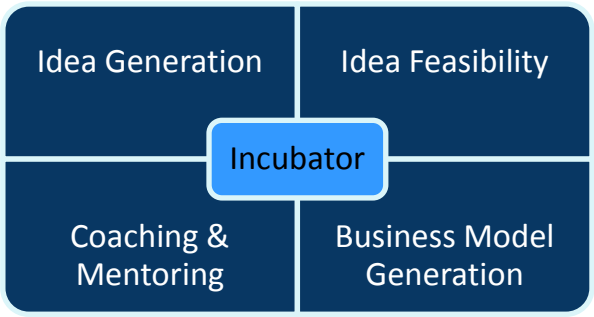
BUSINESS INCUBATOR

UNIVERSITEIT VAN PRETORIA
UNIVERSITY OF PRETORIA
YUNIBESITHI YA PRETORIA

UPBI PROFILE 2015 (July-October)

According to the National Business Incubator Association (NBIA), an incubator is

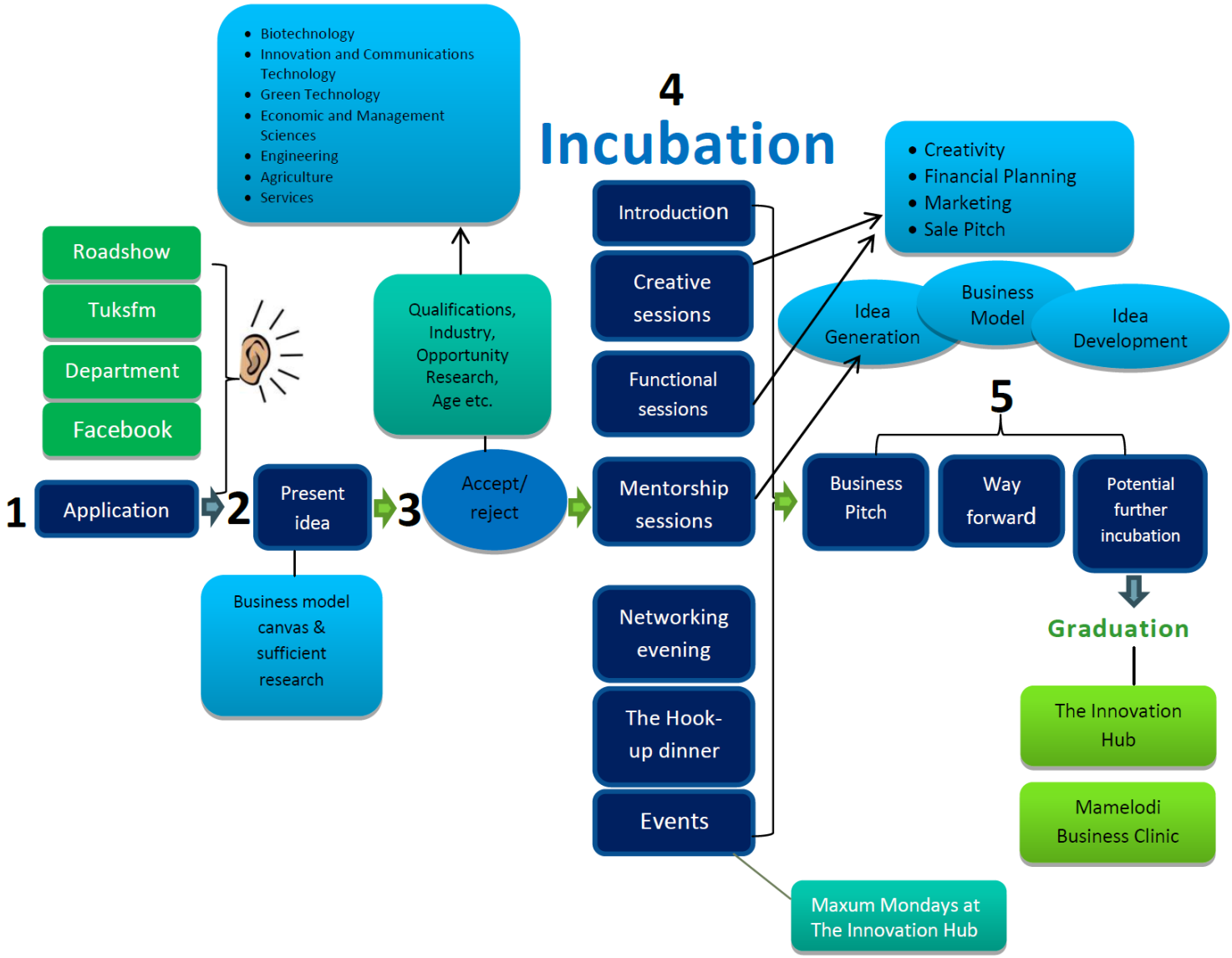
"a business support process that accelerates the successful development of start-up and fledgling companies by providing entrepreneurs with an array of targeted resources and services. These services are usually developed or orchestrated by incubator management and offered both in the business incubator and through its network of contacts."



Our aim is to help students refine and streamline their business ideas into feasible business opportunities. First and foremost we assist students with the enhancement of their ideas – this is done mainly through market research and a preliminary Business Model Canvas. The idea is then further developed by means of individual coaching and mentorship as well as general classes which the students are expected to attend. The students have the opportunity to present their business ideas to experienced entrepreneurs who then provide feedback on each presentation with the aim of providing useful tips on how to improve their current proposed offering. Other offerings throughout the mentorship programme include:

- The transfer of sound business practices through additional training.
- The exposure to networking opportunities.
- Gaining knowledge and networking opportunities through industry/entrepreneurs as guest speakers.
- Additional mentorship sessions through experts.

UPBI Operating Model



Programme Structure

Application and screening process	→	Selection: email is sent out	→	Pre-Incubation: UPBI 3 month programme	→	Possible Further Incubation: Maxum Incubator Mamelodi Business Clinic

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Selection Process

- The applicant completes an application form which is submitted through e-mail to **upbi@up.ac.za.** First interview with the Incubator Manager within 1-2 weeks after application or during the application period will consist of a basic screening.
- The applicant is sent an acceptance letter via e-mail, together with the programme layout and expectations during the programme.
- It is the responsibility of the applicant to set up an appointment with the Incubator Manager after application.
- A Terms of Agreement letter is signed at the first mentorship session

Entry Criteria

You the entrepreneur:	About the business idea:	The type of industry:
• A willingness to work hard and a positive attitude. • An entrepreneurial mind and passion. • Commitment. • A marketable and unique business idea and concept. • Must have/be busy with a tertiary qualification preferably. • Must have some work experience preferably. • Must be living in South African studying at the University of Pretoria unless business is in the growth phase	• A sound understanding of the technology and idea behind the product/service you are developing. • Idea must be unique. • Prior market research on the product/service. • Show adequate knowledge about the product/service. • Must be willing to invest time and money into the idea.	• Biotechnology • Innovation and Communications Technology • Green Technology • Economic and Management Sciences • Engineering • Agriculture

UPBI Programme Layout

Idea Generation

- The initial step of the UPBI programme revolves around idea generation and refinement.
- This will be done during first few meetings between the incubatee and the UPBI mentor.

Business Model

- After the idea has been refined to a streamlined business concept it is expected that the incubatee develop an initial business model canvas.
- This includes defining the proposed target market as well as initial market research.

EO (Entrepreneurial Orientation)

Feasibility

- Feasibility will be tested based on the market research done by the incubatees.
- Areas covered in feasibility will include reviewing the market, product service, industry and competitors.
- These findings will also be used to refine the business model.

Coaching & Mentoring

- Incubatees will attend one-on-one mentorship sessions to assist and lead the idea development phase.
- Incubatees will also be connected with experts if needed.

Pitching & Presentation

- Incubatees will receive assistance in terms of business idea pitching and presentation.
- Practical experience will be given at the "final presentation."

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UPBI Incubatee Requirements

- An eventual business opportunity with innovative products that can be tested in the market and that will generate revenues.
- The submission of a marketable business model.
- To pitch the business model after three months in front of a panel.
- To attend at least four hours mentorship with your mentor.
- To attend all training sessions and classes scheduled.
- To attend all Networking or Entrepreneurship evenings.
- To establish your own networking platform at the end of the programme.

Office Details

Incubator Manager: Anja van Schalwkyk

University of Pretoria, Hatfield Campus

Albert Luthuli Centre for Responsible Leadership

E-mail address: upbi@up.ac.za

Incubator Co-ordinator: Prof. Alex Antonites

E-mail address: alex.antonites1@up.ac.za

Tel: (012) 420-3119

Web address: web.up.ac.za › UP Business Incubator

Facebook Page: UPBI
https://www.facebook.com/pages/UPBI/353437148142995

"It's not about ideas.
It's about making ideas happen."

-Scott Belsky

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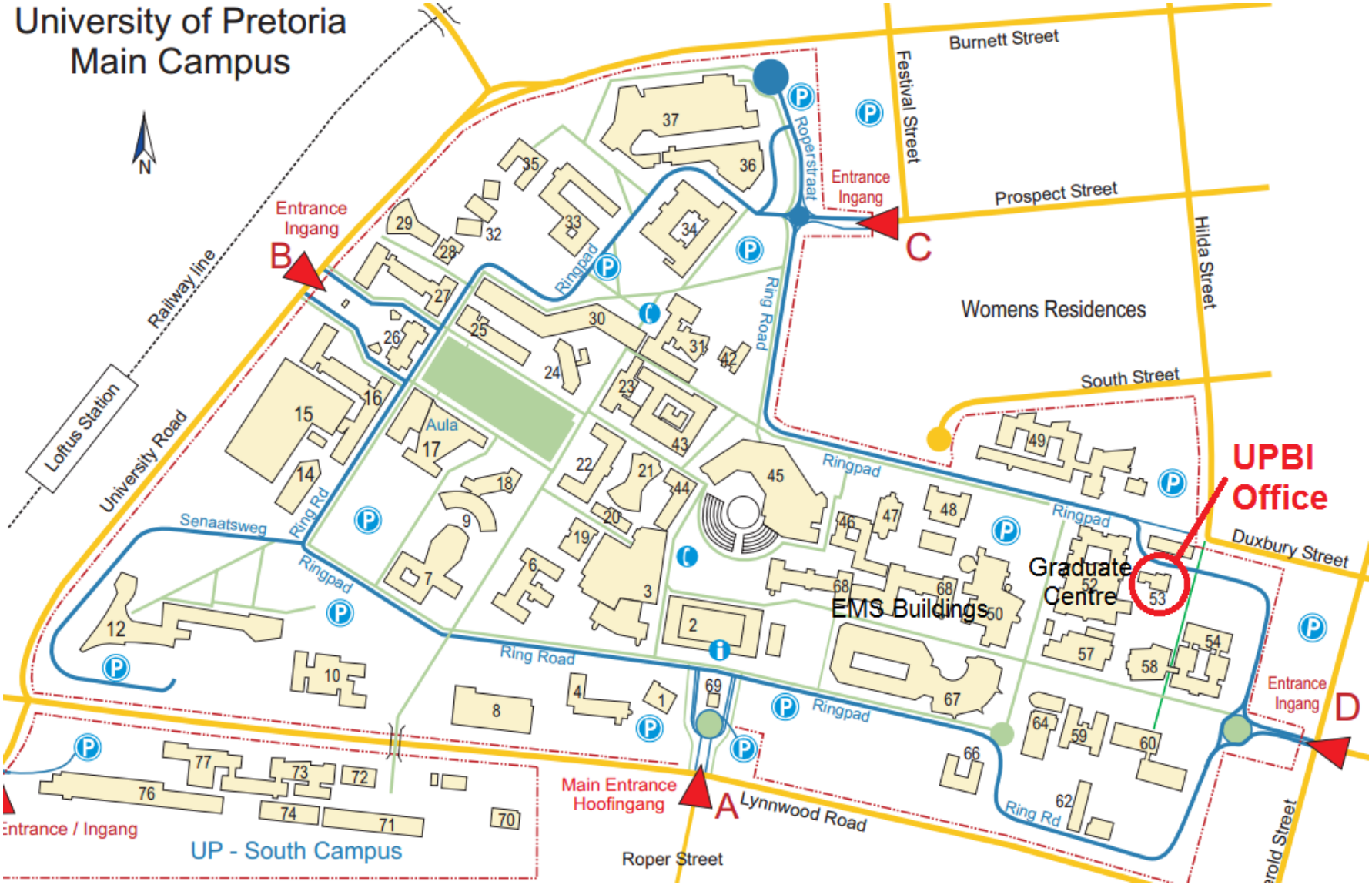
UPBI Office on Main Campus:



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