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How incubators use ICT to improve collaboration with stakeholders?

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Incubator

- physical space
- shared office facilities capital
- consulting
- coaching
- training
- finance and professional services
- networking connections
- information

What about ICT?

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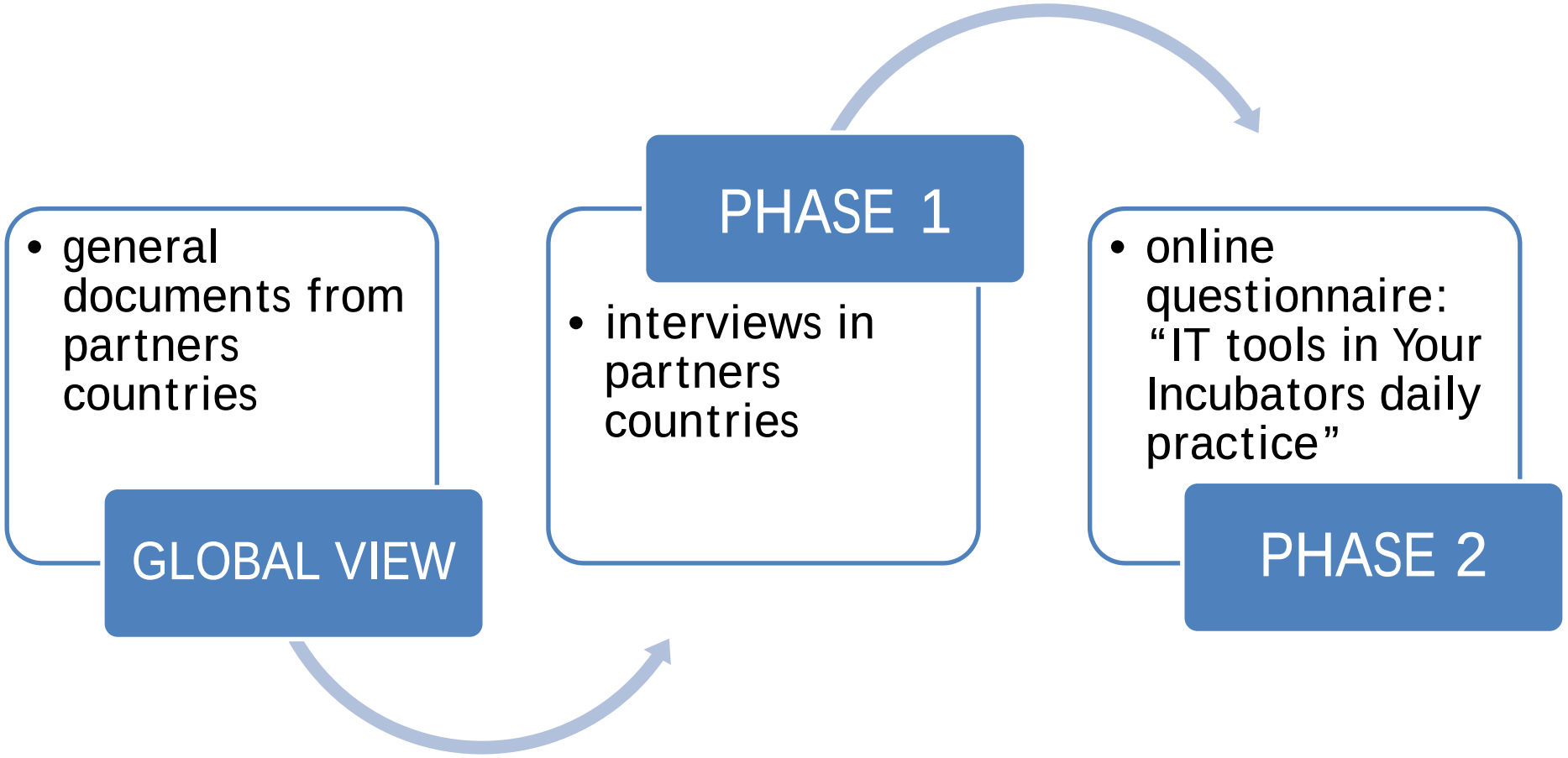
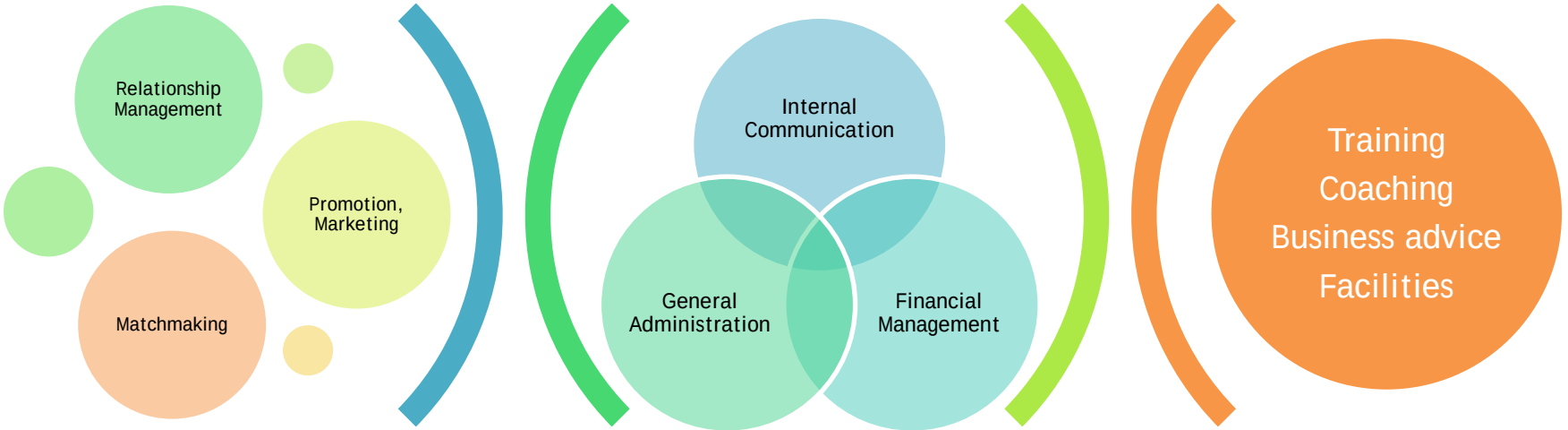
Research in 3 steps



Incubator functional areas



Investors, External Institutions

Incubator

Incubated companies

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Cross Border Virtual Incubator (CBVI)

IT tools in Your Incubators daily practice

The main objective of this survey is to identify the best practices of IT tools application to different areas of activity of incubators.

Filling in this survey should take no longer than 15 minutes and will significantly raise our knowledge of the best practices of organizations like Yours.

For more information about CBVI project,please, visit our website: http://www.eadtu.eu/cbvi

Thank you very much for Your effort in advance.

CBVI Team
*Wymagane

Internal communication and management

In this section we cover areas like general administration, internal communication, facilities and project management.

Management: accounting *

- [ ] We use an open-source, online system
- [ ] All the processes are outsourced - we use no dedicated systems
- [ ] We use mostly our own, custom solutions (eg. MS Excel)
- [ ] We use a standard, licensed out-of-the-box solution, tailored to our needs
- [ ] We use no system for this area, and don't plan to use it in the future
- [ ] We use no system for this area, but we plan to use it in the future
- [ ] I don't know which system we use (no information)
- [ ] Inne:

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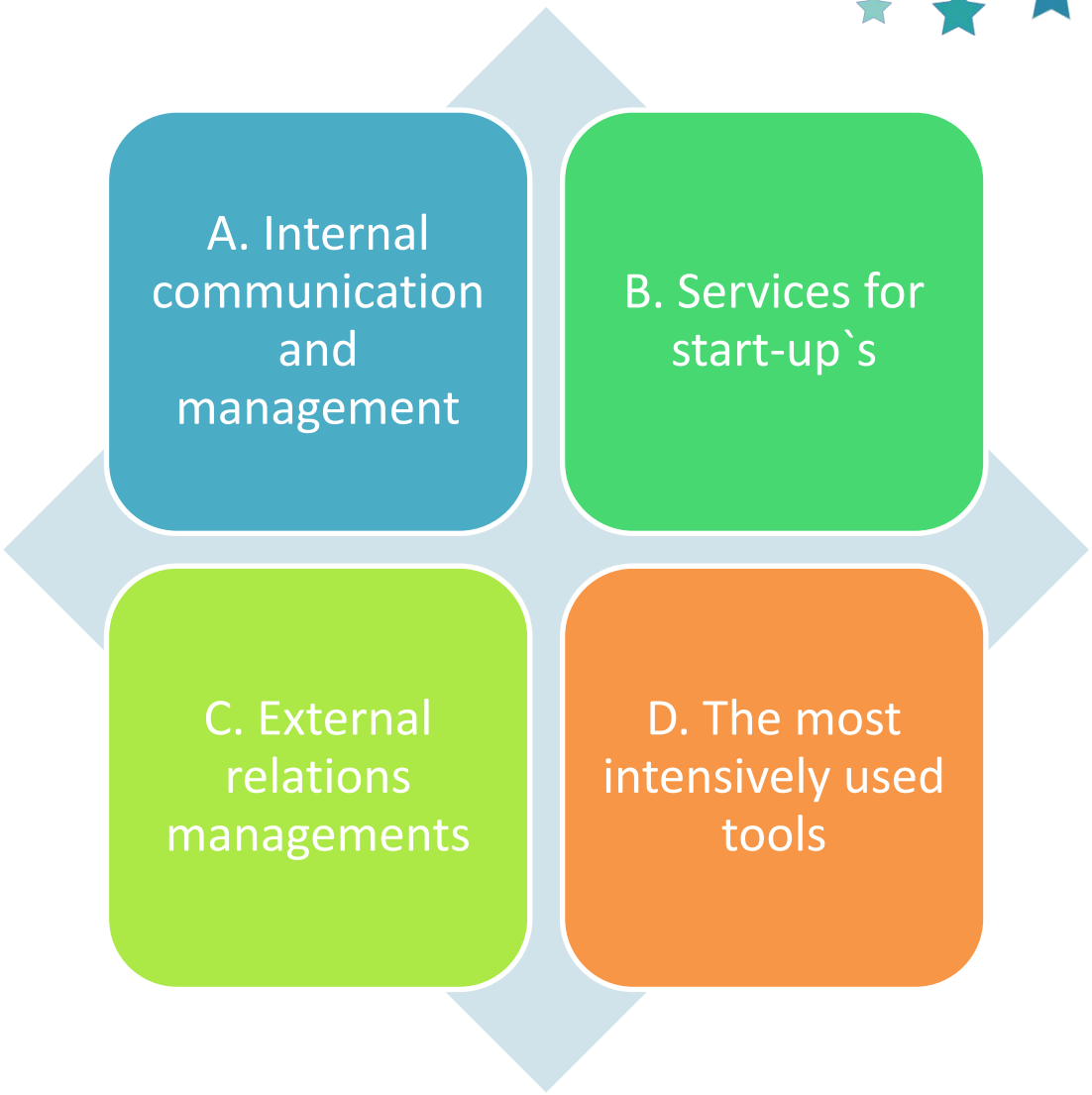
ICT tools in incubator daily practice



Results

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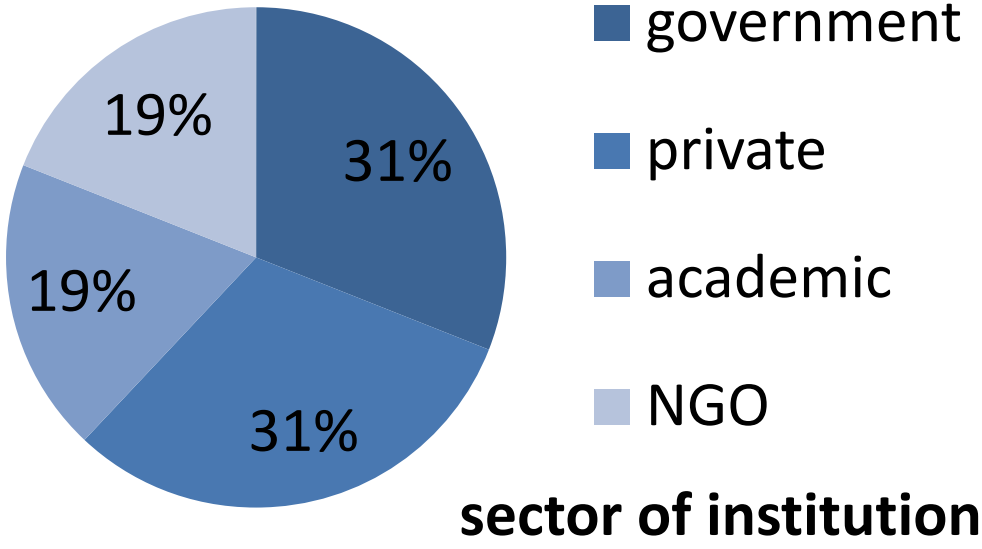
26 institutions

10 countries



The main areas of activity:

- business advice (88%)
- infrastructure & facilities (76%)
- coaching and mentoring (68%)
- training (64%)
- financing and pre-incubation (48%)
- ICT services (36%)

The most important objectives of activities:

- support business incubation (76%)
- support development of profitable enterprises (60%)
- develop international linkages and relationships and share knowledge (56%)
- raise the awareness of business incubators (44%)
- capacity building (40%)
- commercialize research (36%)
- support creation of export revenues (32%)
- peer learning (28%)

Internal communication and management

A. Internal communication and management

Document sharing:

- ❑ Intranet
- ❑ shared network drive
- ❑ Google Docs
- ❑ Dropbox
- ❑ Microsoft Sharepoint
- ❑ other

23% > no system

A. Internal communication and management

Calendar sharing:

- ❑ Microsoft Exchange
- ❑ Google Calendar
- ❑ own custom system
- ❑ Lotus Notes/Domino
- ❑ Microsoft Sharepoint
- ❑ other

23% > no system

A. Internal communication and management

Meetings support and management:

- Skype
- Meeting room booking systems
- Conference calls
- Webcast solutions
- Microsoft Netmeeting/Lync
- other

38% > no system

A. Internal communication and management

Daily communication:

- e-mail
- Skype
- LinkedIn
- Facebook
- Lotus Notes/Domino Documentum eRoom
- Xing.com
- Twitter
- discussion forum

Everybody use ICT for communication!

Services for start-ups

B. Services for start-ups

Communication:

- e-mail
- Web page
- Newsletter
- Facebook
- Skype (other instant messenger)
- LinkedIn
- Twitter
- Blog
- Discussion forum
- Web-conferencing
- other

Everybody use ICT for communication!

B. Services for start-ups

Training and consulting:

- web page
- Documentum eRoom
- PowerPoint
- Skype
- LinkedIn
- webcasting solutions
- videoconferencing
- Facebook
- Blog
- Twitter
- e-learning platform

35% > no electronic tools supporting training or consulting

B. Services for start-ups

Match-making with investors:

- web page
- expert databases
- e-mail
- custom web based match-making solution
- LinkedIn
- Facebook
- other

27% > no electronic tools supporting match-making

External relations management

C. External management relations

Communication:

- e-mail
- web page
- Newsletter
- Facebook
- LinkedIn
- Skype (other instant messenger)
- Twitter
- Blog
- discussion forum
- Web-conferencing
- other

Everybody use ICT for communication!

C. External management relations

Meetings support and management:

- ❑ Skype (other instant messenger)
- ❑ Conference calls
- ❑ meeting room booking systems
- ❑ brainstorming and mindmapping
- ❑ PowerPoint presentations
- ❑ Doodle
- ❑ Webcast solutions videoconferencing system
- ❑ other

31% > no system/tools to support meetings with investors

C. External management relations

Promotion:

- ❑web page
- ❑Facebook
- ❑Newsletter
- ❑Internet marketing: banner campaigns
- ❑LinkedIn
- ❑Twitter
- ❑Internet marketing
- ❑CRM tools
- ❑other

Mobile marketing is not used!

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Summary:
ICT tools in daily activities

Most popular ICT tools

- Own web-page
- e-mail
- Newsletter
- Skype
- Intranet
- Document sharing and management tools
- Calendar sharing tools
- Facebook
- LinkedIn
- Facility management tools
- Newsletter

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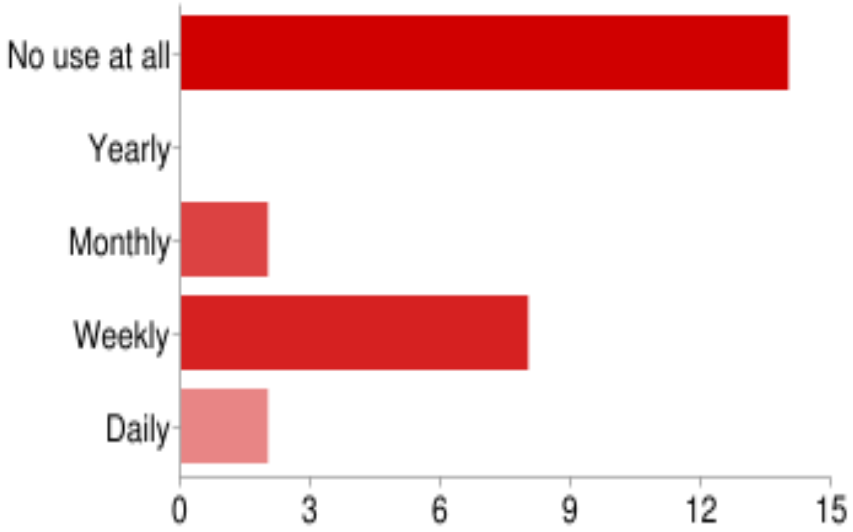
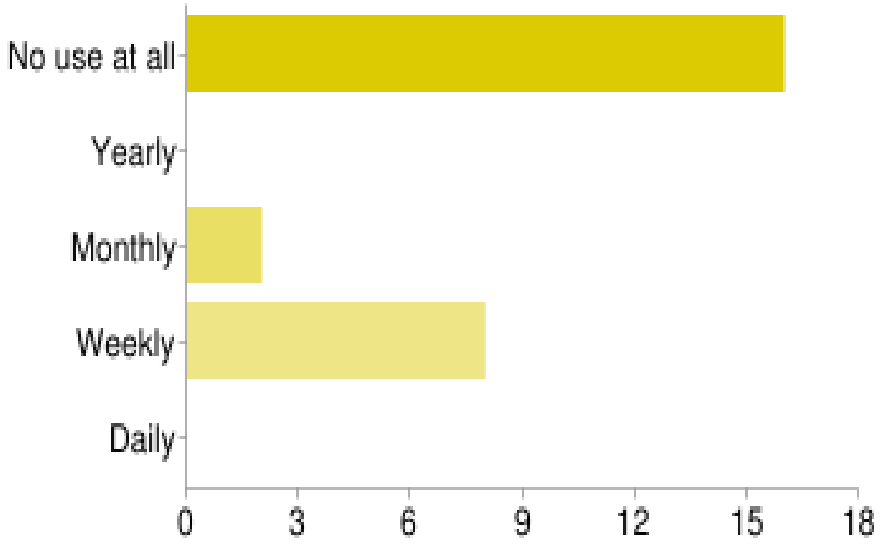
Interesting statistics for WEB 2.0 tools

FACEBOOK



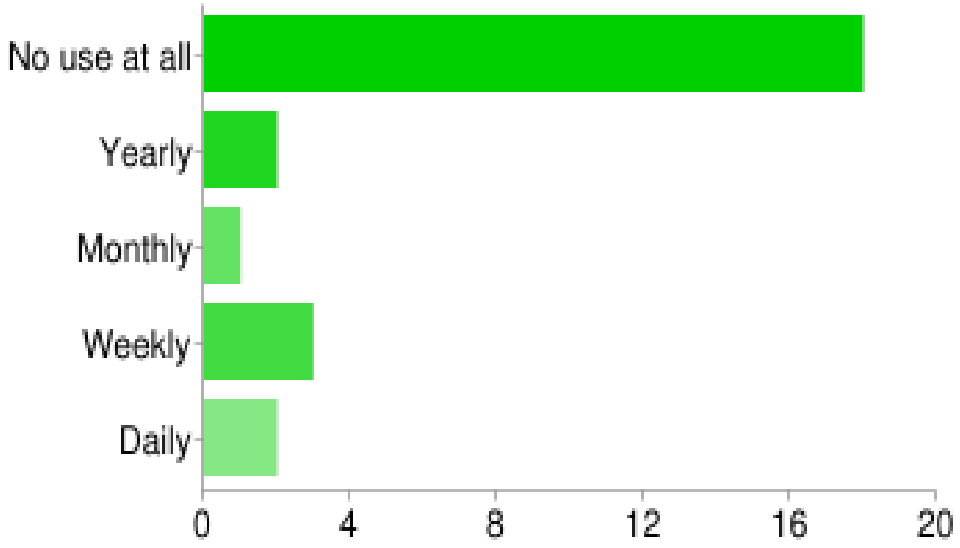
No use at all	54%
Weekly	31%
Monthly	8%
Daily	8%
Yearly	0%

LINKEDIN



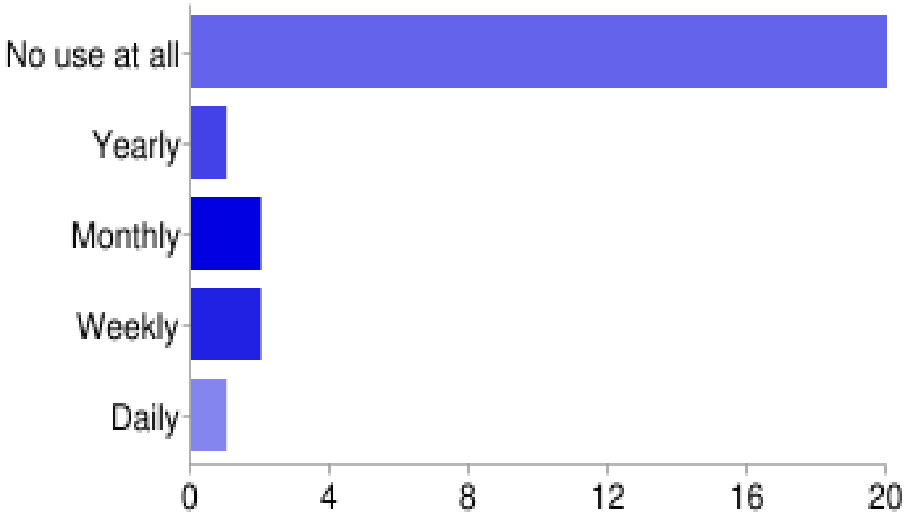
No use at all	62%
Weekly	31%
Monthly	8%
Yearly	0%
Daily	0%

TWITTER



No use at al	69%
Weekly	12%
Yearly	8%
Daily	8%
Monthly	4%

BLOG



No use at all	77%
Monthly	8%
Weekly	8%
Yearly	4%
Daily	4%

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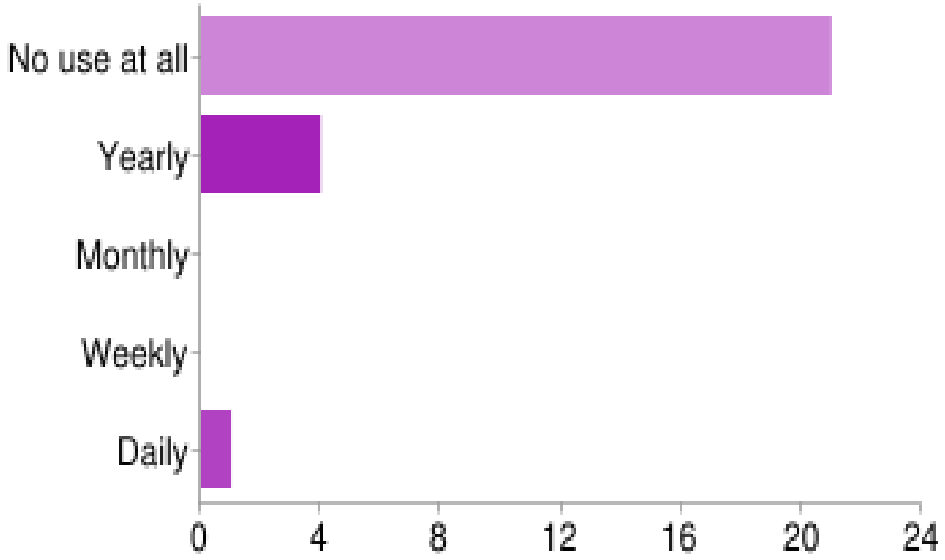
E-LEARNING



No use at all	81%
Yearly	15%
Daily	4%
Monthly	0%
Weekly	0%

Conclusions

Incubators use SIMPLE ICT tools

If it works maybe there is no need to complicate?

More information…

WP2: A cross-analysis of entrepreneurship & incubator models

REPORT OF NOTABLE REGIONAL INCUBATOR MODELS

Maria Curie Sklodowska University Lublin (MCSU)

September 2011

WP2: A cross-analysis of entrepreneurship & incubator models

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Thank you!