Sea
of new technologies

Pomorskie Region 2020

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of new technologies
Pomorskie Region 2020

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Mieczysław Struk
– Marshal of the Pomorskie Voivodeship

We are happy to share this publication - a guide for startups on the Pomeranian startup ecosystem, a compendium of knowledge for every innovator.

Startups are a unique environment with unfading creativity and innovative ideas accompanied by tremendous energy and determination to make these ideas real. The sea of possibilities and new technologies in the Pomorskie region is a haven for startups, allowing them to set their sails here. The excellent location at the crossroads of international transport routes, a rapidly developing international seaport and airport, as well as a well-built innovation funding system, enable business ideas to be implemented effectively.

In Pomorskie voivodeship, we provide startups with access to specialized services from numerous institutions in the business environment. There is a rich infrastructure at the disposal of innovators, e.g. at research universities or science and technology parks. It is here that companies such as Intel and Amazon, which have rich R&D facilities and are open to wide cooperation, have placed their development.

Incubators and accelerators located in Tricity and outside, e.g. in Kościerzyna or Dzierzgoń are also the wind in startups' sails. A key part of the startup ecosystem is also the entire network of coworking providing a modern facility for working and meeting interesting people. We are proud that the first coworking in the country for women – O4 FLOW was created in Pomorskie. The Region also offers a whole range of events, some world-famous, such as the INFOSHARE conference. As a regional self-government, we are open to foreigners, always happy to help them find their space to live and work in the Pomorskie voivodeship.

Startups have a unique range of opportunities to broaden their horizons through numerous collaborative platforms. Areas with the greatest potential for R&D development, the so-called Pomorskie Smart Specialisations (PPS), focused on technologies developing the maritime economy, ICT, energy and health industries. Specialisations forge talents and enable growth that is in line with the latest trends and global challenges. Areas such as automation, Artificial Intelligence, digitization, and green technologies are rapidly developing.

The cooperation of the regional authorities and the expansion of the young startup system is Pomerania's great strength. That is why we care so much about the quality of services offered, for example through our regional funds, creating a favorable climate for cooperation and sustainable development. The development of non-invasive technologies and those that reduce the negative impact of men on the planet are a priority for the Pomeranian authorities.

We are more than happy to welcome innovators in our region and help them set their sails here. We are open to all startup sailors wanting to embark on a cruise in Pomorskie.

Mieczysław Struk
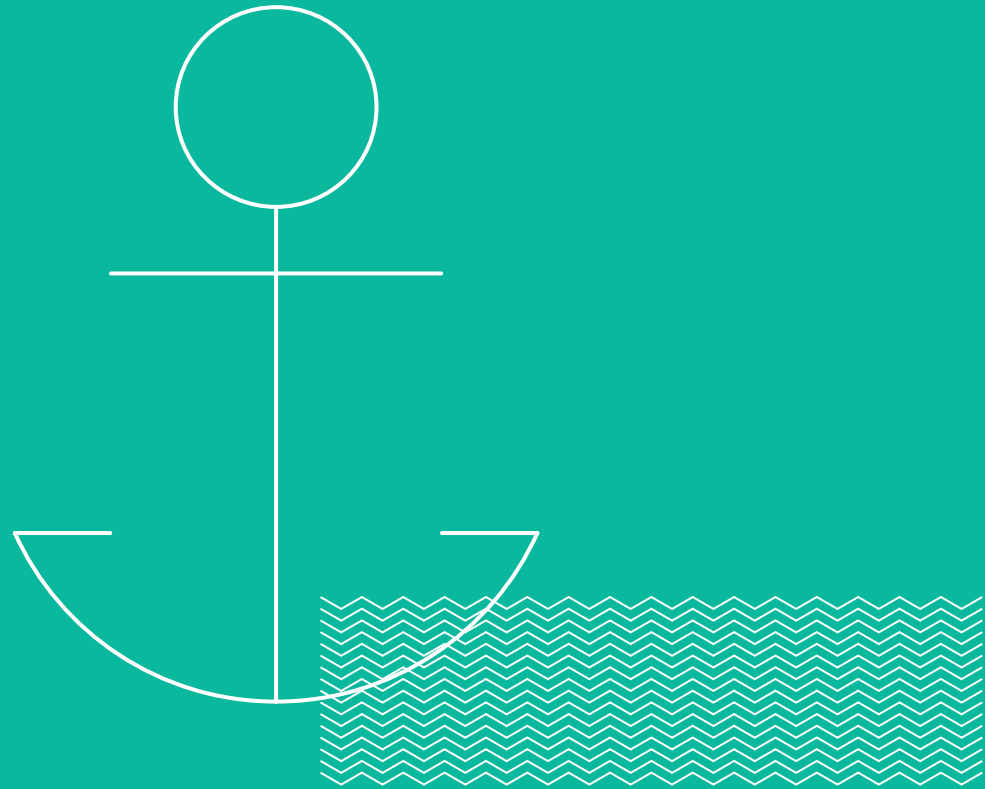
Pomeranian
startup haven

Positive energy
of Pomeranian entrepreneurship

KAROLINA LIPIŃSKA - DEPUTY DIRECTOR DEPARTMENT OF ECONOMIC DEVELOPMENT OF THE POMORSKIE VOIVODESHIP

Does the Pomeranian startup ecosystem play an important role in the region's development?

Startups are one of the most important elements of a mature innovation ecosystem. Thanks to startups, we experience the closeness of global trends. Such activities impact the development of entrepreneurship, cooperation that we value, and openness to new challenges. Startups also bring positive energy that stems from the Pomeranian spirit of entrepreneurship - talents that make living in the region more pleasant and interesting. It often happens that the main factor motivating the startup community to act is not the financial benefits but the need to implement a trailblazing idea - an idea that can change the surrounding world for the better. It's the regional self-government's ambition to further develop an environment that fosters strengthening the potential of Pomeranian startups, e.g. through collaboration with NGOs or big companies.

Do the actions taken by the region support the startup environment? What actions, programs, and support can young companies from the new technologies sector count on?

The community that's closely tied with startups usually gathers around regional business environment institutions. While working in the same building, people build business relationships, and that affects the interdisciplinarity of ongoing projects and helps develop the company. The offer of these institutions includes providing workspace, as well as legal, accounting, and PR advisory. There are regular meetings that take on various aspects of starting and conducting a business where experts from fields including communication, sales, product design, or business models share their knowledge. As a regional self-government, we also support startup growth through preparing a financial offer that suits the needs of new companies, both as a part of the regional operational program and through regional financing institutions such as Pomeranian Loan Fund (Pomorski Fundusz Pożyczkowy) whose mission is to support entrepreneurship, especially entities without credit history that find access to capital the most difficult.

What economic sectors in the Pomorskie region are the most attractive to startups and business initiatives?

We try to be open to all industries, although it's certainly worth to emphasize our potential built up around the maritime economy. The technological revolution, omnipresent digitization, aging of the society, climate change - these are the biggest challenges that we must take into account when planning the development of the region in the coming years. These priorities are confirmed by the areas with the greatest R&D potential, i.e. Pomorskie Smart Specialisations. Technologies of offshore and port-logistic, energetic efficiency with the use of renewable energy sources, health-related aspects connected with civilization diseases and the aging of society - with the use of new ICT technologies - these are the areas on which we focus when it comes to rapid and modern development. Pomorskie is an important spot on the map of startup collaboration in Poland and Europe.

> **According to the 2019 BBS report, more than 30,000 people were employed in the business services sector.**

POMORSKIE SMART SPECIALISATIONS

In order to establish a continuous dialog between entities operating within smart specialisations as well as between them and the local authorities, we created so-called **Councils of Pomorskie Smart Specialisations** - one for each specialisation. Specialisation councils also constitute a **forum for joint actions and initiatives**.

www.inteligentnespecjalizacje.pomorskie.eu

More than 430 entities were involved in the selection process of Pomorskie Smart Specialisations, of which the largest groups were enterprises (over 300).

PSS1

OFFSHORE, PORT AND LOGISTIC TECHNOLOGIES

The areas of specialisation include shipbuilding, logistics in and out of ports, and the use of marine biological resources.

PSS2

INTERACTIVE TECHNOLOGIES
IN AN INFORMATION-SATURATED ENVIRONMENT

The scope of specialisation includes ICT solutions for production and services, ICT tools for urban space management, large datasets management, business use of satellite technologies.

PSS3

ECO-EFFECTIVE TECHNOLOGIES
IN THE GENERATION, TRANSMISSION, DISTRIBUTION AND CONSUMPTION OF ENERGY AND FUELS AND IN CONSTRUCTION

The areas of specialisation include the production of renewable energy, energy-saving solutions and tools, energy-efficient construction.

PSS4

MEDICAL TECHNOLOGIES
IN THE AREA OF CIVILISATION
AND AGING-ASSOCIATED DISEASES

The areas of specialisation include technologies and devices, pharmaceutical and cosmetics, services and health-promoting products.

Technological potential
of maritime ports

MACIEJ KRZESIŃSKI - DIRECTOR OF MARKETING AND FOREIGN COOPERATION FOR PORT GDYNIA, VICE-CHAIRMAN OF THE PSS 1 COUNCIL

Is digitization of the port industry a challenge for the startup community?

It definitely is. Digitization in the port industry covers a very wide area of activity. As a result, many startups can be found in it. Maritime transport is, in fact, a very traditional sector of the economy. Thus, there is a need for innovative and maverick solutions. It's necessary to think outside the box. Large companies that have already grown strong on the market usually offer ready-made solutions with a certain level of versatility, but they are not always tailored to a specific port's needs. It is worth noting that ports have strong individualism. Every port is different in aspects such as limitations related to its location, the possibility of developing its infrastructure or transshipment specialisation. I see a big opportunity here for small companies that are characterized by innovation, unconventionality, in short: an open head and a lot of flexibility.

In what specific areas does Port Gdynia put emphasis on new technologies?

In the case of Port Gdynia, there are a few key areas. The first of these is the implementation of the 'green port' idea. We are a port that is located practically in the city center, and we're surrounded by the city. We pay great attention to all solutions that allow reducing or eliminating all kinds of nuisances such as dust, odors, and noise. Environment monitoring and prediction of adverse events is of great relevance to us. Another area is the maintenance of infrastructure, i.e. the condition of the embankment, proper depth of port channels, the condition of other properties and installations for which the management of Port Gdynia S.A. (joint-stock company) is responsible. Port security, which is a priority to us, is an excellent opportunity for technologies related to navigation, safe management of port traffic, maritime, rail, and road notification systems. It would be no exaggeration to say that we want to be one of the safest ports in the world. Another challenge is to find solutions that streamline transshipment. Although it is the domain of terminals - that is companies that independently operate in the port - we try to support these activities where there is contact between ZMPG S.A., and a given terminal.

Are data science solutions that improve the quality of customer service or automate decision processes important to Port Gdynia? Are such solutions already in place?

Solutions like that are partially already working in Port Gdynia, and some being implemented or are about to be implemented in the near future. Ports handle a significant amount of world trade goods. Every port - especially as big as Gdynia - is an important link in the supply chain. What is more, today the port should not be seen as a single point on the map, but rather as a center of network of connections. The port would not exist without agile access from the sea and from the land. The latter is good roads and railways, but also connections with the so-called dry ports. All of this generates vast amounts of data that we can efficiently process and manage. Additionally, there are more and more conversations about the construction and operation of autonomous ships. Controlling such ships, managing them not only during a cruise but also during port service is a major challenge for future ports. That is why I think there are huge opportunities for Big Data and AI solutions.

www.portgdansk.pl

photo by Kacper Kowalski

Collaboration as the key
to Pomeranian success

JOWITA ZIELINKIEWICZ - DIRECTOR OF THE FUNDRAISING AND FUNDS SETTLEMENT DEPARTMENT IN THE MANAGEMENT BOARD OF THE MARITIME PORT OF GDAŃSK S.A., CHAIRMAN OF THE PSS1 COUNCIL

Port Gdańsk has for years cooperated with startups that implement hi-tech solutions in response to the needs of the enterprise. What technologies are you looking for?

We are interested in all technologies that can assist day-to-day control of the environmental impact of port activities. We want to develop existing systems that monitor noise and pollution levels in the air and water. As a property manager, we lend land for use to contractors and operators handling the transshipment. We have to look after their mutual interests. Another trend is digitization in streamlining the transport flow at the port. We have been implementing this system in stages for some time now. We want to collect data, process it, and extract statistics to better manage traffic at the port. In this instance, artificial intelligence may be helpful. What is also important to us is controlling the

condition of port infrastructure - hydro-technical, buildings, roads, tracks. Systems for the management of the infrastructure we lend to contracts will be helpful. We are looking for solutions that will help us control when and where the infrastructure requires inspection or renovation.

What determines successful cooperation with startups?

The key is to work closely together and listen to each other. Sometimes a startup has general knowledge of given solutions and Port's expectations, has its own vision to follow and doesn't use the support and contact. It is crucial to use the substantive and technical support offered by the employees of a large company. The key at each stage of the project is to present progress, listen and draw conclusions - that is the best way to ensure that the end result meets the expectations of the company. Sometimes tools are being developed that respond, in general, to

given challenges, but they are not tailored to the specific needs of the industry.

What is the strength of the Pomeranian business environment?

We are very well-integrated among industries, which is the merit of the work on Pomorskie Smart Specialisations. They were selected in a bottom up approach resulting from the cooperation of entrepreneurs, the scientific community, and administration. We have learned that industry meetings and work in interdisciplinary teams bring real value. Now this cooperation is being continued, animated by PSS Councils and organizations such as Starter Incubator. The meetings are an opportunity to exchange experiences, look for partners to ongoing or planned projects. The scientific community has also begun to react to entrepreneurs' needs, and, in turn, business heard what it can get from educational institutions.

Business Environment
Institutions

The job of the **Business Environment Institution** (Pl: IOB) is to combine market mechanisms with the activities of public administration. There are some such institutions:

Did you know that in the Pomorskie region, there is a campaign promoting the region in the country and abroad called **Live more. Pomerania?** The project aims to attract potential employees, people from outside the region but also from abroad who are actively looking for a job or thinking about changing it.

Agencja Rozwoju Pomorza S.A.

GDYNIA
DEVELOPMENT AGENCY

Gdynia, ul. Armii Krajowej 24
www: arg.gdynia.pl

Located in the heart of the city, Gdynia Development Agency is an institution supporting the development of SMEs in the creative industries, health, science & knowledge sectors. It provides advisory services e.g. on raising funds from the European Union, developing marketing strategies, and designing marketing research programs.

POMERANIA
DEVELOPMENT AGENCY

Gdańsk, al. Grunwaldzka 472D
www: arp.gda.pl

Pomerania Development Agency is located in a modern building of Olivia Business Center. The Agency is a company of local authorities in the Pomorskie Voivodeship that supports the development of entrepreneurship through e.g. intermediating in the distribution of EU funds, running information points for European Funds, providing advisory and training services as well as managing the Capital Fund investing in innovative business projects. The Agency is also specialized in attracting and serving foreign investors. PDA coordinates work of Invest in Pomerania.

FUNDACJA GOSPODARCZA

ECONOMIC
FOUNDATION

Gdynia, ul. Olimpijska 2
www: fundacjagospodarcza.pl

The Economic Foundation supports entrepreneurs and employees of micro, small, and medium enterprises, as well as people looking for a job and those who want to change or develop their skills. The specialists from this institution share their knowledge in the fields of human resources development and professional counseling. As part of its activities, the Economic Foundation runs, among others, the Gdynia Business Incubator (Gdyński Inkubator Przedsiębiorczości). The Foundation is mainly involved in employment support

investGDA
invest in gdansk

InvestGDA – GDAŃSK ECONOMIC
DEVELOPMENT AGENCY

Gdańsk, ul. Żaglowa 11
www: investgda.pl

A municipal company whose task is to commercialize and economically activate investment areas. InvestGDA is also the initiator of projects related to the development of entrepreneurship and innovation in Gdańsk, actively shaping the economic landscape of the city. The company offers comprehensive investment and business advisory services. It co-organizes economic missions and business events allowing the development of entrepreneurs representing different areas of the economy

According to the Startup Inspire report, more than 90% of startups cooperate with Business Environment Institutions such as Science and Technology Parks, Incubators, innovation centers.

ASSOCIATION FOR ENTREPRENEURSHIP **SUPPORT IN MALBORK**

Malbork, Aleja Wojska Polskiego 499
www: swp.malbork.pl

The Association for Entrepreneurship Support in Malbork has been operating for 25 years, supporting the economic growth and development of entrepreneurship in the region. It carries out projects promoting employment and activating the unemployed. As a part of its activities, the Association runs a business incubator.

INVEST **IN POMERANIA**

Gdańsk, al. Grunwaldzka 472D
www: investinpomerania.pl

Invest in Pomerania is a regional non-profit initiative helping foreign investors implement investment projects in Pomorskie. It functions as a "single stop shop", providing support at every stage of the investment.

KASHUBIAN ENTREPRENEURSHIP **FOUND**

Kartuzy, ul. Mściwoja II 28a
www: kaszubski-fundusz.pl

The main objective of the Kashubian Entrepreneurship Fund is to support the development of entrepreneurs from the SME sector that operate in the Pomorskie Voivodeship by facilitating access to external financing, e.g. through loans. Experienced employees of the Fund ensure efficient distribution of the support offered to this sector of the market.

POMERANIAN AGENCY OF REGIONAL DEVELOPMENT **IN SŁUPSK**

Słupsk, ul. Obrońców Wybrzeża 2
www: parr.slupsk.pl

The Pomeranian Agency of Regional Development is an institution created to promote and support all initiatives related to regional development. The Agency provides information and advice to businesses, local authorities, farmers, and other entities. It promotes export and supports the SME sector in establishing foreign contacts.

ENTREPRENEUR'S HOUSE **IN TCZEW**

Tczew. ul. Obrońców Westerplatte 3
www: dp.tczew.pl

The Entrepreneur's House in Tczew supports the business activities of micro, small, and medium entrepreneurs from the Tczew county by helping to register a company and offering consulting services to increase the attractiveness and stability of companies. This is where the only business incubator and coworking zone in the Tczew county operate.

Innovations
in the region

The key units in **the process of transfer of technology and commercialization of intellectual property** include:

> According to Stack Overflow report 2019, Poland has the largest pool of developers in Central and Eastern Europe.

Technology Transfer Office, University of Gdańsk

Gdańsk, ul. Bażyńskiego 1a
www: ctt.ug.edu.pl

The Technology Transfer Office, located on the main campus of the University of Gdańsk, aims to support the academic staff in commercialization of the results of their research and development. The Office's activity is focused on seeking investors interested in the use of innovative technologies. The Office is also a unit created to protect intellectual property rights developed by the researchers at the University of Gdańsk. Thanks to the activities of the Office, 6 spin-ff companies were created: Fermentum Mobile, Qsar Lab, Vaxican, Officina Baltica, NanoEXPO, and TCI.

Excento Sp. z o.o.

Gdańsk, al. Zwycięstwa 27, Ist floor
www: excento.pl

EXCENTO aims to promote activities related to practical applications of science. The main addressees of the activities are the researchers of the Gdańsk University of Technology interested in implementing the results of the research they conducted, as well as enterprises aiming to increase their competitiveness. EXCENTO's mission is to support entrepreneurs and creators in pushing the boundaries between the worlds of industry and science, as well as to act as a catalyst supporting the establishment of sustainable and mutually beneficial business relationships.

Digital Innovation Hub

Gdańsk , al. Grunwaldzka 135A
www: dih4.ai

The fourth industrial revolution is happening right now. At DIH4.ai, we show you the way that the upcoming changes will positively affect your business. The goal of the Digital Innovation Hub is to support Polish entrepreneurs in the process of digital transformation. We help to understand technologies related to artificial intelligence, robotization and digitization of organizations. We advise on how to use the latest technological achievements in real business processes.

Amazon Development Center Poland Sp. z o.o.

Gdańsk, al. Grunwaldzka 472
www: gdansk-amazon.com

Amazon's Development Center is located in the heart of the business district of Gdańsk. One of the projects that the qualified specialists are working on is to provide high-quality technology allowing converting text to speech in order to improve communication and enrich user experience. The Development Center offers support in, e.g., machine learning and distributed data sets.

Intel Technology Poland sp. z o.o.

Gdańsk, ul. Słowackiego 173
www: intel.pl

Gdańsk Center of Research and Development is one of the largest software centers in Europe. There are currently over 2,000 highly qualified IT specialists, and this number is constantly growing. Intel is a company that values partnerships between Polish and foreign research centers. For the company, it is important to establish cooperation between academic and business communities. Additionally, Intel has its own CVC fund which has been successfully investing in startups for nearly 30 years.

High-tech
at Intel

MICHAŁ DŻOGA
- GLOBAL PARTNERSHIPS & INITIATIVES,
  EMEA TERRITORY DIRECTOR

Intel has had its own CVC fund since 1991. Since then, we have invested more than $12 billion in over 1,500 companies in 57 countries. In 2019 alone, Intel Capital invested $466 million in more than 70% as a significant investor. Intel's core interests are primarily the companies that we're able to support in both competence and development. These include high-tech startups in areas such as artificial intelligence, big data, and cloud solutions, autonomous vehicles, software and security, 5G and telecommunications, the Internet of Things and Robotics, mass storage, and chips. Because of its global character, Intel can bring the most value to more mature startups with global potential and ambitions and unique technology that are starting out internationally and are determined to enter the venture capital investment path.

Amazon bets
on experiments

RAFAŁ KUKLIŃSKI - HEAD OF AMAZON DEVELOPMENT CENTER IN GDAŃSK

Amazon Development Center in Gdańsk is the leader in innovation in Gdańsk and Poland. How do different solutions arise in the center of Gdańsk? What fosters the creation of an atmosphere that drives innovation?
At Amazon, we like to say that we are actually a group of startups. Even though Amazon is a big company with an international reach, we are trying to create groups with a lot of independence that can act on their own and take responsibility for their decisions, Such a structure allows us to create relatively small teams that manage themselves, can experiment with new ideas, and verify them in relation to their area of responsibility.
Do you cooperate with startups in implementing innovative solutions? Do you have any examples of successful cooperation? What would you share as a tip for a startup that wants to start a conversation with a large corporation about the implementation of its product or service?
We cooperate with various startups, and the best example is the Development Center in Gdańsk which was created as a result of Amazon's investment in Ivona Software. Similar examples can be found all around, everywhere in the world. We also create special programs for startups that allow new businesses to benefit from Amazon's capabilties. These programs are adjusted to various types of our activities. For example, we created the Alexa Fund program, which is an investment for companies interested in voice systems (more information on the program can be found here: https://deve- loper.amazon.com/en-US/alexa/alexa-star- tups/alexa-fund). Then we have Fulfillment by Amazon (FBA), which is a service that standardizes communication between retailers and online shoppers, and the responsibility for order delivery is transferred from the retailer to the supplier, which is Amazon. Another initiative created by Amazon Web Services (AWS) is the Activate program that supports startups by helping in the technology areas, training or providing funding of up to $100K for use in the AWS cloud. All that to support new, innovative ideas. It is worth adding that global companies such as Zalando, Airbnb, Tinder or Slack, as well as Polish unicorns Brainly and Codewise, operate on AWS.

According to a recent report AI Map of Poland, Tricity is the second most important AI hub in the country. How do you see the future of AI's development?
Artificial intelligence, or machine learning, has become omnipresent in many solutions and it is difficult to imagine technologies today without it. At Amazon, we say that every day is our Day 1. These are still the early days of machine learning. We still see many opportunities to use these techniques even better to create valuable projects for our clients. In the future, this could bring a number of interesting applications. In the years to come, I expect to see progress in building machine learning models that will be objective and free of all prejudice.
If you were to choose two characteristics that set the Tricity startup and business ecosystem apart from the rest of the country, what would these be?
I think that as someone who comes from Gdańsk and has spent their whole life here, I am not the best person to give an objective assessment. Personally, I think that Tricity stands out because of its atmosphere - it's just a great place to live and work.

Incubators,
accelerators

In the Pomorskie region, entities **responsible for the entrepreneurship development** include:

According to a recent report AI Map of Poland, Tricity is the second most important AI hub in the country.

space³ac

Accelerator
Space3ac

Gdańsk, al. Grunwaldzka 472
www: space3.ac

Space3ac is an acceleration program for startups, micro, and small enterprises that combines the potential of beginner, creative business initiatives with the infrastructure and experience of large companies. The accelerator's mission is to develop the Polish space sector by combining the needs of the industry and state-owned companies with startup potential, experts' experience, and funding. It thus supports the development of projects of the lower segment of the space sector (so-called downstream) using data from Earth observation, telecommunications, and satellite navigation, Space3ac accelerator, apart fostering the cooperation with renowned companies, provides financial support for startups (even 200K PLN per startup) and a substantial mentoring program.

STARTER

Gdańsk Enterpreneurship
STARTER Incubator

Gdańsk, ul. Lęborska 3b
www: inkubatorstarter.pl

Starter is a creative space managed by the Gdańsk Enterpreneurial Foundation that supports entrepreneurs. More than half of the building's space is dedicated to startups, freelancers, and companies that have been doing business for no more than 3 years. Such companies can count on a range of conveniences, including lower fees for the first period of being in business, advisory or promotional support. The remaining office space is reserved for strategic clients. The Incubator also offers coworking, a conference and training center, and the Crazy Room - creative space inspired by 'Alice in Wonderland'. Starter stands out for a multitude of various events, support programs for both young and mature entrepreneurs. As a result, it has built a community of more than 17 thousand people - and it keeps growing.

Set
your sails

Gdynia Business
Foundation

Gdynia, ul. Olimpijska 2
www: inkubator-gdynia.pl

The activity of the Gdynia Business Incubator (Gdyński Inkubator Przedsiębiorczości) is addressed to people interested in starting an innovative business and carrying out such activity for no more than 2 years. The incubator offers offices for incubated companies ranging from 14 to 30 m2, open space desks, and virtual office service. Within the operation of the Gdynia Business Incubator, a Multimedia Development Center has been created which realizes services supporting entrepreneurs, their own development, and the development of the companies they run. The MDC has an innovative collection of tools and services supporting business through human resources development and a room equipped with modern multimedia and computer equipment used for consulting and training services. The main objective of the Gdynia Business Incubator is to support the development of the sector of micro, small, and medium enterprises, which – due to their number - play an important role in the region's economy.

Kashubian Business
Incubator STOLEM

Kościerzyna, ul. Przemysłowa 3
www: inkubatorkoscierzyna.com.pl

Four Kashubian incubators under a common brand of "STOLEM" (Kaszubski Inkubator Przedsiębiorczości STOLEM) are designed to help ideas develop into companies, and help companies grow into independent and efficient enterprises. Their aim is also to create favorable conditions for the creation of new jobs by supporting the operation and development of innovative, small enterprises located in Kościerzyna, Kartuzy, Lębork, and Bytów. The incubators' offer for companies operating for up to 3 years covers e.g. rental of fully-furnished and equipped office space at preferential prices, the possibility to rent offices, conference and training rooms for hours.

Techseed.me

Gdańsk, ul. Lęborska 3b
www: techseed.me

Techseed.me is an acceleration program run by the Gdańsk Enterpreneurial Foundation. Its aim is to improve the innovation of the Polish economy by transferring from abroad innovative business ideas at the early stages of development and carrying out technological acceleration for them.

Nadwiślańskie
Business Center

Dzierzgoń, ul. Wojska Polskiego 3
www: inkubatordzierzgon.pl

Nadwislańskie Business Center (Nadwiślańskie Centrum Biznesu) is an enterprise incubator operated by the Regional Investment Society. Its task is to support companies from sztumski and malborski counties through offering modern office infrastructure, education of innovation-promoting attitudes among children and young adults, and raising the level of education among the residents of rural areas and small towns.

Kwidzyn
Business Incubator

Kwidzyn, ul. Górki 3A
www: kppt.pl

The business incubator in Kwidzyn (Kwidzyński Inkubator Przedsiębiorczości) offers access to modern office, production, and service spaces with an area of more than 1600m2. The main purpose of this incubator is to support local startups and developing companies. The incubator also offers support for technology transfer between enterprises and research centers, including the search for business, capital, and scientific partners.

Exceptional climate
of the Pomeranian ecosystem

WOJCIECH DREWCZYŃSKI - HEAD OF ACCELERATION
BLACK PEARLS VC, CEO SPACE3AC

What three words would you use to describe our local startup ecosystem?
Agile, modern, based on partnership.

According to a recent AI Map of Poland report, Tricity is the second most important AI hub in the country - how do you see the future of AI's development?
The current stage of AI technology development allows for interesting results and demonstrates great potential in business applications, but it often focuses only on a certain part of the problem. Current trends in the development of AI are heavily focused on hybrid intelligence i.e. using algorithms and enhancing their operations with a human element. As a result, we will have to wait a little longer for real AI.

If you had to choose two characteristics that distinguish the Tricity startup ecosystem across the country, what would these be?
Above all, the exceptional climate created by the location and character of the three cities: Gdańsk, Sopot, and Gdynia. Each of the cities is completely different, but all three have their own development ideas. Cities also provide really high quality of life, which is essential from the point of view of work and private life. The local ecosystem is large enough to create good conditions for the development of startups, but on the other hand, small enough for everyone involved in business development in the area to have to work together to achieve results. Tricity is also a magnet for foreigners, especially from the Baltic and Scandinavian countries. Each of the major partners has a wide network of international contacts that they use to support startups.

We combine education
and business

MAGDALENA WÓJTOWICZ - VICE-PRESIDENT OF THE BOARD OF THE GDAŃSK
ENTERPRENEURIAL FOUNDATION

STARTER is a place that supports the development of entrepreneurship. What makes STARTER different from other similar places in Pomorskie?
Our aim is to instill the idea of entrepreneurship among children and young adults in search of ideas, strengths, and talents, in order to let them better understand themselves, the business environment, and create their own ideas for development in this rapidly changing world. In practice, we combine business with education on the one hand, focusing on catching talent and guiding them through the next stages of development. On the other hand, entrepreneurs are committed to supporting young people in their careers, enabling them to exercise their skills in a real business environment. We teach young people that in business, it is very important to trust your partners and to be socially involved - crowdfunding (social funding) projects come into play here - the willingness to (voluntarily, of course) share the overplus. We naturally incorporate technology into these activities by working on the development of the Tricity startup ecosystem so that the city and region can catch up with the group of European 'technological front-runners'. The time of the pandemic showed us that digital skills and the ability to work flexibly are the basis for success in meeting the challenges of the modern market. Attitudes promoting entrepreneurship and openness to the challenges of a technological economy - these are the qualities that Starter is trying to instill in young people so that they can freely move around the diverse and mobile employment market in the region, in Europe, or in any workplace in the world.

Do Gdańsk startups today have to compete with the European and global leaders?
Gdańsk and Tricity technological-business environment stands out on the map of Poland and has a steady, noticeable growth in the European scale. Each year, it is more ready for the challenges of the international stage. Today, the internationalization of activities in the area of technology and R&D is very important. The more internationalized the company, having a variety of experiences and coming from different traditions or cultures, the greater the effect of the work, the more universal and therefore the more valuable it is. In Europe, Tricity has also become increasingly important due to its historical openness to new ideas and solutions dating back to the time of the Hanseatic League. In 2020, Gdańsk and Pomorskie were given the European Entrepreneurship Region award, and Tricity is making its way up professional global rankings validating technological ecosystems. Thanks to Starter, the young creators of Gdańsk startups establish contacts and have access to VC and PE funds in Poland and in Europe which allows them to compete for financial resources on a par with others. They can also benefit from the Pomeranian Export Broker (Pomorski Broker Eksportowy) program where Starter supports the SME sector in gaining connections and markets for their ideas or products.

Science and technology
parks

The flow of knowledge and technology between scientists and entrepreneurs.

GDAŃSK PARK OF SCIENCE
AND TECHNOLOGY

Gdańsk, ul. Trzy Lipy 3
www: gpnt.pl

Gdańsk Science and Technology Park (Gdański Park Naukowo-Technologiczny) is a place for small, medium, and large companies.

Tenants include modern businesses from industries such as biotech, pharma, or space. Residents of the park have many facilities at their disposal, including well-equipped conference and training rooms, as well as numerous events, trainings, lectures, expert assistance, as well as support related to obtaining funding for the development of innovative activities.

In the space of the park, there are, among others: coworking, office, production, storage spaces, prototype shop, laboratories, conference rooms, integrated 3D printing center, Technology Incubator, Data Center, kindergarten and nursery.

POMERANIAN SCIENCE
AND TECHNOLOGY PARK IN GDYNIA

Gdynia, al. Zwycięstwa 96 / 98
www: ppnt.pl

The Pomeranian Science and Technology Park in Gdynia (Pomorski Park Naukowo-Technologiczny) is headquarters to companies from industries such as biotechnology, design, ICT, or interactive technologies. It is also a business center. It supports high-tech initiatives and projects. It also hosts various events aimed at entrepreneurs, designers, scientists, and enthusiasts. In the park, there are coworking and office spaces, conference rooms, specialized studios and labs. Entrepreneurs can benefit from consultations, trainings, networking, and trade fairs.

A Startup Zone (Strefa Startup) operates in the Park where it runs the Startup Wanted acceleration program. Urban Service Design or UX Zone serve to strengthen competences in service and product design.

KWIDZYN INDUSTRY
AND TECHNOLOGY PARK

Kwidzyn, ul. Górki 3A
www: kppt.pl

Kwidzyn Industry and Technology Park (Kwidzyński Park Przemysłowo-Technologiczny) offers modern coworking, office, production, and service spaces for newly created and existing micro-businesses and SMEs, and it provides comprehensive business and administrative support.

As part of the entrepreneurship incubator, companies get access to modern, equipped office spaces, production and service facilities at preferential price terms.
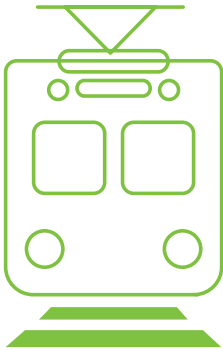
SŁUPSK TECHNOLOGY
INCUBATOR

Słupsk, ul. Portowa 13B
www: sit.slupsk.pl

The Słupsk Technology Incubator (Słupski Inkubator Technologiczny) supports companies operating in the following industries: information technologies, renewable energies, robotics and automation, metallurgy and welding, plastics.

It offers by-the-hour rent of desks, office and production spaces, training and conference center, 3D printing center, and consulting services.

Gdynia - innovators' window
to the world

EWA JANCZUKOWICZ-CICHOSZ - DEPUTY DIRECTOR OF POMERANIAN SCIENCE AND TECHNOLOGY PARK

For more than 15 years, Pomeranian Science and Technology Park has provided their space for innovative companies. What else can Pomeranian startups benefit from?

The entire startup environment benefits from the Park's offer through acceleration programs and the organization of educational events in the field of strategy, innovation management, implementation of new products and services, and protection of intellectual property. We help innovators and companies that want to effectively develop their business ideas in an inspiring, creative environment. The Park's support includes access to modern offices, prototype shops, labs, trainings and trips to the world's most prestigious technology fairs. Support is the inspiring environment with entrepreneurs and creators all around.

You bring together more than 250 young companies. Which of them have been the most successful in their respective industries?

All of our tenants are very talented people with lots of inspiring ideas. In addition to companies with a strong presence, such as Amazon's Ivona Software or Mpico Sys - the makers of the world's largest epaper wall, located at the United Nations headquarters in New York City, the Park is also home to Portman Custom Lights, which have been appreciated by light designers from around the world. The designers of specialized fins used by the military and the special services are developing this product for the civilian market in our studios. And even more great companies: Space Forest – leaders of the international DEWI (Dependable Embedded Wireless Infrastructure project), Aeronautics focused on reducing the weight of avionics of aircraft by eliminating wiring. Wiran - engineers of this company developed a prototype device for nanosatellite communication of Cube-Sat class used for near-Earth space research for the European Space Agency. Pelixar designs drones

that are used for search and rescue operations and to fight smog.

What potential does Gdynia have for the development of the startup environment?

The strength and enormous potential of the city of Gdynia lies, first of all, in tangible and effective support provided to companies developing their innovative ideas. The Pomeranian Science and Technology Park in Gdynia is the heart of Gdynia's innovation and one of the most important centers in the Pomorskie Voivodeship. Since the creation of the park, we have seen an increase in indicators showing the development of innovative industries in the region. Gdynia cannot complain about the lack of good business ideas. But as we know, ideas alone aren't everything. We need instruments with which we can put them into practice.

Women's power
of innovation

MARTA MOKSA - O4 COWORKING MANAGER

Why did you decide to create coworking for women? Do women actually need that space?

We have been thinking about starting a coworking for women for over 3 years. The first impulse came from the USA (Hera Hub). It was a bold, controversial idea from the very start. If the essence of coworking is diversity and inclusiveness, how do you fit in the preference for any group, even if it constitutes more than half of humanity? But the idea came from our business and social observations - ladies have it more difficult, they often create obstacles for themselves in their heads. And we thought that if we create an environment that is safe for them, that is close, that is designed by them and for them (e.g. men in coworking have a peculiar approach to order and tidiness), maybe they will feel encouraged, open up. The few months that O4 Flow has been running proves that we were right. Thanks to the tremendous work of the head of FLOW, Dominika Rossa, and the great kindness of all women's organizations, we managed to create a beautiful, tight-knit, supportive community that - I am not afraid to say this - loved this

place. Ideas are easy, everything is a matter of executing them. And here, it's Dominika who deserves a round of applause.

What do you think is the key to a successful business?

It's independent of age and gender. The key is the character of the entrepreneur – that who is a brave, self-reliant, optimistic, looking for solutions rather than problems - that person will succeed. Perseverance, hard work, curiosity, being around the right people - those are the key elements to success for me. Everything else according to my many years of observations, these are secondary issues.

Is there anything that sets Pomeranian women apart from the rest of the country?

Most likely happiness that they live in the coolest place in Poland! I don't have any data to draw smart conclusions on whether Pomeranian women are any different from the rest of Polish women. Dominika always says that we have more female entrepreneurs than the national average. Maybe it's a matter of openness to the world, which seems to lie in the DNA of a seaside city with such great history?
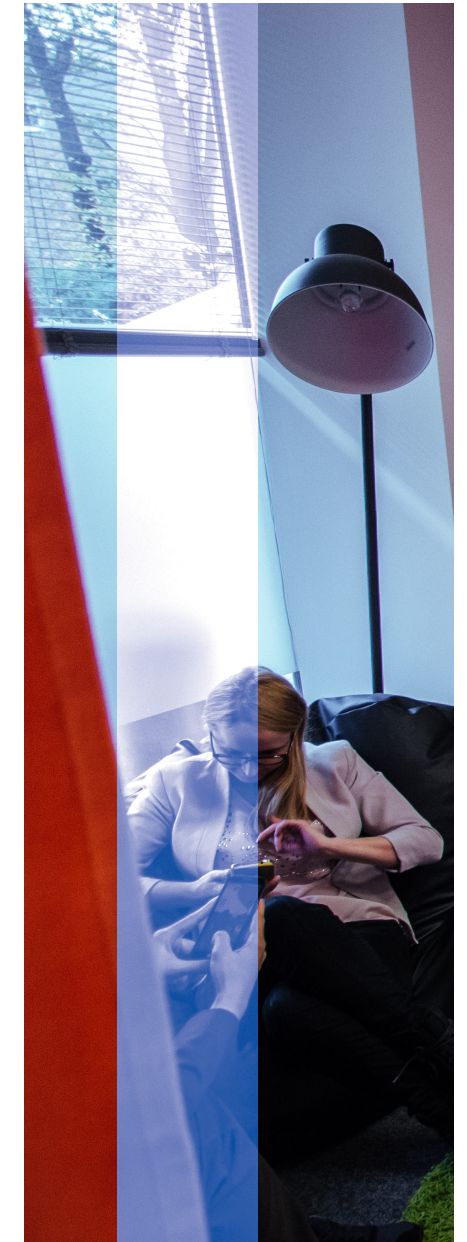
> **04 Flow is the first coworking for women in Poland!**

Coworking

Coworking is not only a place to work, but also a chance to build your professional contacts network - this is one of the main advantages of this solution. In recent years, on the map of Pomorskie, sites have popped up with offerings for specific professional groups such as creative industries or real estate brokers, as well as those aimed at a wider audience. They are also more and more frequently used by corporations. Many coworking spaces offer additional services such as advisory or dedicated events. Everyone will find something for themselves.

Coworking with exceptional atmosphere

Mind Dock - the first coworking space on the former grounds of the Gdańsk Shipyard - it is located on the top two floors of the historic Dyrekcja Building. It offers flexible memberships for about 100 workplaces.

ŚWIETLICA collective space - is located in the interiors of a historic tenement in Gdańsk Wrzeszcz. Photographers, programmers, and designers meet here in a cozy, small group.

Gdańsk

Bespoke office
www: biuronamiare.pl

Coworking in an Incubator Starter
www: oferujemy.inkubatorstarter.pl/coworking

Good Space
www: goodspace.eu

Mind Dock
www: minddock.pl

O4
www: o4.network

O4 Flow – Coworking for women
www: o4.network/lokalizacje/o4-flow

Property Spot
www: propertyspot.pl/coworking-gdansk

Regus
www: regus.pl/en-pl/office-space/poland/gdansk

CO–WORK Zone
www: gpnt.pl/strefa-co-work

Świetlica collective space
www: swietlicacowork.pl

Sopot

Leśna Hub
www: lesnahub.pl

Sopot Open Studio
www: sopockapracownia.pl

Gdynia

Concept Space
www: conceptspace.pl

Coworking in Pomeranian Science and Technology Park Gdynia
www: ppnt.pl/dzialy-i-projekty/coworking

Projekt Lokale
www: projektlokale.pl

Property Spot
www: propertyspot.pl

Stref@Biznesu
www: strefabiznesu.gda.pl

Working on Board
www: workingonboard.pl

WORQ
www: worq.pl/oferta

Kwidzyn

Kwidzyn Industry and Technology Park
www: kppt.pl

Rumia

Center for Education and Entrepreneurship
www: centrumep.pl/kontakt

Tczew

Biuro56
www: biuro56.pl/cowork/tczew

Business Point
www: biznespunkt.pl/biuro-coworking

Meet
people

Inspiring

The diversity of regular events is aimed at **integrating the startup environment and exchanging good practices** among entrepreneurs during inspiring conversations.

Over 6,000 participants, 200 speakers and over 600 startups - those are numbers of the largest New Technology Conference in Central Europe - Infoshare.

BeZee
www: bezee.pl

BeZee is an international conference whose main purpose is to gather the representatives of education, business, and local government from Poland and abroad. Young people also speak out during the conference.

DataMass Gdańsk Summit
www: summit.datamass.io

DataMass Gdańsk Summit is a conference for people involved with Big Data. Its main idea is to promote knowledge and experience in the design and implementation of large amounts of data.

European Forum for New Ideas
www: efni.pl

The European Forum for New Ideas (Europejskie Forum Nowych Idei, EFNI) is one of the largest conferences in this part of the continent that is dedicated to global trends, new ideas, and the future of Europe. It is attended by representatives of the world of business, science, culture, and administration, from both the Polish and the European environment. The event is organized by Konfederacja Lewiatan in cooperation with BusinessEurope and the city of Sopot.

The Social Media Show is a unique event about social media in northern Poland that has gathered more than 2,300 participants.

FuckUp Night Trójmiasto
www: facebook.com/FUN.Trojmiasto

FuckUp Nights (FUN) is a global movement that organizes meetings where brave people talk about their failures in business or projects. The Tricity edition is organized periodically by the STARTER Incubator in Gdańsk. Each event attracts over an 80-person audience of #FUNTrojmiasto.

Gdynia Design Days
www: gdyniadesigndays.eu

Gdynia Design Days is one of the most famous design festivals in Poland. During the event, relevant issues such as ecology, urban development and fashion, architecture and craft are discussed. The festival is a place where the design industry and business meet. It is an event for everyone who is fascinated by the changes of today's world.

Infoshare
www: infoshare.pl

Infoshare is the largest technology conference in Central and Eastern Europe and is held in Gdańsk. Several stages feature leading figures from the world of tech, business, and marketing. Innovative enterprises compete for financial prizes in a start-up contest. The conference also includes a Startup Expo zone and numerous networking opportunities.

Marketing in Culture
www: marketingwkulturze.ikm.gda.pl

The Marketing in Culture conference is an annual event organized by the City Culture Institute for people connected with promotional and marketing activities in cultural institutions, NGOs or grassroots initiatives.

Pipeline Summit
www: pipelinesummit.com

Pipeline Summit is a conference focused on digital B2B sales. The topics that are discussed during this event include sales automation, creating a sales funnel, and recruitment in this area.

Product Camp
www: productcamp.pl

Product Camp is the biggest conference dedicated to products and UX in CEE. This Gdynia-based event is aimed at product managers, owners, product designers, researchers, growth hackers, and all professionals who discover, conceive, manage, and make digital products better. World-leading experts are speakers at the event.

Social Media Show
www: sms.inkubatorstarter.pl

One of the best social media events in northern Poland. It hosts extraordinary speakers, substantive presentations and relevant examples that will satisfy the needs of not only specialists, but also enthusiasts of this topic. The event is organized by the Starter Incubator in Gdańsk.

Expats in Tricity Meetups
www: facebook.com/groups/
815636501848126/

Meetings of emigrants in Tricity that resulted in the creation of an English-speaking community built of more than 600 people. Meetings are held every 1 or 1.5 months. The venue is different each time - thanks to that, participants can explore different parts of Tricity. Meetups address a variety of topics. Visitors can learn something new, listen to a new story or take part in an interesting micro-workshop. All meetings are held in English and aim to bring together people who have come to Gdańsk, Gdynia or Sopot to work and live in Pomorskie.

Is it necessary to organize meetings bringing together foreigners and the local community?
Meetings of this kind are absolutely necessary in my view. This is confirmed by the fact that they have been happening for four years, and attendance has been steadily increasing. The region attracts foreigners. They bring their knowledge, experiences, culture, tradition, cuisine with them. It is worth drawing from - it enriches our culture. It is good for visitors to delve into the urban tissue, and it is up to us - the residents, city and region authorities to support them in this regard. I organized the first pilot meetings in 2016 while being the President of the ICT cluster, in colaboration with a few ICT companies. I believe that together we can do more, and to understand another person is the key to success - and great joy.

Izabela Disterheft – Expats in Tricity

Inspiring
events

—

GRZEGORZ BOROWSKI - INFOSHARE CO-FOUNDER & CEO

Infoshare is one of the biggest and most famous events in Poland. How did you manage to stand out on the market that has long been saturated with events?
In creating Infoshare, we assumed that we would provide high-quality, practical knowledge to all people who are interested in it. On the other hand, we wanted to create a space, platform for the free exchange of experiences between the participants of our event. And these two pillars: high-quality knowledge and networking are with us to this day and are the fundamental reasons for our success. On the other hand, I suspect anyone could sign off under these statements. The devil is in the detail, in the way we realize our assumptions. We constantly analyze the needs of Infoshare's participants and we try to respond to them by bringing the value they are looking for („Share what IS worthy"). This is confirmed

by over 6,000 participants at the Infoshare conference, as well as over 3,000 participants at other events in the past year (IT Future3 job fair, digital sales conference - Pipeline Summit, or Infoshare AI & Data Science). And this year we went one step further by taking over Tech3Camp (local developers barcamp meetings). In addition to individual participants, we also provide value to companies. Startups can gain the coveted knowledge, meet on 'fast dates' with investors or corporations, show themselves, but also take part in an international competition with a prize pool of 30,000 EUR funded by the Mayor of the City of Gdańsk. Last year, over 600 startups from 43 countries participated. We help other tech companies in the presentation of their products and services, recruitment activities, and employer branding. We support corporations in reaching startups that

can help them implement in-house innovations. I think this attitude to deliver value to each of our clients is the main reason for our success.

If you were to name one startup that excelled during the Startup Contest, what would it be and why?
I remember the winner of the 2018 edition, ThinAir Water, a team from London Imperial College that was inspired by a species of beetle living on the desert and created a material that absorbs water from air. It's a great example a startup trying to solve one of the global problems humanity is facing! I would like technology to push us in that direction as well.

Infoshare is a conference that has been a must-go event in the startup world for several years. Name three most important changes that have occurred since the first edition.

It's hard to compare, we started in 2007. But I'll try:
1. Reach: 2007: local 200 people, 2019 global 6000 people.
2. Topics: 2007 - mainly software development, 2019 - innovative technologies, startups, entrepreneurship, digital sales&marketing, and software development
3. Startups: 2007 - none :-) 2019: over 600 startups from 43 countries participating in the Infoshare Startup Contest
This year's edition of your conference will take place in the virtual world. That's a bold decision that was dictated by external factors. What do you see as the strengths and weaknesses of this solution?
It is a challenge to engage a participant who takes part in the event in front of their screen. To convince them that this way, they can also receive value. Opportunities include a significantly bigger reach, spreading content over time (6 days instead of 2) so that they're easier to take in, additional matchmaking/networking opportunities based on dedicated digital solutions.

We'd like to invite you to register at infoshare.pl, and in September, we will be broadcasting for you all over the world from the amazing city of Gdańsk.

Communities

HACKER:SPACE TRÓJMIASTO

Hackerspace Trójmiasto

www: hs3.pl

Hackerspace Tricity is a grassroots initiative and a space that brings together specialists of many technical sciences, at various stages of professional development, as well as technology enthusiasts including biologists, tinkerers, hobbyists, artists, humanists, and students from various fields. Events are held at Hackerspace and a collaborative workshop for experimentation is being created.

STARTUP INSPIRE

Startup Inspire

www: inspire.inkubatorstarter.pl/en

Startup Inspire is a project that supports the Gdańsk startup environment. Its premise is to learn from experienced, successful business experts who share their knowledge during workshops and meetings. The project is organized by the STARTER Incubator and the City of Gdańsk.

Interizon

Interizon

www: interizon.pl

Pomeranian ICT cluster is a globally recognized, innovative cluster integrating business and scientific partners with the support of regional authorities and the business environment. An important part of the cluster's activities are joint R&D projects aimed at ICT technologies with the greatest industrial and commercialization potential.

TECH3camp
powered by Infoshare

Tech3camp

www: tech.3camp.pl

Tech3camp is a meeting place for the IT community as well as product and project managers, UX or graphic designers. They address issues such as problem solving and implementation of modern projects. In accordance with the principles of Barcamp, everyone can present their idea, project or company. The meetings are supported by the Infoshare brand – Share what IS worthy.

PLUGin FOUNDATION

PLUGin

www: weareplug.in

PLUGin is an international community of Polish tech diaspora, with branches in, among others, London, Paris, San Francisco, Singapore, and ... Gdańsk. Flagship PLUGin projects include the global Polish Tech Day conference, the Pitch to London startup competition, The Ambassadors of Polish Innovation Awards and the e-Migration Report.

StartupHansa

Startup Hansa

www: startuphansa.com

Startup Hansa's mission is to connect central European cities with the world's largest business and technology hubs. A strong network of startups, enabling the free flow of capital, talent, and data will allow drawing on the strengths of cities and contribute to their faster growth, as was the case during the Hanseatic League. Startup Hansa organizes meetings bringing together experts from around the world.

Communities supporting
women's entrepreneurship

A number of **informal networks and organizations** support women's business skills. These include:

> According to the Start-up Poland report, women make up a quarter of startup founders.

BUSINESS LOVES WOMEN

www: biznekochakobiety.pl

Business Loves Women (Biznes Kocha Kobiety) is a brand created by women supporting other women in developing their professional skills. The organization pursues its objectives through workshops and the exchange of knowledge and inspiration.

GEEK GIRLS CARROTS TRÓJMIASTO

www: gocarrots.org/city/3city

Geek Girls Carrots is a global community and organization that brings together women from the world of technology as well as female entrepreneurs. Meetups in Tricity have been taking place since 2013 and consist of expert lectures and networking.

WOMEN BUILD SHIPS TOO

www: facebook.com/groups/kobietytezbudujastatki

Women Build Ships Too (Kobiety też budują statki) is a community of women professionally tied with the maritime and logistics industry which was founded around the project of Gdańsk Enterpreneurial Foundation with the same title. The project includes workshops, mentoring programs, and meetings with experts to help women network and strengthen their leadership skills.

LEAN IN

www: leanin.org/circles/poland

Lean In is an organization founded by Sheryl Sandberg that works through circles spread around the world. Lean In Circle Pomorskie operates in the Pomorskie Voivodeship. The purpose of the meetings is to share knowledge and increase women's competences.

> According to the Startup Inspire report, more than 90% of startups consider Tricity to be a friendly environment for startup.

O4 Flow

www: facebook.com/groups/o4flow

O4 Flow is a community of women created around a coworking space for women in O4 coworking. Numerous events presenting the residents of the space take place here, aiming to improve professional skills of women. O4 Flow also offers business, legal, and accounting advisory.

Polish Association of Business Women

www: pskb.pl

Polish Association of Business Women (Polskie Stowarzyszenie Kobiet Biznesu) aims to integrate the environment of professionally active women through educational, lobbying, philanthropic, and charitable activities. It organizes conferences, discussion panels, meetings, and workshops focused on the socio-economic growth and it collaborates with other women's organizations.

Entrepreneurial Woman

www: przedsiebiorcza-kobieta.pl

Entrepreneurial Woman (Przedsiębiorcza Kobieta) is an event series organized by the Student Forum Business Center Club. It is aimed at women who want to develop, gain new skills, and draw inspiration from people who have already achieved professional skills, both students and professionals. During the meetings, topics related to coaching, entrepreneurship, and lifestyle are discussed.

WISTA Poland

www: wistapoland.pl

WISTA Poland is the Polish branch of the international organization - Women's International Shipping & Trading Association. The association aims to support women working in the maritime economy to enable them to establish personal and professional contacts, to present their achievements, to raise their qualifications and competences.

Women in Technology

www: womenintechnology.pl

Women in Technology is a community of women focused on IT and new technologies. Its goal is to develop the professional skills of women and empower them in leadership positions. Women in Technology organizes meetups, workshops, Tech Leaders mentoring program, conferences, hackathons, and other projects.

Digital nomads
as a growth opportunity

MATEUSZ KURLETO - FOUNDER OF NEOTERIC, SKILLHUNT, APPOINT.LY, STARTUP OCEAN, AND AMBERHUB. AMBASSADOR AND CO-FOUNDER OF STARTUP HANSA.

What advice would you give to startups operating in Tricity?

If you look at the product lifecycle, the most important factor at the early stage of its development is the achievement of product-market fit, i.e. the stage when the market recognizes the solution as being viable while maintaining good unit economics. It is only possible to reach this stage if our product perfectly responds to the needs of the target group. Therefore, the most important first steps are not to build the product, but to understand the clients and incorporate them into the solution. Google shared good practices in this area by publishing its materials on the Design Sprint. The key to success of a new startup is to target its offer to the right target group, get a thorough understanding of their needs, and then engaging future customers in the process of product development, adding metrics that unequivocally prove the fulfillment of sales promises.

Does Tricity have a chance to attract digital nomads? What benefits would this bring to Pomorskie?

Definitely yes, the Poland Prize program, of which the Gdańsk Enterpreneurial Foundation was one of the operators, proved that we are an attractive place for the development of startups from abroad. It is worth remembering that among the biggest successes in Silicon Valley, more than half of startups are founded by immigrants. Cultural diversity and access to networks in many countries seem to be a huge advantage.

What actions should we take in this direction?

I think we need three elements to successfully seize this opportunity. First, Gdańsk needs to be promoted globally as a center for innovation development. For years, Gdańsk has been the hinterland of many global successes - from startups like GetResponse and Ivona Software, through portfolios of local funds like Alfabeat or Black Pearls, to R&D

centers of corporations such as Intel, Boeing or Lufthansa. There are not so many success stories for individual achievements to be sufficient. But if we use them as a fragment of a bigger picture, you can run an effective global campaign that will attract more startups and funds to our region. Another issue is soft landing and acceleration programs such as Space3ac or Techseed.me that allow to attract talented entrepreneurs, helping them assess whether Gdańsk, Gdynia or another Pomeranian city are a good place for them to develop their business. The third aspect is the formal facilitation that happens on a national level, like the startup visa, facilitation of setting up and running a company remotely, or more attractive forms of business such as simplified joint stock company.

Startups

My tip would be to take a lot of time to build the perfect list of investors, start building relationships with them as soon as possible, and start meeting with the least ideal ones. At UXPin, we went through more than 70 conversations with investors before we received our first termsheet, and each such conversation was a valuable lesson for us that allowed us to draw conclusions and better prepare for the next meeting.

Marcin Kowalski - UXPin Co-founder

UXPin

UXPin

www: uxpin.com

UXPin is a platform that, in a modern, intuitive, and efficient way, allows the comprehensive creation of excellent user experience. The software is aimed at those who design web and mobile applications and is used to create interactive prototypes of applications and websites. The ability to share the project implementation process with other users allows you to work with the development team.

As Dr. Poket, you participated in the Plug and Play accelerator program. What benefits did this program bring to your startup's development?
Plug and Play Tech Center hosts representatives of all industries from all over the tech world, organizing meetings, programs, and conferences in which we could and still can participate, expanding our knowledge and experience. First of all, we were able to expand our network of contacts to include representatives of the biggest technology companies and VCs on the market, find potential and future customers and adapt our business model and products to their expectations.

Sebastian Mul - Co-founder of dr Poket

dr Poket

dr Poket

www: drpoket.com

Dr Poket's solution ensures that patients take the right medicine at the right time, each time. The centralized, mobile online solution is safe, HIPAA compliant, uses HL7 and fully integrates with electronic pill dispensers. The solution saves doctors time and virtually eliminates human error during treatment.

117 000. developers build up a community in social media groups created by the Just Join IT startup.

Just Join IT is an online platform for job search – which means that you could start and run your company from anywhere in Poland. Why did you choose the Pomeranian startup ecosystem for business development? What do you think is more interesting about it compared to other places?

Tricity allows keeping a good balance between work and rest. Despite it having no clear city center, every place is close to the sea and the forest. It's a big benefit, especially when you work a little more than eight hours, and everyone needs a stepping stone. From a business point of view, the competition for the best talent is not as apparent here than in the capital and, in general, you can grow a business with a little less financial investment, which is one of the important issues for companies in the early stages of growth. Places like the Starter Incubator are also helpful - I have never encountered such a flexible approach to an entrepreneur before.

Piotr Nowosielski – Co-founder of Just Join IT

Just Join IT

www: justjoin.it

justjoin.it

A Gdańsk-based startup that created a map of the labor market for Polish programmers. The company was founded in February 2017 and after 14 months became the most popular Polish job board. The company focuses on the community, both through unique content on Just Geek IT and a cycle of live streams with Polish programmers from all over the world. The platform provides the biggest selection of job listings among industry job boards in the country.

What office space in Tricity would you recommend to new startups starting their business adventure?

I would recommend low-cost space. The office is a fixed cost that is independent of turnover, so it's worth making sure that the cost is not too high at first. The second important condition is the flexibility of the contract, in the initial period of the company's operation, we often see rapid growth and sudden demand for new space, so it is necessary to check whether we have this possibility. The last criterion worth considering is representativeness - if we operate in the B2B area and customers visit us in the office, it should look good and build our credibility in the eyes of the customer.

Radosław Zdunek – Chairman of the board, Toucan Systems

Toucan Systems

www: toucan-systems.pl

toucan systems

Toucan Systems is a technology company that creates interactive IT solutions for cultural institutions, science centers, and the promotion and event industry. The company provides complete IT solutions for interactive exhibitions (comprehensive applications, content, films, animations, games, presentations, simulations, and Toucan Nest management system with dedicated players) and IT solutions supporting advertising and event activities.

Waves of Harmony

www: wavesofharmony.pl

waves of harmony

Waves of Harmony™ and Waves of Harmony Kids™ are dedicated to conducting innovative training of focus, stress management using equipment that examines brain waves. The training is conducted by a psychologist Zuzanna Myszka and Piotr Myszka, a World Champion and Olympian.

What made neurofeedback, which combines sport and business, an inspiration for you to develop a startup in Tricity?

Waves of Harmony is a combination of our experiences. Piotr has represented Gdańsk all over the world as a professional athlete for 20 years. My main field of work is neuropsychology. We've added brainwave testing equipment so that with our tips everyone can learn to effectively manage stress and their focus.

Zuzanna Myszka – CEO Waves of Harmony

Recently, SentiOne's chatbot was recognized as the best in the world in terms of intent recognition. How will your innovations affect business, what will change?

Chatbots are only as effective as their algorithm for intent recognition. So if our algorithm is already 98% effective, you can imagine the customer service departments working together with the chatbot. Bots can handle all tedious and repetitive queries, and in case of complex cases requiring creativity or expertise - forward the message to an agent.

Bartosz Baziński – Founder of SentiOne

You created an app for companies that delivers new challenges every day at the same time implementing good habits. Which of the #WellbeingChallenge sparked the most interest?

The most popular were the "Be Active" modules, in which tasks with Bulgarian squats and wrist massage were the most popular, and the "Eat Healthy" module, thanks to which participants restricted the consumption of meat - and they uploaded photos of the meals they prepared as a proof.

Anna Jankowiak – Owner of Grywit

Grywit

www: grywit.pl

Grywit

Grywit focuses on building gamification strategies and creating applications that increase engagement and the achievement of goals using game mechanisms. They also implement comprehensive training and development, loyalty, sales, well-being, and zero waste programs. Technology has an opinion of being an innovation on a global scale.

SentiOne

www: sentione.com

sentione

SentiOne is an internet monitoring tool that allows companies to quickly check online reviews about a product, brand, or company. The tool collects in one place reviews and articles from across the internet. The monitored sources include social media, internet forums, blogs, portals, micro-blogs, video sites, news sites, and peer reviews sites. In addition to media monitoring, SentiOne is involved in the creation of chatbots.

Challenges
of the future

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73% of European companies think it is worth following trends. 41% of companies believe that solutions based on artificial intelligence/machine learning/robotics will be key to development in the near future.

In a situation of high uncertainty, reinforced by the COVID-19 pandemic, talking about trends is quite a challenge. The restrictions caused disruptions to the economy, new regulations and technologies emerged. The acronym VUCA, which stands for volatility, uncertainty, complexity, and ambiguity is now joined by DELA, which describes the present moment as dynamic, emergent, liminal, and anthropocentric. The characteristics of startups, accustomed to operating in a climate of uncertainty and risk, putting people and their needs at the center and using Agile management, have also proved desirable in large companies.

Social changes as well as the changes in consumer behavior are the most important. The relationship between suppliers of products and services and their users is being redefined.

There is a growing interest in e-health solutions that limit the necessity of direct contact. New groups of consumers started to use products, processes, and services like e-commerce and e-learning. The use of social media and communication platforms to maintain relationships during the time of social distancing has increased. New patterns of leisure have emerged - use of online culture and entertainment, including games and solutions based on VR and AR technology. The increased presence of technology in everyday life will lead to new challenges in the area of mental health. We have experienced a yearning for physical meetings and the digital exclusion of parts of society was highlighted. The sudden shift to remote work created a need to face infrastructure barriers, the necessity to provide digital security in the new circumstances or manage distributed

teams. Numerous challenges have occurred in the areas of environmental protection, food production, logistics, and supply chain continuity. Questions have arisen about how to ensure safe transportation in public transport, car sharing, and public space. These are issues that will guide future technological innovations with the use of artificial intelligence, machine learning or robotics.

Trend analysis is an attempt to predict the future based on what we know about the present. At this time, it seems even more difficult, if at all possible. Above, we present selected aspects of the transitional situation that we are in now and which requires, among others, constant analysis, flexibility and creativity, but also presents new opportunities for startups.

Based on:

"Cyfrowe stany przejściowe. Monitoring społeczeństwa cyfrowego, marzec-czerwiec 2020" report, K. Drożdżal, A. Tarkowski, A. Janus, centrumcyfrowe.pl, 14.07.2020

"The winners of the Low Touch Economy" report, boardofinnovation.com/low-touch-economy, 14.07.2020

Webinar „Let's talk trends! – Renewed Reality: Checkpoint", infuture.institute, 14.07.2020

Expand
your horizons

Support programs
for startups

Startups can **count on many programs to support them financially**, including:

Fast
track

Who is it for? SMEs, large enterprises, as well as consortia of entrepreneurs and scientific unit.
Fast Track (Szybka ścieżka) is a program of non-refundable support dedicated to SMEs, large enterprises as well as consortia and scientific units. The funding is for R&D work aimed at developing innovative technologies, services or products from industries that fit into National Smart Specialisations. The contest is realized with the European Funds under the Smart Growth Programme.

Pomeranian
Export Broker

Who is it for? SMEs that have their headquarters in the Pomorskie region.
Pomeranian entrepreneurs who are interested in starting or developing export activities may benefit from aid within the „admission to export" (for those who are taking their first steps with export), „export development" (for those who want to develop their export activities) or grants for participation in foreign conferences, missions, and other economic events. Substantial support includes, among others, export broker, seminars and workshops, as well as participation in export-related events.

Companies known all over the world have placed their financial centers in the Pomorskie region. You can find here brands such as: Swarovski, Bayer, Sony Pictures.

People planning to start a business in the territory of the Pomorskie Voivodeship, but also Pomeranian companies with „short seniority on the market", in the early development phase can benefit from loans granted by the Pomeranian Loan Fund (Pomorski Fundusz Pożyczkowy sp. z o.o.) The fund is one of the largest financial intermediaries in the Pomorskie region, providing loans from both the funds of the Pomorskie Voivodeship and the regional operational program under the „Pomeranian Development Fund 2020+" (Pomorski Fundusz Rozwoju 2020+) project. The Fund's loan offer gives favorable support conditions, a wide range of expenditures that can be financed through the business activity, and rapid launch of funding. At each stage of applying for a loan, we offer free assistance of advisors who will provide all the necessary information and guide you through the next stages of applying for a loan.

**Aneta Grzębska
- Chairman Of The Board Of The Pomeranian Loan Fund**

Grants
for Eurogrants

Who is it for? SMEs that have their headquarters or office in Poland. It's a program aimed at enterprises that plan to implement the project under funding from European Union, in particular HORIZON 2020, COSME or LIFE. They can apply for e.g. advisory services necessary for the preparation of the project or translation costs of application documentation.

FIRST BUSINESS
– LAUNCH SUPPORT

Who is it for? Anyone who has a business idea but has trouble raising capital to start their business. Under this program, financial intermediaries on behalf of Bank Gospodarstwa Krajowego provide low-interest loans for the establishment of a business or the creation of additional jobs for the unemployed. Those who have applied for a loan or have already received a loan can also benefit from free advisory and training on setting up and running a business.

The Pomeranian Export Broker helps both experienced entrepreneurs and those who are just beginning their adventure with export. Startups are, of course, also present in the project. Over the last four years, the project has given companies many opportunities to establish business contacts during organized business missions or trips to well-known international trade fairs with financial and organizational support. It also gave access to knowledge of different markets with export potential and their specificity, the opportunity to ask questions to practitioners, and to meet other Pomeranian business partners to build a common export offer. The Pomeranian Export Broker offers many practical support tools that are definitely worth using.

**Katarzyna Matuszak–Dzierżyńska
Director Of The Enterprise Development Department Of The Pomeranian Development Agency Co.**

VC
Funds

As a part of financing the development and investment activity, **startups can use VC funds** such as:

The startup ecosystem in Poland and the CEE region has never been as good as in 2019. According to Polish and CEE tech ecosystem outlook report, global venture capital funds pumped as much as $1.8 billion into startups from the CEE region.

ALFABEAT
www: alfabeat.com

number of investments: **14**
investment level: **up to EUR 0.75M, average EUR 0.4M**
stage: **seed**
investment status: **seed**
industry: **Enterprise Software in vertical markets**
business model: **B2B**
investments: **Andiamo Poland, Intiaro; Coinfirm; RoboCamp**
number of active investments: **14**

In the latest Financial Times Tech Cities of the Future ranking, in the FDI Strategy category, Tricity ranked 4th, just after London, Barcelona & Catalonia and Berlin.

BLACK PEARLS
www: blackpearls.vc

number of investments: **44**
investment level: **EUR 100K – 1M**
development stage: **MVP / product market fit**
investment status: **Seed, post-seed, Series A industry: Deep tech, enterprise software investment model: B2B, B2C**
investments: **Autenti, Luna, Telemedi, LiveWebinar.com, Insly, eAgronom, MNM Diagnostics, PHK, Quantum Lab, Everytap number of active**
number of active investments: **23**

ALIGO
www: aligo.pl

investment level: **up to PLN 1M (~EUR 250K)**
development stage: **MVP, prototype, first revenues**
investment status: **seed**
industry: **MedTech, HealthCare, IoT, Industry 4.0**
investment model: **B2B, B2C**
Investments: **Laparo, Abyss Glass, Copernicus Computing, drPoket**
number of active investments: **24**

Qualified technical staff
are our strength

JAN WYRWIŃSKI - FOUNDER AND MANAGING PARTNER OF ALFABEAT

What do you think are the strengths and weaknesses of the Tricity startup environment?

There are a few strengths that I would point out: first of all, we have a lot of programmers, engineers, and technical people. It is a human capital base that is especially useful in terms of technical competence for building startups. It's the first pillar of what we can build on and it gives us some hope that our startup environment will continue to grow. The second pillar is the presence of large, global technology companies, i.e. Amazon or Intel, where you can gain experience - particularly specialist experience. In summary, we have a combination of human capital and global technology companies that bring a lot of good practices. The third pillar, in my opinion, is the high quality of life. Compared to the whole country, Pomorskie or Tricity are a very good place to live. I would even go further and say - the best place to live. In my opinion, it's one of the factors that attract specialists to Pomorskie. Simply speaking, if the basic needs from the Maslow's hierarchy of needs are met (e.g. security, health, finances), the next factor we pay attention to is the quality of life. The fourth pillar is the success stories of bigger and smaller companies. That is a very important element that particularly young entrepreneurs pay attention to. I would, of course, mention the example of Ivona being taken over by Amazon, or Intel, which was really based on more local companies, or the recent history of UXPin. Other significant technology companies, such as Wirtualna Polska and Grupa Nokaut, as well as Datera and Freeco-Net, were created in Tricity.

And do you see any weaknesses?

It seems to me that comparing us to several other ecosystems in CEE and even Polish, our ecosystem is quite small, closed, I could even say: airtight. We also have a low influx of people coming in from the outside. I think that we lack not technical competence, because we have these, but business competence in building global tech companies. There is a shortage of people who can build a global company. I have the impression that, for example, in Warsaw, there are definitely more business professionals, both Poles and foreigners. That's why I'm a fan of what we've been doing in Techseed.me. We were to bring in practitioners with business experience from different parts of the world and thus strengthen our ecosystem a little bit.

Which of the Tricity success stories is the most interesting to you and why?

We've had a couple of different stories of startups getting funding from good VC funds, as well as Amazon's acquisition of Ivona, but also a fresh example of UXPin that needs to be highlighted. I'd like to point out that the founders and the company went through the full cycle: idea, MVP development, regional funding from Innovation Nest and then two rounds of funding from the best funds in the US like Andreessen Horowitz and True Ventures, and then exit - the whole cycle is closed with UXPin being bought by a private equity fund. I think that we lack such examples in the

Development vision as the first
step towards success

—

PRZEMYSŁAW SOLA - PRESIDENT OF THE BOARD,
ALIGO VENTURE CAPITAL

whole country. The people who founded UXPin are now returning to the ecosystem. Today, thanks to this experience, they can become investors, build new startups, or become mentors. I'd like to emphasize that this is an exceptional example. OK, maybe it's not like Zoom entering the stock market or a billion-dollar acquisition, we're at a different level, but it's a full circle in the startup ecosystem. This is a very rare phenomenon on the Polish market and for now it passes without much notoriety. This makes me a little disappointed - I think it does deserve to be properly highlighted. I believe that

these stories, the stories of the full cycle, should build an ecosystem in Tricity.
According to a recent report by Startup The Bank, Tricity is the second most important FinTech hub in the country. What do you think contributed to that?
I analyzed this report and I would be very careful with the data it provides. Tricity is ranked as the second hub because they took into account the list of 100 startups, and some of these startups are core fintechs, specific financial services, and some are supporting services for banks, e.g. customer service. Personally, I don't see any

significant fintech startups in Tricity unless we consider Blue Media as a startup. It's natural that the financial and banking sector is located in Warsaw. In my opinion, at least 80% of fintech startups are in Warsaw. The fact that we have VoiceLab, which provides speech recognition technology, or Quantum CX, which supports customer service by sensing sentiment and emotive element, as well as a few other startups, is great, but these are technology companies, not necessarily fintechs. That's why I wouldn't be so enthusiastic and pay this much attention to this report.

Do you think there is a chance for a startup unicorn to emerge on the Tricity market?
That depends, above all, on what we consider to be a 'Tricity unicorn'. If it's about a company that has its roots and part of its activity in our metropolitan areas, then yes. There are even a few startups now that have real potential to achieve this scale of development. But if we are talking about a company which will have a management centre, main business and administrative departments, maybe even „production" of its product all based here, then unfortunately not. This is not due to a lack of faith in Tricity innovators, but lack of access to adequate funding. In Poland, we are only starting to build a market for high-risk investments (and even a fast-growing, large startup is such an investment). At the moment, there is not enough capital to get such valuation by attracting investors on the local (Polish) market only, including the option of listing a startup on the stock exchange. Such a startup would have to

seek foreign funding, and with significant funding (tens or hundreds of millions of EUR/USD), investors will expect the decision-making center and the core of the business to be located closer to them, or, at least in legal systems known at an international scale, facilitating further funding, expansion, etc. - American, British, or at least German. In order for us to expect local unicorns, we must first have a proper financial ecosystem to raise the right funds for development. Pomeranian VC funds such as Aligo are working hard on that. We also need to have transparent and simple legislation that supports entrepreneurs.
As a venture capital, you have dozens of implementations in your portfolio, which one do you think was the most interesting?
Over the past year, we have invested in eight companies that are developing extremely interesting projects. However, since they are still working on the technology and patent developments will not start until the fourth quarter of this year, we cannot talk too much about them yet. Of the

companies that are active on the market, one notable implementation is KSME, Krajowy System Magazynow Energii (National System of Energy Storehouse). The company was established in 2017. with a plan to create the first network of energy storage facilities in Poland, enabling the use of surplus electricity produced by e.g. the RES sector (e.g. at night, there is a much lower power consumption from the grid, and, for example, windmills produce the same amount of energy as during the day, when, on the other hand, their work is insufficient to cover the need - there is no universal system to balance these differences). The company is several years ahead of the „big players" who analyze trends, markets, and other variables in investing in this product. Such a system is currently the subject of increasing interest from the energy giants, both Polish and foreign.
If you had the opportunity to give some guidance to the startups that approach you for funding, what would you say to them?
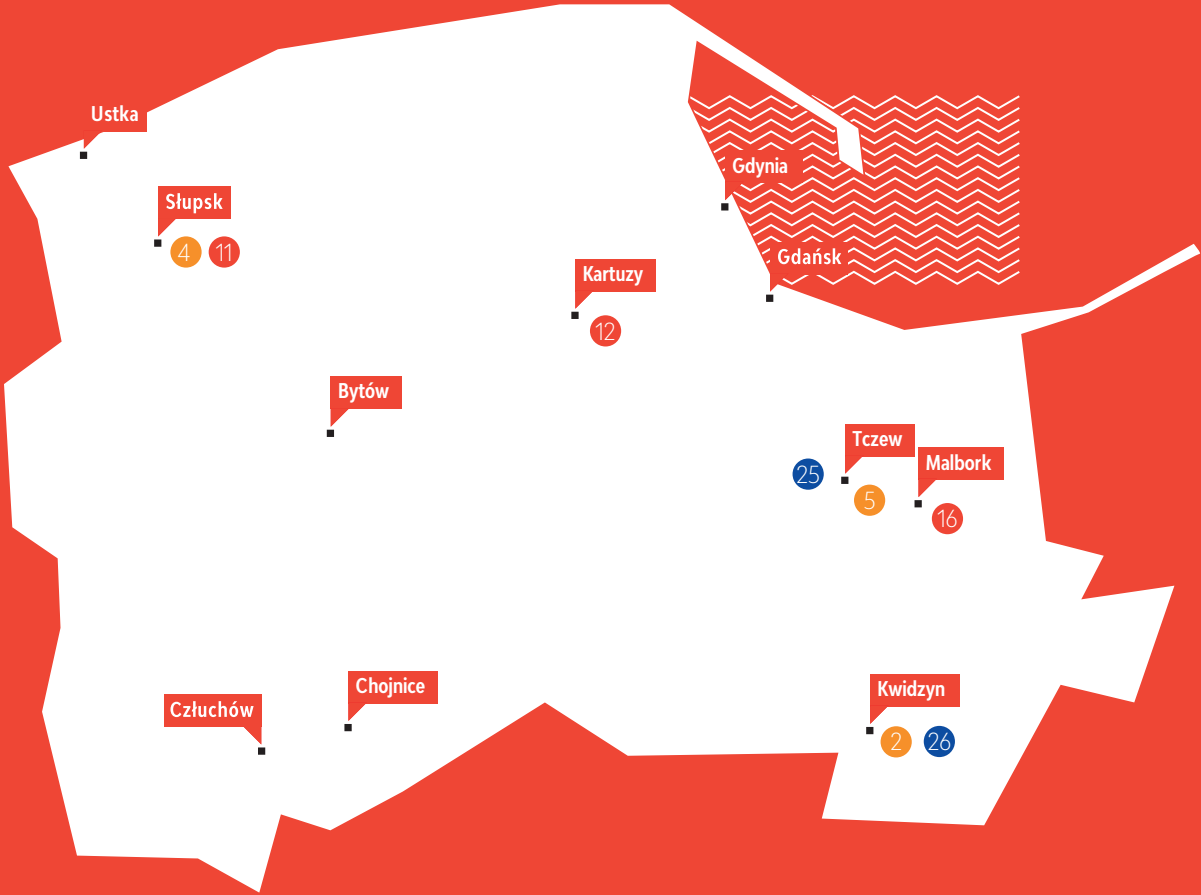
The people we talk to about their projects are passionate, and that's evident at first glance, and we could listen for hours with fascination to how they talk about their innovations and tech. They have a lot of enthusiasm, a lot of determination to act, but it's usually organized around the product they create. However, the product is one of several elements that directly influence the success of a startup. The others are people and the market. It is very important to look very carefully at the market in which the startup is going to operate before starting the search for financing. It is good to analyze competition, check barriers to market entry, assess target groups, estimate the size of the market. The second thing is the team – they are often very homogenous, i.e. focused on the skills that enable the creation and development of the product. However, when introducing people who are about to take care of topics such as fundraising, HR, and sales, it is important that their experience and competence are commensurate with the difficulty of the challenge they face (bringing a new brand to market). If the ideator is not able to convince an experienced manager to take on the role of COO,

CFO or even CEO in a startup, it will be even harder to convince an investor to cooperate. However, if, despite sincere willingness, the ideators do not know the right person, they can tell the fund directly and ask whether they are able to help with recruitment. As Aligo we have such Interim Managers in several companies. They were brought in from our side or another investor side. This is a much better solution than forcing the wrong people into a position to „fill the gap" because this filling is only superficial – in practice, it can discourage the investor.
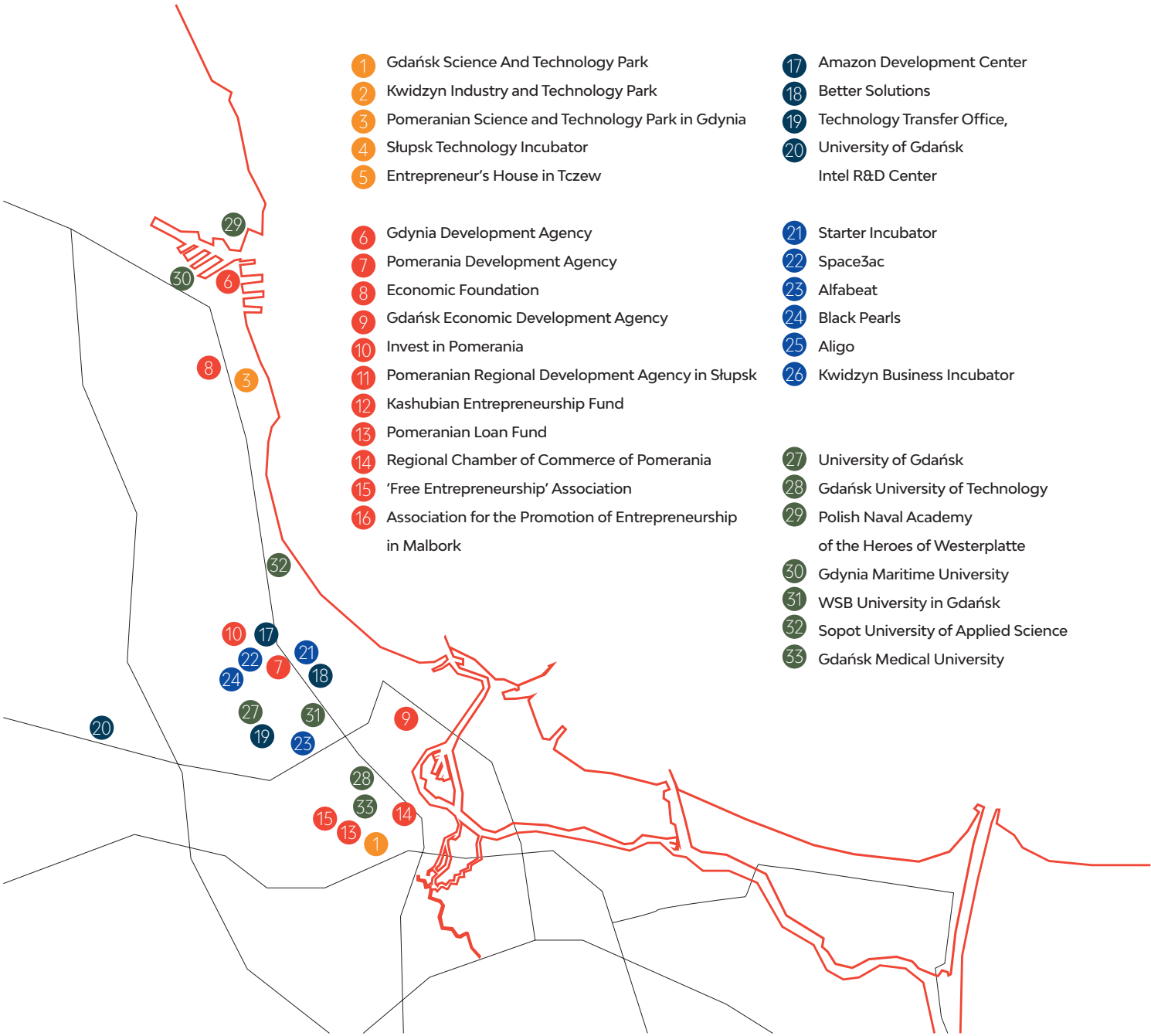
What should they pay particular attention to?

Exit path. A professional investor has one goal in front of them - to multiply the funds invested. Talking about how much money can be made on a given investment, to whom a given position can be sold, is the everyday basis in virtually every sector of the financial world. The mechanism for startups is exactly the same, although many startups don't have that awareness at the start of the talks. It is important that, before proposing a joint venture, a startup has verified whether the securities it offers (shares) will be a negotiable instrument in a few

years , time (i.e. there will be a buyer for them) and who could be such a potential buyer. It is worth examining whether there are active M&A transactions on the market in which we want to operate, whether there are any entities willing to buy startups, why someone might want to buy us, etc. It is good for a startup to have the whole vision for a collaboration that is to provide the investor with CoC (cash on cash) x10 outcome in an optimistic option. On the investor side, there will be an analysis of how likely it is that this team, with this product, in this market is capable of delivering this scenario. You should not be leaving „making up your own business" to the investor.

Map of the Pomorskie **region ecosystem**

Ustka

Słupsk
4 · 11

Gdynia

Gdańsk

Kartuzy
12

Bytów

Tczew
25 · 5

Malbork
16

Chojnice

Człuchów

Kwidzyn
2 · 26

1 Gdańsk Science And Technology Park
2 Kwidzyn Industry and Technology Park
3 Pomeranian Science and Technology Park in Gdynia
4 Słupsk Technology Incubator
5 Entrepreneur's House in Tczew

6 Gdynia Development Agency
7 Pomerania Development Agency
8 Economic Foundation
9 Gdańsk Economic Development Agency
10 Invest in Pomerania
11 Pomeranian Regional Development Agency in Słupsk
12 Kashubian Entrepreneurship Fund
13 Pomeranian Loan Fund
14 Regional Chamber of Commerce of Pomerania
15 'Free Entrepreneurship' Association
16 Association for the Promotion of Entrepreneurship in Malbork

17 Amazon Development Center
18 Better Solutions
19 Technology Transfer Office, University of Gdańsk
20 Intel R&D Center

21 Starter Incubator
22 Space3ac
23 Alfabeat
24 Black Pearls
25 Aligo
26 Kwidzyn Business Incubator

27 University of Gdańsk
28 Gdańsk University of Technology
29 Polish Naval Academy of the Heroes of Westerplatte
30 Gdynia Maritime University
31 WSB University in Gdańsk
32 Sopot University of Applied Science
33 Gdańsk Medical University

> **The Pomorskie Voivodeship has maintained a positive migration balance for many years, significantly higher than the national average. That means there are more people coming to the region than those who are leaving.**
>
> (Statistical office in Gdansk / data about voivodeship ...gdansk.stat.gov.pl)

Open
Pomorskie region

The self-governments of the Pomorskie Voivodeship are the leaders of the implementation of solutions aimed at benefiting from diverse talents. In 2016, the city of Gdańsk adopted an **Immigrant Integration Model** (Model Integracji Imigrantów) and in 2018 a **Gdańsk's Model for Equal Treatment** (Model na rzecz równego traktowania). In the Metropolitan area comprising 56 local authorities in the Pomorskie Voivodeship, Minimum Integration Standards are introduced to help the best possible integration of foreigners. *We are working to ensure that new residents of Gdańsk and the metropolitan area can implement their plans and aspirations, feel safe with us, and local authorities and institutions have at their disposal solutions ready to be implemented* - said the Mayor of Gdańsk, Aleksandra Dulkiewicz[1]. The standards consist of a few elements. The first is to ensure equal access to areas such as education, official affairs, job search (via the Live more. Pomerania portal run by the Pomerania Development Agency), and language courses. The Model for Equal Treatment implemented in Gdańsk points out that access to services can be limited to, among other things, age or gender, and seeks to overcome these barriers. Among the measures implemented under the model were: support for the return of new mothers to the labor market, and the employment of people of retirement age who did not want to give up their careers.

Immigrant Integration Model www: gdansk.pl/migracje/model-integracji-imigrantow,a,61064

Gdańsk's Model for Equal Treatment www: gdansk.pl/laczy-nas-gdansk

Live more. Pomerania www: livemorepomerania.com

[1] The metropolitan area integrates immigrants [UPDATED], https://www.metropoliagdansk.pl/metropolitalne-wiadomosci/metropolia-integruje-imigrantow-aktualizacja/