

Script for the video interviews of the CLUNET pilot project

- 1) [duration after editing : about 15s]

Self introduction by the manager of the cluster/incubator

It's interesting to know her background, her title, and her previous appointments. It can help us better understand the sociology of clusters managers at European level.

- 2) [about 80s]

Presentation of the cluster or the cluster/incubator

The manager should present an overview of his structure, historical details, key figures, position in the regional innovation landscape, and some elements that tell it apart from similar organizations.

- 3) [about 45s]

Overview of the internationalization activities and connections

One should list different modes of internationalization and the current degree of international connections in the structure. International agreements? Transnational collaborative projects? Eligibility of international players in the regional R&D funding schemes? Sourcing programs? Cross-border transfer of expertise? Study visits and missions abroad?

- 4) [about 120s]

The heart of the interview: Links and cross-feeding between clustering and incubation

We want to explore with the manager the various ways to trigger and enrich links between 2 of the most important players in the innovation support environment : incubators and clusters. Ideally, one could think of a really symbiotic model in which incubators spew out start ups which then join clusters to grow and mature, and this constant flow of new companies within the cluster produces more friction and more ideas, generating in return new spin off ideas which can be looked after in the local incubator.

- a. *If the person interviewed manages a cluster, we can start asking her if the cluster has any links at all with some regional or non-regional incubators, and if the answer is no, why is that? Then we can explore in details the different ways to develop mutual links: participating to the incubator's selection committee? discussion between staffs of both structure to fine tune better animation services? territorial complementarities (the local cluster works with*

its neighboring incubator, without sector specialization) vs sector-based specialization (ICT cluster has its in-house ICT incubator?), interest for the incubator to pamper projects spinning off from the cluster (exogenous sourcing of new start ups vs endogenous sourcing within the cluster), mentoring offered to the young fishes by the big fishes swimming in the cluster, involvement of start-ups in the ambitious international collaborative projects in which the cluster might be involved... We are looking for success factors and recommendations from managers to improve the quality and quantity of dealflow between incubators and clusters.

- b. *If the person interviewed manages an incubator, we can start asking him which are the clusters he collaborates with. In case those links exist, what kind of link is it? The incubator could be dedicated 100% to the clusters' thematic, the incubator could welcome some clusters directors to its own board (or selection committee), the incubator could develop a tailored business model so that large companies can outsource the incubation of their own start ups and pay the incubator some service fees (in order to diversify funding from purely public money), etc. According to the person being interviewed, should an incubator be totally specialized or else opened on a variety of different clusters to enrich the possibilities of new markets? Should the incubator tap into the wealth of new ideas generated by the cluster to spawn new start ups?*

- 5) [about 30s]

One element in the road map for next 2 years, or one ambitions project to come

The manager can choose to share with us one specific project he wants to develop within the next 2 years.

- 6) [about 30s]

Closing of the interview on a positive note : a success story (project or start up)

Short presentation of a success idea or project that found its origin in the cluster/incubator: a start-up that grew very quickly, a collective project that succeeded, an idea that seems full of promises, an unexpected spin-off effect, etc. We want to close the interview with a nice story to take back home with us!