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How to move towards an innovation driven economic development model in the Eastern Europe Countries.



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Coolomat solution

- Last mile pick-up machine for food and non-food products requiring temperature regulated storage. (-20°C to +50°C)
- Coolomat management system, reservation portal and integration API for retailers
- 24/7/365 contact center

Project

- Started in 2014 in Poland
- Financially backed up by Meta-Ventures
- Design, develop, produce and install test chain of coolomats

People

- Company founders from Poland and Slovenia
- International team located in Poland and Slovenia
- Professionals from IT, Hardware development and retail

Outcomes

- **30 machines test chain installed in Warsaw**
- **The biggest chain of machines worldwide (shared locker model)**
- **Contracts with more than 10 online retailers and diet food vendors: Auchan, Carrefour, Frisco, Body Chief, Ice Food etc.**



CEE IDE key factors:

People

- Still hungry for success societies, ready to learn and work hard with entrepreneurial spirit
- Permanently underfunded public administration not being attractive career option for the best specialists in the market (civil corpus not politicians)

Capital

- Problem with access to second/third round of financing for new companies: 2-20 m EUR
- Little or no support from big companies to young innovative players

Market

- CEE quantitatively small and separated country markets (legal regulations) with public administration tendency to overregulation many areas of the commercial activity
- Limited market demand for highly innovative products due to economical, or geographical limitations/specifics

Reflection

The times when public administration and businesses realized their classical roles seem to be going away.

There are more and more commercially looking projects worldwide in which close cooperation of public administration and businesses is essential.

People

- Make public administration attractive employer for highly skilled and qualified new technology specialists which will create innovation supportive atmosphere and support programs for the businesses. There is no innovative driven economy without innovation driven local/regional/state public administration and government.
- Let the administration employees travel across the world and bring good practices and inspiration until conditions for implementation are locally met. There is no option of good practices copy – pasting not being aware of them.
- Build effectively working lobby/pre-sale teams operating worldwide for your companies.

Reflection

Capital

- Fill the gap of second round of financing for new companies with governmental support programs. Without it, 90% of new innovative companies will not survive or will move away to more prospective regions.
- Special government support programs should be implemented for selected segment operating companies eg: renewable energy, waste management, CO2 emission reduction, drinking water management, more efficient and environment friendly transport and logistics, access to information in remote underdeveloped locations, etc. These areas are emerging worldwide, and vital to most of the population worldwide, so risk of investment goes down.

Market

- Big local state-owned companies need to give sandbox for small innovative companies accepting high risk of such cooperation.
- Local/regional/central governments should create conditions for local implementation of innovative technology and be the first referential customer.

COOLOMAT

Thank you

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