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## **Abstract:**

The use of space of The Science and Technology Park to develop synergic effects within and without.

## **Authors of the project:**

Dušan Koc  
Jan Pekárek  
Milan Novák  
Patrik Burda  
Rostislav Krutiš  
Tomáš Zapletal



Our team solved a topic number 7 entitled: **The use of space of The Science and Technology Park to develop synergic effects within and without.** The creators and bearers of this topic are Mgr. Petr Kostík and Ing. Michal Burian who work at the Regional Chamber of Commerce South Moravia (next only KHK JM) which provides the project.

And what is it? Today, when people have not job security and maintaining their standard as well, most people start thinking about their own way. The way where they will be employer, or they will stand on their own feet and they will earn on their own. Business start-ups start to expand which is way towards successful business. It can be both software enthusiasts and people engaged in science and research. The spectrum is very extensive. But everyone knows that beginnings are not simple and businessmen seek support and facilities where they can. Thanks this trend, it began to spread out the business incubators and science -technology parks, which offer start-ups base.

Incubator like this and similar background is also our Science and Technology Park (next only VTP) which offers everything you need for a successful start of business. Technology Innovation Transfer Chamber (next only TITC) is a subject which is located in the premises of the Brno University of Technology and we prepared project for it. TITC will pose as a joint-stock company VTP Brno, a.s. Locality of this park is added value for it. It is situated in the area of many successful companies (e.g. IBM), and it also situated close to many faculties of the Brno University of Technology (next only BUT) and there is Hall of Residence and Dinning Services of BUT lot nearby. It is also part of building a regional scientific research centre (CEITEC, AdMaS, NETME) with possibility to use of their outcomes of research.

The main aim of our project was to propose a communication channel between starting companies and schools of universities (next only University). It is important that companies connect their strength with experienced professionals from universities, but also with students who find practise difficult today. We also focus on the elements which could help VTP in use in the market, because subjects offering support for new projects are already located in Brno. We also compared their services, extras and options to TITC could go. Additionally in the final solution, we add possibility to build another building on open space in the area.

**We have 4 aims:**

- 1) To create pilot scheme how to connect requirements of companies in the VTP with universities.
- 2) Teamwork, partnership, collective projects etc.
- 3) To get information about mutual potential of partners - it means companies, schools, professional teams, departments of schools, institutes of schools.
- 4) To draw a comparison of services between VTP in the Czech Republic, possibly abroad too.

**Project requirements are:**

- 1) Analysis of branch – function VTP in the Czech Republic and abroad too.
- 2) Identification of potential clients of VTP.
- 3) Price analysis - What is the price which customers are willing to pay for facilities and services of VTP? Is it market price? Are subjects of VTP willing to offer their services or products at a discount to other customers?
- 4) Identification of possible sources of support for incubators.
- 5) Comparison and updating of existing data.
- 6) Segmentation.
- 7) Proposal of function scheme of VTP “community”.

We analyzed 4 unaccredited Science and Technology parks operating in Brno and 1 accredited in Ostrava. Interesting information is lower price of rent. It must be replaced by better quality of services. Our aims are not companies which are interested in low prices. TITC could become accredited park, because it would be only one in Brno. It gets one of competition advantages against another Science parks in Brno.

Special analysis is analysis of Utrecht Science Park in the Netherland. It consists of more than 60 pharmaceutical, biomedical, chemical, food processing and other companies. There are situated about 20 research institutes away from these commercial companies. Their common feature is high level of technology sophistication and synergy thanks for clever management. The Utrecht Science Park is not only building, but huge area including university, hospital, library, dormitory and shops as well. Close connection and synergy make the Utrecht Science Park one of the best science park in the world.

Our price analysis did not show what a real price of rent is in the VTP to fill up free space of VTP with companies at least 90% of space. We recommend doing via questionnaire research to find rough payment willingness.

**Team proposal:****Use of free space:**

There is an unused space in the area of VTP with a total size about 800 m<sup>2</sup> (our rough estimate). We would like to efficiently fill it out. We propose modern, futuristic building “D” which would be special and unique in Brno (detailed design in addendum). TITC would connect with it. It would be a multifunctional building with economic and environmental aspects. There will be garages with 25 parking spaces in the basement. All of it would have rechargeable stations for electric vehicles. Photovoltaic foils placed on the facade will give electricity for stations. Above the garage would be located three storey technical library. Last fourth floor would serve as a self-service canteen.

**Effective web presentation:**

SEO optimization is alpha and omega of internet marketing today, so if you do not want to spend hundreds for online advertising.

Estimated price of SEO optimization is about 10,000 CZK according our estimate. It returns quickly thanks for higher attendance of websites and next higher conversion. Probability to change visitors to customers would increase.

**Design your own office:**

We propose system for modification and personalization of leased space by interactive web application. The aim is to bring customer's future in the park closer to him/her to look forward to his/her new office. 3D tour of the building is a commonplace.

**Synergy between VTP and University:**

We see solution in information system (next only IS). There are three ways of solution. The first option is purchase of finished IS. The second one is use of open source editorial systems, Joomla, Drupal etc. The third one is a customized solution. The third option has the most advantages. So we focus on customized solution. Role of users of IS are: visitor, registered user and administrator. IS processes are: registration and log in.

System function: Each collaborator of BUT enters his/her field of specialization. The company, which operates within the VTP, enters its problem which it wants to solve, field of specialization and describes it in details. After the publication in the system, the system will send emails to all interested people who entered the field of specialization during the registration. Then company just waits for reactions of others.

Not only human resource could use to reach maximal synergy between VTP and University, but also special devices for support research activities. Principle of propose idea is special devices sharing f.e. electron microscope.

It is a better position for both sides than before - at least in the cost of purchase, operation, maintenance, requirements and repairs. When we add provide of platform for communication and sharing which will solve over the internal information system VTP, companies will have not barrier to share resources.

Project deals with the possibility to reach interest of potential customers of VTP - starting technology companies. It suggests ways how attract firms, how approach them, what offer to them.

We are interested in opinion of university employees, so we have compiled an electronic questionnaire, which will be sent to university employees.

Let's be modern! There are many science parks in the Czech Republic, but they have one big disadvantage – they offer the same. We add something what changes potential customer to customer. We offer part of roof for installation of photovoltaic systems for scientific research. It would lead to make it more effective. Plans of building are done, but we can invest in intelligent advices of interior. We have designed equipments of server room and structure of network for intelligent building. It has efficiently and ecological aspects at the same time.

**We believe that our contributions to this topic are very valuable and helpful with benefit in practice.**