

Startup	S1	S2	S3	S4	S5	S6	S7	S8	S9	
	smart homes	smart mobility	smart homes	smart homes	smart mobility	smart homes	smart mobility	smart mobility	smart homes	
IV. Business development										
Market and customers										
24. Describe the biggest barriers for business activity in your country (1-5) e.g. lack of idea, lack of previous experience in running a company, lack of financial support, weak institutional support, complex legislative rules, other	Weak institutional support that helps deafblind people to be socially active, lack of financial support	Complex legislative rules, lack of financial support	Lack of financial support, poor governance	Complex legislative rules, lack or previous experience in new technology introduction, lack of financial support	Weak institutional support, lack of financial support	Weak institutional support, lack of financial support of R&D	Weak institutional support, lack of financial support	Weak technologica l level and institutional support	Weak institutional support, complex legislative rules (especially concerning certification)	
25. Have any elements of support system and/or other companies helped you to reach to and/or win customers? Which exactly?	Yes, knowledge exchange and partnership	Partnership with a producer of contactless sensors	Innovation Promotion Fund	Yes, networking, knowledge exchange, partnership	No	No	No	No	No	
26. How would you estimate the level of your market share?	0%	Less than 1%	0%	Less than 1%	0%	0%	About 5%	Less than 3%	Less than 5%	
27. Do you cooperate with foreign companies?	Yes	No	No	Yes	No	No	No	Yes	No	
28. How does your	e.g. quality	Quality of a	e.g. quality	Quality of	Quality of	Quality of	Low fee,	Technology,	Technology,	



company compete with	of your	product,	of your	the product	services,	product,	technology,	quality of	quality of	
others?	product/servi	price	product/servi	and services,	technology	technology,	ease of	product	product,	
	ce.	1	ce.	technology,	(know how),	portability	connection	1	price,	
	technology,		technology,	price	product	1	and usage		logistics	
	brand,		brand,	F	features				8	
	marketing,		marketing,		(mobility,					
	distribution		distribution		scan					
	methods,		methods,		accuracy)					
	payments		payments		, , , , , , , , , , , , , , , , , , ,					
	Technology,		Functionality							
	price		, technology							
29. What is your	Sell more	Expand a	To end up	Realize 10	End up with	To end up	Increase	Collectsucce	Achieve 4	
strategy for the next 2-	than 100	product	with the	projects	testing	with clinical	client base,	ssful cases of	mln EUR of	
3 years (priorities)?	devices for	range,	development	successfully	sessions,	trials and the	pack	sensors	revenue, end	
	deafblind	develop	of a system,	in home	collect	development	successful	introduction,	up with the	
	people,	software and	its testing	country,	successful	of a device	cases in all	increase a	development	
	receive lots	introduce the	and start	collect and	cases with	and to start	industries we	list of	of 3 more	
	of successful	artificial	sales	formalize	industrial	sales	operate	customers,	products	
	cases, end up	intelligence		successful	companies,		•	enter new	•	
	with the	technology		cases and	increase			countries,		
	development	in charging		start to work	sales			end up with		
	of 3 more	stations		abroad				the		
	products for							development		
	blind and							of 1 more		
	deafblind							product		
	people									
30. Do you use any	No	No	No	No	No	No	No	No	No	
outer services?	What kind									
	Relations									
31. Who supported	a. myself	a. myself	a. myself	a.myself	a. myself					



you in building your	(customers)	(customers)	(customers)	(customers)	(customers)	(customers)	(customers)	(customers)	(customers)
own business network?	b. support	b. support	b. support	b. support		b. support	b. support	b.support	b. support
	institutions	institutions	institutions	institutions		institutions	institutions	institutions	institutions
32. Who and why do	Consulting	Business	Business	Business	Business	Business	Business	Business	Business
you cooperate most	(marketing,	incubator	incubator,	incubator	incubator	incubator	incubator	incubator	incubator
often with?	networking)	Why?	Innovation	Why?	Why?	Why?	Why?	Help in	Why?
(institution, university,	U,	Get	Promotion	Get	Support with	Low fees,	Low fees,	promotion,	Help in
enterprises, other		consulting	Fund	consulting	networking	qualitative	territorial	networking	promotion
organizations)		support and	Why?	help and	U	support with	proximity	Ŭ	and
C /		interesting	Necessity in	interesting		networking	1 2		networking
		ideas in	financial	ideas in		C			C
		different	support,	different					
		spheres	promotion	spheres					
		(marketing,	and	(marketing,					
		finance,	documents	finance,					
		sales,	preparation	sales,					
		networking,		networking,					
		etc)		etc)					
33. Do you participate	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes
in any entrepreneurial	What kind of	What kind of	What kind	What kind of	What kind of	What kind of	What kind	What kind	What kind
events?	events?	events?	of events?	events?	events?	events?	of events?	of events?	of events?
	Presentation	Seminars,	Seminars,	Seminars,	Seminars,	Seminars,	Seminars,	Presentation	Presentation
	sessions and	presentation	presentation	presentation	presentation	presentation	presentation	sessions and	sessions and
	forums	sessions,	sessions,	sessions,	sessions,	sessions,	sessions,	forums	forums
	Why?	forums, etc	forums, etc	forums, etc	forums, etc	forums, etc	forums, etc	Why?	Why?
	Searching	Why?	Why?	Why?	Why?	Why?	Why?	Searching	Searching
	for potential	Networking,	Networking,	Networking,	Networking,	Networking,	Networking,	for potential	for potential
	partners	searching for	promotion,	searching for	promotion	promotion	promotion	customers	customers,
		new	searching	new				and partners	partners,
		customers	for financial	customers					investors



			support						
34. Have you	Yes	No	No	No	No	No	No	No	No
participated in any	What were	Why?	Why?	Why?	Why?	Why?	Why?	Why?	Why?
kind of acceleration	the results?	Lack of time	We are	Accelerator	It did not	We are	We have not	We did not	It seems it
programmes	Accelerator		concentrated	that offered	make sense	concentrated	found any	find any	does not
	helped to		on the	us to join did	for us	on clinical	useful	sense to	make sense
	find people		developmen	not give an		trials and	support from	participate	for us
	who shared		t of a	opportunity		searching	acceleration		
	their ideas		product	to interact		investors	programmes		
	about			with			so far		
	business			specialties					
	model,			from					
	company			industrial					
	setting up			companies in					
	and			petroleum,					
	connection			timber,					
	with			chemical					
	potential			industries					
	partners in								
	foreign								
	country								
35. What would your	It would be	To find	It would be	We would	Networking	It would be	Support with	Connection	It would be
expectations be from a	great to	financial	great to find	like to have	and	good to find	finding	with	helpful to
SmartUp Accelerator?	communicat	support or	clients and a	an	promotion	investors and	clients and	potential	present our
	e with	strategic	support with	opportunity	might be	medical	partners (for	partners and	project to
	representativ	investor	financial	to	useful	centers for	instance,	customers in	potential
	es of funds		support and	collaborate		medical	mobile	BSR region	investors in
	for deafblind		certification	with		trials	operators)	(for instance,	BSR region
	people and			industrial				Volvo,	and connect
	potential			companies				Nokian, etc.)	with



	partners in			that might be					potential
	BSR			interested in					customers
	(distributors,			green					there
	certification			technologies					
	companies,								
	etc.)								
36. Would you prefer	c. both	c. both	c. both	a. physical	c.both	c. both	c. both	c.both	a. physical
SmartUp Accelerator	physical and	physical and	physical and	presence in	physical and	physical and	physical and	physical and	presence in
to offer its services	virtual model	virtual	virtual	a chosen	virtual	virtual	virtual	virtual	a chosen
requiring:	(e.g. with	model (e.g.	model (e.g.	country, for	model (e.g.	model (e.g.	model (e.g.	model (e.g.	country, for
a. physical	workshop	with	with	a given	with	with	with	with	a given
presence in a chosen	sessions in	workshop	workshop	period of	workshop	workshop	workshop	workshop	period of
country, for a given	co-works	sessions in	sessions in	time (e.g.	sessions in	sessions in	sessions in	sessions in	time (e.g.
period of time (e.g.	plus on-line	co-works	co-works	one month	co-works	co-works	co-works	co-works	one month
one month workshops)	consulting)	plus on-line	plus on-line	workshops)	plus on-line	plus on-line	plus on-line	plus on-line	workshops)
		consulting)	consulting)		consulting)	consulting)	consulting)	consulting)	