



The Great Beyond :
Advancing
Ongoing Sme
collaboration
in EU
Research

BusinessRadar

BusinessRadar.it The Great Beyond For SMEs

1. SMEs do not believe in R&I

SMEs believe in
2. BUSINESS: it's vital

MoreRevenue
Less Cost
Funding

How to connect R&I
3. with Business?

EasyWay
FreeWay
TRUSTway

NETWORKS bring
4. R&I to SMEs

PublicNetworks
EnterpriseUnions, tech districts, clusters
R&I networks
PrivateNetworks and social Networks
e.marketplaces, digital ecosystems, directories

European
National
Local

Connecting NETWORKS in Easy Way, Free Way, TRUSTful way means
5. connecting BUSINESS

Networked markets get smart fast. Metcalfe's Law states that the value of a network increases as the square of the number of users connected to it. Connections multiply value exponentially.

Connecting Networks in easy ,free, trust way is the key to foster R&I as well the
6. business of SMEs.

SMEs understand Business opportunities; do not understand R&I : they get attracted by R&I when R&I
7. means business

BusinessRadar web service is Easy,Free, Trustful way to interconnect your network , your organisation, your
8. enterprise to international business and to R&I cooperation

BusinessRadar .it is a validated successful practice for networking SMEs, marketplaces, R&I projects, Business Associations, development boards
10.

BusinessRadar was developed in 2008 by stelnet.com Cagliari, Italy in the framework of Italian-European R&I programmes