

## High quality deal-flow to incubators

Workshop #1 in Gdansk 13-15 March, 2018

*Part of Workshop structure, from application form:*

**Joint development of new methods.** All partners participate in a brainstorming session where new instruments will be developed. The new methods will be documented and made available for testing activities.

During the workshop the partners jointly developed new methods to reach high quality deal-flow. The joint workshop and development were based on the model Value Proposition Canvas. To get a deeper knowledge of Value Proposition Canvas we recommend incubators to buy the book “Value Proposition Design”.

High quality deal-flow is based on reaching specific and chosen target groups of incubators by using channels and messages that apply to them. To base the communication of incubator services on the customer challenges are different and new to most incubators. The challenge is to take a start point in the target group and adapt the incubator communication to catch their interest.

The new IRIS method to reach high quality deal-flow to incubators is to systematically use adapted communication for different target groups. This method has by the partners been summarized in four questions. These questions could be used for all attraction activities with the purpose to reach new entrepreneurs, start-ups and SMEs.

The new IRIS method is a process to reach each specific target group with new, better value proposition in more accurate channels:

1. *Identify the target group – who do you want to reach?*
2. *Value proposition development – how exactly does your incubator services create value for the target group*
3. *Define the channels to reach them – which specific channels for this specified target group*
4. *Define the offer: Incubator services*
5. *What in the offer creates real value for them – in what way do you solve the problems the specified target group have and how do you enable them to reach the desired outcome?*

Example: Mc Donalds VPC

1. One specific target group: Stressed out business people
2. Value proposition: We serve you instantly in a drive-through

3. Channel: TV-media, extended physical presence easy to find
  4. Offer: Everyone get a hamburger
  5. Value: Serving with no wait, without leaving the car, no parking, trouble-free
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1. Another specific target group: Children, age under 10
  2. Value proposition: You will get a toy
  3. Channel: TV-media, extended physical presence easy to spot
  4. Offer: Everyone get a hamburger
  5. Value: You will have fun with a new toy and a playground

In the workshop the partnership jointly defined five specific incubator target groups. The success factor is to in detail define the precise right target group, precise channels and the precise message to communicate. If this method is used, the incubator will reach high quality deal-flow using less resources.

## TARGET GROUP: DIGITAL NOMADS WITH BUSINESS IDEAS

### VALUE PROPOSITION:

- You will enjoy benefits of nomad community
- You will grow your business with mentor and training support
- You will get connected to a pool of Venture Capitals
- You will be free from legal and administrative tasks through our support services
- You will be recognised as a global digital entrepreneur
- Boost your digital business!

### CHANNELS:

- Social media; Facebook, LinkedIn groups, Twitter, Instagram dedicated to or hashtag #digitalnomad
- Podcasts, blogs
- YouTube channels
- Worldwide communication of organisation that run similar nomad focused programs
- Global/international events

### OFFER:

Incubator services

### VALUE:

Because with us you will get:

- Recognised
- Encouraged
- Mentored
- Likely funded
- Connected
- Fun!

## TARGET GROUP: STUDENTS WITH A BUSINESS IDEA – GAME CHANGERS

### VALUE PROPOSITION:

- You can create a business and study at the same time
- We and our network are there for every question you have – online and face-to-face
- We offer you access to different resources (network, databases, offices, mentoring and coaching, business educational programme, funding and investments)

### CHANNELS:

- Social media; Facebook, YouTube, Instagram, Twitter, Snapchat
- Campus events
- Newsletters of universities
- Lectures/presentations at universities

### OFFER:

Incubator services

### VALUE:

- No time for mistakes? Come to us and we will bring your idea to business
- We get you everything you need: The people, the space and the money for our business. All you need is a good idea!
- You want to change the game? Consult our mentors and coaches to validate your business idea.
- You want to change the game? Get ahead of your competitors by using our research network.

## TARGET GROUP: BORN GLOBAL START-UPS

### VALUE PROPOSITION:

- Wings to pass “death valley”
- Access to investors
- Business development services
- Beneficial network
- Entrance to market
- Find business partners

### CHANNELS:

- Desk research
- Specialized events
- Business partners
- Media
- Direct contacts
- Awards from competitions



OFFER:

Incubator services

VALUE:

- Raise awareness about your products/services
- More markets and clients
- Partners
- Easier access to funding and support
- Getting your brand known
- Immersing into likeminded community
- Talent pool

**TARGET GROUP: STUDENTS FROM IT FACULTIES WHO WANT TO BE IN A START-UP**

VALUE PROPOSITION:

We have passion and knowledge how to lead you to your start-up dream and adventure!

CHANNELS:

- At university
- Social media
- Hackathon
- Special groups in social media

OFFER:

Incubator services

VALUE:

Same as value proposition.

**TARGET GROUP: STUDENTS WITH ENTREPRENEURIAL MINDSET AND DIGITAL PLATFORMS**

VALUE PROPOSITION:

Connecting people

- We get you connected!
- Explore your opportunities!

CHANNELS:

- Social media
- Newsletters
- Talks and events
- VIP-propaganda (inspired by expert input)



OFFER:

Incubator services

VALUE:

- Find the right environment for your ideas!
- Reach the right people in time!
- Suck the best (honey) out of our worldwide network!

*Part of Workshop structure, from application form:*

**Selection of support instrument to test.** *At the workshop, partners will independently select support instrument to test and evaluate. Chosen instrument could be a best practise or a newly developed instrument. Selected instruments should be adequate and feasible to test.*

This is an overview of methods selected by the partners for testing:

PP	Organisation	Target Group	Method for test
1	Dalarna Science Park	Students with a business idea – game changers	Value proposition designed in workshop for this target group.
2	Turku Science Park	Students, alumni SMEs	Best practice from Gdansk EF: Fuck-up Nights.
3	Tallinn SP Tehnopol	Students with a business idea – game changers	Value proposition designed in workshop for this target group.
4	Latvian Technological Center	SMEs in food segment with young entrepreneurs	Collect data to find new channels and value proposition to reach the target group.
5	Ventspils HT Park	University students	Best practice from Jyväskylä University of Applied Sciences (Finland) Team academy approach: How to attract business ideas using university as platform
6	Kaunas ST Park	High growth SMEs	Best practise from BDCC Denmark: Big Data. Analyse possibilities to implement the method in Lithuanian context.
7	OCC Vilnius (Startup Division)	New target groups to be defined	Value proposition method for 2-3 project, in order to develop a communication strategy.
8	Gdansk EF	Digital nomads with a business idea	Value proposition designed in workshop for this target group.
9	RARR Rzeszow	Students at IT-faculty with business idea	Value proposition designed in workshop for this target group.
10	DESY	Students with a business idea, game changers	Value proposition designed in workshop for this target group. Campus events.
11	WITENO	Professors, scientists and students at regional research facilities	“Brown bag lunch” as an easy accessible event to attract new contacts.
12	BDCC Denmark	Born Global Start-ups in ICT	Value proposition designed in workshop for this target group.
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14	Fund Victoria	Entrepreneurs	Collect data and information to create a value proposition to the target group.
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*From the application form:*

**Partners shall report their tests** of the instrument selected at a previous workshop on a template provided by IRIS. The reporting will pay special attention to end-user feed-back and relation between effort to implement and results achieved.

A template for the tests is available in Dropbox under WP3 – Templates. The tests should be ready and reported by 15 August 2018.