



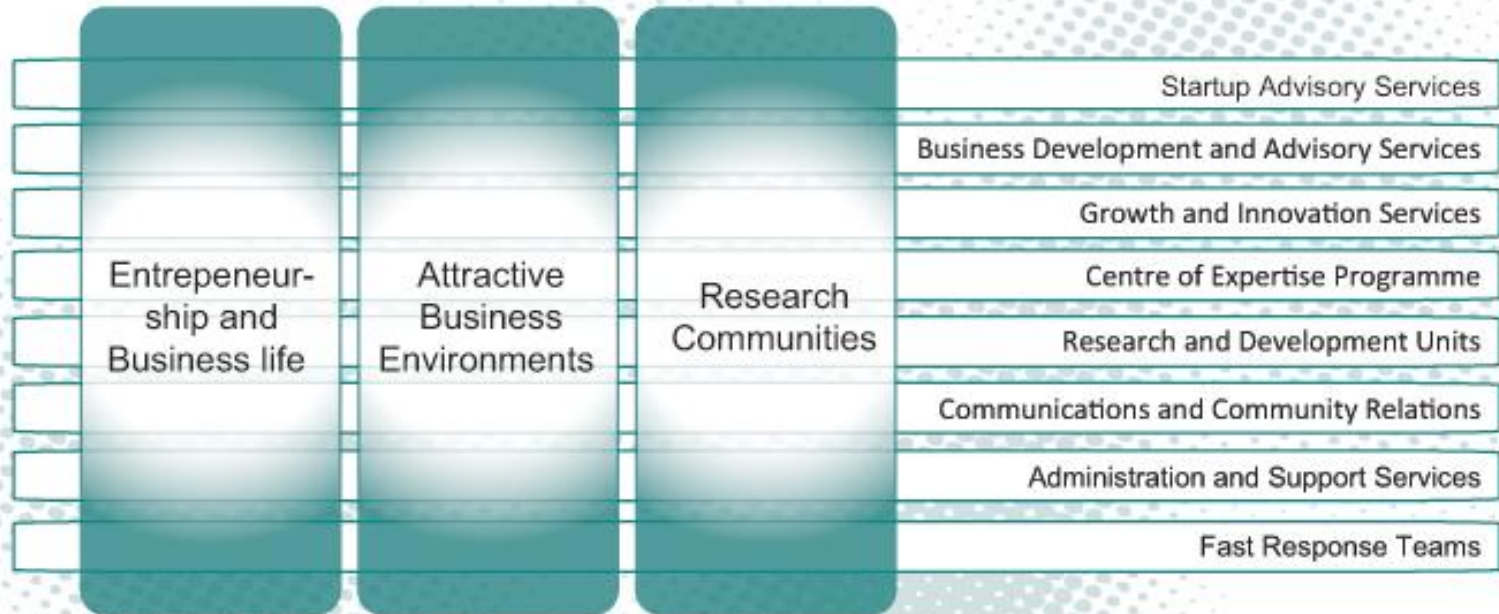
Growth Incubator – Year of Growth Mari Antikainen Prizztech Ltd

Prizztech Ltd

- Merged (Prizztech Ltd, POSEK Ltd and ENTER) 1.4.2012 -> The biggest business development organisation in Finland. Operates mainly in the Satakunta region.
- 100% owned by communities, non-profit
- Turnover 11 milj. €
- Over 100 experts
- Operations divided into following themes:
 - entrepreneurship and business life
 - attractive business environments
 - research communities



Prizztech Ltd



Business Incubators in Finland

- No national model
- TEKES (Finnish Innovation Fund) tried..
- TEKEL (Association of Finnish Science Parks) tried..
- Foundation for Finnish Investments tried..
- Lots of existing incubator services, mostly project based
 - Technology related incubators
 - Regional incubators
 - Universities own incubators/accelerators
 - Sectoral incubators (creative industries, forest, wellness..)



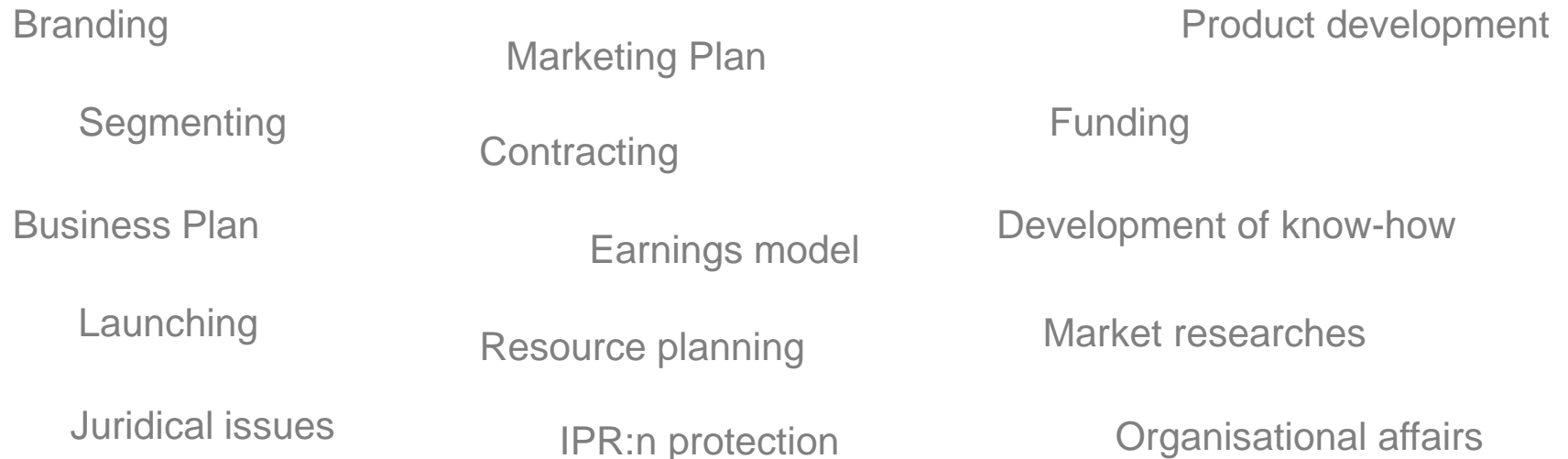
Pori Region's model: Growth Incubator?

- When an enterprise or entrepreneur has
 - Product or service – something from new idea to a ready product
 - Desire to increase business
- Does not know, have time or knowledge of everything
- Growth incubator
 - Supports in the planning of the actions for growth
 - Coaches, guides and helps in implementation
 - Helps to plan and seek funding
 - Keeps the wheels turning



Higly tailored service

- Incubator
 - = Key person(s) of the enterprise
 - + Enterprise coach
 - + (external experts)
- The incubation focuses on activities, that are relevant **just at this moment** to support the growth:



Growth coach's role

- Is responsible that the enterprise gets **regular advisory** in necessary intervals during the whole growth incubation period
- Plans a business development plan together with the entrepreneur. The plan is based on analysed development needs.
- Supports the enterprise in applying funding
- Supports in making business and development plans and organising activities related to funding
- Supports in negotiations with new partners
- Supports enterprise in PR work (media activities etc.)
- Co-ordinates the use of external experts



How do you get in?

- The most important criteria: Willingness to grow
 - Living in : Pori, Ulvila, Nakkila, Harjavalta, Huittinen, Kokemäki or Luvia
- First meeting and the Basic Analysis of the enterprise
 - Selection to incubation bases on the Basic Analysis, 5-10 enterprises will be chosen annually -> focus on quality, not quantity!
- Growth Agreement 12 months
 - Agreement of costs and activities



What does it cost?

- Necessary activities will be done
 - The services include coaching and external expert costs
- The company pays 50 % of the costs
- The services will actualize during 12 months period

- Funding comes from the cities and communities in the Pori region

