

Incubation of Technological and Innovative Business

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The French Incubators Program : since 1999

30 Incubators

- 27 generalists Incubators
- 2 bio-incubators
 - Eurasanté and Paris Biotech
- 1 I C Technologies & National Incubator
 - Belle de Mai
- Financed by the Research Ministry, with European Funds, Locals Collectivities, Universities, and sometimes by Industrials Networks.
- All incubators are federated in the RETIS Network.





- Belle de Mai Incubator select only projects in the ICT and innovations useful
- Founder Members are the 4 universities of Region PACA, Industrials Network, and CEO Union
- Belle de Mai has it owner invest fund (1 million euros/year)
- Financed like other incubators, but with Industrials networks, business angels, and financial return of start-up incubated.
- Belle de Mai is a private corporation (association), with a public/private invest fund, but managed by Incubator himself.
- We are 5 technologicals and business engineers in the team
- And also 3 Knowledge Angels

Some data in 10 years for more than 600 folders presented

<u>Projects validated</u>	153
<u>Projects with act signed</u>	106
<u>Projects in incubation</u>	18
<u>Enterprises created</u>	87
<u>Success rate after 5 years</u>	85%
<u>Jobs created</u>	620

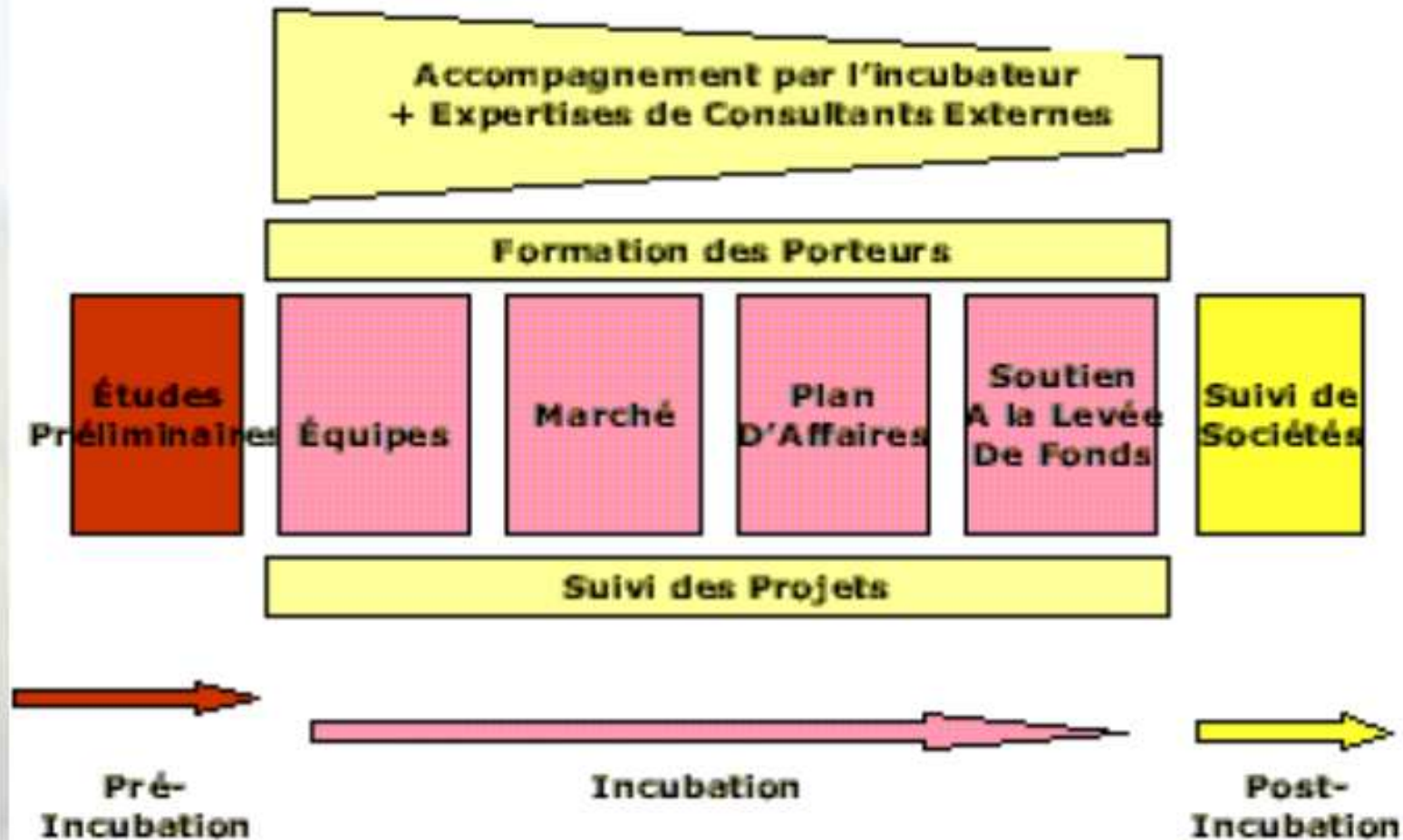
Incubation of Technological and Innovative Business

I - Road Map Model to incubate innovative project

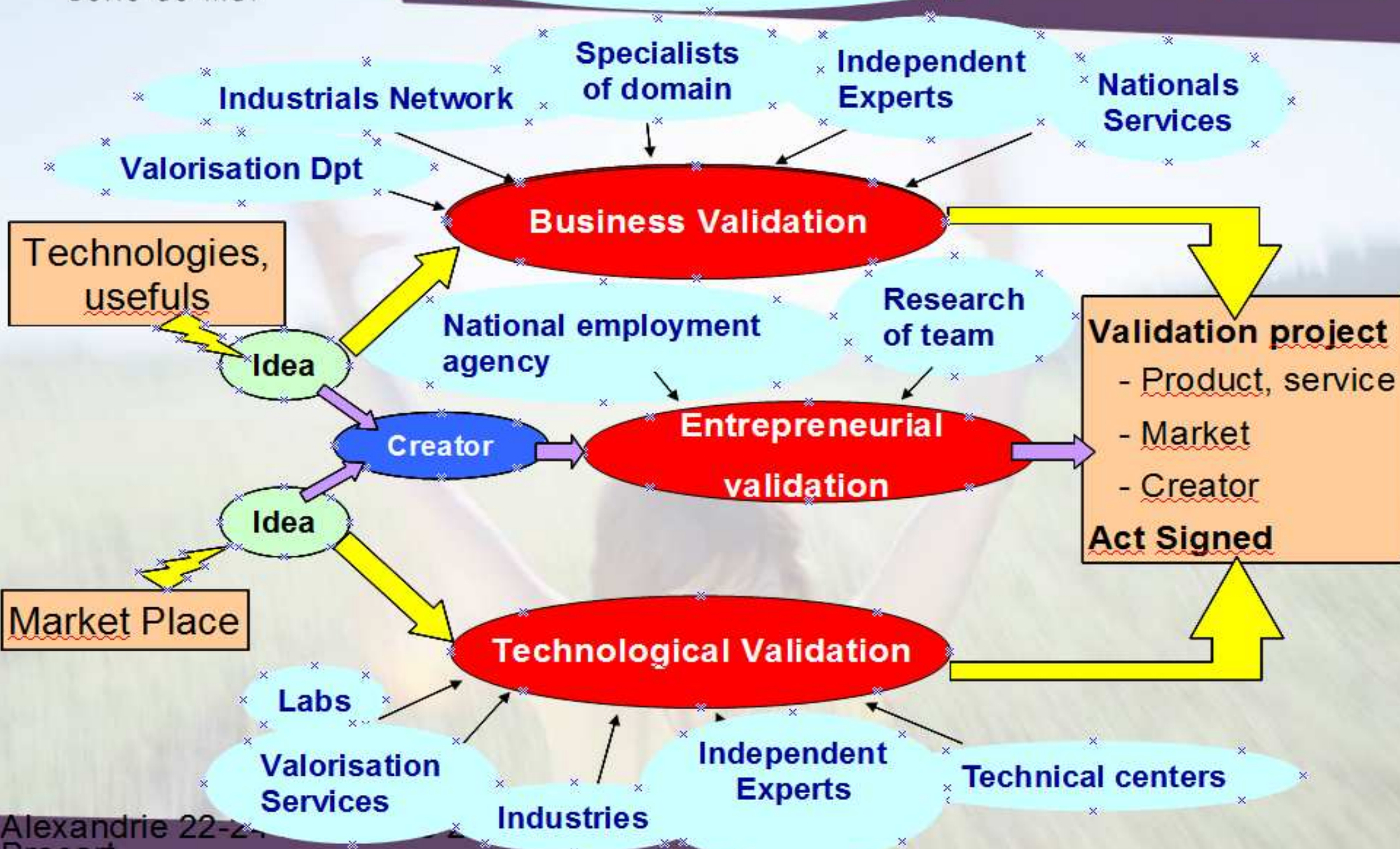
II - The Incubation Business Plan

From idea to creation

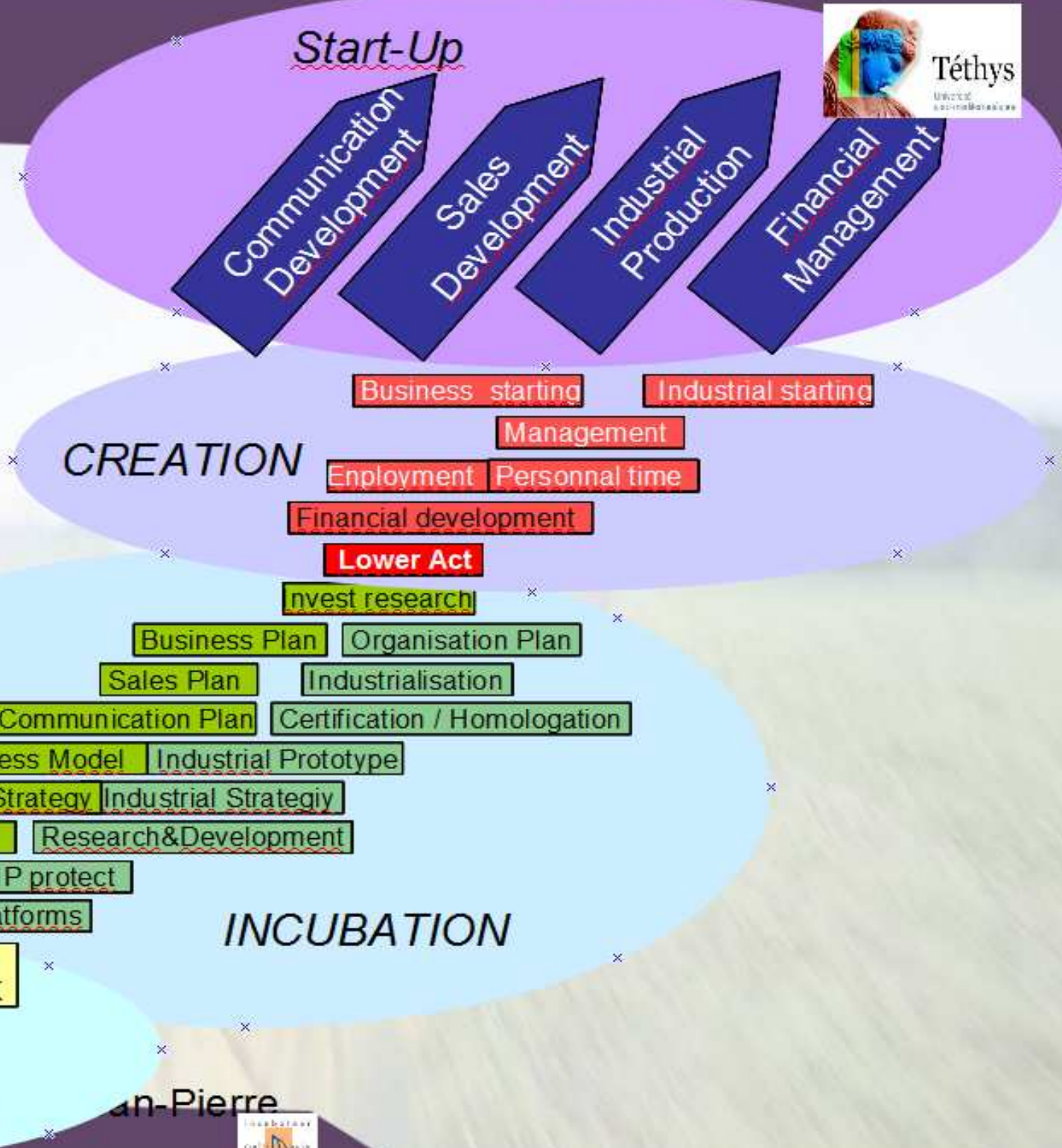
De l'idée à la création de l'entreprise



Before-Incubation



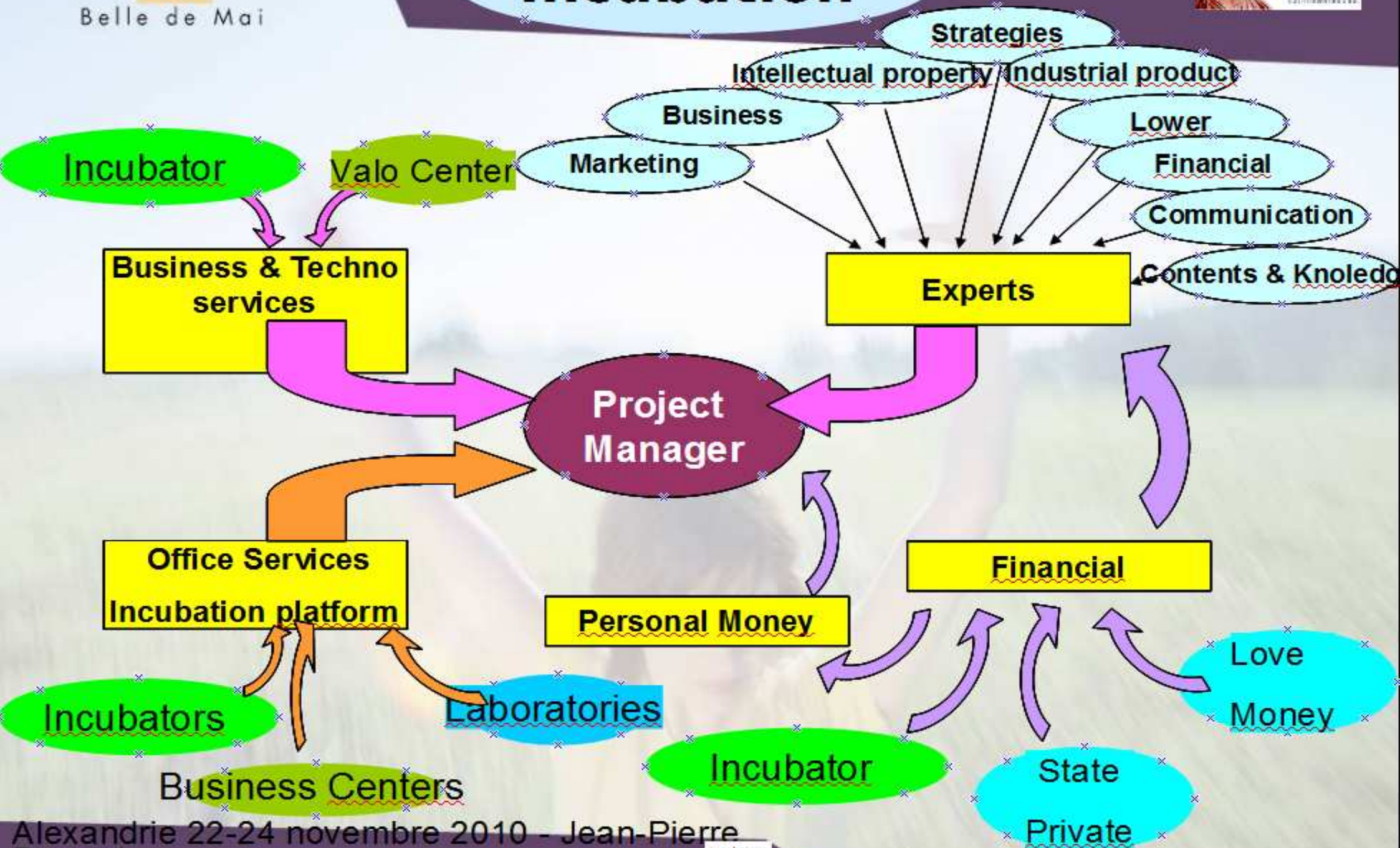
The road map of the creation



Before Incubation

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Incubation



Finan

Needs

2nd Difficulty
financement
250 to 750 K€

1st Difficulty
financement
150 to 300 K€

National
Technologic
Awards

CREATION

BA, OSEO

100 à 300 K€

INCUBATION

30 à 100 K€ : Incubator, National Technologic Start-up Awards, OSEO, a few BA & Banks

PRE-INCUBATION

0 à 20 K€ : OSEO, Incubator Love Money,...

INCUBATION

Before INCUBATION

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DEVELOPMENT

Venture Capital

• Venture Capital

• Major Business Angels

>750
K€

> 1000 K€
• Cap. Dév.

INVEST

• Invest fund

• Business Angels

• Prêts d'honneur PACA Entreprendre, Conseil Régional, Plate-formes,...

50 à
500 K€

Temps

Incubation of Technological and Innovative Business

I - Road Map Model to incubate innovative project

II - The Incubation Business Plan

What is an Incubation Business Plan ?

- It's a global strategic plan
- Presents all targets to win
- It's describe step by step ways to get targets with time limited, research team, financials & industrials partners,... and so on
- It's the register of all decisions, choices, validated by the future manager.

Why an Incubation Business Plan ?

- It's the major document of the project.
- It's the write document to know & learn the story project
- It's a very special tool for Incubator team
 - To verified decisions
 - To get financial&industrial partnerships
 - To secure the start-up and the creator to get initials targets.
- Without business plan , the project loose time, energy, and money.

What are the more important questions in the IBP

- What's my activity sphere?
- What's my market place?
- Who will my customers?
- Who will my futures partners?
- What's my sales strategies?
- How many money i preview to start my enterprise?
- What are the managements and economics rules?
- When the IBP must be reviewed and modified?
- Where and when can i fund some help to answer.

When the IBP must be create ?

- As soon as possible. At the beginning of incubation.
- The IBP is review all the time until decision to save actual version
- This process continue with a new incremental version, and so on.
- There is no final version

Who write the IBP?

- The project manager is the chief redactor but not the only writer
- Partners, lowers, experts, business man, incubator team,..can help team manager.
- When a new version of IBP is write, it's important that others persons read it.

The Innovation Product/Service

Write the basic description of the innovation

Write the innovation place between incubated enterprise and all the others in the same field

What are concurrencies advantages ?

Give some informations about patent.

From the last version of IBP to the first version of Business Plan

The IBP is the principal document to create the Business Plan

All informations are written in the IBP

All questions are written and almost all answers too.

The creator is ready to his first invest meeting

Thank you for your attention

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