

KEY PEOPLE / THE BUSINESS INCUBATOR: training program 3d session

BACKGROUND

The training for the KEY PEOPLE project's partners is detailed in the document "The Business Incubator: profiles and training program". It consists of four sessions:

1. Visits on-site and strategic coaching in Brussels and Palermo (June-July 2016);
2. Training on-site in Erbil, Kurdistan (October 2016);
3. Training off-site (to be done);
4. Final training on-site in Erbil, Kurdistan (to be done).

The first two sessions have allowed us to present and transfer to the partners the objectives, functioning and outputs of business incubators (general and scientific) as well as the key roles needed to successfully operate business incubators (see previous documents and reports).

CONTENT AND OBJECTIVE

This third session will go deeper into the subject. The training will focus on the first steps of the WEO's incubator by helping its staff:

1. To primarily provide guidance and assistance to future entrepreneurs
2. To assist if needed the day-to-day work of the business incubator.

As far as possible, the training will mainly build on practical case studies proposed by WEO staff. In practice, the main objective of this third session is to assist the business incubator's staff in implementing - and adapting to the Kurdish context - a structured guidance for future entrepreneurs, based on well established guidelines (see annex).

PRACTICAL ORGANIZATION

The third session will begin in February 2017 and go through to April 2017. The training will be delivered two hours twice a week (12 weeks x 4 hours = 48 hours), off-site, through Skype calls.

ANNEX 1: STAGES, ACTIVITIES AND RESPONSIBILITIES OF BUSINESS INCUBATION

PRE INCUBATION PHASE

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| Business Idea’s assessment | <ul style="list-style-type: none"> • product/service • market/client • means/needs | Business incubator manager |
| Personal profile’s assessment | <ul style="list-style-type: none"> • family/friends support • business mindset • skills/experiences/studies | Business incubator manager |



FIRST GLOBAL ASSESSMENT
Business incubator manager



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| <p>CASE 1</p> <p>Business idea: ± ok Personal profile: ± ok Link idea-profile: ± ok</p> | <p>CASE 2</p> <p>An assessment’s component is problematic; a specific help can mitigate or suppress it</p> | <p>CASE 3</p> <p>All assessment’s components are problematic and no will to change the business idea</p> |
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| Tailored support for a specific solution <i>(BI manager & BI partners)</i> | Candidate to be referred to others institutions/services <i>END OF BI SUPPORT</i> |
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| BUSINESS PLAN SUPPORT <i>(Business incubator manager)</i> | SPECIFIC SOLUTION <i>(BI manager and BI partners)</i> |
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| BUSINESS PLAN (drawn up) | <ul style="list-style-type: none"> • business concept • marketing plan • operational plan • financial plan | Entrepreneur & BI manager & BI partners (if needed) |
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| BUSINESS START-UP | <ul style="list-style-type: none"> • financing/investment • legal formalities • ready to start! | Entrepreneur & BI manager & BI partners (if needed) |
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INCUBATION PHASE

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| <p style="text-align: center;"><i>Scheduled</i> STRENGTHENING THE ENTREPRENEUR</p> <p>To propose:</p> <ul style="list-style-type: none"> • training & seminars on business topics • networking opportunities • peer groups, etc. <p>BI manager & BI partners</p> | <p style="text-align: center;"><i>Scheduled</i> BUSINESS PLAN FOLLOW UP</p> <p>To identify as soon as possible:</p> <ul style="list-style-type: none"> • divergences % forecasts • new opportunities and taking appropriate actions <p>BI manager & BI partners (if needed)</p> | <p style="text-align: center;"><i>On demand</i> BUSINESS SUPPORT SERVICES</p> <p>To organize a targeted support based on the entrepreneur's specific needs (temporary difficulties; opportunities of growth; any specific problem)</p> <p>BI manager & BI partners</p> |
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BUSINESS IN CRUISING SPEED



POST INCUBATION PHASE

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| <p style="text-align: center;"><i>On demand</i> STRENGTHENING THE ENTREPRENEUR</p> | <p style="text-align: center;"><i>On demand</i> BUSINESS PLAN FOLLOW UP</p> | <p style="text-align: center;"><i>On demand</i> BUSINESS SUPPORT SERVICES</p> |
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