



**WBCInno**

Offering Additional Services and Adding Value to the Business  
Incubation

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*Offering Additional Services and Adding Value to the  
Business Incubation*

***Olga Francés***





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# Definitions

- Business Incubation (BI)
- Science and Technology Parks (STP)
- Business Development Centers
  - Also University Business Support Offices and KTO





# Types of Business Incubators

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- 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
- General vs. Specialized
- Non-  
• Social  
• ICT  
• Acad  
• Corp  
• Private  
• .....

What sort of BI is appropriated?  
Adapt to your case → Hybrid models  
All incubators share common things:  
- Time limited (33 m.)  
- Selected companies (feasible idea, BP, R&D, contracts...)

and





# Types of Business Incubator

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- First Generation Incubator
- Typical Physical Incubator
- Seed Business Accelerator





# Common and Value-added Services

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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





## 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



## 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



## 3. Business support services I

- Pre-incubation services (link to other business support org. at university or outside, sw., etc.)
- 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



## 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

**PERSON THEY CAN TRUST**

## 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



## 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



## 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)





## 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
  - ...





# 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

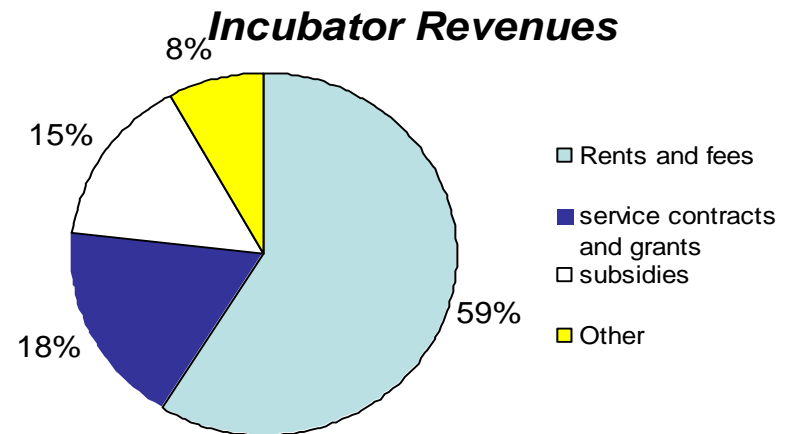
- **Key problems/challenges**
  - Entrepreneur profile: researcher vs. manager
  - The self of the promoter
  - University image: bureaucracy and risk-averse
  - Enterprise profile
  - Governance, independence and operational flexibility
  - Income sources
- **Strengths and Opportunities**
  - Source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





# Revenues in Business Incubators

- Non-profit and self-sustaining organization
- Revenues
  - Rents
  - Association/affiliation fees
    - 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
- ✓ University-Enterprise cooperation is welcome
- ✓ More than space
- ✓ Lobby
- ✓ Sustainability
- ✓ Human factor





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# Thanks for your attention!

## *Questions?.....*

*Olga Francés Hernández*

*Alicante Science Park*

*[Olga.frances@ua.es](mailto:Olga.frances@ua.es)*

*@PCientificoAlic*

