

Una manera de hacer Europa



BUENAS PRÁCTICAS
Actuaciones Cofinanciadas

'Olympto Boxes 2020' Startup Accelerator Program
Chamber of Commerce of Santa Cruz de Tenerife

**Programa Operativo
de Canarias**

Año 2021

Fondo Europeo de Desarrollo Regional

GOOD PRACTICE

'OLYMPO BOXES 2020' STARUP ACCELERATOR PROGRAM OF THE CHAMBER OF COMMERCE OF SANTA CRUZ DE TENERIFE



Description of the operation:

The project presented as a good practice seeks to promote entrepreneurship in the Canary Islands through a startup accelerator created by the Official Chamber of Commerce, Industry, Services and Navigation of Santa Cruz de Tenerife that offers a service to help technology entrepreneurs, through the acceleration of companies, related to the strategic sectors of the Canary Islands. In the 2020 edition, the accelerator supports and gives advice to a group of innovative entrepreneurs through a business model acceleration program and a pre-acceleration program for innovative business ideas.

The business acceleration process consists of implementing strategies and tools to provide support and advice to companies, in the initial stages, with the aim of obtaining the best results in a short period of time.

This project is called 'Olympto Boxes 2020 Program' and has been promoted by the General Directorate of Economic Promotion of the Ministry of Economy, Knowledge and Employment of the Canary Islands Government. The investment made is 47,000 €, of which 85% (39,950 €) has been co-financed by the Canary Islands ERDF Operational Program 2014-2020.

This project has provided advisory services to 73 entrepreneurs, enabling 32 startups to improve their business model through the implementation of innovative ideas.

Justification of the Good Practice Criteria:

1- The role of the ERDF in the project has been conveniently disseminated among beneficiaries, potential beneficiaries and the general public.

The project has been disseminated in different media where the financing with funds from the OP ERDF Canary Islands 2014-2020 has been mentioned.

- On the Chamber of Commerce web page and on the accelerator company's web page:

<https://www.camaratenerife.com/1297-servicios-generales/22055-olympo-boxes/>

<https://olympoboxes.com/>

OLYMPBOXES

Requisitos Quiénes somos Lean Coach Metodología Nuestras Startups Prensa Blog Contacta Q

PMV. Estado de avance del Producto Mínimo Viable.
No haber participado en ronda de inversión.

Quiénes Somos

Olympo Boxes es una iniciativa de la Cámara de Comercio de Santa Cruz de Tenerife financiada por la Consejería de Economía, Conocimiento y Empleo del Gobierno de Canarias, a través de la Dirección General de Promoción Económica y el Fondo Europeo de Desarrollo Regional. Canarias avanza con Europa.

CÁMARA DE COMERCIO - CAMARATENERIFE.COM

Cámara de Comercio de Santa Cruz de Tenerife

Canarias avanza con Europa

Gobierno de Canarias
Consejería de Economía,
Conocimiento y Empleo

Fondo Europeo de Desarrollo Regional
Unión Europea

• Press release in newspapers:

42 Economía

Formación en streaming-Videoconferencia

Canal de YouTube

El primer 30 de junio comienza una nueva edición del Máster Internacional en Administración Marítima Portuaria...

El inversor Mathieu Carezo participará en la Jornada 'Especial Startup 2020'

La Cámara de Comercio de Santa Cruz de Tenerife tiene ya todo preparado para la Jornada 'Especial Startup 2020'...

El martes (11:00h) la Cámara de Comercio...

El primer 30 de junio comienza una nueva edición del Máster Internacional en Administración Marítima Portuaria...

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Formación en streaming-Videoconferencia

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El primer 30 de junio comienza una nueva edición del Máster Internacional en Administración Marítima Portuaria...

Cámara y Cabildo de Tenerife ayudan a 20 empresas en la transformación digital

La Cámara de Comercio de Santa Cruz de Tenerife y el Cabildo de Tenerife...



Oficina de la Cámara de Comercio de Santa Cruz de Tenerife.

Arranca la tercera fase de Laboratorio de Digitalización

El objetivo de esta primera etapa es...

El primer 30 de junio comienza una nueva edición del Máster Internacional en Administración Marítima Portuaria...

Formación online

Canal de YouTube

El primer 30 de junio comienza una nueva edición del Máster Internacional en Administración Marítima Portuaria...

Nueva edición 'online' del Máster Internacional en Administración Marítima Portuaria

El primer 30 de junio comienza una nueva edición del Máster Internacional en Administración Marítima Portuaria...



Formación online

Canal de YouTube

El primer 30 de junio comienza una nueva edición del Máster Internacional en Administración Marítima Portuaria...

Últimos días para inscribirse en la aceleradora de 'startups' Olympo Boxes 2020

La Cámara de Comercio de Santa Cruz de Tenerife...

El primer 30 de junio comienza una nueva edición del Máster Internacional en Administración Marítima Portuaria...



• Press release sent by the Chamber:

<https://www.camaratenerife.com/noticias/22465-arrancan-las-inscripciones-de-la-aceleradora-de-startups-olympo-boxes-2020>





01/06/20

Arrancan las inscripciones de la aceleradora de startups Olympo Boxes 2020

Olympo Boxes es la aceleradora de startups de la Cámara de Comercio de Santa Cruz de Tenerife que ayuda a los emprendedores tecnológicos a validar los canales de crecimiento óptimos para su modelo de negocio. El periodo de inscripción estará abierto del 29 de mayo al 3 de julio. Las empresas seleccionadas comenzarán el programa en septiembre.

La Cámara Oficial de Comercio, Industria, Servicios y Navegación de Santa Cruz de Tenerife abre el periodo de inscripción de la octava edición de Olympo Boxes, una iniciativa financiada por la Consejería de Economía, Conocimiento y Empleo del Gobierno de Canarias, a través de la Dirección General de Promoción Económica y el Fondo Europeo de Desarrollo Regional. Canarias avanza con Europa.

Con más de 82 empresas tutorizadas y 2.000.000 euros de financiación conseguidos, Olympo Boxes es un referente para aquellos emprendedores que busquen acelerar sus proyectos tecnológicos e innovadores. La aceleradora de la Cámara de Comercio de Tenerife ofrece una inmersión intensiva y gratuita que prepara los proyectos emprendedores para poner su foco en las ventas utilizando metodologías ágiles de emprendimiento y desarrollo de clientes para construir modelos de negocio exitosos.

- **Digital press release:**

<https://eldigitalsur.com/tenerife/tenerife-arrancan-las-inscripciones-la-aceleradora-startups-olympo-boxes-2020/>

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La Cámara de Comercio de Santa Cruz de Tenerife celebrará la presentación del Programa Olympo Boxes 2020 el martes 9 de junio a las 11:00 con una Jornada online bajo el título "Especial Startup 2020. Claves para emprender con éxito negocios tecnológicos". Además, la Jornada contará con la participación especial de Mathieu Carezno, emprendedor experimentado e inversor en scaleups como Glovo o Bizaway, el cual abordará el nuevo escenario de la inversión en startups tras el Covid 19. También se contará con el testimonio de algunas de las startups consideradas casos de éxito que han pasado por Olympo Boxes. Las empresas interesadas en asistir deberán **inscribirse previamente**.

2.-Incorporating innovative elements

Olympo Boxes offers an acceleration model for companies from different sectors, with the aim of generating a high impact on the transformation of startups. In this particular case, the advice is aimed at technological business models.

The differential value of this program is to focus on customer development in order to grow in sales, since it has been proven that for startups to obtain financing, they must first be able to demonstrate that they have obtained customers and that they have a sustainable business operation model. Therefore, the accelerator is focused on startups that have a minimum viable prod-

uct that allows optimal growth channels for their business model, in short, it puts the focus on the evolution of products/services in the market.

This makes it easier for entrepreneurs to be prepared to have highly scalable and investable business models and to be able to introduce their products in the market by increasing sales, as well as facilitating financing opportunities.

3 -Adequacy of the results obtained to the established objectives.

The funds provided by the ERDF have facilitated that, in the VIII edition of the acceleration program (2020), 21 training sessions and three tutoring sessions were given to each startup, which were specialized in the topics of the training sessions, to ensure and facilitate the implementation of the techniques taught.

Taking into account that in the previous editions (2016 and 2017) 8 startups participated, and in the most recent (2018 and 2019) 20 startups participated, it has been possible to increase the number of companies that have been assisted and prepared to optimize their business model and increase the outlets for their products, improving the entrepreneurial capacity in the Canary Islands.

4.-Contribution to the resolution of a problem or weakness detected in the field of execution.

In the Canary Islands, the rate of entrepreneurial activity (TEA) has shown a downward trend in recent years, distancing itself from the national average. In general, the population of the archipelago perceives few opportunities and recognizes little knowledge and skills for entrepreneurship, in addition to a high fear of failure that limits the initiative of undertaking a business.

The Olympo Boxes program offers support and guidance to technological entrepreneurs related to the region's strategic sectors. In this way, the Chamber of Commerce helps to generate highly qualified employment in fast-growing market segments, with the competitive advantage of being a technology-demanding region.

One achievement is that a significant percentage of companies, the year after their training, double or even triple the number of staff hired, with a tendency to hire people with high qualifications and skills.

This program is based on the need, detected and demonstrated, that technology-based entrepreneurs have excellent technical knowledge, but lack skills in the area of business and customer development. Thus, when the startups finish the program they must be able to take their product to the market.

5.- High degree of coverage of the target population.

The Olympo Boxes program is aimed at the sector of innovative technology-based companies and has managed to impact the sector with a high level of recruitment of candidates.

In relation to employment, the program focused on a business sector with teams of high technical skills, which provides a benefit, in the medium and long term, in the generation of high-skilled employment, with special interest in promoting talent in companies from the Canary Islands that are able to generate an internationalization of high-impact digital services.

6- Consideration of the horizontal criteria of equal opportunities and non-discrimination, as well as social responsibility and environmental sustainability.

The service provided has guaranteed at all times the criteria of equal opportunities among participants, regardless of their nationality, gender, race or ethnic origin, religion or beliefs, disability, age or sexual orientation and always complying with the current regulations on residence and work in Spain, by non-EU foreign citizens. Taking into account gender equality, although the low presence of women in technological fields is well known, 37.5 % of the participants were women.

The entire program was executed with a high percentage of use of technology, which allowed almost no paper to be consumed for communications. In addition, the program was carried out at the Chamber of Commerce facilities, involving them in good practices in relation to sustainable consumption and recycling. The participating startups that created their companies at the headquarters of the entity were provided with specialized and personalized service in environmental aspects.

This project was developed in collaboration with the initiative 'Tenerife, Island of the Common Good', which promotes an economic and management model of the Economy of the Common Good in the companies created, based on the values of ecological sustainability, human dignity, solidarity, social justice, democracy and transparency.

7.- Synergies with other policies or instruments of public intervention.

This project is complemented with the support services for entrepreneurship provided by the Canary Islands Association for the Promotion of the Economy for the Common Good and with the advanced advisory services for entrepreneurship of the Innovation and Business Development Network (Red Cide), promoted by the Government of the Canary Islands.

In addition, the Chamber of Commerce, together with the Canary Islands Institute for Equality of the Government of the Canary Islands, offers a business counselling service for women entrepreneurs and businesswomen, who, once they have been advised on their business project, were referred to the One-Stop Business Service for the creation of companies.

On the other hand, there are synergies with the European Social Fund, which provides financing for the training provided by the program, complemented by the tutoring and mentoring service offered by the European Regional Development Fund.

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