



INNOVATION AND ENTREPRENEURSHIP FOR DEVELOPMENT

3rd *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) in order to help build the capacity of small business clients.

8. Access to Finance for SMEs: *Effective Strategies for Seeking Financing*

In developing countries, small to medium-sized enterprises (SMEs) have considerable difficulty obtaining the necessary financial resources to effectively scale up and grow their businesses. Access to traditional growth capital, including debt and equity, is often prohibitively costly, due to such factors as insufficient legal and regulatory policies, and inadequate financial markets. In particular, SMEs seeking USD \$50,000 to \$1 million have great difficulty accessing the required capital to grow their business. For firms operating in the information and communication technology (ICT) industry and in ICT-enabled (ICTE) activities, the challenge of accessing growth capital is particularly acute, because these firms possess few tangible assets that can be leveraged as collateral for loans and often operate businesses whose economics are poorly understood. This training session, jointly sponsored by the Multilateral Investment Fund (MIF) of the Inter-American Development Bank (IADB) and the Brazilian Innovation Agency (FINEP) will provide strategies that can help SMEs and organizations that work with SMEs, such as business incubators, more effectively seek financing. The session will draw upon the experiences of successful efforts in Brazil and elsewhere to help SMEs obtain early-stage financing to grow their enterprises.