

Offering Additional Services and Adding Value to the Business Incubation

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Modernization of WBC universities through strengthening of structures and services for knowledge transfer, research and innovation





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Business Incubation (BI)

Science and Technology Parks (STP)

Business Development Centers







Types of Business Incubators

- Technology vs. Mixed-used
- General vs. Specialized
- Non-profit vs. For-profit
- Social Business Incubation (Developing socially and environmentally relevant products)
- ICT or agro-incubators
- Academic and Scientific Incubators
- Corporate Incubators
- Private Investors' Incubators



Types of Business Incubators

- Technology vs. Mixed-used \rightarrow Hybrid model
- General vs. Specialized
- Non-profit vs. For-profit
- Social Business Incubation (Developing socially and environmentally relevant products)
- ICT or agro-incubators
- Academic and Scientific Incubators
- Corporate Incubators
- Private Investors' Incubators





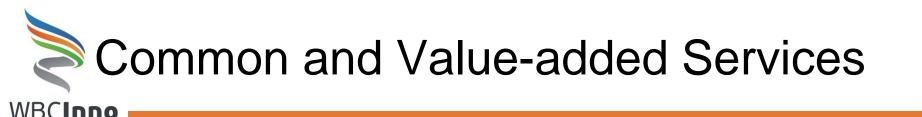
• First Generation Incubator

- Typical Physical Incubator
- Seed Business Accelerator









- 1. Secretarial service
- 2. Infrastructure/space services
- 3. Business support services
- 4. Access to finance
- 5. Networking
- 6. Access to knowledge
- 7. Reputation effect
- 8. Management of the Program





1. Secretarial service

- Reception
- Assistant, clerical, secretary
- Mail and business address
- Photocopying, faxing

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2. Infrastructure/space services I

- Office space
- Internet
- Meeting, training and teleconference rooms
- Exhibition space
- Conference room, auditorium
- Lab facilities
- Specialized equipment
- Research Technical Services

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2. Infrastructure/space services II

- Pilot Plants, "proof of concept" space
- Industrial Units
- Telephone, computers
- Electricity, power supply
- Waste management
- Security
- Library
- Kitchen/ Lounge
 - "Coffee machine" effect



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3. Business support services I

- Pre-incubation services
- Business idea feasibility analysis
- Business planning, strategy and development assistance
- Marketing
- IP strategy and protection
- Technology Watch
- Technology commercialization
 - Technology transfer agreement, licensing and sublicensing
- Regulatory compliance



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3. Business support services II

- Accounting, legal and other related services
- General Legal assistance
- Forming a company
 - Processing and approbation at the University
 - Registration and formation of a Legal Entity
- Partner agreement
- Prototyping and Product Design & Development
- Commercial, technology and financial partner search
- Internationalization: exporting and partner search abroad

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4. Access to finance

- Financial management services
- Regional, national and international R&D projects
- Venture Capital Investors, Business Angels
- Access to Loans
- Guarantee programs
- Seed Investment Capital
- Information on grants, competitions, credits, etc.
- In-house grants and Venture Funds
- Crowdfunding
- Idea/innovative enterprise Awards



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5. Networking and people connectivity

- Mentoring and coaching
- Links to strategic partners (commercial, technological, financial, universities, mentors, public bodies, entrepreneurs, ventures, etc.)
- BI and STP networks
- Competitions
- Synergies: common spaces/projects
- Joint projects
- Virtual communities





6. Access to knowledge

- Business basics and comprehensive business training programs
- Business school programs in management and entrepreneurship
- Links to high education institutions
- Workshops, Business seminars, Presentation skills



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7. Reputation effect

- Client attraction and selection
- Admission and exit rules
- Influence in the business environment
- Lobby at local, regional and national level (i.e. public funding)

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8. Management of the program

- Strategic Plan and follow-up
- Agreement between founders
 - Admission criteria
 - Services offered
 - Goals and priorities
 - Equity Stakes in firms/spin-off
 - Budget
- Communication with tenants and service providers





Academic and Scientific Incubators

- University has a role as founder and provides research, expertise, space, funds, etc.
- Non-profit
- Targets technology firms
 - internal vs. external projects
- Objectives
 - Commercialization of technologies
 - Development of entrepreneurial spirit
 - Civil responsibility
 - Image
 - New resources of finance
 - Job creation
 - Reindustrialization revitalization
 - Economic development

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Academic and Scientific Incubators

• Key services

- Basic management advice
- Concept testing
- Technical advice and support
- IP advice and management*
- Seed capital *, venture capital, business angels
- Access to industrial networks and strategic partners
- Commercialization assistance
- Regulatory compliance (university, IP, legislation, etc.)
- Coaching
- Hosting
- Networking activities





Academic and Scientific Incubators

• Key problems/challenges

- Entrepreneur profile: researcher vs. manager
- The self of the promoter
- University image: bureaucracy and risk-averse
- Enterprise profile
- Governance, independence and operational flexibility
- Income sources
- Strengths and Opportunities
 - Source of resources: University
 - Financial stability
 - IP and knowledge in order to build competitive businesses
 - Bring the gap between university and market





- Non-profit and self-sustaining organization
- Revenues
 - Rents
 - Association/affiliation fees
 - \rightarrow Fee policy and discounts
 - Service contracts
 - Grants, projects, etc.
 - Subsidies
 - Revenue shares*
- Some figures...
- Articulation with University (strategic linkage)





Some recommendations

- Top services for a successful (academic) incubator
- ✓ Hybrid and flexible model
- Partner and agreement with universities and other bodies
- ✓ More than space
- ✓ Lobby
- ✓ Sustainability





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Thanks for your attention! Questions?.....

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