



videum

DEVELOPMENT PLAN 2014-2016



ideas flourish where people meet



Development plan towards 2016

It is important for us, as the municipal development company, to define goals to manage our operation. This must be done while our current, everyday service is in progress. Defining these goals will highlight our raised ambitions as well as secure our investments in the future.

Videum is responsible for the development of both hard and soft infrastructure on Campus. This work includes the maintenance of real estate and the creation of a coherent and dynamic campus. Videum has the specific responsibility to further develop the soft infrastructure. This involves the creation of an innovative ecosystem, enabling the establishment of more knowledge-based and growth-based businesses which have the ability and desire to collaborate with the academic world.

The university environment

The interaction between students, researchers and other staff at Linnaeus University on the one hand, and ambitious entrepreneurs based at Videum Science Park and/or the business incubator Företagsfabriken on the other hand, will lead to a stronger innovative climate. It will also contribute to a conti-

nued development of qualified employment opportunities, which Växjö and this region are in need of.

Linnaeus University has the ambition to increase the amount of commercialized research results. This in turn increases the need for a facilitator that can create the appropriate environments where ideas and businesses can thrive. Videum continues to deepen its dialogue with Linnaeus University in order to match this ambition.

Reaching our goals

The defined goals may not always be reached. This may be caused by many different reasons, for example changed circumstances or prerequisites, or the reliability on external factors. However, one thing is fairly certain – the eventual results would probably not have become a reality if the goals

had not been set in the first place. This is why the old saying Nothing ventured, nothing gained is rather appropriate when it comes to development plans.

The near future

The development plan which covered the period up to 1 January 2014 achieved 50 percent of its goals. This plan has been very informative for us as a central policy document for our forward-looking business activities. We utilized these experiences when we developed Videum's development plan for 2014-2016.

The board of directors and staff at Videum will now work hard to ensure that this plan will become a reality during the coming years.

David Svensson, CEO

The link between the private sector, academia and research

Videum's role is to support the establishment of new businesses in Växjö, and that is why we are not afraid to describe ourselves as the municipality's development company.

Videum was founded by Växjö municipality in 1986 and is responsible for providing both small and larger tenants with modern and flexible facilities at Campus.

University and science park

Linnaeus University is Videum's largest tenant. Approximately 110 businesses and organisations currently rent their premises at Videum Science Park, where we both own property and develop the science park concept.

The science park also offers conference facilities and meeting rooms, primarily for our tenants but also available to others.

Växjö's innovative ecosystem

Videum plays an active role in the development of a unique campus, where education, research and enterprise come together in an attractive environment which offers opportunities for work and studies as well as housing and recreation.

Architecture, art and a green environment

We offer a physical environment with exciting modern architecture, green surroundings and many permanent works of art.

Today, Videum maintains and runs about 30 properties totalling almost 112 000 sqm at Växjö campus.

Since 2010, we have complied with Växjö municipality's environmental certification.

Business concept

Videum's business concept is to utilize and develop the scientific environment and growth potential in and around Linnaeus University in Växjö. This means that Videum is actively involved in developing new ideas.

We do this by providing the best possible conditions for ideas to blossom and be realized. These opportunities can be developed because Videum not only builds and rents out real estate. We also play an active role in stimulating a knowledge-based, sustainable growth in the entire region.

Our vision

Videum's vision is to create the region's leading environment for knowledge enterprises and growth businesses. We will contribute to Linnaeus University's continued development and invest in increased growth in the region of Southern Småland.

Mission statement

Ideas are born where people meet is Videum's motto. We continuously create new meeting places for businesses at Videum Science Park, and for people at Linnaeus University in Växjö.



2014-2016

- 1 Expanding businesses
- 2 Attractive science park
- 3 Strong financial position
- 4 Our external image
- 5 Active owner of Företagsfabriken
- 6 Enabling Linnaeus University's future development

Our development plan is based on the financial budget of our owner, Växjö municipality. www.vaxjo.se

Expanding businesses

Our tenants at Videum Science Park shall primarily be businesses that are growing, or that are about to start growing. Other tenants may be service companies and/or organisations which for other reasons are located at Videum Science Park.

» Draw up an activity calendar containing activities related to knowledge enhancement and competency development.

» Seek collaboration with contractual partners with the aim to offer business development to our tenants at Videum Science Park.

» Map the choice of test-beds where ideas or prototypes can be tested. This survey shall

show the test-beds which are accessible for tenants at Videum Science Park.

» Establish collaborations with both Swedish and foreign science parks and/or incubators, for example as a Soft Landing collaboration*.

» Create a network of knowledge-based enterprises.

» Evaluate Videum Science Park's total service offering through Peer Review**.

*** Soft Landing collaboration aims to offer companies or entrepreneurs a good physical location for starting up their business, somewhere else in Sweden or in another country.*

*** Peer Review is a reference assessment in which other science parks analyze and assess Videum Science Park's service offering. The Peer Review is part of the programme "Innovationsexcellens" which is carried out by SISP (Swedish Incubators & Science Parks) with support from VINNOVA, the Swedish Governmental Agency for Innovation Systems. This project aims to develop Sweden's science parks.*



Attractive science park

Videum shall offer both an attractive physical environment and a supporting soft infrastructure, aiming to create the sort of added value which our tenants require. Videum shall aim to ensure that Videum Science Park becomes the home for more knowledge-based enterprises.

- » Offer service that adds value for our tenants = commercial service advantage.
- » Attract more businesses that offer the type of service which is in demand, as tenants and/or as contractual partners.
- » Draw up an activity calendar containing activities that promote business relationships and networking, based on our tenants' requirements.

growth **you** entrepreneur **ideas** **CONFERENCE** offices **art** **SCIENCE** inspiration **networking** business innovation architecture **we**

Strong financial position

Videum delivers a businesslike public service based on commercial principles. The need for competitive neutrality makes it imperative that the company has a healthy financial position, and that it strives to improve its result in order to be able to achieve all other operational goals.

- » Videum's financial position shall be strengthened through better economic results and improved solidity. This shall be achieved by:
 - making sure that all our activities are based on commercial principles = businesslike public service.
 - new property is built in such a way that good financial results are achieved.
- » Assess all of Videum's current agreements and contracts, with the aim to optimize these.

- » Organize and manage all our customers and other relations in a CRM system*. Videum shall carry out a feasibility/pilot study of such a system, aiming to deliver a solution which is appropriate for our Science Park tenants and includes both physical facilities and activities. These shall match the needs and requirements of our current and potential tenants.
- » We shall make an inventory of all properties in order to create a description of the

physical environment in terms of accessibility, energy use, maintenance requirements, operating net, etc.

* CRM = Customer relationship management



Our external image

By developing and clarifying Videum's external profile, we increase the company's opportunities to generate more business establishments in Växjö. In turn, this creates employment opportunities and contributes to the municipality's economic growth.

» Videum's brand and the science park business segment shall be developed further and promoted externally.

» We shall carry out an activity outside of Kronoberg County, aiming to promote Videum and Videum Science Park in order to attract new tenants from other counties.

» Videum shall aim to be an attractive employer.

NEW GRAPHIC PROFILE
Videum changed its graphic profile during 2013, with for example an updated logo design and new profile colours. The aim was to present a softer image and to promote the science park business. This was achieved by presenting something new and at the same time recognizable.

videum
science park

Active owner of the business incubator

As a committed joint owner of the business incubator Företagsfabriken i Kronoberg AB, Videum focuses on achieving its goals regarding positive business exits, which in turn create new employment opportunities in Växjö municipality.

» Ensure that Videum has an exit interview with each growth business that leaves Företagsfabriken.

» Offer a mentor system to support growth businesses at Företagsfabriken.

F FÖRETAGSFABRIKEN

www.inkubatorn.nu

The following owners of Företagsfabriken i Kronoberg AB support the development of tomorrow's growth enterprises: Videum AB, Linnaeus University Development AB and The Regional Council of Southern Småland. Företagsfabriken is located at Videum Science Park.



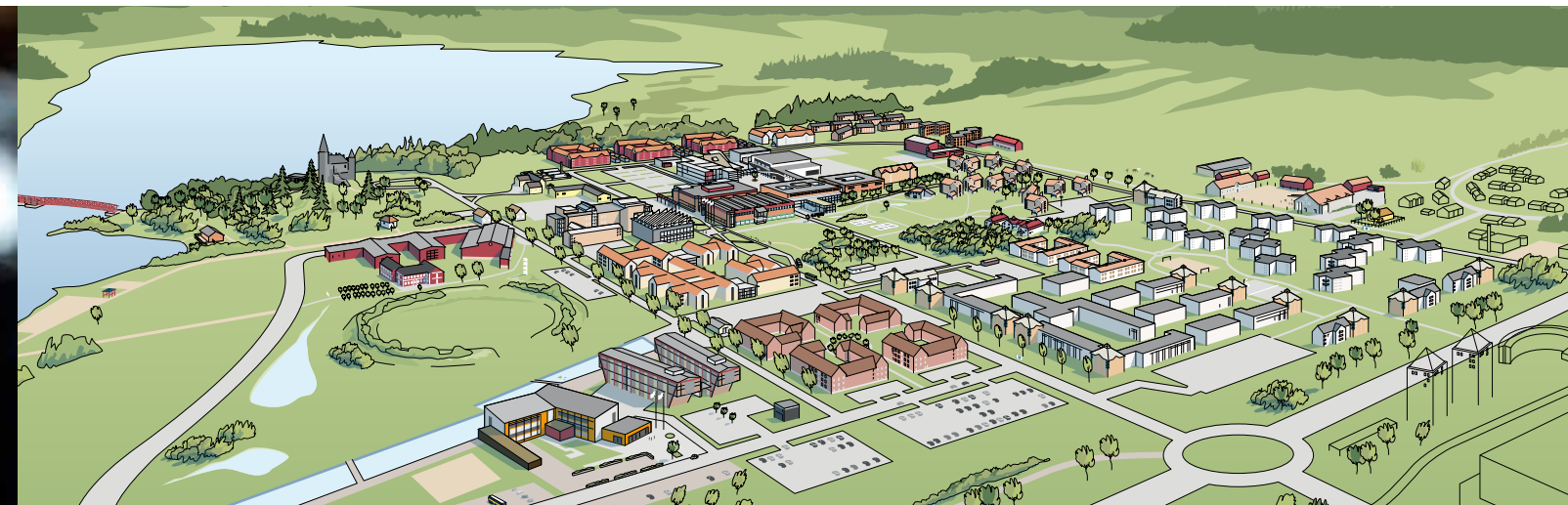
Linnaeus University's future development

Linnaeus University is the primary growth engine in the region. As property owner, science park owner and joint owner of Företagsfabriken, Videum shall play an active role in ensuring that Linnaeus University can increase its positive effect on society.

- » Offer a physical location for Linnaeus University's presence at Videum Science Park.
- » Promote the interaction between Videum Science Park and research institutes such as Glafo (the Glass Research Institute) and Trätek (the Swedish Institute for Wood Technology Research).
- » Deepen the current collaboration with Linnaeus University's Office of External Relations, for example via a commercial think tank.



The board of directors behind the development plan



Videum

A development company,
a science park and a real
estate business on the
forefront of technology.

www.videum.se

© Videum AB 2014

Videum AB, PG Vejdes väg 15, 351 96 Växjö
E-mail info@videum.se Phone +46 470-72 33 00