Introduction

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."

The UPBI is the centre of specifically student-driven entrepreneurial business initiatives, and offers students an intensive three month incubation programme from which they gather essential business skills and resources as depicted below:

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 a Feasibility Study, Industry related marketing and coaching and students are given guidance on how to present and pitch their business opportunities to potential
investors, other incubators, banks and so forth. 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.
- Access to the on-campus networking platform.

**Operating model**

1. Application
2. Present idea
3. Accept/reject
   - Business model canvas & sufficient research
   - Qualifications, Industry, Opportunity Research, Age,
4. Incubation
   - Introduction
   - Creative sessions
   - Functional sessions
   - Mentorship sessions
   - Networking evening
   - The Hook-up dinner
   - Events
   - Business Model
   - Feasibility
5. Potential further incubation

- Creativity,
- Financial Planning
- Communication, Advertising, selling

Graduation
- The Innovation Hub
- Mamelodi Business Clinic

Maxum Mondays at The Innovation Hub
**Programme Structure**

- Application
- Selection
- Pre-incubation (three months)
- Further incubation: Incubation via Maxum Incubator at the Innovation Hub as well as the Mamelodi Business Clinic.

**Selection Process**

- The applicant completes an application form which is submitted through e-mail to the Upbi office or the Business Management Department helpdesk. Instructions on preparing a basic business model canvas is given and has to be prepared for the first interview with the Incubator Manager within 1-2 weeks after application or during the application period.
- The applicant is sent an acceptance and orientation 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

<table>
<thead>
<tr>
<th>You the entrepreneur:</th>
<th>About the business idea:</th>
<th>The type of industry:</th>
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<tbody>
<tr>
<td>• A willingness to work hard and a positive attitude.</td>
<td>• A sound understanding of the technology and idea behind the product/service you are developing.</td>
<td>• Biotechnology</td>
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<td>• An entrepreneurial mind and passion.</td>
<td>• Idea must be unique.</td>
<td>• Innovation and Communications Technology</td>
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<td>• Commitment.</td>
<td>• Prior market research on the product/service.</td>
<td>• Green Technology</td>
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<tr>
<td>• A marketable and unique business idea and concept.</td>
<td>• Show adequate knowledge about the product/service.</td>
<td>• Economic and Management Sciences</td>
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<td>• Must have/be busy with a tertiary qualification preferably.</td>
<td>• Must be willing to invest time and money into the idea.</td>
<td>• Engineering</td>
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<td>• Must have some work experience preferably.</td>
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<td>• Agriculture</td>
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<td>• Must be living in South African studying at the University of Pretoria unless business is in the growth phase</td>
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## 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 and feasibility plan.
- To pitch the business model after four months in front of a panel.
- To attend at least four hours mentorship with your mentor (two sessions per month).
- To attend all training sessions and classes scheduled.
- To attend at least two additional events.
- To attend all Networking or Entrepreneurship evenings.
- To establish your own networking platform at the end of the programme.
Idea Generation

• The initial step of the Incubation program revolves around idea generation and refinement
• This will be done during the first meeting between the incubatee and the UPBI and includes

Business Model

• After the idea/s has been refined to a streamlined business concept the incubatee will have to populate their initial business model canvas
• This includes initial market research and a short questionnaire (10 people) and is handed to the UPBI within two weeks

Feasibility

• Incubatees will start on their feasibility study after the business model canvas has been cleared by the UPBI.
• The study requires intensive market, product service, industry and competitor analysis and will also be used to refine the business model.

Coaching & Mentoring

• Incubatees will also be aligned with coaches/mentors in their industry to help them with the refinement of their business model and feasibility study. The refinement and perfection of the documentation will be done in 3 parts and handed to the UPBI on scheduled dates.

Pitching & Presentation

• Incubatees will also receive assistance in terms of pitching & presentation to investors, clients, further incubation and so forth.
Further Incubation

Maxum Pre- Incubation Programme entry criteria at The Innovation Hub:

- A business opportunity feasible of realization within a 12 month period.

Product/service must be:

- Innovative, and **technology-based**
- Have a “wow factor” (emotional ISP)
- Aligned to one of The Innovation Hub’s focus areas: Green Technology; Biotechnology; ICT

Company must be:

- Gauteng-based
- Have a pipeline of ideas for a bigger portfolio

Entrepreneur must:

- Have an entrepreneurial approach and ambition
- Have integrity, including a passion for the business
- Have a technical understanding of the product/service
- Be a project champion who is willing to consider partnering with more
- Experienced entrepreneurs
- Have networks and some understanding of the industry
- Be able to sustain him/herself whilst working on developing the business

What happens after you have completed the programme:

If your business case is viable and has demonstrated innovation and viability by having made a first sale of innovative product or service and/or you have attracted investment by a private sector company, you may be considered for entry into incubation program.
Office details

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