

Coopstartup – A Coopfond Project	
Last updated on 23/11/2015	
1. NAME & COMPANY DATA	
1.1 Denomination	Coopfond
1.2 Brief Description	Coopfond is the company that manages the fund set up by the resources of Legacoop members to create new cooperatives and to develop and strengthen existing ones. The resources of the fund come mainly from 3% of the annual profits of Legacoop cooperatives
1.3 Business Sector	Finance (promotion and development of cooperatives and cooperation)
1.4 Number of Employees	21
1.5 Corporate website	www.coopfond.it
2. PROJECT	
2.1 Project Title	Coopstartup
2.2 Project website	www.coopstartup.it
2.3 Social network	Twitter: @coopstartup Facebook: coopstartup
2.4 Set up Date	May 2013
2.5 Where	Nationwide with local projects developed in 12 regions
2.6 Main goals	Coopstartup is a project that aims at setting up cooperative startups. It comes from the need to promote entrepreneurship among young people encouraging the adoption of the cooperative model and affirming the presence of cooperatives in 'new markets'. It specifically focuses on innovation (technological, organizational and social innovation) in line with the priorities suggested by Europe 2020 programs to foster a "smart, sustainable and inclusive growth".
2.7 Project Description	<p>Coopstartup is an experimental project involving both research and practical activities.</p> <p>Since its launch in May 2013, it has been developing by means of different actions and tools:</p> <ul style="list-style-type: none"> • An heterogeneous working group, "open" and growing as time goes by (the group gathers, young and not so young, coming from Legacoop, public institutions and startup world); • Sharing experiences; • A growing network of qualified partners (universities, research centres, business angels, business incubators and startup accelerators) • Use of web and social networks as collaborative tools to spread information, share results and collect suggestions for improvements;

	<ul style="list-style-type: none"> • Organisation of local calls to trial selection processes of business ideas promoted by groups of potential cooperators (at least 3 people per group) and support tools for new cooperatives from pre startup to post startup; • Provision of project management support to Legacoop's national, regional and sector structures to organise local programs and calls; • A practical guide to starting up a cooperative; • A free online training course on business modelling, cooperation and team working; • Provision of non-repayable loans for the startups coming from local programs.
2.8 Stakeholders Involved	<ul style="list-style-type: none"> • Legacoop's national, regional and sector structures: Legacoop is an Italian association of cooperatives. The sector, regional and national structures have been involved in scouting, mentoring and assisting business ideas development and potential cooperators (mainly young people) • Experts in enterprise promotion and startups: people studying or working in the field of startups, external to the cooperative system involved in the different project steps, from theory to action • Community meeting groups: Hubs, Coworking spaces, Fab Labs, Incubators, Accelerators, associations and places where young people gather - the web and social media • Local government points activated to promote youth employment: information points, vocational guidance and training agencies for young people
3. RESULTS	
3.1 Main results	<p>Coopstartup is a recent project involving long term processes. Its main results have been:</p> <ul style="list-style-type: none"> • 7 projects launched and 7 calls organized at local level (2 involving more than 1 region, 4 in 1 region, 1 in 1 province); • More than 1,000 people reached; • 300 business ideas selected; • 100 groups trained; • 8 cooperative startups begun (3 in Lazio, 2 in Ferrara, 1 in Puglia, 2 in Marche); • 5 new projects under development.
3.2 Lessons learned	<ul style="list-style-type: none"> • Different geographical situations mean different needs but also different opportunities to be studied one by one to design tailored projects; • The education and training costs for cooperative startups is vital for the structures carrying out the experiments: financial products could be improved even in this direction; • In Italy the perception of startups tends to be limited to technological innovation and should be broadened; • When speaking to young people it is important to use their language and



	their means of communication trying to modernize old concepts and making broader use of internet and social networks.
4. ADDITIONAL INFORMATION	
Website	More information available in Italian on the website www.coopstartup.it .
Email address	info@coopstartup.it