

# **Promoting Startups in Developing Economies through Innovation and Incubation**

11<sup>th</sup> September-29<sup>th</sup> September (3 weeks)

## **Rationale:**

Historically, industrial development has been considered a prime source of GDP of any country and the new way of expanding industrial base in any economy is promoting Startups. The Startups enterprises, primarily tech based ones, can better mobilize the immense potential of youth in any country and thereby contribute more in realizing demographic dividend. Here it is worth mentioning the importance of incubators, which are new ways, in promoting startups.

## **Objectives:**

To prepare/train the youth, budding entrepreneurs, incubation managers, industry people, and academicians for leading the Startup movement in developing countries through establishing and support of incubation centers.

## **Target Group:**

The programme has been specially designed for professionals involved in activities related to promoting innovations through planned Entrepreneurship interventions. It is, therefore, especially suited to the following:

- Youth
- Incubation Managers
- Academia Professionals intend to set up Incubation Centers
- Business Counselors
- Entrepreneurship Trainer-Motivators
- Business Promotion Officers
- Executives of Government Organisations engaged in investment/Business promotion
- Business Advisors/Consultants

## **Pedagogy**

The programme is delivered using various online tools and techniques to hone the knowledge and implementation readiness of participants through online lectures, case study, action plan preparation etc. The course is designed to provide a first-hand experience of promoting

Innovations & Entrepreneurship through Incubation which they can readily implement in their own country.

### **Course Content:**

#### **Module I: A Multilateral Perspective on Entrepreneurial Development and Resources**

- Role of Innovation, Incubation & Entrepreneurship in Developing Economies
- Entrepreneurship Development Process
- Entrepreneurship Support Mechanisms
- Development inputs in New Enterprise Creation Programme

#### **Module II: Understanding startup development organizations in the context of startup incubation ecosystems**

- Start-Up Ecosystem through Incubations
- Role of Incubator Manager
- Start-Up Policy Initiatives: International Experiences

#### **Module III: Incubators competition strategy in the startup incubation ecosystem**

- Concept and Types of Innovation
- Design Thinking
- Factors Determining Success of Incubators

#### **Module IV: Setting up & Managing Business Incubator**

- Setting-up Business Incubator: Concept, Methodology & Approach
- Planning, Managing, Administering Incubator
- Incubators as Instruments of Local Area Development

#### **Module V: Business Model & Fund Raising**

- Business Model Analysis / Innovation of Business Incubators in Emerging Economies
- Writing a Winning Proposal
- Fund Raising for Companies
- Developing an Incubatee Business Plan

#### **Module IV: Sustainability and Growth of an Incubator**

- Strategic Management of Business Incubator a Balanced

- Scorecard Approach
- Value Added Services of an Incubator
- Promoting Specialty Incubators
- Ideal Business Incubator in Emerging Economies - Beneficiary Perspective
- Technology Commercialization through Incubation
- Establishing and Managing Private Incubators & Accelerators

**Benefits To Participants:**

The programme will help the business incubation managers to build their capacity in the areas of incubator practices, identifying support mechanisms for incubator, technology commercialization, financing strategies for the client's etc. The participants will be able to understand the significance and importance of incubators and their contribution to local economy development. They will learn how to promote Entrepreneurship Development Programme for New Enterprise Creation. They will be able to develop business plans, proposals for fund raising, prepare long-term vision, and draw up action plan for setting up an incubator in a strategic and purposeful manner. Participants will be able to understand how value added services are provided through Technology Business Incubator. The participants will be able to understand and ensure holistic development of the micro and small industry in their country through well designed training and mentoring approach.

This would in turn help in addressing larger issues like poverty eradication, employment creation, income generation and local economic development; *and would help in capitalizing youth for demographic dividends.*