

Innovative model to support innovation development in
SMEs
TELEOPTIK gas equipment, Zemun - Serbia

When the company / SMEs has an innovative idea and doesn't know what and how to proceed, then the **Innovation pool** helps .

The basic concept of the INNOVATION POOL ITCMInd idea

- Step 1** - identify a company / SMEs that has innovative potential and an innovative idea
- Step 2** - initiate innovative capacities of the cluster, hire experts for the realization of innovations
- Step 3** - study the problem (for example: technologies, legislation, standards ...) - create an ALGORITHM for solving a concrete innovation
- Step 4** - around an innovative company / SMEs cluster creates a team of experts / institutions necessary for the realization of a particular innovation – INNOVATION POOL
- Step 5** - Innovation pool provides support to the company / SMEs in the development of innovation from idea to commercialization - development a BUSINESS PLAN for commercialization
- Step 6** - Public presentation of the BUSINESS PLAN, animation of potential investors and collection of funds for the realization of the innovation (jointly working : companies / SMEs, cluster and members of the Innovation Pool)

Innovation pool TELEOPTIK Zemun

DLM PRO SOLUTION



Faculty of Technical Sciences in Čačak, University of Kragujevac (Institution-1 to support the development of Innovation)

- define the necessary parts for prototyping, with a projection of their cost price,
- to define the necessary tools for the production of parts, with a projection of their cost price,
- to define a quality control laboratory, with a price projection,
- to define the manner of preparation of technical documentation for the production of parts, with their cost price,
- to define the method of preparation of technical documentation for the development of tools, with a projection of the cost price,
- to define the cost price of the Handrail, o to define the basic risks in the production of parts

Faculty of Technical Sciences in Čačak, University of Kragujevac

DLM PRO SOLUTION

consulting services,
(Institution-2 to support the development of Innovation)

- Development of Marketing Strategy,
- Creating a Marketing Plan.

WELDING HANDLE 146-11

Teleoptik d.o.o. Zemun



ITC MIND PROJECT

The metal sector is a part of value chains of all types of industries. The focus of this project on increasing innovation potential of the metal industry in the Hungary-Serbia border region, as a contribution to the overall competitiveness of small and medium enterprises (SMEs).

Description of the project in one sentence

Innovative welding handle 146-11

Main objective

To setup production of innovative welding handle 146-11

Total value of the project (EUR)

237.100

Industry/Sector

Production of gas equipment for gas welding and cutting



Teleoptik

GASNA OPREMA d.o.o.

OUR COMPANY

- Teleoptik gas equipment" Ltd. was founded in 1922 in Zemun
- Leader in the production of gas welding and cutting equipment
- No significant competitors in this sector of production
- Production processes comply with ISO standards and products are tested by the reliable institutions
- Our main target includes constant development in cutting and welding technologies, adaptable to the modern market demands
- Teleoptik gas equipment is the member of Vojvodina Metal Cluster since the 1st of December 2014
- The company is operational in 4000m2 under roof premises which is 100% ownership of the company, and employee 50 mostly young, highly educated specialists in electro and machinery
- The company works in accordance to the EN ISO 90001:20008

THE INNOVATION

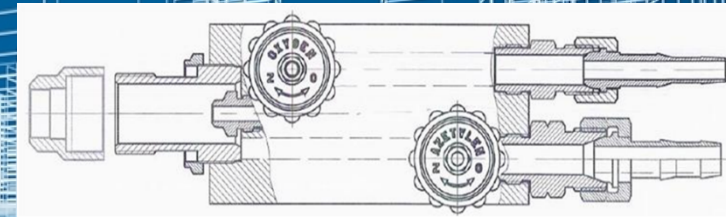
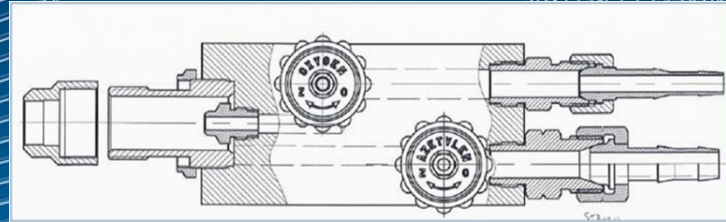
The process of changing the existing solution on products started with the idea to make improvements that will lead to positive results and whose implementation will be profitable.

- Improvements in product quality, such as easier and more accurate handling
- More recent work
- Interchangeability of parts, which is suitable for servicing the product
- Production costs are reduced
- Unification of oxygen and fuel gas valves saves tools and reduces the number of positions
- The requirement for greater quality of workmanship of individual parts is no longer required
- Reduces lead time and thus increases productivity

Full knowledge of materials and techniques by Teleoptic engineers.

It is possible to test and measure the performance of handrails in sub-plants.

Have previous experience in implementing innovations in their product range.

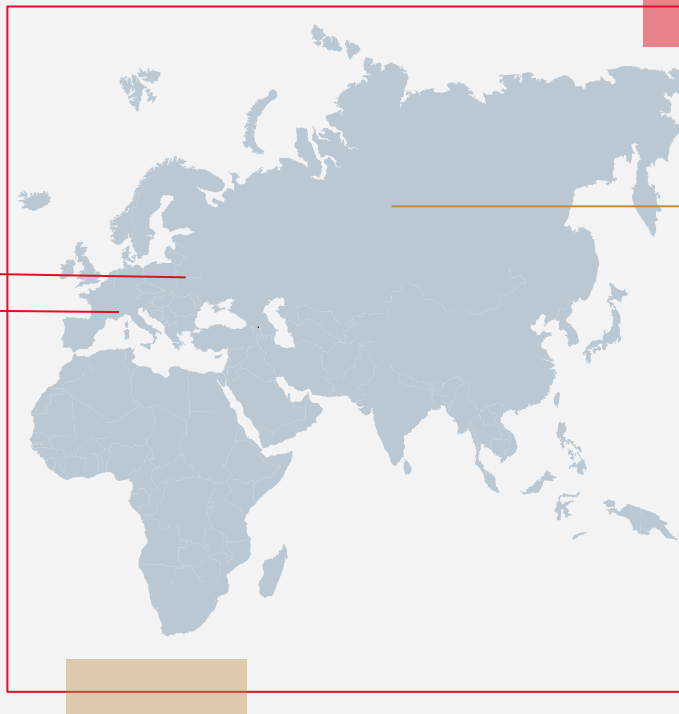


MARKET

BALKANS

EU

RUSSIA



POTENTIAL CLIENTS



Potential clients are all preferably companies in the following sectors:
SHIPBUILDERS, MINERS, RAILROAD ENTERPRISES, CONSTRUCTION BUILDING

PROJECT FINANCIAL FORECAST

	2020	2021	2022	2023	2024
Total Revenue (EUR)	525,000	735,000	990,000	1,300,000	1,650,000
Profit (EUR)	215,000	325,000	570,000	810,000	1,050,000

Our revenue model is based on the **demand from the market** i.e. users (preferably big companies) based on the permanent **ISO standard** development in the area of providing welding services, which could cause permanent equipment maintenances costs and ensuring risk reduction. Our innovation matches those needs in terms of **decreasing maintenance** costs with **ensuring quality** in welding and **reducing the risks** in welding equipment usage.

MARKETING AND SALES APPROACH

Bosnia and Herzegovina

Inter-Com – Zenica, www.inter-com.ba
Comiz d.o.o. - Banja Luka

Kompanija Milojević-"Gilje-Gas" d.o.o. – Bijeljina
www.giljegas.com

Miš d.o.o. - Tuzla , www.mis-tuzla.com

Unior Tehna - Sarajevo" ,www.uniortehna.ba

Montenegro

Mirabou d.o.o. - Podgorica ,
Okov d.o.o - Podgorica , www.okov.me

Croatia

Svan d.o.o. - Karlovac , www.svan-ka.hr

Macedonia

Tega - inženjering d.o.o. - Skoplje ,
poposka@tegaing.mk

Bosnia and Herzegovina

Zavar - Selnica ob Dravi , www.zavar.si

We have established the net of foreign distributors of the products

SWOT ANALYSIS

STRENGTHS

- Insufficient resources for and innovative idea testing and implementation (technical staff, new raw material processing knowledge)
- Lack of internal knowledge in new processes and system installment and operational
- Lack of internal production flexibility

WEAKNESSES

- Practically the only produces in such production in the Balcanes
- Sufficient premises for production extension in terms of m2 space
- Experienced and motivated employees
- Stable liquidity
- Well- developed network of retailers

S

W

T

O

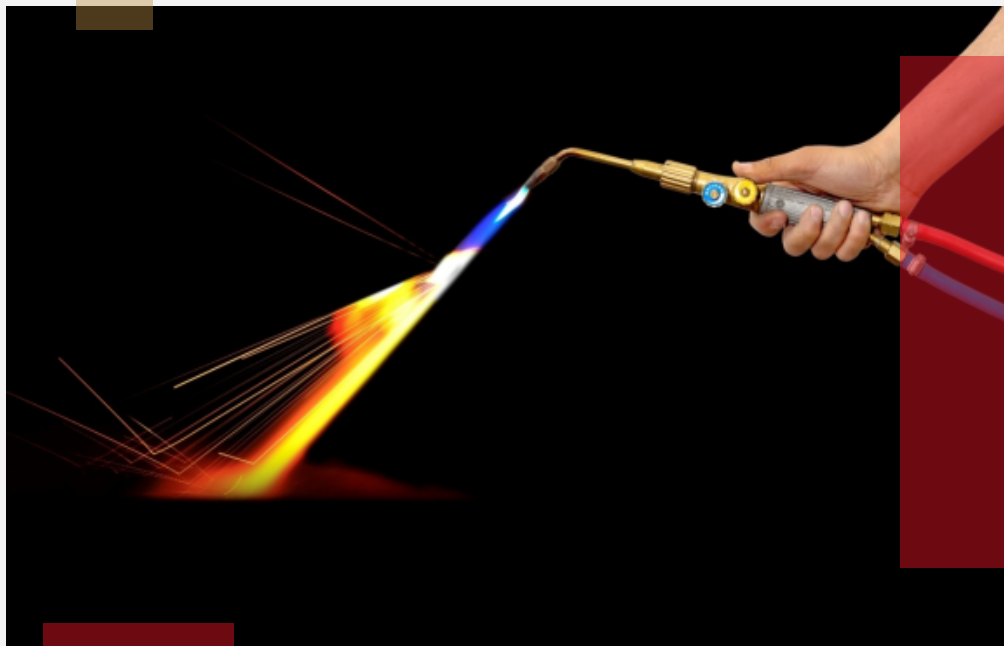
OPPORTUNITIES

- Market development especially in EU
- Precise technological specification of product defined by EU and domestic regulations
- New markets preferably in Russia
- Geographical market expansions – Middle East and China

OPPORTUNITIES

- Significant increase of import (especially from China, considering strategic opening of Serbia toward economic development with China)
- Increasing of the interest rate of external co-financing sources
- Political barriers for export and import specific raw materials
- The change or EU and standards of foreign states in the sector

Project Quarter	Planned Milestone(s) in this Quarter	Description of tasks related to milestones
Q1	- Task force setup - Preconditions for production setup identification	- Task force setup - Recruiting of the specialists for prototype design - Standardization of information exchange among team (regular team meetings, activity reports determination) and - Experts’ outputs - Preconditions for production setup identification - Specific idea generalization and formulation - Technical concepts identification - Target markets identification
Q2	Initializing of the project	- Project goal identification (output and result) - The costs for production identification - Synchronization defined market needs with the company’s capacities
Q3	Machinery/tools for product components production obtaining	- Machines/tools specification determination - Machines/tools ordering and obtain - Machines/tools installment and testing period of work performing
Q4	Prototype production	- Obtaining necessary raw materials and semi-products - Production of final products part based on the defined designs and procedures - Quality control of the product testing
Q5	Raw materials quality control	- Setup of raw materials quality specifications - Setup of additional necessary parts quality specifications
Q6	Final prototype production determination	- Final product component design determination - Final product cost production value determination - Final production procedure setup - Quality control procedure setup



THANKS

Teleoptik gas equipment d.o.o.
Trščanska 21
Zemun/Beograd
11080