

Get **READI** to launch your second life!

BE-READI ALPS adapts start-up support services to the needs of mature SMEs in the Alpine Space and offers them a “second life” by giving them access to new opportunities in an open innovation perspective

The BE-READI vision



Support services for MATURE COMPANIES to DEVELOP ideas and MATCH with potential PARTNERS

The Alpine Space is home to thousands of mature companies with great innovation potentials, but ideas are often left on the shelf because of the lack of time or need to be supported.

Disruptive innovation, start-up spirit, creativity, and new ideas – BE-READI ALPS stimulates your company to embrace innovative thinking and shows you how to turn new ideas into concrete concepts. We connect you with promising start-ups and innovative digital companies from the entire Alpine Area and give you access to our know-how and network. Our goal is to make your company READI to launch your second life!



How to participate as SME

SMEs from the Alpine region are welcome to join the process and embark on the “BE-READI Journey”.

REQUIREMENT:

- having a project idea in mind (new product, new service, new market)
- being open to build international partnerships
- pursuing sustainable innovation

To make use of our services, please fill in the Expression of Interest, tell us something about your idea and select the closest BE-READI Point that will support you throughout the journey.

Participation and all BE-READI ALPS services are free of charge and without obligation.

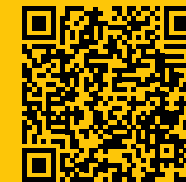


Expression of Interest

How to participate as digital provider

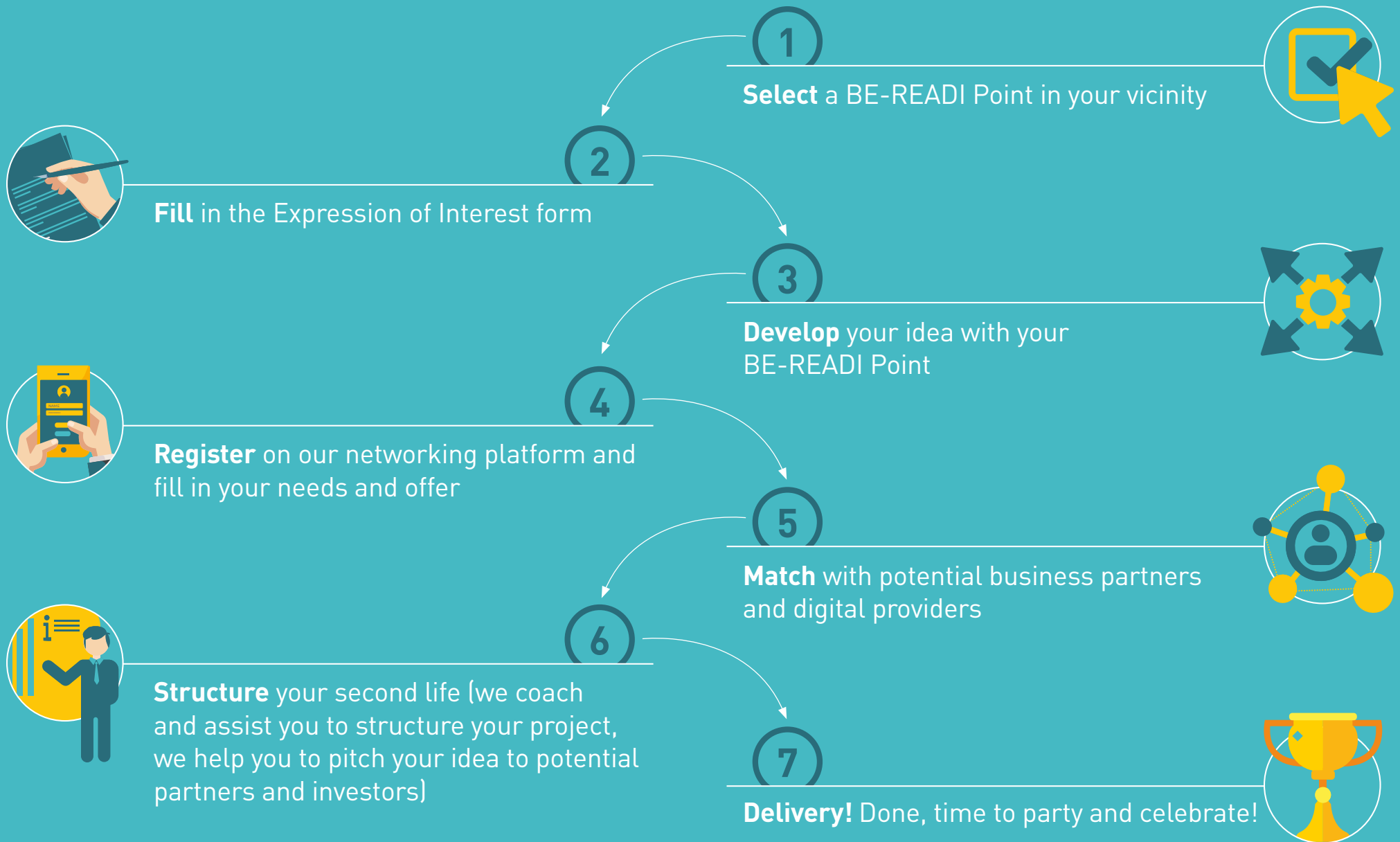
Are you an innovative start-up or a digital provider? Solution providers, especially start-ups, are welcome to join our community.

- Contact the closest BE-READI Point and tell us about your competences
- Be accredited in our community



BE-READI Points

Your BE-READI Journey





How we work

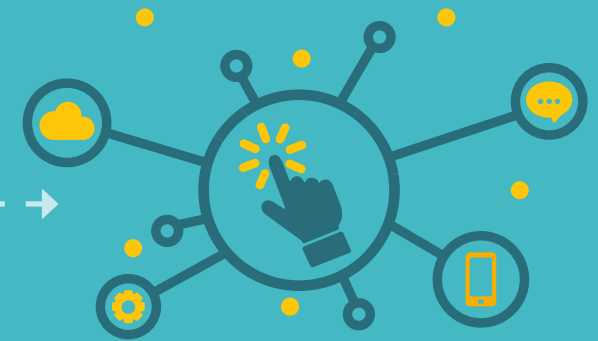
Each BE-READI Point is the local entry to provide the network services and to boost the partnership creation with potential digital and innovation providers.

Our focus is on strengthening the innovation capacities of your SME and enabling cooperation with innovation centres, intermediaries, and companies.

BE-READI Points are qualified supporting business organizations, close to you and rooted in your regional ecosystem. The staff in the BE-READI Points can provide orientation and support to evaluate your idea, build your project and connect with potential providers and business partners.

Each BE-READI Point is connected with the other Points in the network so that information about the market potentialities, business cooperation and providers matching can be activated and boosted.

What we offer you during the BE-READI Journey



Assessment

- We assess your company's
 - Financial readiness
 - Business readiness
 - International readiness
- We have a box of tools we use to measure your performance and analyse your needs
- Get a realistic evaluation of your idea and expectations and avoid useless investments

Coaching

- Get advised on how to develop your idea further
- Adapt your service/product on how it could work on another market
- Enrich your skills through our recorded webinars
- Be oriented about possible funding opportunities
- Plan your strategy and design your innovative roadmap

Matching

- Profit from our existing network within the Alpine Space
- Create local and transnational partnerships
- Exploit new channels
- Find digital and service provider that fit your needs
- Be supported in the setting up of your partnership (if needed)
- Find partners that are the perfect match for you

The Networking Platform

Register on our networking platform to connect with other companies, digital providers, and your future partners. Our platform helps you to engage in successful partnering processes in business and commercial collaboration or in the field of innovation and digital technology transfer.

You will be able to directly schedule meetings with other stakeholders according to your agenda and to find interesting opportunities for your business.


Register and tell your potential business partners what you offer and what you are looking for. The platform gives you the opportunity to even have virtual meetings after a first contact.

Don't miss your chance!





Become an accredited and certified BE-READI Point!



Increase your knowledge and competences

Be part of a wide and skilful network

You are a business support organisation?

The BE-READI Network has been launched by the partners of BE-READI ALPS, 14 organisations spread in 11 regions of the Alpine Space Area, but is quickly expanding and involving more and more supporting organizations and beneficiaries.

To quickly start approaching companies following our methodology we have developed the BE-READI Starter Kit, a set of easy-to-use tools and practices that allow other organisations to test our methodology following our standardised process.



You too can become a **BE-READI Point** and help SMEs to launch their second life! Visit our website and learn how.

Start your Journey

- Rise innovative ideas
- Measure your readiness
- Plan your strategy
- Launch your second life project
- Be our champion

Your BE-READI Point

FOUNDING PARTNERS



www.alpine-space.org/be-readialps

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European Regional Development Fund
SUPPORT FROM THE EUROPEAN UNION: € 1.565.697,48

PROJECT SELECTED | FOR CO-FINANCING BY THE EUROPEAN UNION

