

MUNISS PROJECT

Utilization of VTP space for the development of synergistic effect inside and outside

Team n. 20

Our main task within the MUNISS project was to suggest in what way it could happen the cooperation of the companies set in VTP with the specialised university experts.

At the beginning there are described the advantages of cooperation between universities and private sector. There are also mentioned the forms how would the ensured cooperation work. The university students are nowadays very active when studying, most of them have part-time jobs. The trouble is that these jobs usually do not have anything in common with the branch of study, they are moreover manual ones. In case of interest in cooperation with more specialised employer the insufficient experience lack to the applicant. Therefore we are in vicious circle.

Our suggestion how to proceed the above mentioned cooperation and involvement of VUT students with the interesting VTP employers is thanks to establishing the unique information system. This information system would be used for the communication among several types of users which are specified more in detail. There is described the function of this information system also with the separate graphical proposal in this part of work.

The next part of this project is the providing of potential clients who would use the free space of VTP. The main attraction for these potential clients should be the location of VTP which is close to several important organizations.

In the part of services in VTP it is our aim to provide a view on services that are going to be given to the clients of the VTP. At first we have to point out, that the VTP itself has very advantageous location, because it is situated in immediate proximity of various companies that are well known. We can name for example IBM, Motorola, Vodafone, etc. Opposite to the VTP is being built CEITEC, which will be very important science center. Within walking distance of the park there are many restaurants and coffees, single- and multi-family housing and sport areas. Apart from office space will VTP provide its clients space like: biology and chemistry, laboratories, boardrooms, conference room, study room, sanitary facilities, etc. Standard and special services are: Consultancy services – how to set up a company, how to make a good business plan. Accountancy – outsourcing of an company, that might provide the clients with administration. On-the-job training – help with finding a company, that could procure lecturers (soft-skills, management, etc.). Law consultancy, Promotion-office, Data services, It support, Promotion services, Reception.

Then our recommendation is to connect VTP with VUT due to our suggested information system where within his implementation and maintaining the students can be involved again. The other way of implementation is to let external company to create the information system. The possible way of implementation depends on financial possibilities. We must expect higher expenses when using the external company but also the possibilities of pre-set conditions. If the implementation would be done by students, led by experienced supervisors among the tutors, the costs would be definitely lower.

The potential VTP clients should have good information about the location and the possibility of starting the cooperation with the close organizations. There could be the competitive advantage for the VTP clients contrary the others societies without the advantageous location. Since we were not given more information about the pre-contractual clients, it is difficult to define it.

In the last part of this project there is the analysis of VTP comparison in the Czech republic, there are described the offered services, their economic results, the occupancy but also the prices of rented spaces. Each VTP is a specific in itself, parks were compared only at specific points that have predictive value for this project.

There is also the information about the most successful VTP besides the Czech republic. The big advantage is the flexibility parks on the customer's requirements. As a successful seems to be providing services in the form of virtual offices, custom research, training and the provision of third generation own funds consulting. It is also important links with universities, where the award of projects, both by the park management and by the companies appear to be highly competitive. This connection is suggested by our information system that should facilitate this communication.

The analysis about the scientific and technical park in the Czech republic this information can reveal the prices and the successful occupancy the others VTP have. It is clear that the higher profit will definitely come from the renting of commercial spaces.