



SNS COLLEGE OF TECHNOLOGY

Re-accredited by NAAC with A+ grade, Accredited by NBA(CSE, IT, ECE, EEE & Mechanical)
Approved by AICTE, New Delhi, Recognized by UGC, Affiliated to Anna University, Chennai

Department of Computer Applications

Technology Business Incubation

COURSE : 23CAT608- ENTREPRENEURSHIP DEVELOPMENT

UNIT III : PROJECT PLANNING

CLASS : I MCA / II SEMESTER



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Technology Business Incubation

- ❑ **INCUBATION** –unique and highly flexible combination of business processes, infrastructure and people, designed to nurture and grow new and small business by supporting them at earlier stages
- ❑ **BUSINESS** support process accelerate the successful development of start-ups by providing entrepreneur with array of targeted resources and services



Technology Business Incubation

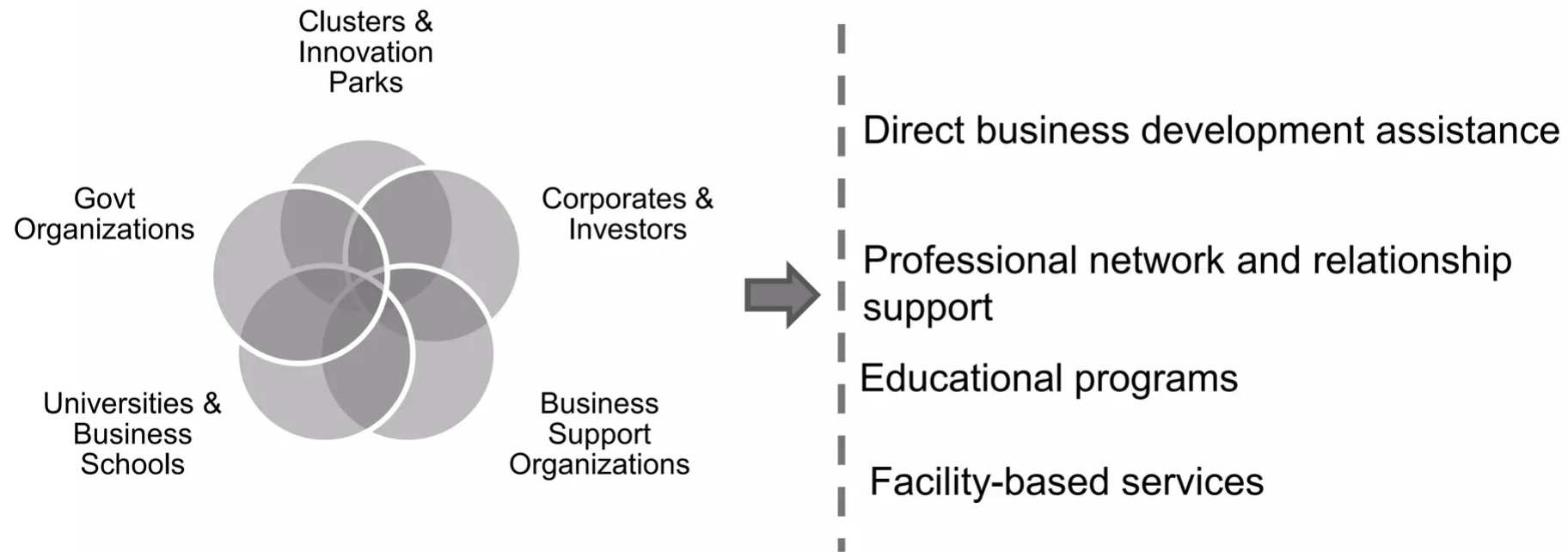
- Increase the successful development of business
- Provide environment to lead job creation
- Create a wealth



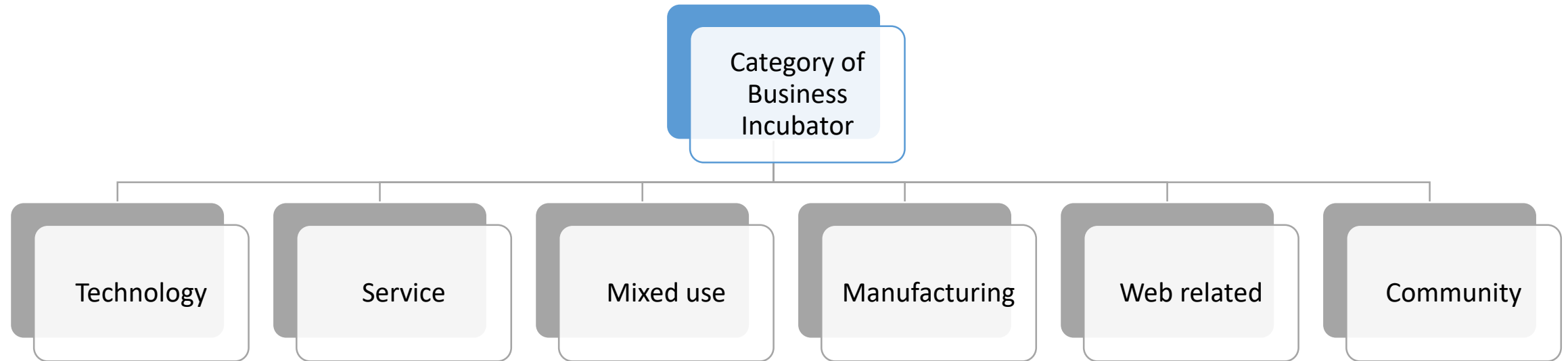
TBI Key differentiators

- Mission
- Strategy
- Location
- Market
- Services offered
- Incubation period
- Source of revenue
- Origin of ideas
- Phase of intervention

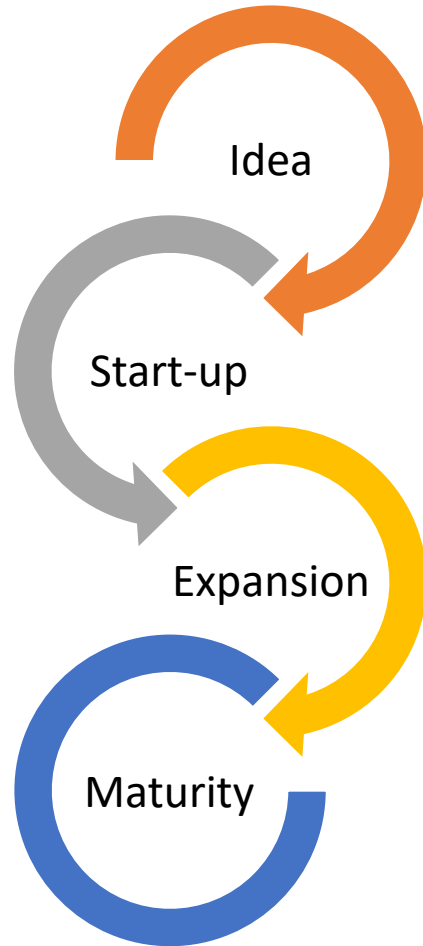
Role of Technology Business Incubation



TBI Key differentiators



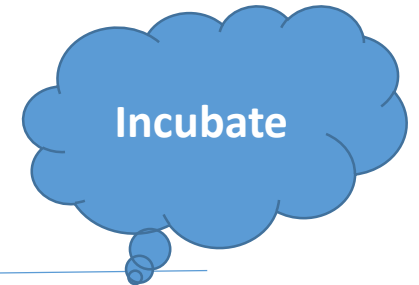
TBI Key differentiators



Pre incubation



Incubation



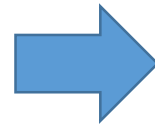
Post incubation



TBI PROCESS

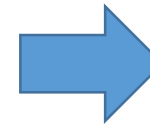
GERMINATION

- Very early stage
- Helping to shape idea
- Pre incubators attached to Institutions
- Expensive



INCUBATE

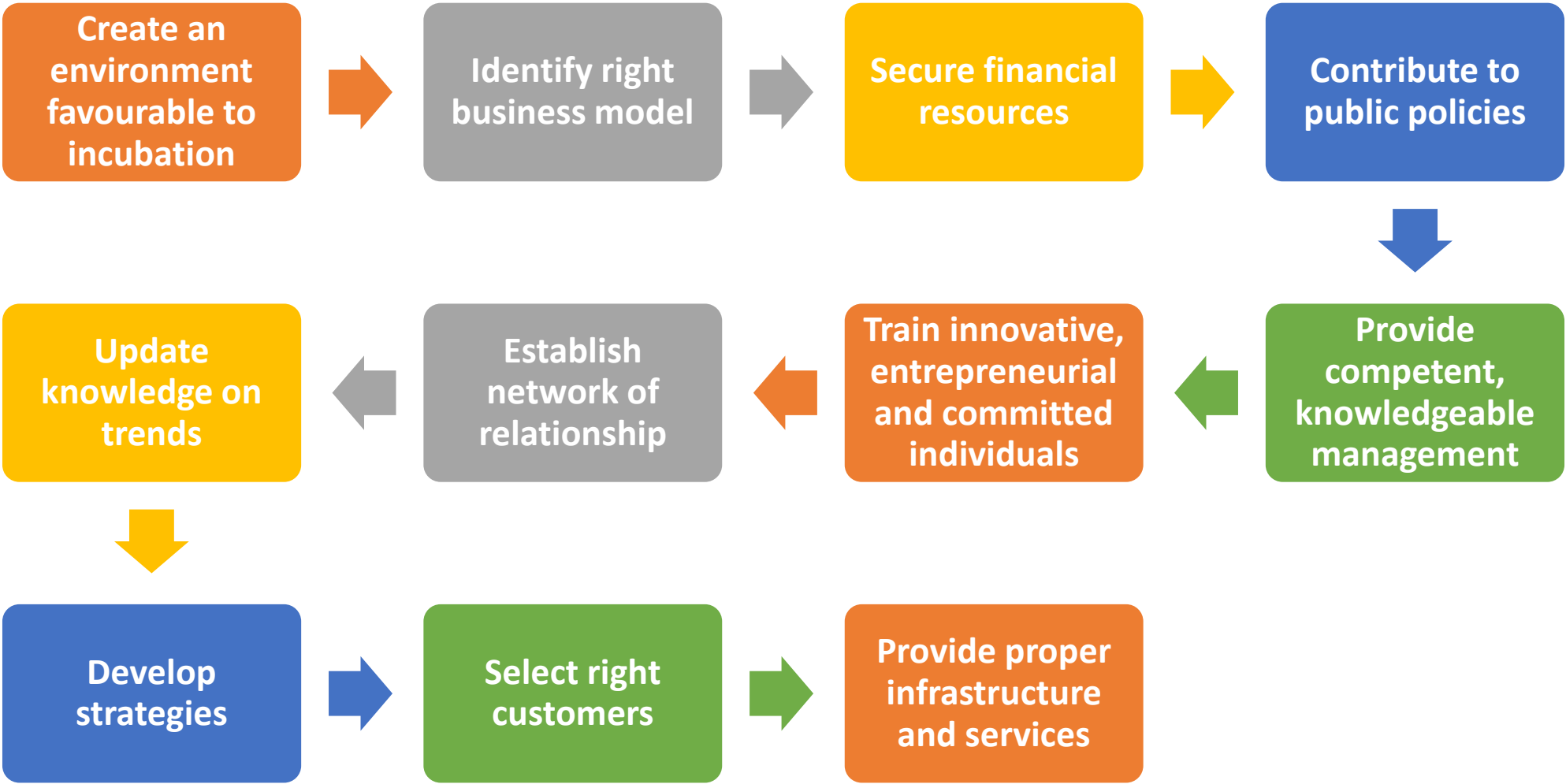
- Idea has graduated to plan
- Help to refine plan, build team, provide resources and invests
- Not necessary to earn profit
- Services are partly subsidized



HOST

- Profitable companies can host
- No incubation required
- Facility is required

Establishing & Managing TBI



Avoid for successful TBI

- Poor understanding of the time incubation takes to produce results
- Poor adaptation of local circumstances
- Insufficient communication with stakeholders
- Poor support for self sustainability
- Insufficient independence among management people
- Lack of support, attract or motivation with staff
- Poor selection of client model
- Poor understanding on entrepreneurship paradigms, changes and development of skills
- Poor utilization of networks

TBI – Supporting Agencies



TBI Services

- Helps business basics
- Marketing assistance

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