

Topic Title: The Startup Studio as A New Incubation Model: An Exploratory Analysis**Promoter: Johan Bruneel****Coach (Assistant/PhD-student): Jingyuan YANG****Contact: Jingyuan.yang@kuleuven.be****Master and Major: Select the appropriate Master(s)/Major(s)** multiple selections possible:☒ **Major International Business, Strategy and Innovation**☒ **Major Entrepreneurship**☒ **Master in Law and Economics****Recommended Courses: Innovation Management and Strategy(B-KUL-D0H36A), The Foundation of Entrepreneurship (B-KUL-D0O40A)****Keywords: Entrepreneurship, Startup Studio, Incubation****Stata Seminar: Required****Case Study Seminar: Required****No. of students: 2 students, duo thesis****Abstract:****● Context:**

In recent years, the entrepreneurial and innovation landscape has experienced a surge in the emergence of innovative incubation models tailored to support and foster startups. One such model that has gained considerable attention is the "Startup Studio." Distinguishing itself from traditional incubators and accelerators, Startup Studios adopt a distinctive approach by internally conceiving, launching, and nurturing multiple startups concurrently. This pioneering incubation model has garnered interest from scholars, practitioners, and investors alike due to its potential to disrupt the conventional startup ecosystem. This proposal seeks to undertake an in-depth exploration and analysis of the Startup Studio model as a novel incubation paradigm, with a focus on unveiling its underlying mechanisms, assessing its advantages and challenges in comparison to traditional counterparts, and uncovering its implications for the broader entrepreneurial landscape.

● Objectives:

To conduct an in-depth examination of the Startup Studio incubation model, encompassing its fundamental principles, operational processes, and its role in shaping the entrepreneurial ecosystem.

To investigate and analyze the advantages and challenges associated with the Startup Studio model in comparison to traditional incubators and accelerators.

To explore and evaluate the outcomes of startups incubated within the Startup Studio model, including their success rates, growth trajectories, and impact on various industries.

To investigate the broader implications of the Startup Studio model on the entrepreneurial ecosystem, encompassing its influence on funding dynamics, industry disruption, and the emergence of innovative business models.

- Methodology:

Qualitative research. The students will need to collect data themselves.

Bibliography

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