIONAL FEE SERVICES

BASIC SERVICES	VALUE ADDED SERVICES
<ul style="list-style-type: none"> <li>• Centralized management of posted mail</li> <li>• Cost of land-line telephone calls</li> <li>• Access to subsidized canteen</li> <li>• Car sharing service</li> <li>• Dedicated area for server</li> </ul>	<ul style="list-style-type: none"> <li>• Administrative and legal support</li> <li>• Management support for increasing innovation and competitiveness (through Trentino Sviluppo)</li> <li>• Advanced tutoring</li> <li>• Consulting in process optimization, for example, the Kaizen Method (through Trentino Sviluppo)</li> </ul>

# Greenhouse Flex

In today's highly competitive, globalized market, creating a new business from scratch isn't easy. Often, new entrepreneurs start companies while still conducting other activities. That's why Progetto Manifattura is offering a truly flexible support program for a fixed fee of **just 30 Euro per month for up to 12 months.**

The value added services of the Flex formula are almost identical to the **Greenhouse Full** formula, but provides a more flexible office format. With **Greenhouse Flex** spaces are not permanently assigned, but provided in an shared, open space area. This formula is for people who like the idea of co-working, a concept that is becoming ever-more international in nature.

The program welcomes new companies (less than 2 years old) as well as aspiring entrepreneurs that operate in, or are intending to operate in the sectors of eco-sustainable building, renewable energy and technologies for monitoring the environment and managing natural resources that can demonstrate a need for guidance and assistance in setting up a new business.

The selection process for joining the program is clear and quick:

- use the request form to describe how your idea adheres to the three areas of interest: green building, renewable energy, and technologies for monitoring the environment and for managing natural resources;
- progetto Manifattura rapidly evaluates requests (at most 2 weeks). If accepted, you will be offered a 12-month service contract that includes the space and services described in the following table.

Companies that join the program are asked to:

- participate in the training, support and tutoring programs offered by Progetto Manifattura that aim to help the entrepreneur increase his or her understanding of business culture and potential for success;
- participate proactively and constructively in communal activities promoted by Progetto Manifattura in order to promote a lively, dynamic cluster that supports the creative process.

## SERVICES INCLUDED

BASIC SERVICES	VALUE ADDED SERVICES
<ul style="list-style-type: none"> <li>● Use of a desk in an open-space office</li> <li>● Area for filing documents and storing office equipment</li> <li>● Unlimited high-speed Wi-Fi use (up to 15MB/second over fibre)</li> <li>● Heating and electricity</li> <li>● Parking</li> <li>● Meeting rooms</li> <li>● Cleaning service</li> <li>● Use of photocopy and fax machines</li> <li>● Reception and security services</li> <li>● Technical services for ICT</li> <li>● Secure area for running a server</li> </ul>	<ul style="list-style-type: none"> <li>● Training in the basics of business management, start-up and strategy</li> <li>● Tutoring on the basics of company finance, marketing, and legal issues</li> <li>● Support in creating a business model and a business plan</li> <li>● Mentoring from experts and entrepreneurs</li> <li>● Assistance in finding investors</li> <li>● Assistance in applying for financial incentives from the Province of Trento</li> <li>● Access to financial resources for starting a company, including seed money (through Trentino Sviluppo)</li> <li>● Support in organizing events and workshops</li> <li>● Help in establishing relationships with research centres</li> <li>● Access to market research in clean technologies sector</li> <li>● Assistance in finding technology partners and international business partners (through the EEN network)</li> <li>● Participation in the green innovation community</li> <li>● Support in protecting intellectual property (through Trentino Sviluppo)</li> </ul>

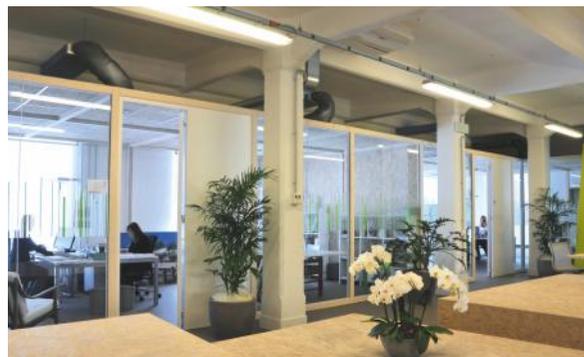
## ADDITIONAL FEE SERVICES

BASIC SERVICES	VALUE ADDED SERVICES
<ul style="list-style-type: none"> <li>● Centralized management of posted mail</li> <li>● Access to subsidized canteen</li> <li>● Car sharing service</li> <li>● Dedicated area for server</li> </ul>	<ul style="list-style-type: none"> <li>● Administrative and legal support</li> <li>● Management support for increasing innovation and competitiveness (through Trentino Sviluppo)</li> <li>● Advanced tutoring</li> <li>● Consulting in process optimization, for example, the Kaizen Method (through Trentino Sviluppo)</li> </ul>

# Innovation Factory

Companies in the growth phase can find office space, production modules, and equipped laboratories within the Progetto Manifattura complex. These modular fully equipped structures are ready for use and allow companies to benefit from a program designed to accelerate and consolidate growth, provide targeted services, help in accessing public funding for technological plant, as well as opportunities driving from the Province of Trento's innovation system network, as described below.

The tangible benefit to the entrepreneur is, above all, the opportunity to concentrate his or her energy and resources on product quality, market penetration, and consolidation of a solid, effective business strategy, potentially through new investments in technology and innovation.



Companies that join the **Innovation Factory** program get a services contract of variable duration that foresees the potential for government subsidies. The monthly contract terms are:

- **8.50 euros** per square metre for office space
- **5.50 euros** per square metre for production modules

To access the program, companies need to establish their headquarters in the Province of Trento and operate in the following sectors: eco-sustainable building, renewable energy and technologies for monitoring the environment and managing natural resources.

Companies interested in joining the program need to present a business plan using the template provided. Progetto Manifattura provides assistance with completing the forms.

Progetto Manifattura responds to requests to join the **Innovation Factory** in 30 to 40 days from the date that the complete business plan is presented.

## SERVICES INCLUDED

BASIC SERVICES	VALUE ADDED SERVICES
<ul style="list-style-type: none"> <li>● Use of an office space or a production module</li> <li>● Parking</li> <li>● Meeting rooms</li> <li>● Activation of telephone service</li> <li>● High-speed Internet connection (up to 15 MB/second)</li> <li>● Availability of WiFi</li> <li>● Reception and security services</li> <li>● Secure area for running a server</li> </ul>	<ul style="list-style-type: none"> <li>● Assistance in finding investors</li> <li>● Assistance in applying for financial incentives from the Province of Trento</li> <li>● Help in establishing relationships with international research centres (through the EEN network)</li> <li>● Assistance in finding technology partners and international business partners</li> <li>● Participation in the green innovation community</li> <li>● Support in protecting intellectual property (through Trentino Sviluppo)</li> </ul>

## ADDITIONAL FEE SERVICES

BASIC SERVICES	VALUE ADDED SERVICES
<ul style="list-style-type: none"> <li>● Centralized management of posted mail</li> <li>● Access to pay-per-copy photocopy machine</li> <li>● Electricity, heating and telephone</li> <li>● Access to subsidized canteen</li> <li>● Car sharing service</li> <li>● Dedicated area for server</li> <li>● Cleaning service</li> </ul>	<ul style="list-style-type: none"> <li>● Administrative and legal support</li> <li>● Management support for increasing innovation and competitiveness (through Trentino Sviluppo)</li> <li>● Advanced training in business management, strategy and communication</li> <li>● Advanced tutoring</li> <li>● Access to market research in clean technology</li> <li>● Consulting in process optimization, for example, the Kaizen Method (through Trentino Sviluppo)</li> </ul>

# Greenhouse International

Progetto Manifattura is a partner of ACTION (Association of Cleantech Incubators of New England - Boston).

As part of this partnership, Progetto Manifattura is offering **Greenhouse International**.

This programme allows access to ACTION's virtual incubation program (see ACTION PASS [www.actionnewengland.org/Membership.html](http://www.actionnewengland.org/Membership.html)).

Entrepreneurs who join Greenhouse International have the opportunity to be part of an international cleantech business network and participate in numerous online courses and workshops provided by ACTION.

The **Greenhouse International** programme is an add-on for the Greenhouse Full, Greenhouse Flex or Innovation Factory programmes and is especially useful for companies that need access to a international market.

The annual fee for this program is **US \$499** or three-monthly **US \$149**.



## SERVICES INCLUDED

### BASIC SERVICES

- Use of meeting rooms for meeting with partners and clients who are members of the International incubator network

### VALUE ADDED SERVICES

- Access to the ACTION incubation programs, webinars and workshops
- Opportunity to participate in cleantech events for free or at a discount
- Opportunity to join an international network focused on clean technology





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## By car (A22 motorway)

### Modena - Brennero

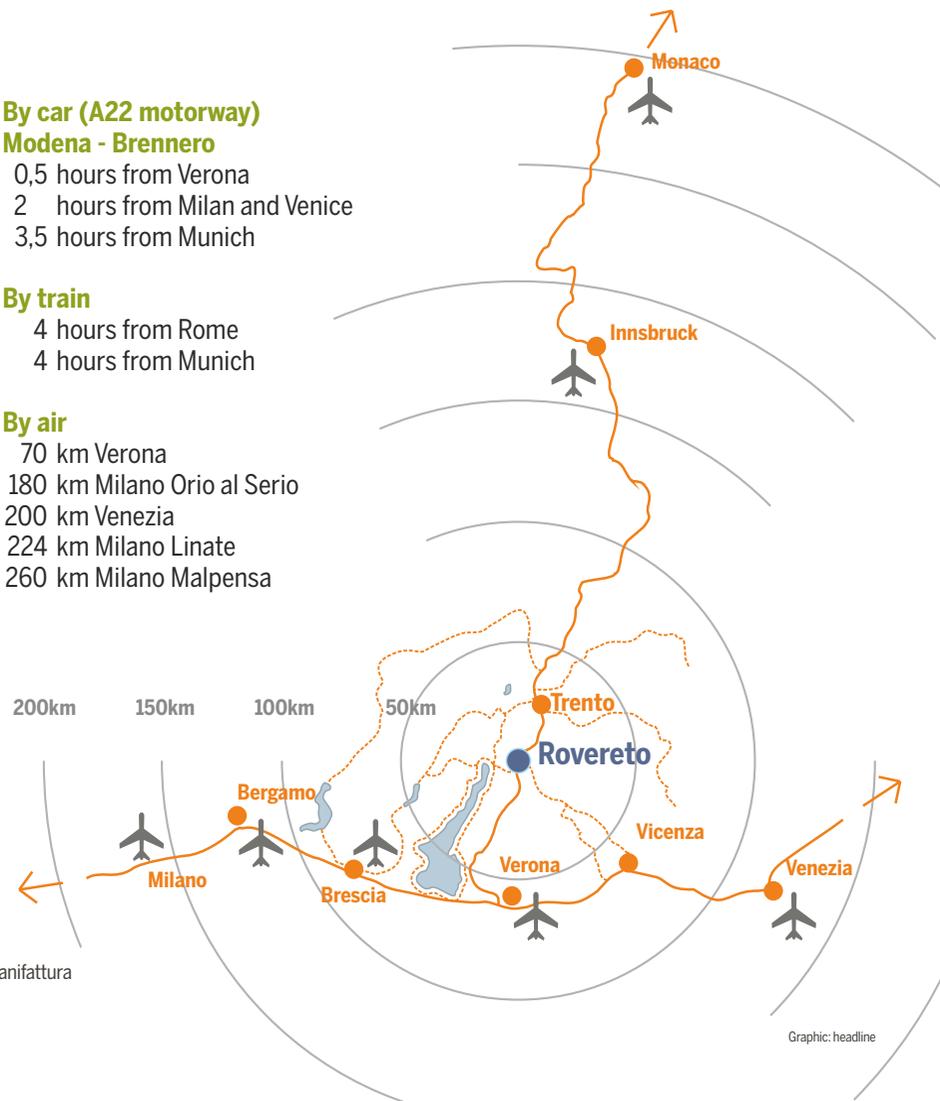
- 0,5 hours from Verona
- 2 hours from Milan and Venice
- 3,5 hours from Munich

## By train

- 4 hours from Rome
- 4 hours from Munich

## By air

- 70 km Verona
- 180 km Milano Orio al Serio
- 200 km Venezia
- 224 km Milano Linate
- 260 km Milano Malpensa



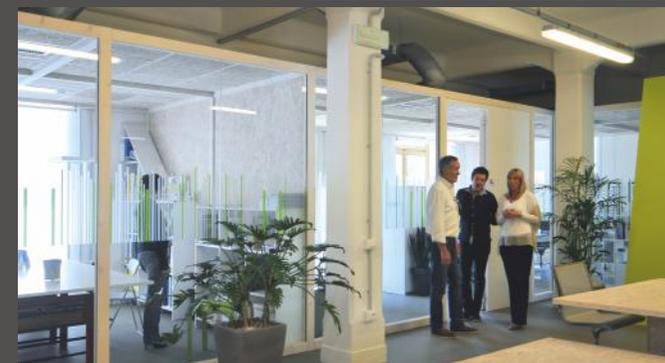
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