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**WeKeyInnovation and Collaborative Business Model:  
Toward a framework proposal for a better inclusive  
participation of SMEs within the RIS3 (Research and  
Innovation Strategies for the Smart Specialisation)**

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# WeKeyInnovation and Collaborative Business Model :

## Toward a framework proposal for a better inclusive participation of SMEs within the RIS3 (Research and Innovation Strategies for the Smart Specialisation)

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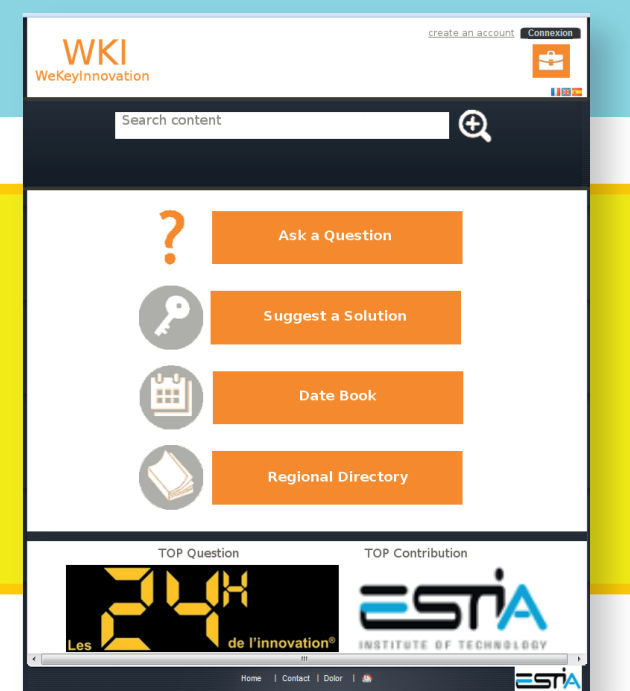


### RIS3 : a place-based economic transformation agendas that focuses on :

1. Policy support on key regional priorities for knowledge-based development
2. Build an original competitive advantage at regional level
3. Stimulate private sector investment innovation and experimentation
4. Not only with « Top-down » decisions but also with a « Bottom-up » Entrepreneurial Discovery (ED) process

### NEED INSTRUMENTATION of Entrepreneurial Discovery (ED) process :

- Enhance the participation of SMEs within ED process and RIS3 regional orientations



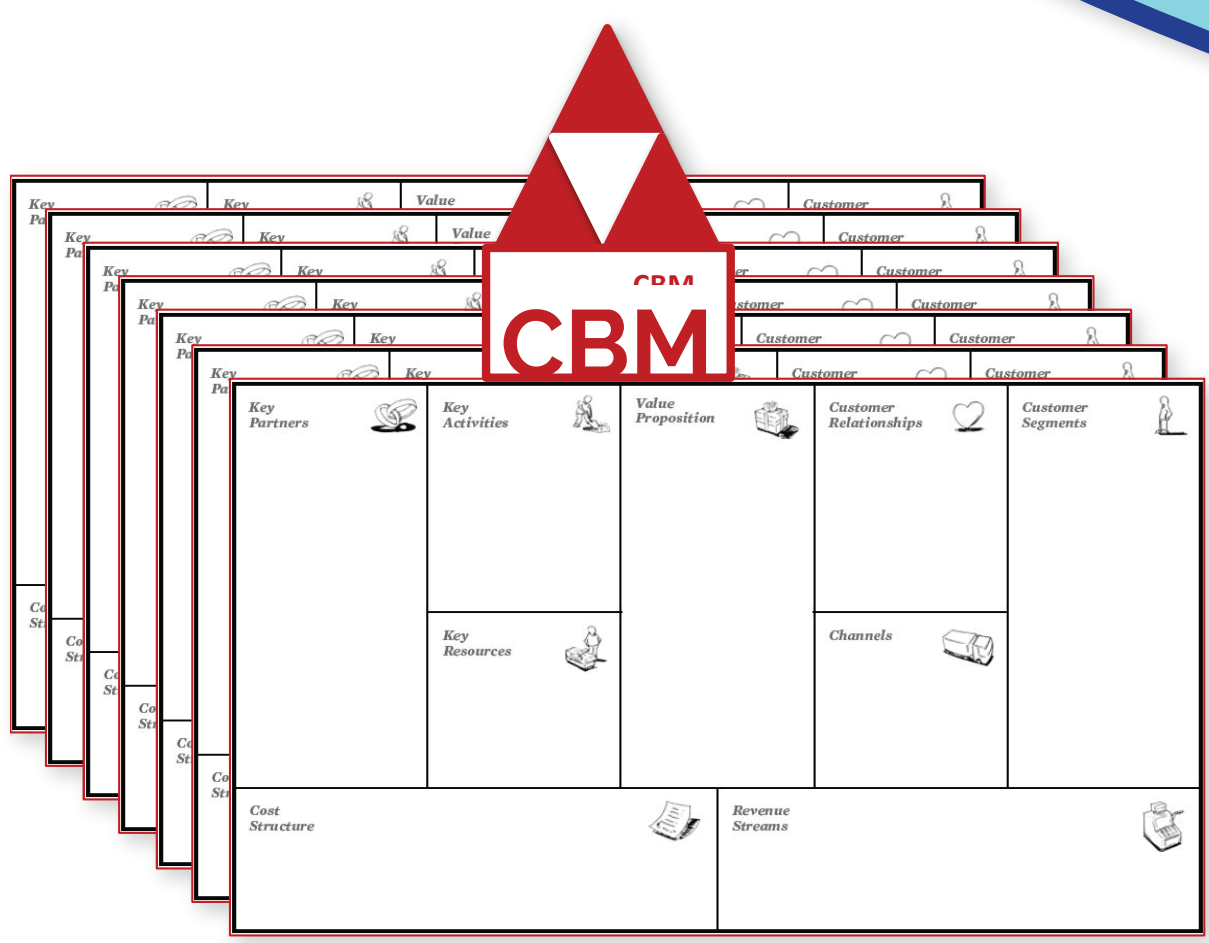
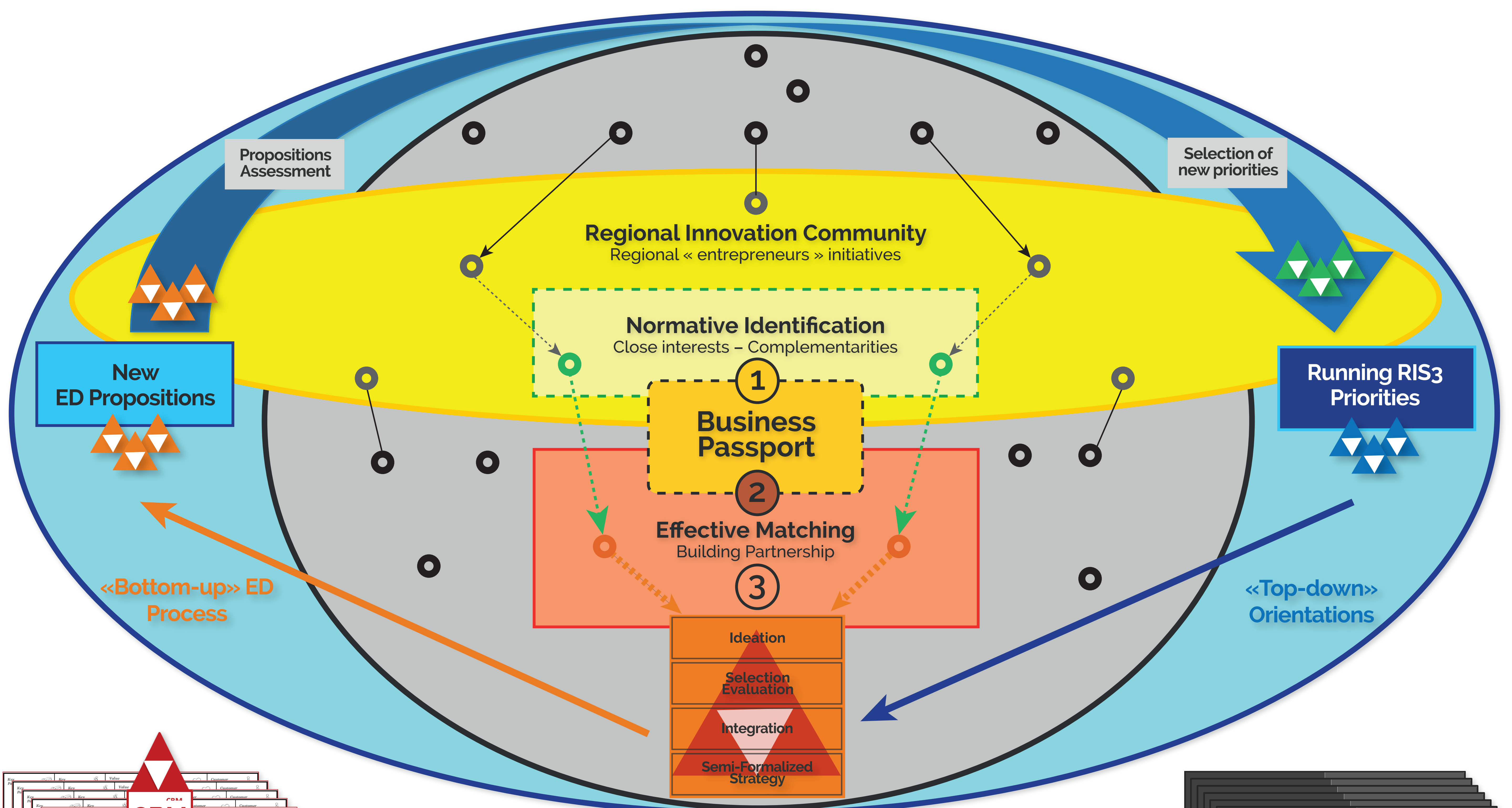
### WeKeyInnovation (WKI) a collaborative platform to :

#### Support regional authorities in the design of RIS3

Inventory the set of emerging ED new propositions  
 Help to assess new sets of propositions for RIS3 renewal  
 Regional Dynamic Observatory: to support prioritization process

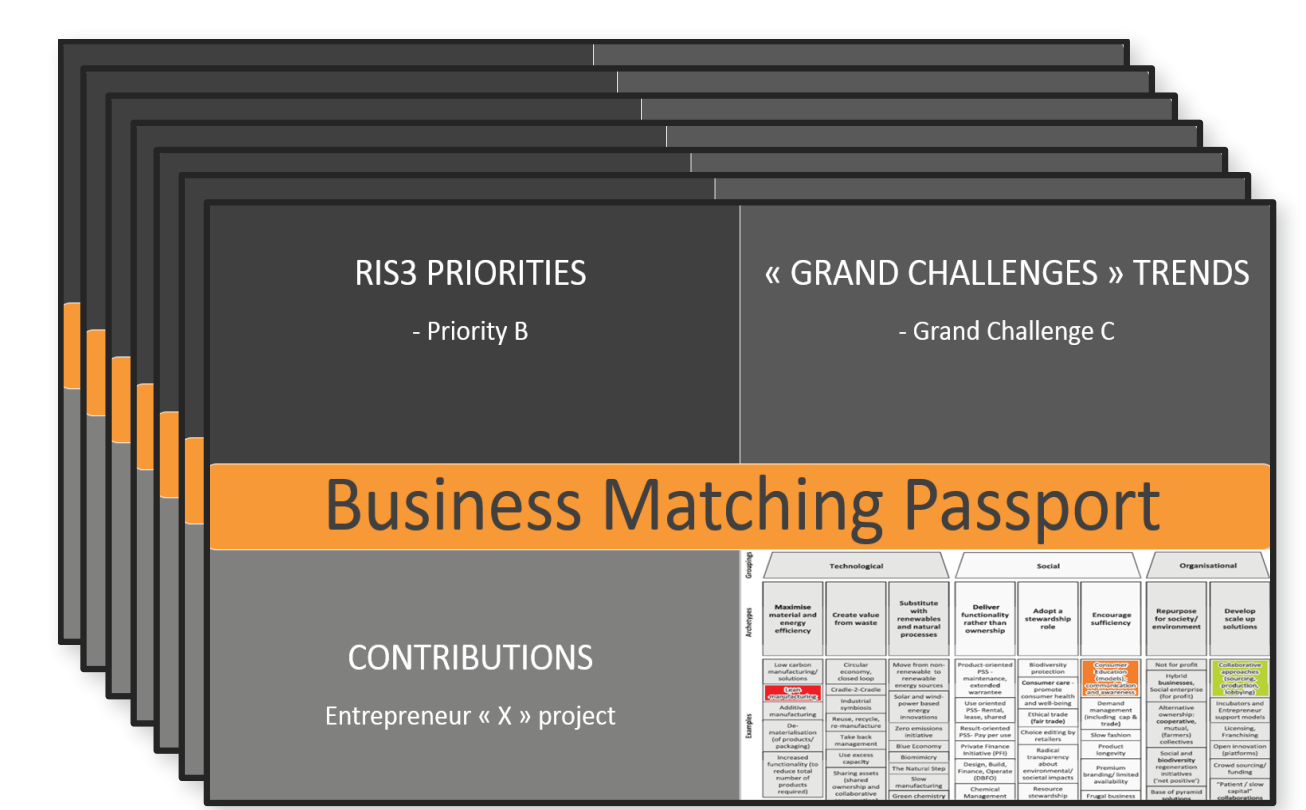
#### Enhance innovation at regional level

Regional directory of organization's expertise - Events agenda  
 Searching and collective enrichment of information  
 Ask questions - Suggest solutions - Link innovation supports



#### Facilitate Normative Business Matching

- 1 Identification of potential new partners
- 2 Discover collaboration opportunities & Effective Business Matching
- 3 To support Collaborative Business Model (CBM) processes



<ul style="list-style-type: none"> <li>○ Regional Authorities - RIS3 level</li> <li>○ Socioeconomic actors - Regional «entrepreneurs» level</li> <li>○ WeKeyInnovation (WKI) - Regional Innovation Platform level</li> <li>○ Collaborative Business Models (CBM) processes level</li> </ul>	<ul style="list-style-type: none"> <li>○ Regional « entrepreneurs » :                             <ol style="list-style-type: none"> <li>1. Enterprises : SMEs, Big Enterprises, Individual</li> <li>2. Consulting - Innovation Support Organizations</li> <li>3. Universities - Research Institutes</li> <li>4. Local Authorities</li> <li>5. Civil Society - Laypersons</li> </ol> </li> <li>○ Regional « entrepreneurs » : WKI users</li> <li>○ Regional « entrepreneurs » : Potential partners identified</li> <li>○ Regional « entrepreneurs » : Effective matching</li> </ul>	<ul style="list-style-type: none"> <li>▲ Emerging priorities from «entrepreneurs» CBM processes</li> <li>▲ Propositions of new priorities for RIS3 renewal</li> <li>▲ Next set of RIS3 priorities selected</li> <li>▲ Actual set of RIS3 priorities</li> </ul>
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**Objectives :** To implement a transversal toolkit to support a new framework of innovation at regional level which will be useful both for the collaborative innovation of SMEs and for institutional actors to help them to launch the RIS3 insuring the full inclusion of regional SMES.

Collaboration: this work is led in the activities of the Chair of SMEs created by AGEFA-PME at ESTIA