E-Guidance Worksheets for Inno-Quarter

About the e-guidance tool:

The e-Guidance worksheets assist festival organizers and institutions that aim to organize an Inno-Quarter on a festival in set-up and implementation. The worksheets offer support to the organizers which aspects to consider at different stages. The worksheets are based on insights of collected interviews with festival organizers, Inno-brokers, and coaches who work behind the scenes of an Inno-Quarter. The worksheets can be seen as practical extension to the Inno-Quarter final report and offer guidelines to set up an Inno-Quarter on a festival.

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Sheet 1: Pre-Considerations

Questions to ask before getting started

The Inno-Quarter goal:

Development of a regional entrepreneurship support mechanism for quick end-user feedback

1. How does the startup situation in your region look like?

What does the support landscape for start-ups in the region look like? What offers are available?

Which Inno-Quarter approach is best suitable?

It is possible to have both Inno-Quarter approaches at one festival!
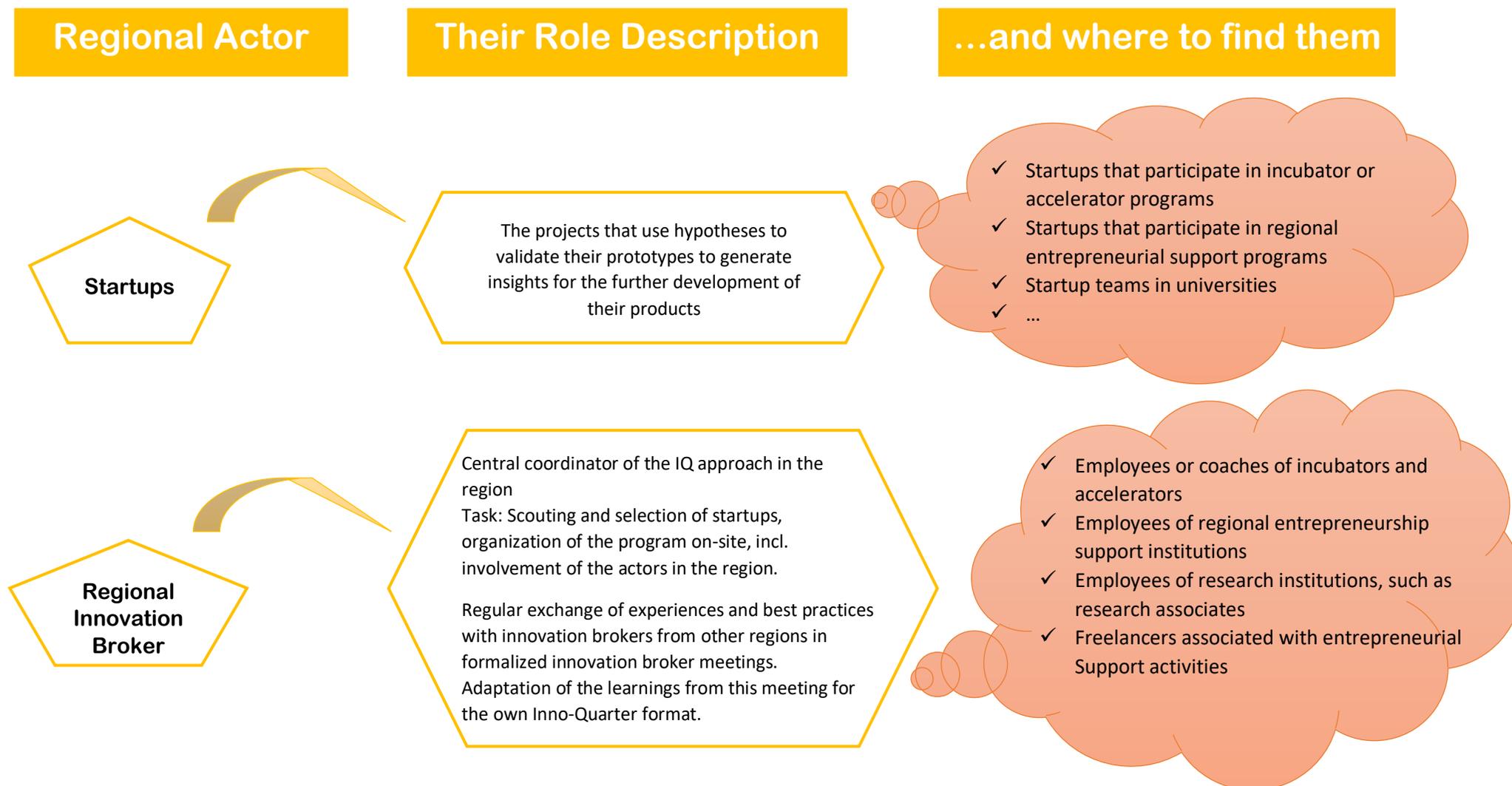
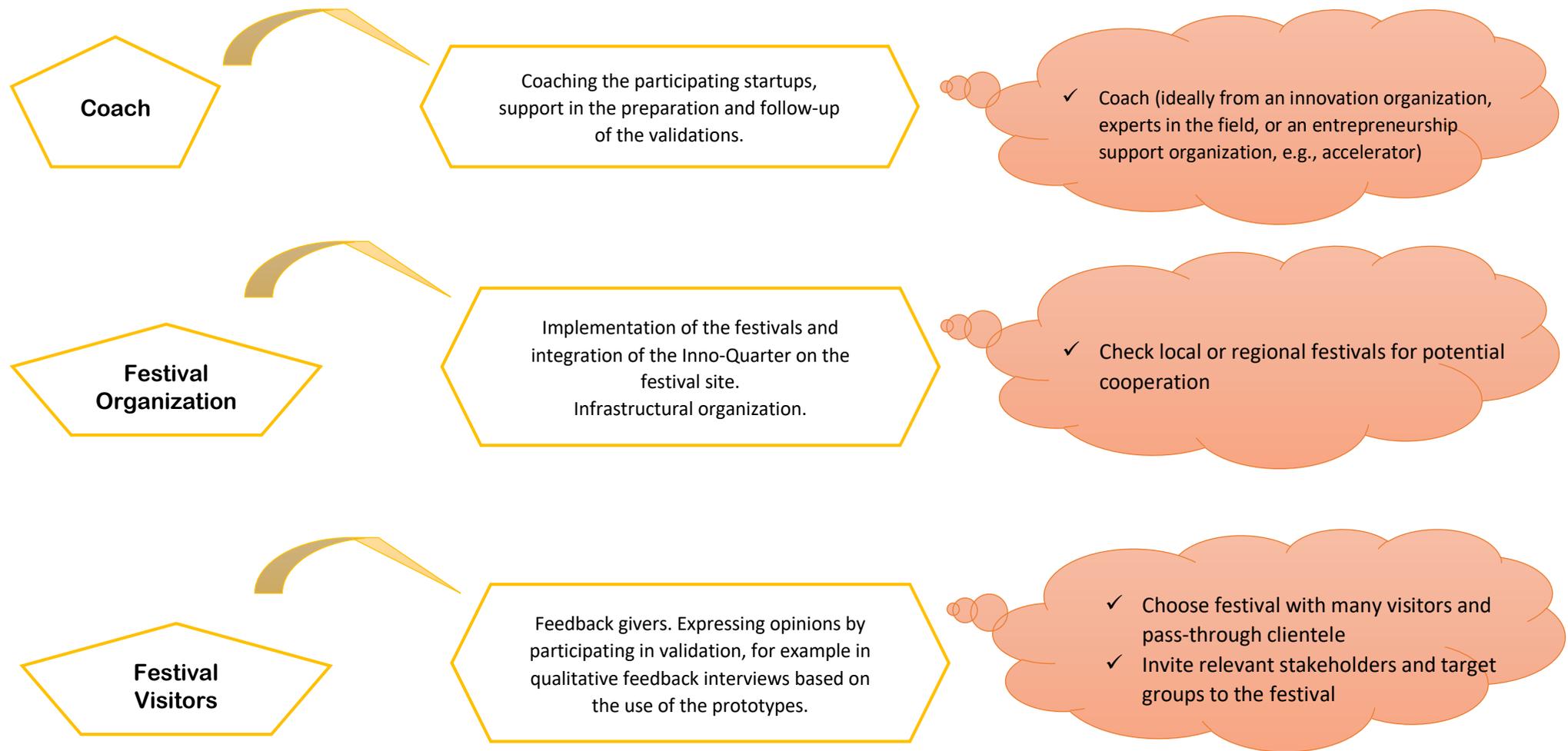Do you already have startups in mind that are in need of feedback?

What stage are they at? Startup idea? Prototyping stage?

Sheet 2: Actors and their Roles

Who are the stakeholders of an Inno-Quarter?

Who needs to be taken in to consideration in order to get the biggest effect?

Regional Actor	Their Role Description	…and where to find them
Startups	The projects that use hypotheses to validate their prototypes to generate insights for the further development of their products	✓ Startups that participate in incubator or accelerator programs ✓ Startups that participate in regional entrepreneurial support programs ✓ Startup teams in universities ✓ …
Regional Innovation Broker	Central coordinator of the IQ approach in the region Task: Scouting and selection of startups, organization of the program on-site, incl. involvement of the actors in the region. Regular exchange of experiences and best practices with innovation brokers from other regions in formalized innovation broker meetings. Adaptation of the learnings from this meeting for the own Inno-Quarter format.	✓ Employees or coaches of incubators and accelerators ✓ Employees of regional entrepreneurship support institutions ✓ Employees of research institutions, such as research associates ✓ Freelancers associated with entrepreneurial Support activities

Coach

Coaching the participating startups, support in the preparation and follow-up of the validations.

✓ Coach (ideally from an innovation organization, experts in the field, or an entrepreneurship support organization, e.g., accelerator)

Festival Organization

Implementation of the festivals and integration of the Inno-Quarter on the festival site.
Infrastructural organization.

✓ Check local or regional festivals for potential cooperation

Festival Visitors

Feedback givers. Expressing opinions by participating in validation, for example in qualitative feedback interviews based on the use of the prototypes.

✓ Choose festival with many visitors and pass-through clientele
✓ Invite relevant stakeholders and target groups to the festival

Stakeholders of the regional Entrepreneurial Ecosystem

Collaboration with local startup support organizations and startup events to identify and acquire startups to participate in the IQ program. Contact referrals to startups to provide further assistance.

Institutionalized stakeholder meetings for regional implementation and captured regional learning about the approach.

- ✓ Get in contact with relevant entrepreneurship related stakeholders of the region
- ✓ Raise awareness about the event and opportunity on the festival

University, Colleges, Schools and Research Organizations

Involvement of students and researchers as startup participants, also academic evaluation of the project to identify improvement potential.

- ✓ Get teachers, professors, research assistants and associates of local schools, HEIs and research institutions on board
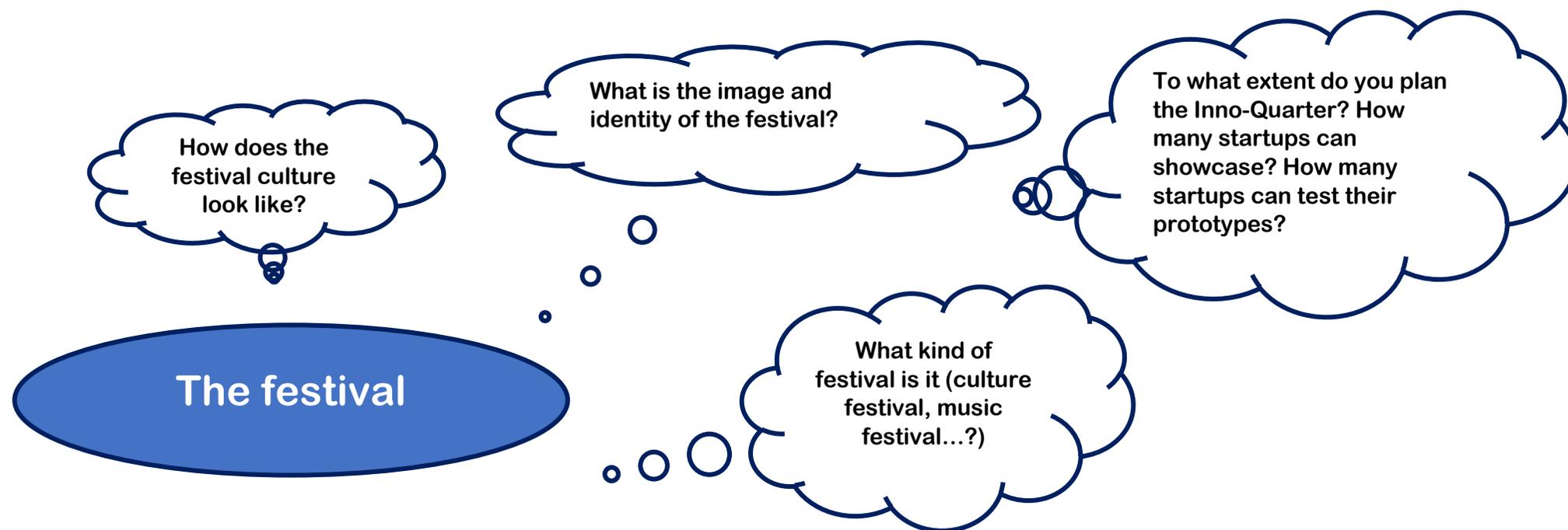
Municipality

Political, financial, administrative, and coordinative support.

- ✓ Involve local and regional municipality for greater reach and possibilities (e.g. through financial support)

Sheet 3: Select a Suitable Festival

What festivals are in your region?

Please answer the following questions for the festivals that you have in mind.

How does the festival culture look like?

What is the image and identity of the festival?

To what extent do you plan the Inno-Quarter? How many startups can showcase? How many startups can test their prototypes?

The festival

What kind of festival is it (culture festival, music festival…?)

These questions are relevant in order to understand whether the festival is suitable to host an Inno-Quarter. It is necessary to determine, whether entrepreneurial spirit and mindset can be aligned with the festival identity.

How does the infrastructure of the festival look like?

The festival

What kind of challenges do the festival organizers face? What kind of solutions are they looking for?

How does the festival program look like?

Does the festival setting offer possibilities for startups to test and experiment?

The Embedded Approach:

- ✓ Understand what challenges the organizers are facing and what solutions they are looking for.
- ✓ Get in contact with the organizers as early as possible to talk through all possibilities how to integrate startup prototypes and solutions into the infrastructure.

The Stand Approach:

- ✓ Is the festival setting and environment allowing in-depth conversations with visitors (Special zones for eating, retreating, resting, relaxing? Noise level, atmosphere…)?
- ✓ Is there enough room for startups to test and experiment?
- ✓ Outdoor vs. indoor

Age range, gender, education, income…

Festival visitors

What is the typical audience of the festival?

Volunteers and crew

What kind of people are on the festival?

The festival visitors

Artists

Technicians

How open are they to test and experiment?

Willingness to innovate?

How is their attitude towards innovation?

Willingness to try something new?
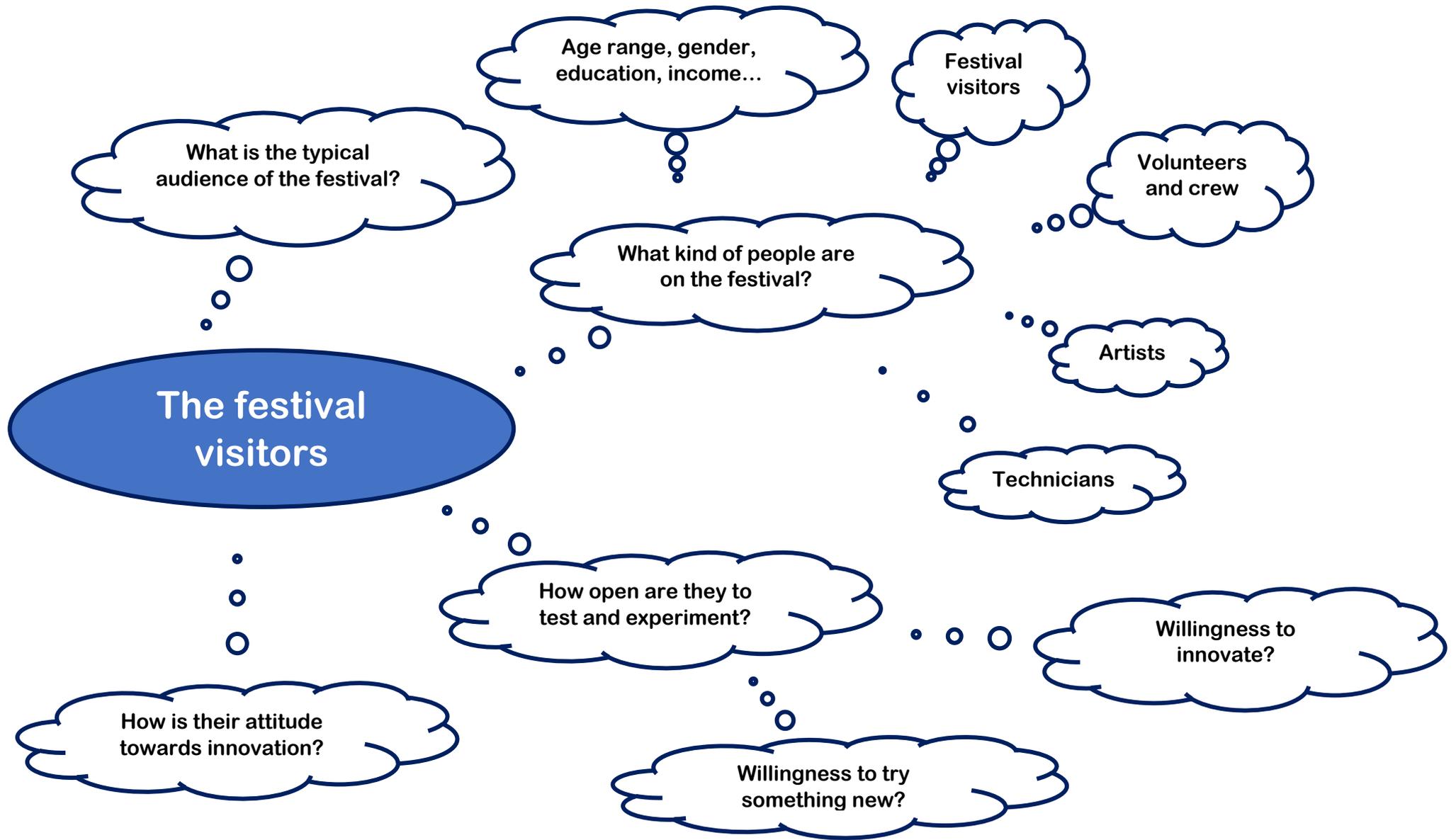
Depending on how you can answer the questions, the audience of the targeted festival may be suitable as feedbackers for your startups.

Sheet 4: Startup - Festival Fit

How to select suitable startups?

Pre-Activities

1. **Make a list - Determine the criteria set for startups: What kind of startups are you looking for? (Sustainability, degree of innovation, regionality, …)**

2. **For showcase approach: Focus on B2C products or ideas**

3. **For embedded approach: what prototypes can be implemented into the festival infrastructure?**

4. **Make a call, 1-3 months previous to the festival, create materials to advertise the offer.**

5. **Reach out for multiplicators and startup institutions to help distributing the call to potential startups and nascent and potential founders**

Check for the product-festival fit

a. **What products/ideas do the startups wish to test or showcase?**

b. **Is the startups' potential target group within the visitor base?**

c. **Do the core values of the startups align with the festival?**

d. **Are the products suitable for showcasing on the festival? (e.g. dangerous products, B2B, physical prototypes available?)**

e. **Can the prototypes be implemented in the festival infrastructure for testing?**

f. **Is it doable within the festival setting?**

g. **What value does the startup offer to the festival?**

h. **Does the prototype/business idea thematically align with the festival?**

Sheet 5: Prepare Your Startups

What to consider and what to coach in Pre-Coachings and Workshops

Embedded approach:

Get in contact with festival organizer in order to clarify implementation options

Showcase Approach:

- Basics of the Lean Startup Methodology
- Testing, Experimenting and Validation Methods and Possibilities (if possible individualized and based on the startups needs)
- Give information about the festival site & setting where the showcase happens
- How to speak and address visitors?
- How to pitch the idea in a fast and efficient manner?
- How to ask open questions without looking for confirmation?
- How to interact with the visitors and walk-through audience?
- How to document data and feedbacks that will be received?

In order to assist startups in their preparation phase, we recommend checking out the **Festival Experimentation Guide** as well as the **Festival Experimentation Workbook**.

Both are available online at: **https://innoquarter.eu/feg/**

Sheet 6: Feedback Incentives at the Festival

The Feedback Coin Concept for the Showcase Approach

In several Inno-Quarter events, we could observe an incentive system for giving feedback to be meaningful. The concept gives visitors an incentive to talk to startups and give feedback.

The Feedback Coin Concept is one example how to encourage visitors to approach the startups stands and give small rewards as a thank you for their time giving feedback.

FEED BACK COIN

Coin

Step 1:
Each Startup Stand has a specific amount of feedback coins

Step 2:
Visitors approach the startup stands, take part in the test/experiments and give feedback. In return, they receive a feedback coin.

Visitors can collect coins at each startup stand.
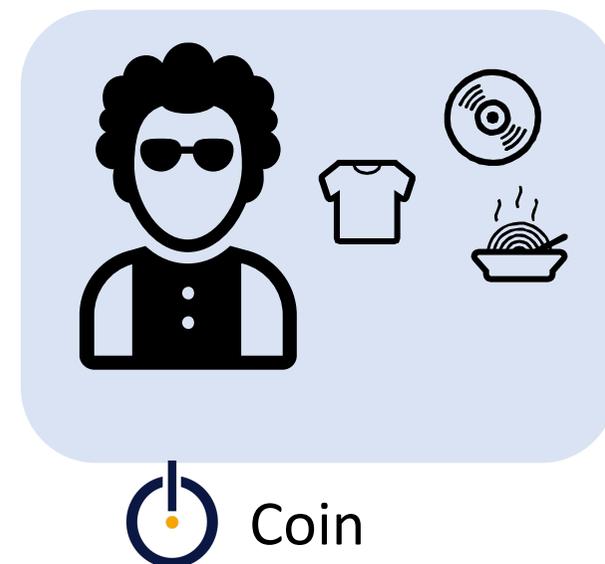
Step 3:
Visitors can trade the coins for small startup goodies and gifts at a separate Inno-Quarter Hub

Sheet 7: The After-Validation Activities

What to consider in After-Coachings and Workshops

Startups tend to gather a lot of data and insights during the event. However, they are sometimes overwhelmed by the number of feedbacks and caught up in their daily business. Therefore, the collected feedbacks are left lying around without being translated into action.

Coachings and workshops after the event should focus on:

- Consolidating the comments and feedbacks received
- Active reflection of feedback
    - How valuable is the received feedback?
    - How can the feedback help in the further development of the business idea/product/prototype?
- What problems have been identified?
- What does this mean for the business model?
- Deriving concrete measures for action

In order to assist startups in their reflection phase, we recommend checking out the **Festival Experimentation Guide** (pp.290-297) as well as the **Festival Experimentation Workbook**.

Both are available online at: https://innoquarter.eu/feg/