

12TH - 15TH
MARCH 2019

BUSINESS INCUBATOR MANAGEMENT PROGRAM



 Canada-India
Centre for Excellence
CARLETON UNIVERSITY

 PDPU IIC
INNOVATION &
INCUBATION
CENTRE

 **Carleton**
UNIVERSITY
Canada's Capital University



 Industries Commissionerate
Government of Gujarat



ABOUT PDPU

Pandit Deendayal Petroleum University (PDPU) which has a NAAC accreditation with "A" Grade, with CGPA of 3.39 out of 4.00 also has been awarded the Graded Autonomy by MHRD, Government of India. PDPU is one of the two private universities in India and the only University in Gujarat to receive this recognition in 2018. PDPU was established in 2007 by the Gujarat State Legislature Act. PDPU's lush green campus is spread over 100 acres of land with state of the art academic and residential infrastructure of global standards.

PDPU addresses the need for a trained and specialized human resource for Industry worldwide. It intends to expand the opportunities for students and professionals to develop intellectual knowledge base with leadership skills to compete in the global arena. University aims to foster the spirit of global citizenship for all its stakeholders and create a dynamic global culture on the campus.

ABOUT PDPU IIC



PDPU Innovation & Incubation Centre (PDPU IIC) is an incubator established by Pandit Deendayal Petroleum University (PDPU). PDPU IIC is registered u/s 8 of Companies Act, 2013. It is recognized as Nodal Institute by Govt. of Gujarat and registered as Startup India Incubator under DIPP (Department of Industrial Policy and Promotion, Govt. of India). Also, PDPU IIC is supported by Student Start-up and Innovation Policy (SSIP) by Education Dept. of Govt. of Gujarat, Startup Innovation Policy by Industries Commissionerate (IC) and Department of Science and Technology (DST) by Government of Gujarat.

ABOUT INDUSTRIES COMMISSIONERATE



Industries Commissionereate
Government of Gujarat

The Industries Commissionereate is the executive arm of Industries and Mines Department of Government of Gujarat. The Industries Commissionereate acts as a catalyst for industrial development in the state by facilitating a conducive environment for investors and bringing about industrial reforms. In order to give impetus to development of a strong Startup ecosystem in the state, a dedicated Startup Cell functions under the Industries Commissionereate. The cell functions to give assistance to startups, incubation centers etc. by the means of Startup Policy.

ABOUT CARLETON UNIVERSITY



Carleton University is a comprehensive university located in Ottawa, Ontario, Canada. Carleton is a public university that offers more than 65 undergraduate and graduate programs across a wide range of disciplines. Carleton, which has produced more than 140,000 alumni, is reputed for its strength in a variety of fields such as humanities, international business, engineering, physics, entrepreneurship, computer science, and many of the disciplines housed in its Faculty of Public Affairs (including international affairs, journalism, political science, political economy, political management, public policy and administration, and legal studies).

ABOUT CANADA-INDIA CENTRE



Carleton University's Canada-India Centre for Excellence (CICE) was established in 2011 to help strengthen the bilateral relationship between Canada and India. In collaboration with academic and industry experts, CICE offers a suite of specialized training programs to address the skills gap that can impede the growth in the bilateral partnership. CICE's programs are tailored for Indian and Canadian context and bring together best practices from both countries.

BUSINESS INCUBATION MANAGEMENT PROGRAM

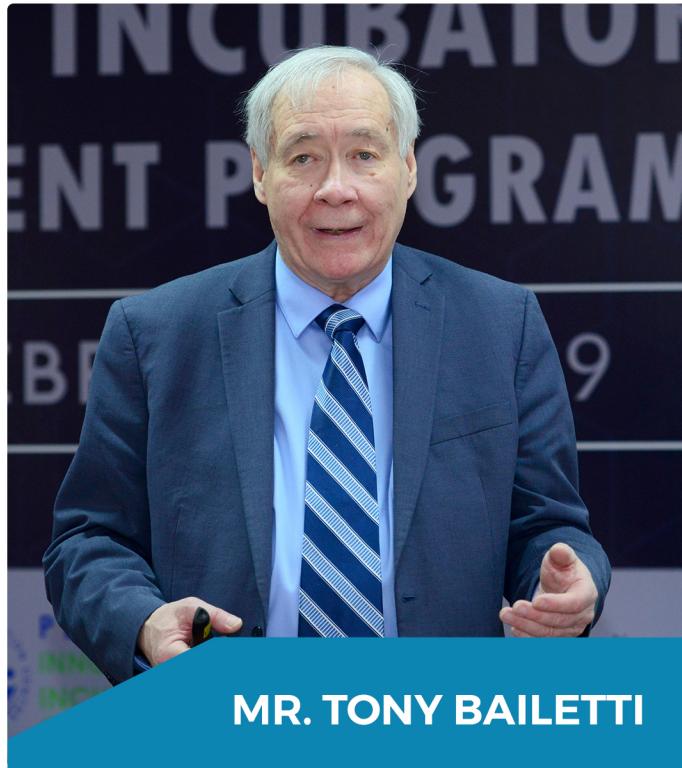
Entrepreneurship is increasingly seen as a critical tool for countries to promote job creation. A foundational piece of promoting entrepreneurship is the establishment of effective business incubation facilities and ecosystems to support start-ups. Given the evolving regulatory frameworks and venture capital funding availability, it is essential for new business incubator managers to understand the basics of business incubation. It is equally important for seasoned business incubator managers to learn the evolving paradigm to ensure sustainability of the incubators and the associated ecosystem. This program addresses topics that apply to the full spectrum of business incubator managers, from newly appointed ones to seasoned professionals.

Emphasizing on the same, PDPU Innovation and Incubation Centre came up with an opportunity for all the Incubation managers across the country to experience incubation practices from a Global leader. PDPU IIC with the support of the Industries Commissionate (IC) department was able to successfully conduct the Business Incubation Management Program.

It was a 4-day training program tailored for all the business incubation stakeholders in the state of Gujarat wishing to increase their understanding and know-how of the business incubation process. It consisted of 8 training modules ranging from introductory topics to specialized topics such as building and operating an ecosystem. This 4-day program was offered by experts associated with the Canada India Centre for Excellence at Carleton University and it was attended by 20 incubator managers.



PROGRAM TRAINERS



MR. TONY BAILETTI

Tony Bailetti is Director of Carleton's Technology Innovation Management (TIM) master's program. He holds a faculty appointment in both the Sprott School of Business and the Department of Systems and Computer Engineering. His areas of expertise include:

- Development of products and services
- Technology entrepreneurship
- Sustainable growth of technology companies
- Technology, product and service commercialization
- Product management



MR. EDUARDO BAILETTI

Eduardo Bailetti is the Founder and CEO of Growth Hub (www.growthhub.ca), a contributor to the Lead-To-Win accelerator (www.leadtowin.ca), and the Grow Early, Rapidly and securely project (www.globalgers.co). He is collaborating to build and evolve two networks focused on growing companies; one is a worldwide network of organizations aligned to support the transformation of domestic ventures into transnational ventures, and the other is a network aligned to harness and distill knowledge on how to grow companies early, rapidly and securely (GERS). Eduardo builds upon the GERS principles to develop and deliver training programs and lectures for a global audience.

SCHEDULE

MODULES	DAY 1	DAY 2	DAY 3	DAY 4
DAY	1. Business incubator definition and principles 2. Models and success factors 3. Plan incubator	4. Scale services	5. Market and manage stakeholders 6. Fund incubator 7. Manage incubator	8. Design ecosystem

STATISTICS



20 Participants



7 Incubators



4 Days

DAY 1



Day 1 of the training program focused on the basic principles and definitions of an incubator. The session included discussion on topics such as what an incubator is, a mix of services that incubators provide, what influences the mix of services that incubators Provide, and service breakdown of incubators. The incubator managers were able to describe their incubator, position their incubator relative to others by the end of the session and build a Business Incubator canvas. It also emphasized on the failure preventers and the success producers for an incubator through an activity.

TAKEAWAYS



Transform opportunities into attractive opportunities



Make venture growth the center of everything the business incubator does

DAY 2

The session included discussion on the relevance of scaling, scaling vs growing, scale up and scale out and how to scale. It included a workshop for identifying what a venture needs to scale and the different services that an incubator must have to help the ventures to scale up.

It was emphasized that the Incubator managers' job is to develop entrepreneurial judgement in the founders in the early stage and helping ventures grow must be part of the job of business incubator managers.



TAKEAWAYS



Growth and scale are two different concepts.



Good paper makes good friends.

DAY 3



The third day of the session included discussion on topics such as how to formulate your incubators' value proposition, how value propositions for services shape incubators' growth, incubator stakeholders and content used to promote incubator.

It was discussed that to create a favourable image, an incubator needs to develop and flawlessly implement its processes to manage inputs, internal operations and outputs.

TAKEAWAYS



Invention X
Commercialization =
Innovation

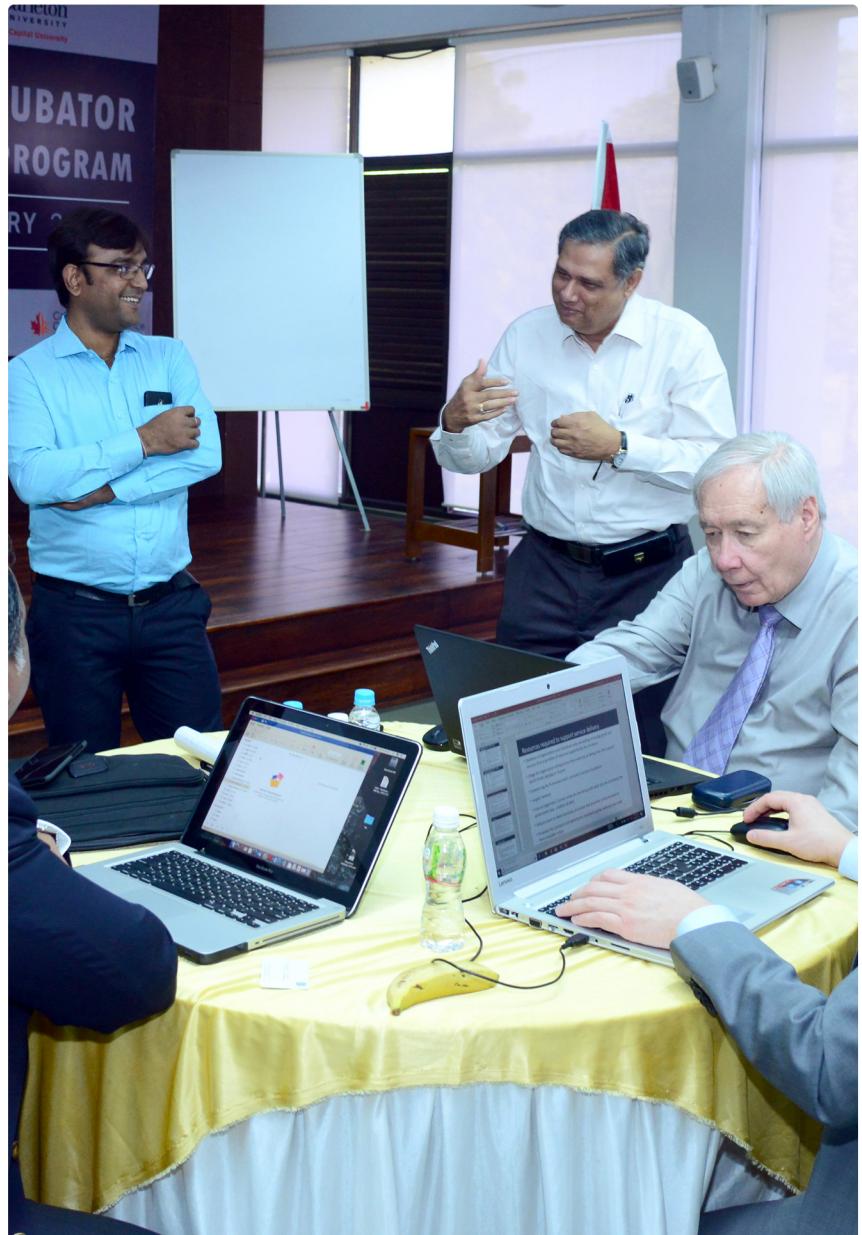


Formulate different value
propositions for different
stakeholders and align
them.

DAY 4

The last day of the training included discussion on building the start-up ecosystem in the state of Gujarat, the reasons why ventures fail and ecosystem thinking. At the end of the workshop, the incubator managers could identify the principles to operate their incubator and help start-ups to scale up.

It also included brainstorming on defining the start-up ecosystem, the seven elements of a healthy ecosystem and how the performance of a venture and an incubator is largely influenced by the health of the ecosystem of which they are a part.



TAKEAWAYS



Set SMART objectives.
SMART is an acronym that stands for specific, measurable, attainable, achievable, acceptable, relevant, and tractable over time.



The health of the entrepreneurial ecosystem can be measured by:

- Fluidity
- Connectivity
- Density
- Diversity

SOCIAL MEDIA IMPACT



GloCal CoWorking @GloCalCoWorking · Feb 12

1st day(12th Feb) was a big success 😊

Getting connected to great group of people leading the effort to #GrowGujarat
@iicpdpu @Carleton_U @CanadaIndia_CA



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Eduardo Bailetti @eddiebailetti · Feb 15

Innovation =
Invention X Commercialization

No matter how cool an invention is, if you multiply it by zero commercialization, it's not innovation.

Let's shift our thinking to the business side and figure out how to grow companies, not validate prototypes. #GrowGujarat #ScaleUp



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drashti shah @drashtishah2704 · Feb 11

Learn, Network, Grow!!

Day 1 of the Business incubator management program by Mr Toni Bailetti and Mr Eddie Bailetti at PDPU #pdpuic #GrowGujarat @CanadaIndia_CA @Carleton_U @timprogram @eddiebailey_01 @iicpdpu



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Anisha @Anishagoyal1994 · Feb 12

Learning from the best! @tonybaille @eddiebailetti
#businessincubatormanagement #GrowGujarat #pdpuic



Carleton University, Canada-India Centre and Innovation & Incubation Centre

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THANKYOU

