



## INNOVATION AND ENTREPRENEURSHIP FOR DEVELOPMENT

3<sup>rd</sup> *infoDev* Global Forum on  
Innovation & Entrepreneurship

XIX Brazilian National Seminar on  
Science Parks and Business Incubation

INVESTMENT, INTERNATIONALIZATION AND INCLUSIVE DEVELOPMENT

October 26-30, 2009 – Florianópolis, Santa Catarina, Brazil

### Description for Training Sessions

#### 1. Incubation Process

This course will address: what services to offer and what not to offer; what pricing model to apply; the selection processes to be used for selecting companies including entry/exit criteria; what to monitor and how to monitor this; governance – engaging the key stakeholders.

#### 2. Establishing a Mentoring Program

This course will address: mentoring, coaching and counseling, and highlighting their differences; how to identify mentor and mentee needs; how to find mentors; matching mentors and mentees; setting the rules for engagement and commitment; measuring progress.

#### 3. Financing Incubators and Incubator clients

This course will discuss: incubator revenue streams including rentals, equity, royalties, and donors and commercial sponsors; and will include some useful financial tools. It will also discuss financing requirements for the different stages of business growth and the pro's and con's of these options, including friends- families-fools, banks and loans, business angels, early seed funding, venture capitalists.

#### 4. Marketing

This course will discuss how to build a tailor-made marketing plan to position the incubator in a given market. This includes: attracting and selecting the right tenants (including innovative approaches e.g. internship programmes and soft landing programmes); marketing tools (website, blogs, newsletters, radio, TV, newspaper, alumni); networking and partnering with the right stakeholders; opportunities for outsourcing services; awareness programs for matching inventors with innovators.

#### 5. Technology Commercialization

This course will address the role of incubators in technology commercialization; exploring the roles that intellectual property protection and licensing play in the commercialization process; managing expectations regarding the results of technology commercialization; steps in the process including:

- Pre-incubation: technical evaluation; market and financial evaluation; personnel evaluation
- Incubation: prototype development; finance and capitalization
- Post-incubation

#### 6. Virtual Services

This course will address how to develop a virtual incubation model from feasibility planning to marketing. It will include content selection; content architecture; and highlight enterprises that better fit virtual incubation.

#### 7. SME Toolkit: Building the Capacity of Small Businesses

This course will address: how incubators and business development service providers can take advantage of the small business management training content, tools, and peer-to-peer networking features available in IFC's Web-based SME Toolkit ([www.smetoolkit.org](http://www.smetoolkit.org)) in order to help build the capacity of small business clients.