



Corporate incubators

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Innobridge: turning your project into successful business



Spotting Opportunities

Scout business opportunities and proactively identify emerging technologies and applications which will impact your business

- ✓ Diversification strategies
- ✓ Market trends and research
- ✓ Corporate R&D strategies
- ✓ Innovation management strategies



Assess Opportunities

Analyze the potential of business opportunities. Set priorities (new product, new services, M&A)

- ✓ Due Diligence / Company valuation
- ✓ Product/service feasibility study
- ✓ Business model / Business plan
- ✓ Financing



Execute toward success

Complement our clients' team to ensure successful implementation and market entry

- ✓ Go to market approach
- ✓ Select / establish partnerships
- ✓ Ad Interim management
- ✓ Setting up and running incubators

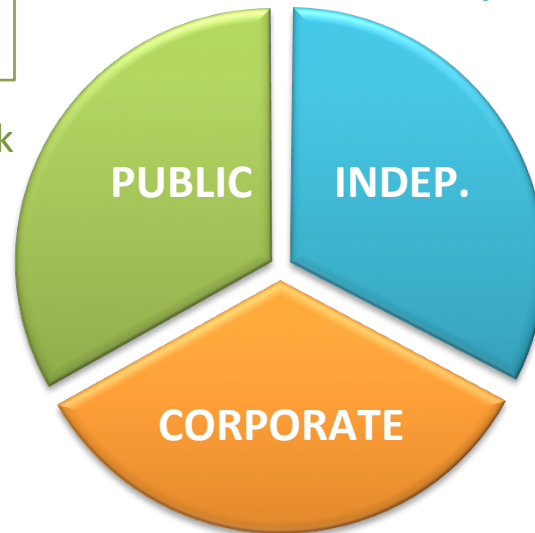
A jungle of concepts



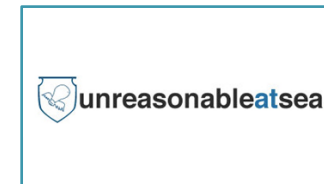
Incubator : a family portrait



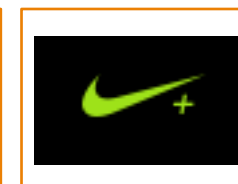
- Techno or University Park
- Transfer tech
- Create jobs
- **Non for profit**



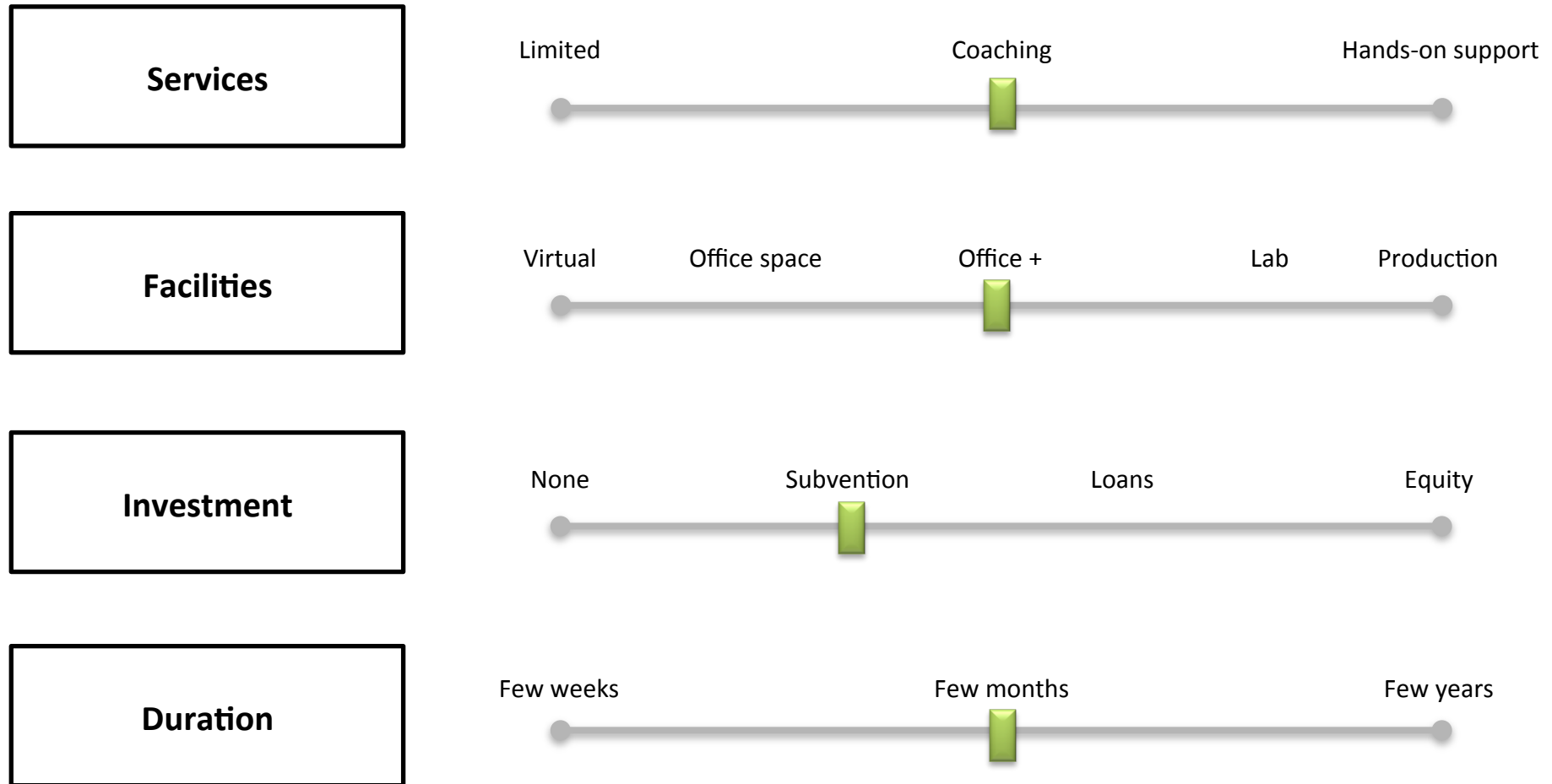
- Offer collaborative work places
- **For profit**



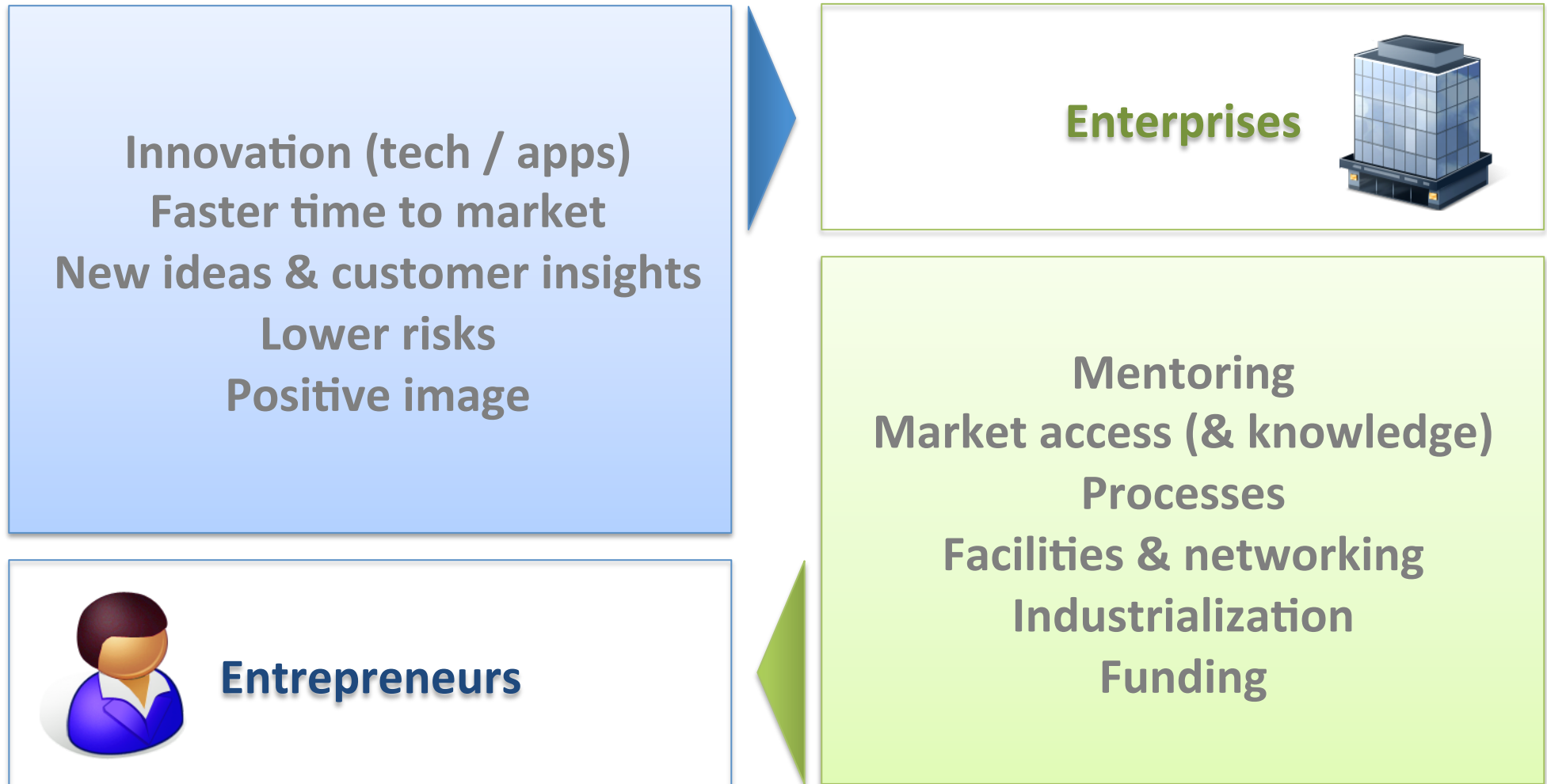
- Get access to innovative solutions
- Transfer to core business
- Spun-off if non core business
- **For profit**



Different approach and business models



A win-win model



Corporations expect entrepreneurs resembling themselves...



...But they usually are dealing with this type of crowd



Key success factors to running an incubator

Clear value proposition and mission

Effective governance for quick decision making, flexibility and reactivity

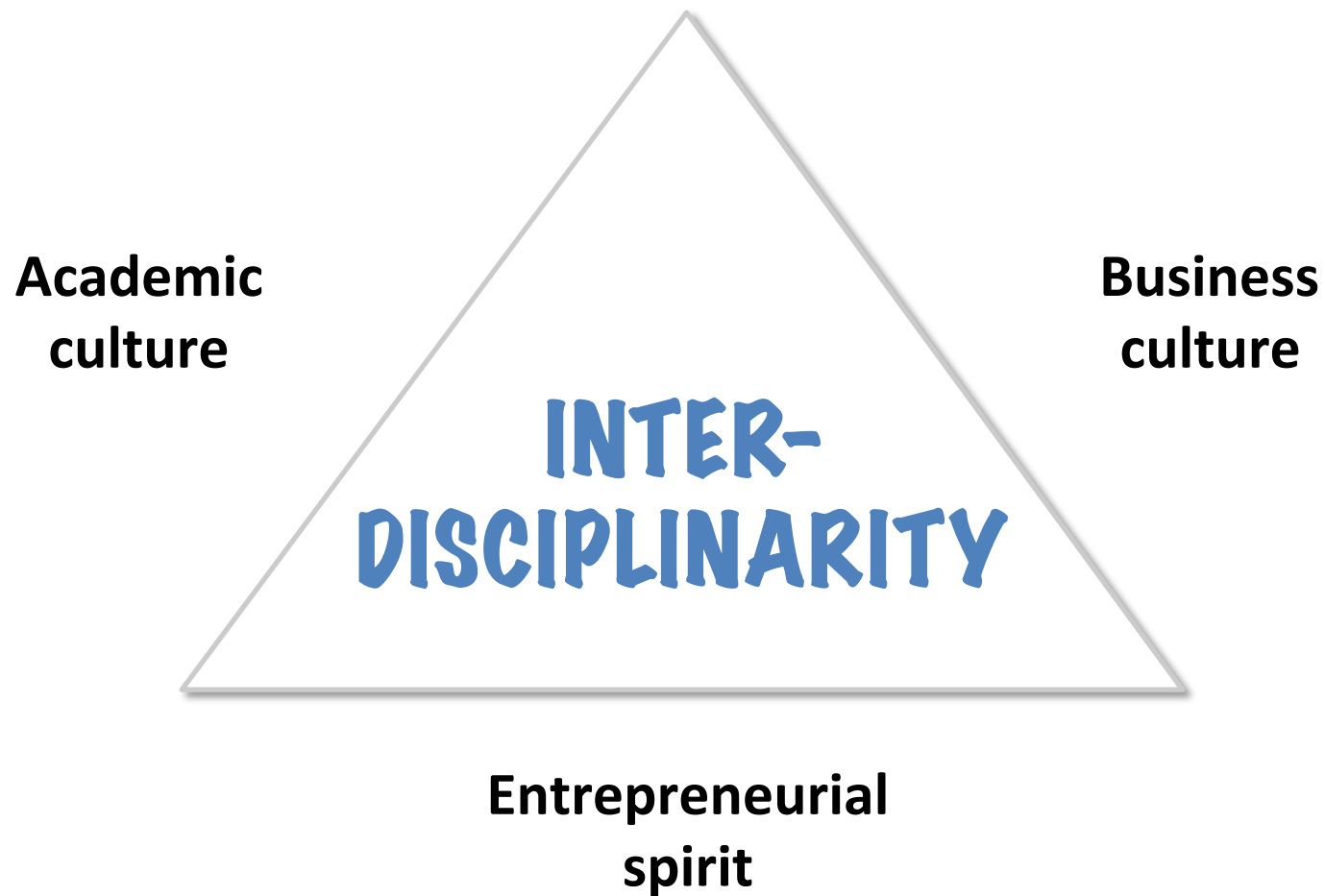


A solid organization to ensure proper cooperation and synergies

Tailored services to match start-up needs

HR policies enabling the right level of involvement from the right persons.

Ideal balance



How SME can benefit from Corporate Incubator approaches ?

SME have similar needs as Corporations...with a twist:

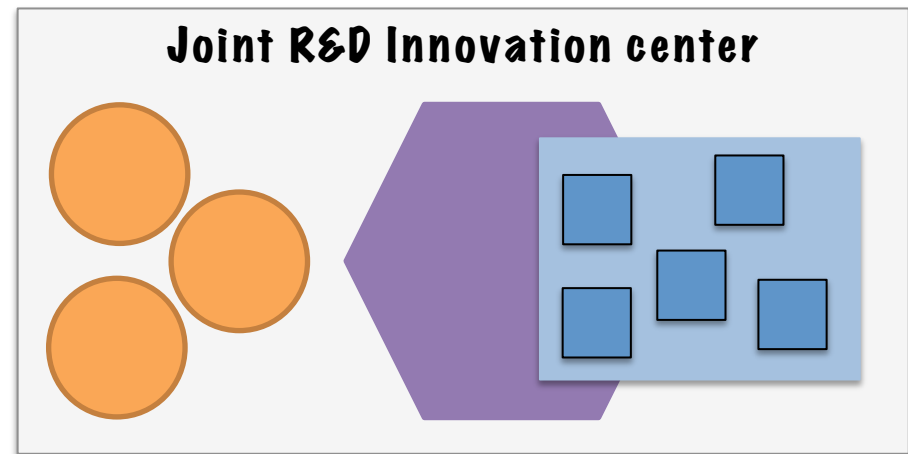
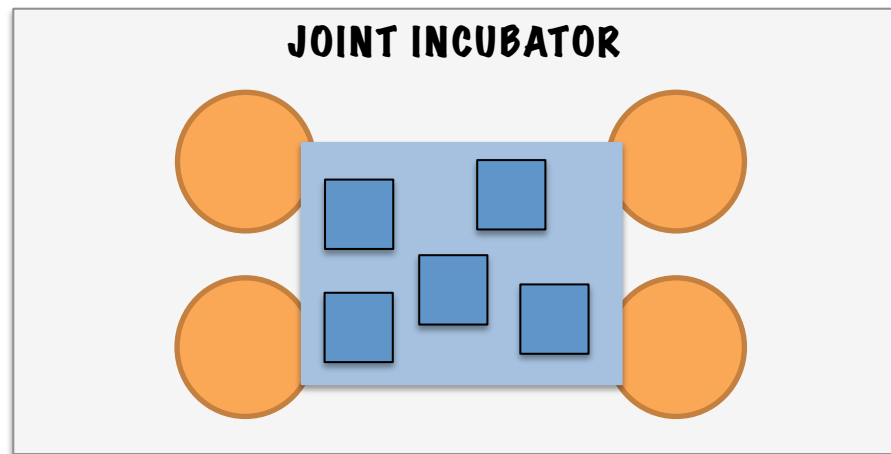
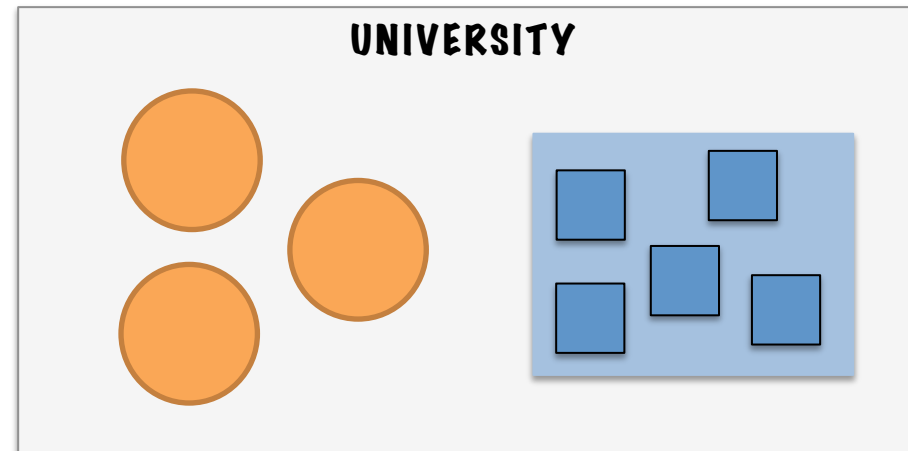
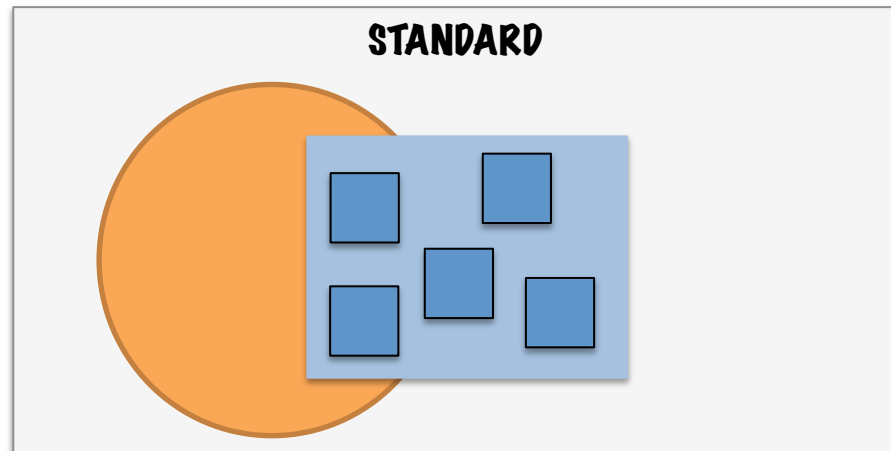
- Less resources being financial or human
- Shorter return on investment required

Successful examples however exist such as CSEM

- Several SME + Gov. participated in creating an innovation Lab
- CSEM focuses on technology platforms useful for the group
- Upon request and against payment, specific solutions can be developed
- This Innovation Lab has, in turn, spun-off start-ups and invested in others
- Act also as a buffer between member companies and start-ups/universities



How SME can benefit from Corporate Incubator approaches ?



The Distance Between Your
Dreams And Reality Is Called
Action





Thank you. Any questions?

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