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Ventures

INNOVATING A
BETTER FUTURE
TOGETHER

Technology business incubators for nurturing innovation-based start-ups: Strategies and best practices

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To accompany the launch of a start-up, more and more structures offer incubation services.

Faced with rich and diverse offers, incubators must offer innovative and useful services to attract start-ups.



#1 EXPERIENCED MENTORS

- An essential component of any start-up incubator
- Mentors must be 'experienced'
- Must have good dynamics with mentees
- Strong ethics must be established and implemented

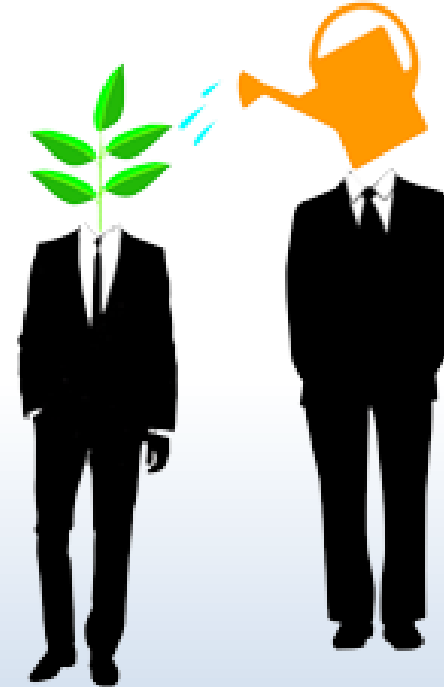
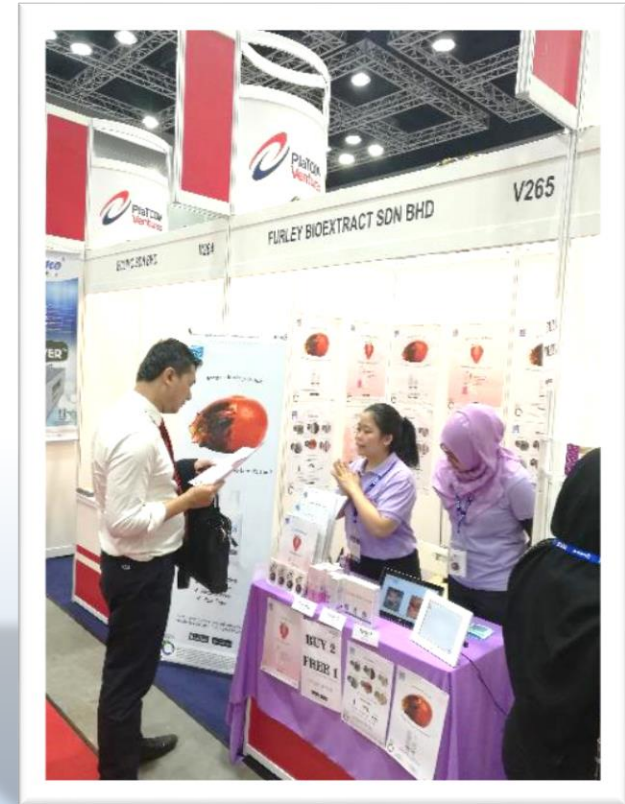


Image via Pixabay

#2 PROMOTIONAL EVENTS FOR START-UPS

- Best way to promote an incubator
- Will help to attract good start-ups when good strategies and best practices are implemented
- Can share success stories that will encourage new start-ups to take space in the incubator
- Testimonials by existing incubates will help win confidence of potential start-up incubatees



#3 SOCIAL MEDIA MARKETING

- An obvious strategy with 1 billion + users on Facebook, 400 million + on Twitter etc
- A very good channel to market incubators with minimal expenditure and extensive outreach
- Generally, the start-up audience is very well connected to social media and hence would form a much targeted audience



#4 COMMUNITY CREATION

- Incubators are communities
- Can create valuable links with other start-ups
- Stimulating environment
- Facilitation of knowledge exchange



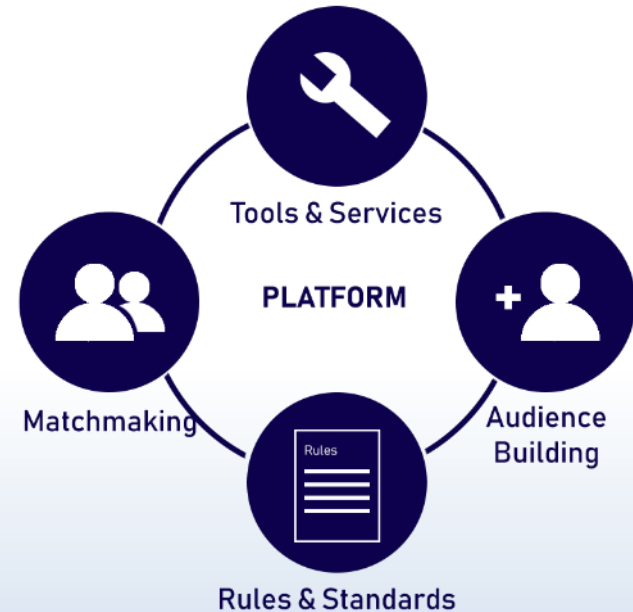
#5 AVAILABILITY OF COWORKING SPACES

- Coworking spaces can flourish new startups
- Can help create new relationships
 - Mentor-mentee
 - New teams
 - New technologies
- Where independent workers, freelancers, entrepreneurs and other stakeholders meet and greet and build relationships over time



#6 AVAILABILITY OF A PLATFORM TO DO BUSINESS

- Tools to match supply and demand
- Can include marketing, matchmaking, audience building etc.
- Also to raise investment and connect mentors and mentees
- Can start with a simple intranet platform that can be developed into a larger platform as the incubator develops itself





The Innovation Facilitator and Enabler

- Established in 1996 to focus on the objective of creating a conducive environment for innovation.
- TPM provides a unique comprehensive balance of technology, support and R&D capabilities:

Rental of incubator premises

Suitable for scientists, researchers, technopreneurs and SMEs and lease of land parcels for technology knowledge-based companies

Technology and business incubation programmes

Offerings include business mentoring and coaching services, business, marketing & financial consultancy services, technology & business forums, workshops, etc.

Technology commercialisation assistance and support

Assistance and support in technology commercialisation which include advisory and consultancy services in technology transfer facilitation, etc.

THANK YOU



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