

# International working group on High-growth ICT Enterprise Business Incubation

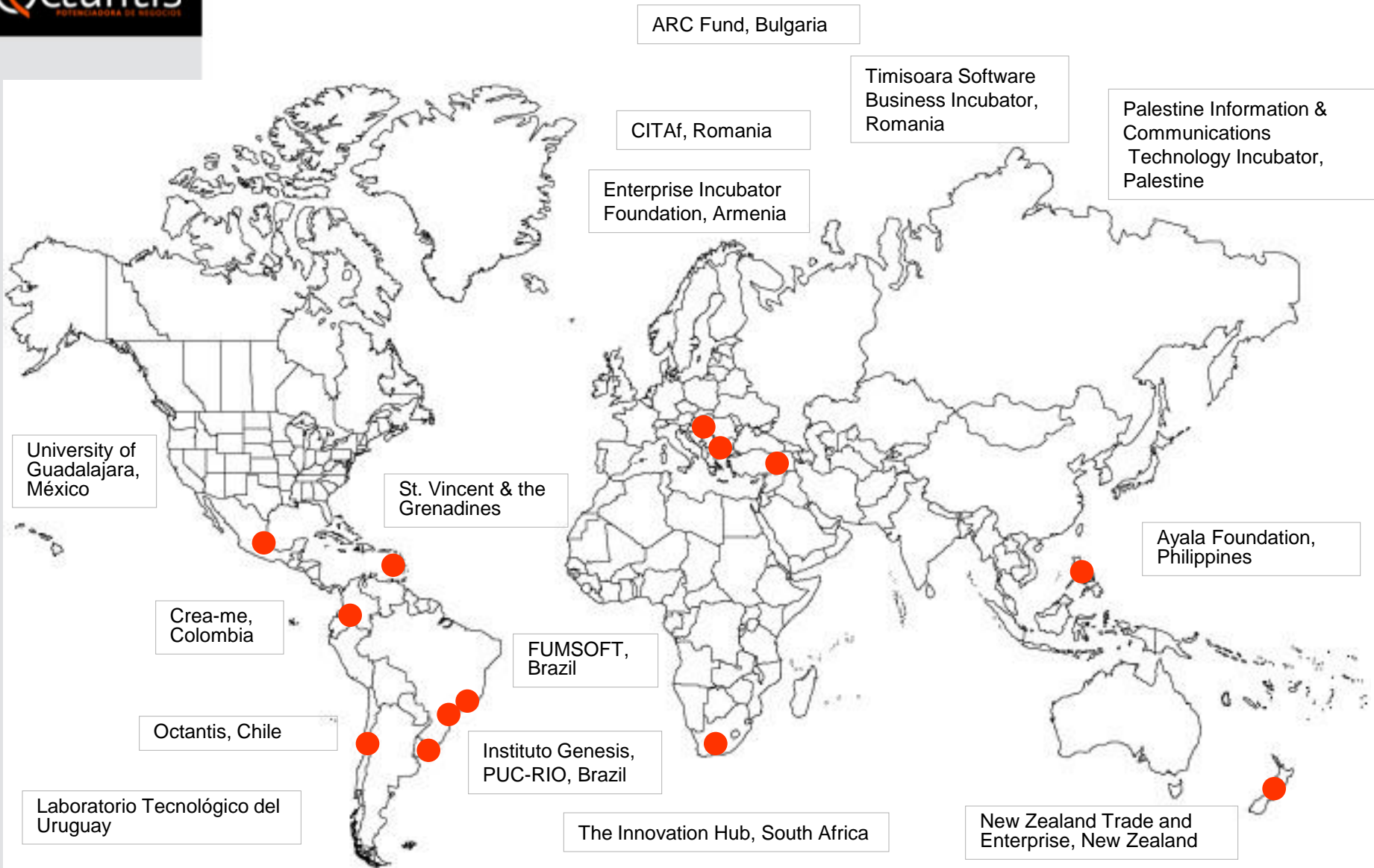
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# Agenda

- Introduction - Overview
- Core Challenges to ICT Business Incubation
- Lessons learned
- Methodologies and tools

# Introduction



- Main activities
  - Exchange of participating organizations portfolios
  - Management Guide/Toolkit
  - Interviews with world class references
  - Use of LinkedIn online tool
  - Networking event in Miami
    - 5 Entrepreneurs + 6 Incubator managers







# Core Challenges to Incubation of High-growth ICT enterprise

- Attracting quality dealflow, MARKETING
  - Is your message getting out there?
  - Are you attracting the entrepreneurs you would like?
- Window of opportunity - time to market
  - Can be a show stopper
- Early stage financing
  - FFF
  - Seed capital financing
  - Investment gap
- Maintaining focus
  - Constant work on future developments
  - Always behind new opportunities

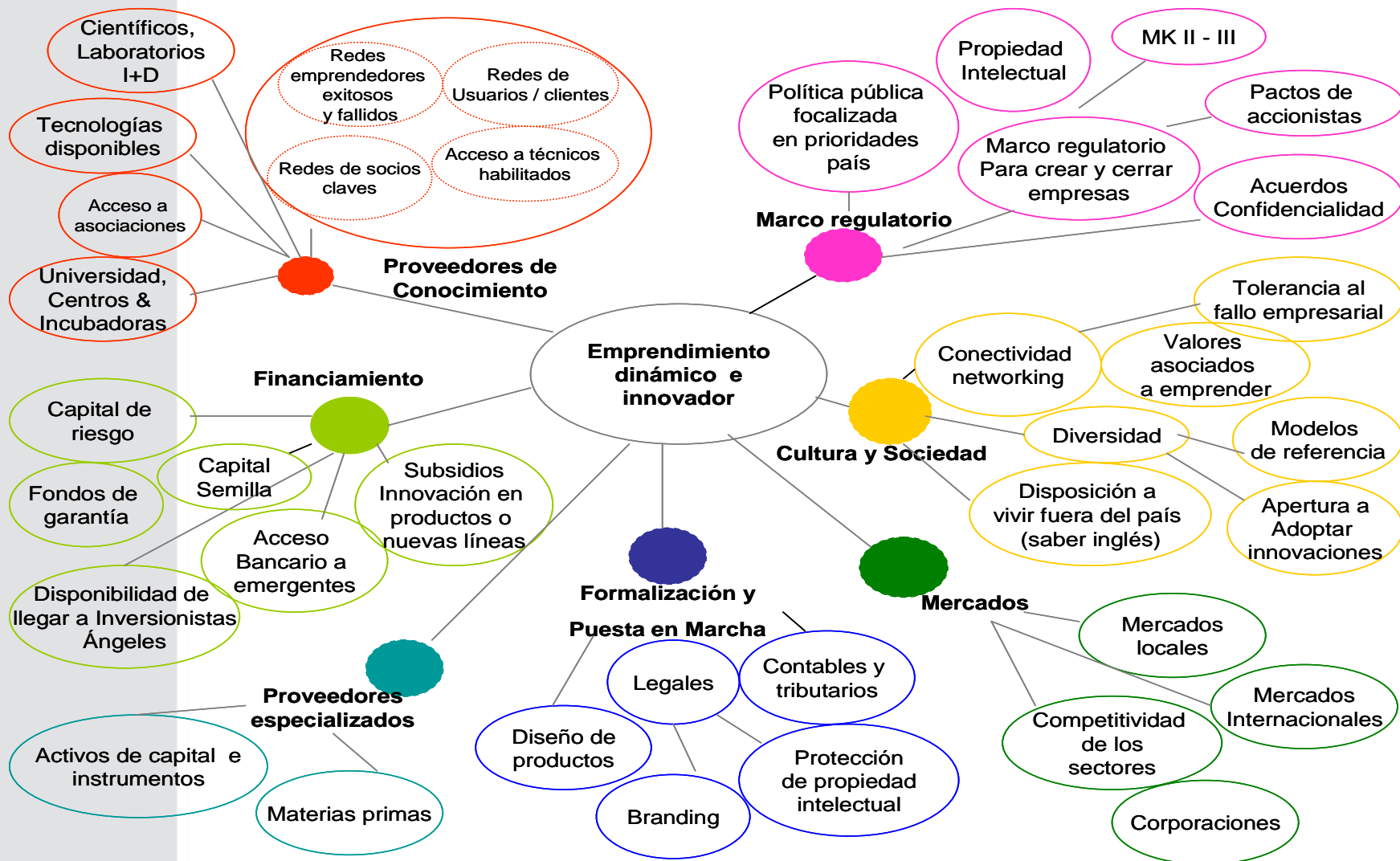
# Core Challenges to Incubation of High-growth ICT enterprise

- Entrepreneurs connection with the market
  - Are they solving a real necessity/pain in the market?
- Effective presentations – investment
  - Key to attracting investors
- Generating first sales!!!
- Building teams
  - Incorporating talent
  - Management teams
- High-growth and high performance. Is it possible?

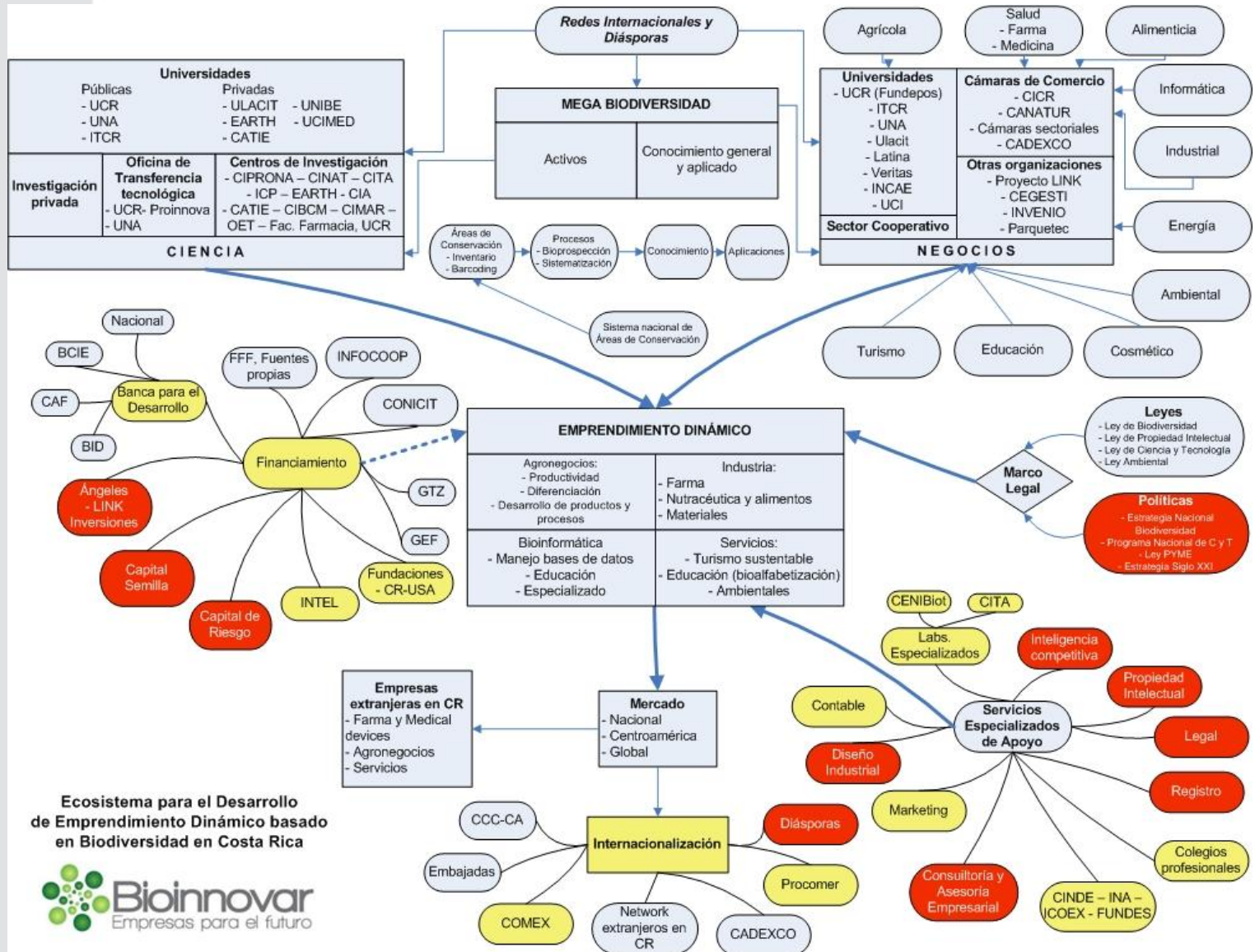
## Lessons Learned

- Lessons learned from using business incubation as a tool to spur high growth ICT enterprises
  - Importance of ecosystem
  - P2P value
    - Learning many-to-many
  - Access to capital is good, but smart money is even better
  - Innovation is not about technology, but about creating new value to clients and to gather some of that value for the company
  - Team is critical. No good opportunity can be reached by a weak team. Team can grow and change if needed.

# Examples of Ecosystems



# Examples of Ecosystems



Ecosistema para el Desarrollo de Emprendimiento Dinámico basado en Biodiversidad en Costa Rica

## Methodologies and Tools

- Methodologies and tools identified and would recommend to others that seek to foster the creation and growth of ICT enterprises
  - Matching and co-entrepreneurs as a means to strengthen teams
  - Sustainability in tutoring and mentoring
    - Future investors, directors, etc.
  - Co-incubation
  - Importance of sales: Practical approach in a P2P sales training session
  - Web 2.0 tools for MK incubator
    - Twitter
    - Facebook
    - Blogs



# Muito obrigado!!

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