

Project iCON: Competitiveness of SMEs through  
Innovation and Collaborative Entrepreneurship

# DBE Seminar for SMEs Introduction

Claudio Di Giorgio / Informest

*Realized February 2011*



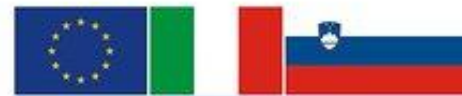
2007-2013

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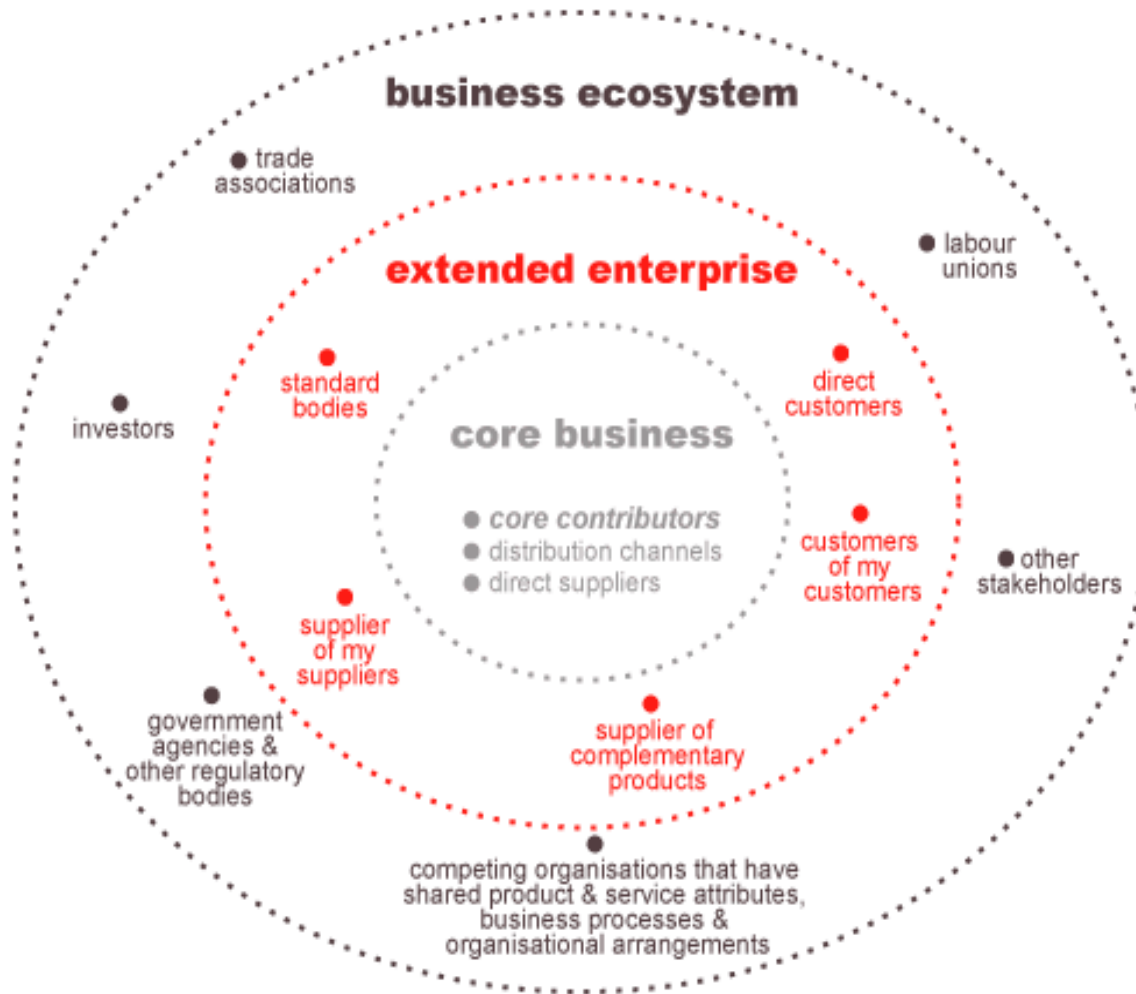
Progetto cofinanziato dal Fondo europeo di  
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Projekt sofinancira Evropski sklad  
za regionalni razvoj

# The “Business Ecosystem”/01

An ecosystem is a natural (biological) system populated by different species that share the same *living environment* and that evolve adapting to changes in the environment and in the other species’ behaviour.

A business ecosystem is the same concept applied to a business system populated by companies that live, cooperate, compete and interact with other ‘species’ (government, banks, investors, ...) in the same *business environment*. (Ref. to Moore 1993)



## The “Business Ecosystem”/02

A business ecosystem consists of all the companies organizations and groups of people that directly or indirectly affect a business: suppliers, technol. providers, distributors, institutions, regulatory bodies, competitors, investors, .... customers.

A digital ecosystem is an *open system* populated by ‘digital components’ (software applications, on-line tools and services, etc.) that evolve adapting to external conditions (users’ demand, regulations) and technological progress.

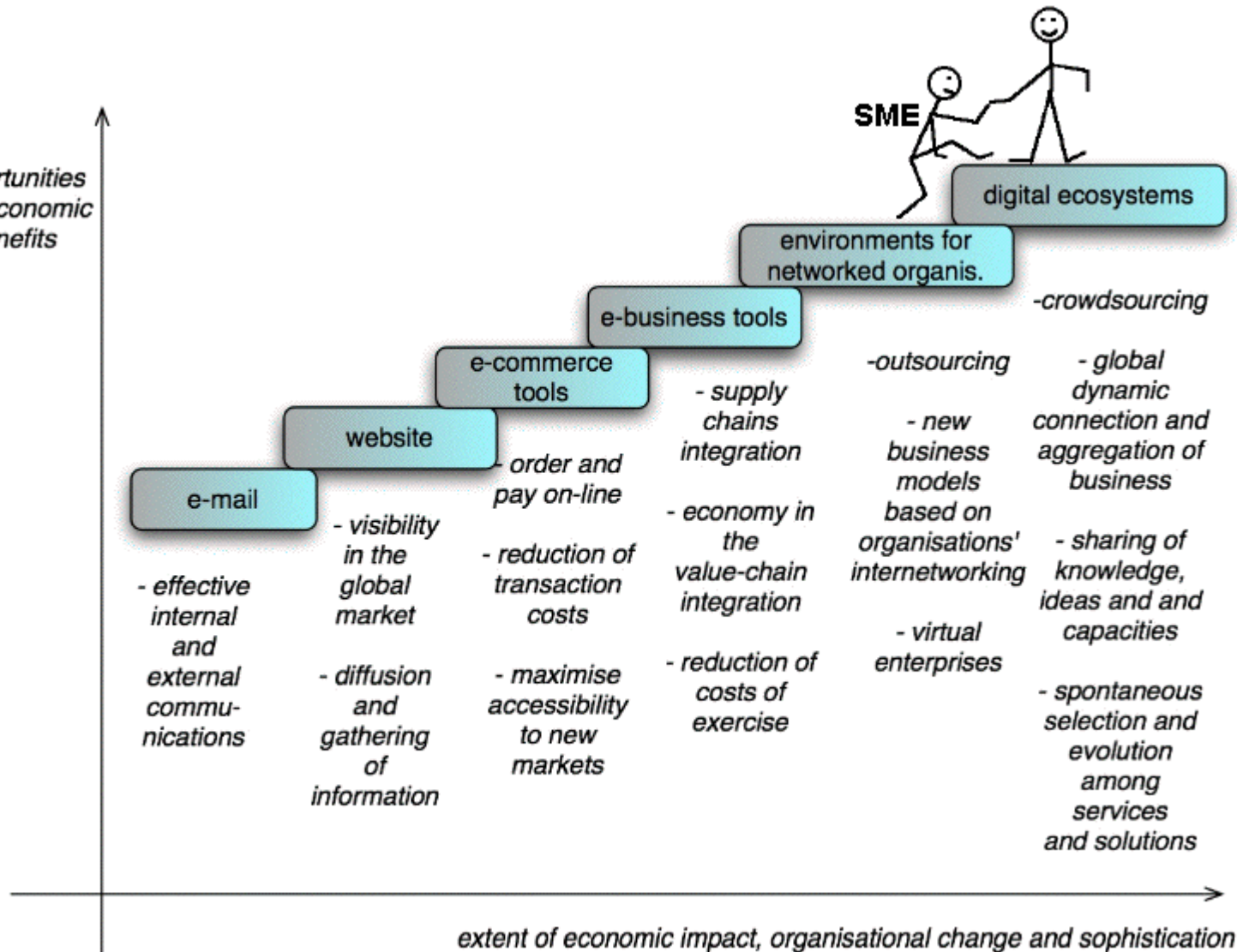
# The “Digital Business Ecosystem”

A digital business ecosystem is the coupling of *business* and *digital* ecosystems: a technological *peer-to-peer* evolving platform to support business (transactions, intelligence ... mainly user-driven).

Digital ecosystems lie at the top of the ladder of ICT tools supporting business (above e-business).

SMEs use, but also create and manage, shared services to support their business, in particular to increase competitiveness on the global market.

opportunities  
and economic  
benefits



Adapted from Cisco led Information Age Partnership study on e-commerce in small business

## DBE roles

DBE roles (coming from the DBE cluster of projects under the EU 6th Framework Programme):

- the **Regional Catalysts**: local actors that activate and coordinate the development of the DBE community (R&D agencies, local devel. agencies)
- the **Influencers**: local actors interested in stimulating the development of SMEs (local institutions)
- the **Adopters**: SMEs that use and/or develop DBE services (discoverers, users, software developers).

## DBE implementation

The regional catalysts **start** sustaining the project:

- they identify the industrial sector or cluster to start with (usually ICT companies);
- they identify drivers and influencers;
- they facilitate the creation of services and their adoption by the SMEs community.

iCON project partners (as regional catalysts) are going to identify 5 application areas (innovative projects ) to experiment a pilot project DBE.



# Thank you for attending!

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