

To: Potential PUM customer
Subject: Incubator Proposition
From: Henny van Vliet – PUM Coordinator Incubator Programme

The PUM Incubator Proposition

Where the typical PUM customer is the SME, with the Incubator Programme we help to create new SME's. Young people account for up to 40% of the world's unemployed. Nearly 90% of the world's young people are based in the developing world. After leaving school, a striking majority of young people enter the informal economy, while many migrate, looking for opportunities elsewhere. Evidence indicates that lack of decent work opportunities is a significant determinant of emigration.

SME's are the main source of employment and innovation in most countries, including the emerging markets.

An incubator is an organization that supports a cluster of startups. Synonyms: start-up center, accelerator, innovation lab, innovation hub, etc. Organizations that typically start an Incubator are Universities, Chambers of Commerce, Private incubators, Investment funds, Local authorities. With our services, we assist to set-up an incubator, to run the incubator and also a project for the individual startups that come out of the incubator is possible.

PUM follows a 3 Phases model to help start-ups, whereby the PUM customer is the Incubator center.



Phase 1 – Set-up the Incubator

Goals of PUM support are to create a functioning incubator with a clear mission and programme and to have the programme functioning with trainers, coaches and mentors; such that start-ups can create their unique business model.

Phase 2 – Running the Incubator

The next step where PUM can assist is in running the Incubator. Goals are to help with the implementation, to create and enhance the toolbox and hands-on support in running the incubator according to plan. Success criteria will be defined and a we might assist in getting the funding organised.

Phase 3 - PUM expert for start-up completing the Incubation phase

Normally PUM offers its services to SME companies that already have a certain track-record. In the Incubator Programme, we also offer to help a start-up with a PUM-expert like a “normal” PUM-SME project. Primary selection of the start-up by incubator based on criteria from phase 2.

PUM can work with local organizations such as Universities, Chambers-of-Commerce, Associations and others to set-up and train to run an Incubator Center.

In Phase 1 we work on:

- *Checklist: how to create an Incubator*
- *The Incubator Team*
- *Business plan for the Incubator*
- *Coaching techniques*
- *Business Ethics*
- *Funding models for start-ups*
- *Financial model incubator*
- *Generating & Stimulating creativity*
- *How to select candidates*

In Phase 2 we work on:

- *Organizing Bootcamps*
- *Training Business skills (e-learning)*
- *Business Model generation*
- *Business Ethics*
- *Business / Marketing Plan*
- *Financial model for start-ups*
- *Training methods entrepreneur*

In Phase 3 we work on:

- *SWOT analysis*
- *Risk Management*
- *Branding*
- *Social Media*
- *Marketing & Sales*
- *Product Development*
- *Growth management*
- *Financial Management*
- *Implementation Management*
- *Customer Orientation*

For all the above (and more!) we have workshops, trainings, presentations and checklists available that we will implement, customized to the local environment, in the Incubator Center. We will train and guide the Incubator staff (we expect a minimum of 3 full-time members) via the train-the-trainer concept.

We work with the Incubator center for a period of 2 – 3 years with the aim to create a fully functioning incubator with continuity, which is sustainable and self-financing after the initial period. As such the Incubator will create new companies for many years to come. For such a project, we sign a Memorandum of Understanding. In order to justify the PUM commitment to the Incubator we have the following conditions:

- Financing of the Incubator center to be in place for the initial period (2 years)
- Focused staff in the Incubator center with a minimum of 3 full time equivalents.

- A minimum of 10 startups leave successfully the Incubator each year.

During the period of the MoU a PUM expert will assist and guide the Incubator in 6 – 8 missions of 2 weeks each. The Incubator should register as a client in the PUM system and complete the application, as with other PUM projects.

An initial mission can be agreed, before signing the MoU, in order to make the business plan that can be used to get a better understanding about the Incubator Center and also to attract the initial funding.

We are running this programme not just for new Incubator centers, but also existing Incubator centers can apply for our help.

As such we are a customer question driven organization that provides hence-on consultancy by senior experts who all have 30 years or more experience.

For the PUM incubator programme, you can find further information via www.pum.nl/incubators.

Please let us know how we can further assist you.

Kind regards,

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