



Good practice

Team-To-Market programme: Better recruitment of business managers for the creation of spin-offs

Working Group: Research & Innovation (R&I)

Member State, Region: France, Alsace

Thematic area: Competitiveness and Innovation



Basic project details

Lead organisation:

SATT Conectus Alsace Technology Transfer Office (TTO) - France

Partner organisations:

- SATT Sayens, SATT Nord, Grand Est Region, SATT AxLR, Toulouse Tech Transfer
- Occitanie Region

Initiative duration: 2018 – Ongoing

Overview and objectives

Team-To-Market pairs researchers who have a business idea but lack business skills, with C-level executives (highest level of management in an organisation) and business leaders to help launch start-ups. It identifies projects that require team structuring, advertises opportunities through various channels, matches business professionals with scientific teams, initiates collaboration by providing funding for consultancy work and facilitates the creation of spin-offs. The main goal of this initiative is to introduce business managers to researchers to complement their scientific visions and help them make a successful transition to the market.

Context

The complexity of mobilising experienced project leaders and forming solid business teams alongside scientific teams is one of the causes which this initiative aims to tackle.

Target groups

Researchers, inventors, business managers, market managers.



Actions

The initiative's actions include identifying projects that need team structuring (such as start-ups or “orphan” projects). It then helps advertise these projects and the skills they need through websites, LinkedIn, and specialist media. The initiative matches these projects with suitable candidates by selecting and introducing them to the scientific team. Finally, it supports the collaboration by providing up to EUR 20 000 for a consultancy assignment lasting 3 to 6 months before the start-up is officially created.

Financial allocation

Total budget: EUR 500 000

EU co-funding: No

Sources of funding:

Regional funding (Region grant of EUR 10 000 to EUR 20 000 per consultancy assignment)

Working Group Insights

“In agreement with the other members of the R&I WG, I selected this practice because it is a very good example of how to ensure a long-term impact on the local innovation ecosystem and how to efficiently use and retain a highly skilled workforce. Such initiatives can help keep the talent in the region, by supporting both researchers with innovative ideas and skilled business managers who come together to build strong innovative companies.

By always featuring 4 to 10 spin-offs that are at an early stage of development and are looking for C-level staff: CEO, Business Manager, Business Planner or Business Developer, on the Team-to-Market website, the programme contributed to carrying out 15 successful spin-offs matches which led to the creation of 12 startups since 2018. Along with that, the program has successfully matched C-level candidates with scientific teams, leading to the creation of startups and enhancing the entrepreneurial ecosystem”.

LUCIANA FARLEA

Head of the Regional Planning Department, ADR Vest

MARIUS NICULAE

Head of the Department for Internationalisation and SME Support

Results

The programme has facilitated 15 successful matches, leading to the creation of 12 start-ups since 2018. Team-to-Market has been replicated in other French regions and has inspired French national initiatives. The initiative is particularly relevant for regions with strong public research labs, a vibrant regional entrepreneurial ecosystem, a competent TTO, and experience in supporting the development of spin-offs.

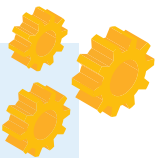


Success factors

Effective sourcing and matching of candidates with researchers ensured the effectiveness of the services provided through the initiative. This matching allowed all participants to receive the best fitting support and service to produce new Spin-offs and market initiatives from the research. Strong support from regional partners helped the initiative to reach many researchers and organisations to facilitate the success of the programme. Funding for consultancy assignments helped the initiative to continue advising and helped the started businesses to move forward in entering the market while receiving the support they need.

Implementation challenges

Key challenges during the implementation of the initiative included networking and knowledge exchange to create partnership opportunities for spin-offs. Mobilizing experienced project leaders and forming strong business teams alongside scientific teams was another challenge. Financial difficulties in attracting experienced business leaders for spin-offs were also significant. To address this, a structured consultancy funding model was introduced to better match business leaders with innovative research projects.



The conclusion of our expert Luciana Farlea, Head of the Regional Planning Department, ADR Vest, and Marius Niculae, Head of the Department for Internationalisation and SME Support

“Building a strong team is key to success—this initiative shows how connecting researchers with skilled business leaders can turn ideas into thriving startups”.

Useful sources

Official website: <https://www.conectus.fr/en/node/407>

<https://www.interregeurope.eu/good-practices/team-to-market-programme-better-recruitment-of-business-managers-for-the-creation-of-spin-offs>

<https://www.team-to-market.fr/>

Contact

E-mail: secretariat@harnessingtalentplatform.eu

Website: https://ec.europa.eu/regional_policy/policy/communities-and-networks/harnessing-talent-platform_en

