

TOP UNIVERSITY BUSINESS INCUBATORS GLOBAL BENCHMARK 2015/16

Definitions & Methodology

- Definition
- Difference Between Ranking And Benchmarking
- Ranking Methodology
- Benchmarking Categories

Sample & Landscape

- Regions
- Sectors
- Phases

Benchmark

- Global Score
- Applications
- VC or Angel Funding
- Surviving & Growing
- Budget Allocation
- Top Services Provided

Insights & Best Practices

- Your Metrics
- What Will You Use The Scorecard For?
- Case Study: SETsquared
- Upcoming Publications

Rankings 2015

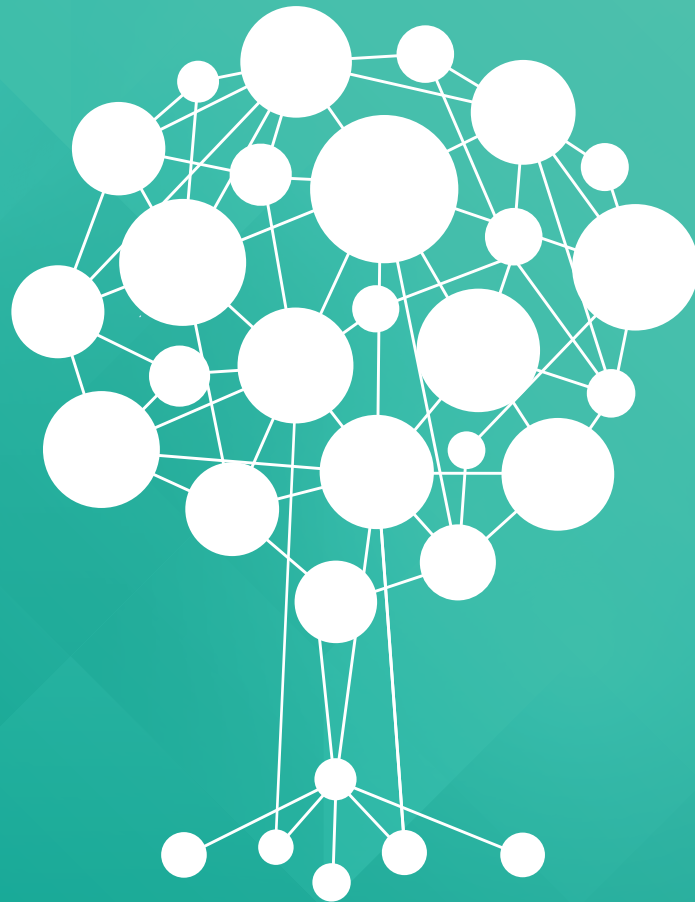
- Available December 2015

Participation Directory

- Africa
- Asia Pacific
- Europe
- Latin America
- Middle East And North Africa
- North America

**GLOBAL
BENCHMARK**

**15/16
REPORT**



**TOP UNIVERSITY BUSINESS INCUBATORS
EXECUTIVE SUMMARY**



UBI GLOBAL

2 TABLE OF CONTENTS

1 EXECUTIVE SUMMARY	3
2 TABLE OF CONTENTS	4
3 DEFINITIONS AND METHODOLOGY	6
01 DEFINITIONS	6
02 DIFFERENCE BETWEEN RANKING AND BENCHMARKING	6
03 RANKING METHODOLOGY	7
04 BENCHMARKING CLASSIFICATIONS	9
4 SAMPLE AND LANDSCAPE	10
01 REGIONS	10
02 SECTORS	10
03 PHASES	10
5 BENCHMARK	11
01 GLOBAL SCORE	11
02 APPLICATIONS	11
03 VC OR ANGEL FUNDING	11
04 SURVIVING AND GROWING	11
06 BUDGET ALLOCATION	12
07 TOP SERVICES PROVIDED	12
6 INSIGHTS & BEST PRACTICES	13
01 YOUR METRICS	13
02 WHAT WILL YOU USE THE SCORECARD FOR?	13
CASE: SETSQUARED	16



7 PARTICIPANT DIRECTORY.....	18
8 ACKNOWLEDGEMENTS	19

3 DEFINITIONS & METHODOLOGY

01 DEFINITIONS THREE TYPES OF BUSINESS INCUBATORS



MANAGED BY OR AFFILIATED
TO UNIVERSITY (-IES)

BUSINESS INCUBATOR

- Primary objective: To facilitate entrepreneurship and support early stage (new) ventures through a systematic (mid-long term) and extensive incubation process that includes services and infrastructure
- Quality-controlled intake of clients (startups) and regular time-bound exits in form of graduate startup clients

BUSINESS INNOVATION CENTER

- Dedicates its efforts and resources to help entrepreneurs with innovative ideas and turn those ideas into viable, successful and sustainable businesses
- Core mission is to accelerate innovative entrepreneurship at the local level, through the customized delivery of a comprehensive range of professional support and incubation services (pre-incubation, incubation, post-incubation) targeted at innovative startups, spin-offs, entrepreneurs and SMEs

BUSINESS ACCELERATOR

- A fixed cohort-based program that focuses on catalyzing growth of ventures through an array of intensive mentorship and educational services to prepare client startups for market access
- Quality controlled intake of clients (startups) and regular time bound exits in form of graduates

02 DIFFERENCE BETWEEN RANKING AND BENCHMARKING RANKING AND BENCHMARKING ARE NOT THE SAME



RANKING

Developing a framework and methodology that measures the performance of university business incubators allows both for ranking and benchmarking. At UBI Global we have different types of ranking categories **depending on the relationship with the university**. An incubator is ranked depending of belonging to these category groups, but **benchmarked against all**.

The difference between ranking and benchmarking is that ranking implies the ordering of the incubators according to their performance, while benchmarking means the comparison of one particular incubator taken out of the sample against a point of reference which in this case are top performing incubators. In other words, if we were

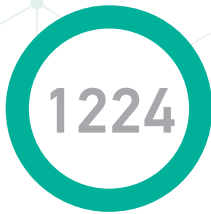


BENCHMARKING

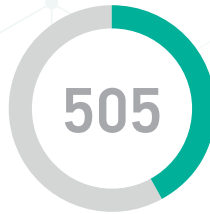
to think of this difference in terms of numbers - ranking process would attribute an absolute number to each of them (the position in the series). Whereas benchmarking would be the ratio of incubator performance and that of the reference line (top global average, top regional average etc.)

At UBI Global we follow a two pronged approach to rank and benchmark university business incubators. First, a thorough ranking process identifies the top performing incubators (which become the reference line), second a benchmark process that stacks incubators against the reference line to identify the strengths, weaknesses and best practices associated with improving the performance of benchmarked incubators.

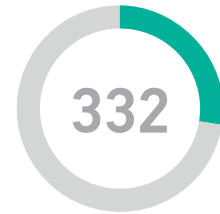
4 SAMPLE AND LANDSCAPE



INCUBATORS ASSESSED



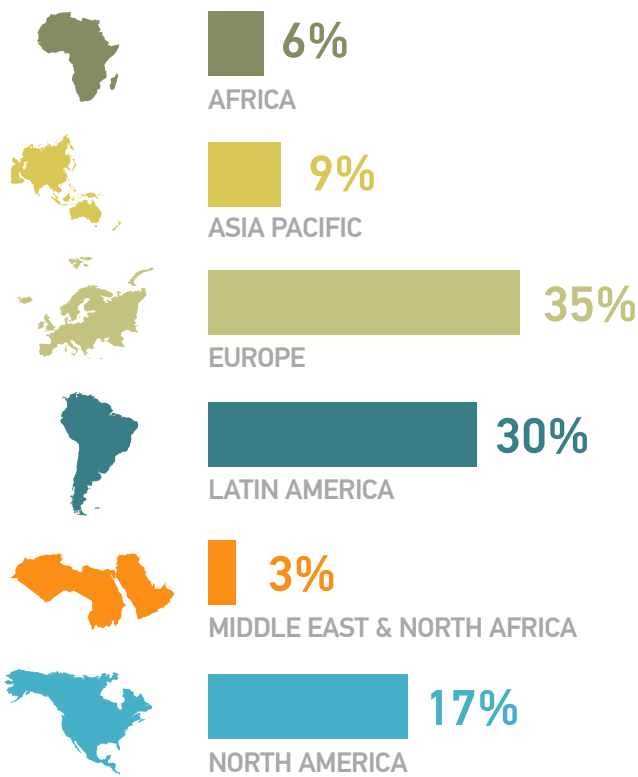
INCUBATORS APPLIED



INCUBATORS BENCHMARKED

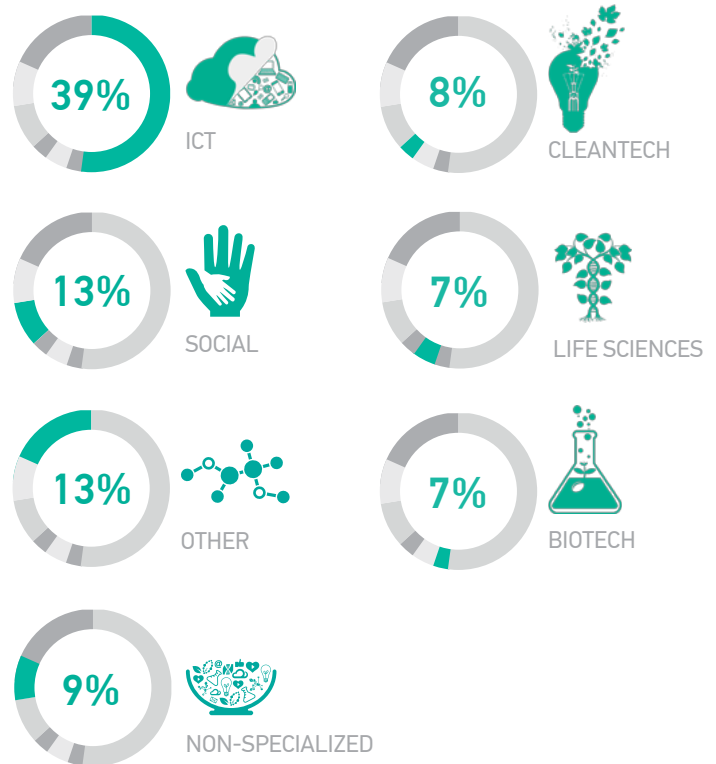
01 REGIONS

64 COUNTRIES IN 6 GEOGRAPHIC REGIONS



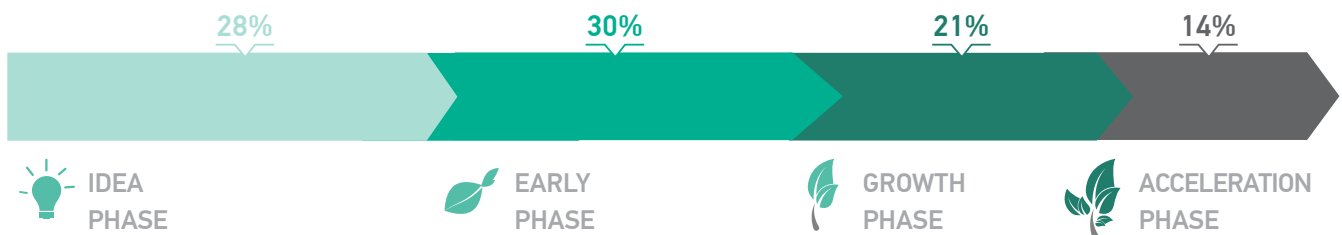
02 SECTORS

DOMINANT SECTOR AT THE INCUBATORS



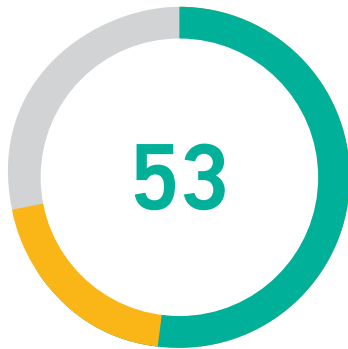
03 PHASES

STAGE OF CURRENTLY ENROLLED STARTUP CLIENTS WHEN ACCEPTED



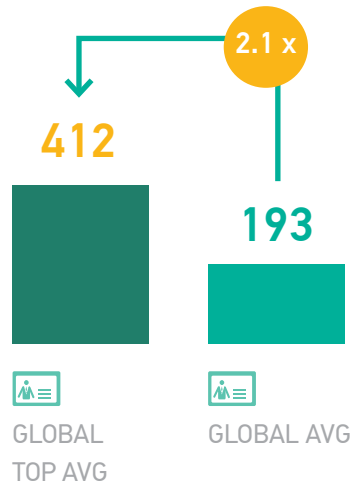
5 BENCHMARK

01 GLOBAL SCORE AVERAGE SCORE OF PARTICIPATING INCUBATORS

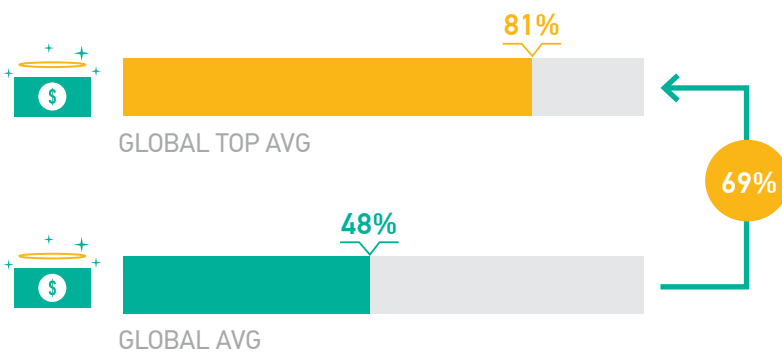


GLOBAL TOP AVG: 72

02 APPLICATIONS DEALFLOW AT PARTICIPATING INCUBATORS

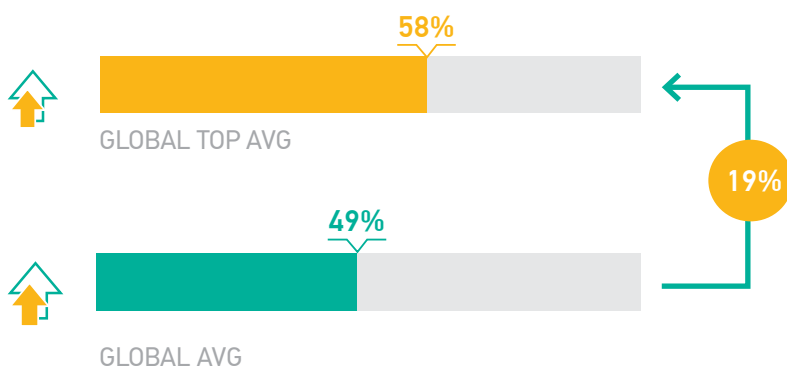


03 SEED FUNDING PERCENTAGE OF STARTUP CLIENTS THAT HAVE RECEIVED IN THE LAST 5 YEARS



ANALYSIS - Top incubators provide significantly better financial support, giving access to seed funding for 81% of their client startups. The same drops 48% for average incubators' client startups, which translates to significantly lower economical assistance provided by average incubators to their client startups when compared to a top performing incubator

04 SURVIVING (GROWING AND PROFITABLE) STARTUP CLIENTS THAT MAINTAIN OPERATIONS AND ARE EXPANDING AFTER GRADUATION



ANALYSIS - The survival rate of the graduates of top incubators' clients startups stands at 58%, mostly generated by their higher capacity to provide resources, competence development and financial support. The ratio reveals that the clients at top incubators have 19% higher survival (growth and profitability) rate than the clients at an average incubator

* GLOBAL TOP AVG - THE 10% BEST PERFORMING INCUBATORS