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The **I**nnovation and
Incubation **I**nitiative

Development of the 'Icubed' resource

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Course objectives:

- Increase capacity of incubator personnel in order to improve the performance of the incubator.
- Raise awareness of the need to build networks, databases and methodologies.
- Help understand the tools, techniques and networking skills required when analysing, selecting and coaching High Growth SMEs (HGSMEs)
- Maximise the efficiency and usefulness of the selection, incubation and assistance of the HGSME by providing methodologies.
- Provide tools and techniques to improve the process of presenting the business to investors, venture capitalists, business angels and potential clients.



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Our approach:

1. Training Needs Analysis main results:

- New Product Development
- Technology Transfer and Commercialisation
- Intellectual Property Management
- Manufacturing/Production Issues
- Project Management

Others: Access to finance and legal issues

- Training needs varied greatly among partner countries according to the stage of development of the innovation process in each country.

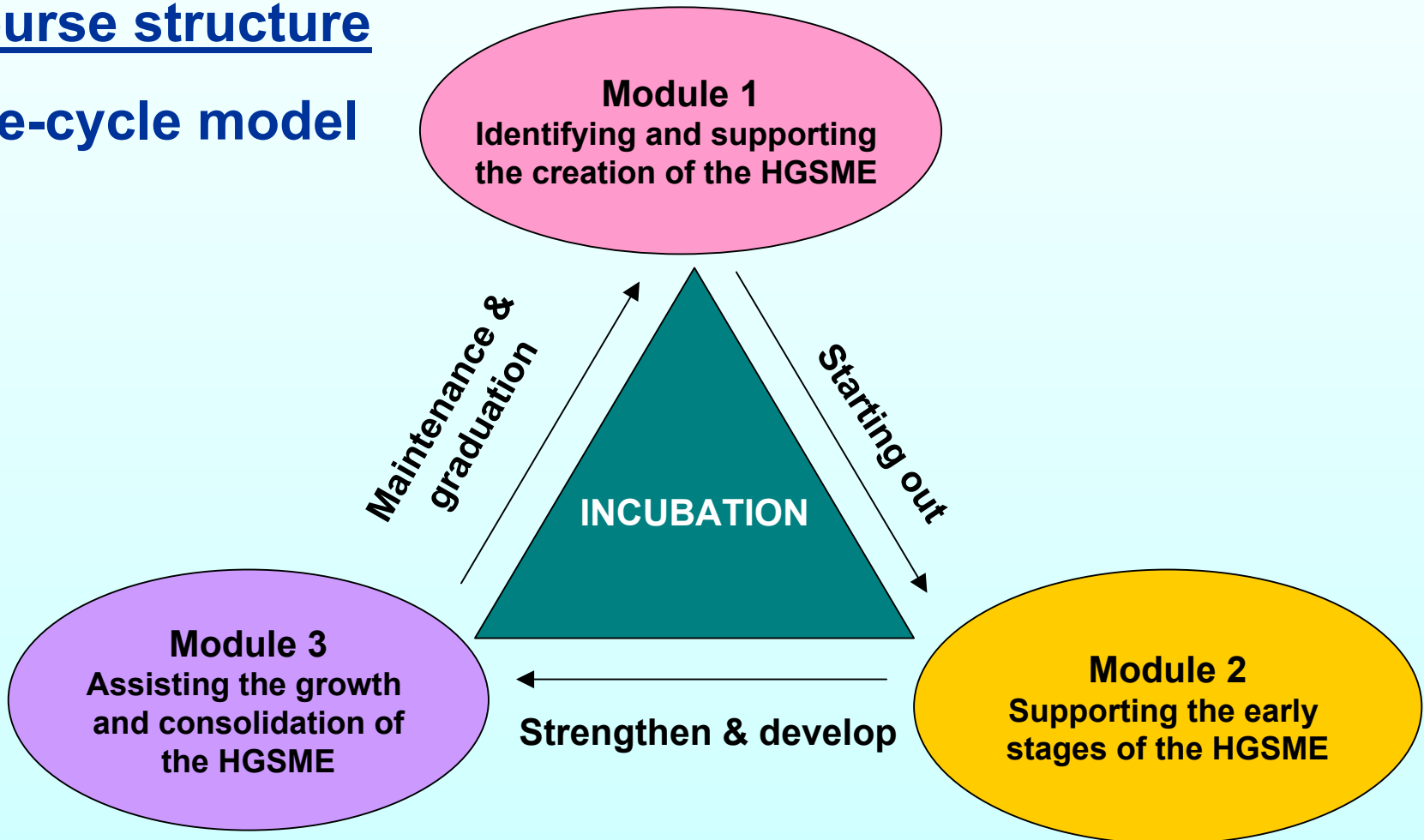
2. Methodology:

- Self-study – model answers are provided to exercises and case studies



Course structure

Life-cycle model





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Module breakdown

Module 1

- Identifying HGSMEs
- Facilitating effective networking
- Recognising potential HGSMEs
- Advising on business planning
- Managing your tenant portfolio
- Self-assessment exercise

Module 2

- Advising on legal structure
- Licences & tax
- Establishing a coaching & mentoring programme
- Financing options
- Intellectual Property Rights & Protection strategies
- Self-assessment exercise

Module 3

- Marketing the product/service
- Exporting
- Licensing
- Franchising
- Joint venture
- Technology transfer
- Exit strategies
- Innovation in products & services
- Project management
- Self-assessment exercises



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Enhancing the European dimension of the project

- Country and module specific information: case studies, links, FAQs etc
- Translation and cultural adaptation of the training programme content into 5 languages: English, Spanish, Greek, Lithuanian and French
- Preference has been given to European definitions and methodologies of incubation.

www.icubed-eu.com