

HIGH QUALITY DEAL-FLOW TO INCUBATORS

GDANSK ENTREPRENEURIAL FOUNDATION (GEF), POLAND

Start-up recruitment, Incubator STARTER

WHAT START-UPS ARE WANTED - DESIRABLE SECTOR

Following analysis of Gdansk institutions of business environment, the GEF Board decided on supporting mainly two groups of start-ups, ICT and Creative.

The general rule is that STARTER accepts start-ups that exist on the market up to 36 months. They can take advantage on preferential terms, such as lower rent than grown-up (existing on the market for longer than 36 months) or non-start-up companies, lower rate for consultancy, etc. The rules are explained on the [website](#).

Interested start-ups are sending an [on-line application](#) (in Polish or English). On the website there are all relevant documents (Rules of the STARTER Board operation, a contract template, a start-up presentation template, etc.). After the initial assessment the start-up is invited to a meeting with the Starter Board. Assessment follows the standardised questionnaire. Start-ups are informed about the result of the process within one day of an assessment meeting with the Start-up Board.

Start-up offer the following ways of residency: 1) Offices (starting from 25m²) 2) Coworking 3) Virtual office and has flexible terms.

The STARTER Incubator has been in operation since January 2012. During that time it was a headquarters for 120 start-ups (having offices in the Incubator – coworking space not included). There were very few contracts that were not continues after 3-month conditional admission. The longest incubation process was 3 years (the longest period allowed by the Incubator rules). After that time about 30% of the start-ups stays with the Incubator on a commercial basis as grown up companies. The request is even higher, but the Incubator has limited space.

GEF carries out many events for its clients that are attracting new start-ups, expanding the network of companies, organisations and persons interested in our activities and build-up the society inside the Incubator. Typical events are:

- Short (2-3 hours) open meetings (once in two months *Creative morning* – for entrepreneurs, *Edu Generator* – for teachers and educators, *Fuck-up nights* – mainly for entrepreneurs, STARTER for mums - motivation meetings for new moms, etc.)
- Trainings for various groups (kids, youth, adults, entrepreneurs, start-ups, programmers, etc.) Conferences – programmers, teachers/educators, people/companies interested in social media, etc.
- Long term projects – they usually involve a selected group of people, e.g. 20 women working in high technologies, 15 skilled unemployed 50+ artistically skilled people: about 40 teachers and over 1000 secondary / high schools students

GEF reaches participants of the above events via:

Facebook – @inkubatorstarter

- it's a main channel of communication with clients / potential clients, other people taking part in the Incubator events, projects, interested in our activities
- about 13 000 people likes /follows the Incubator's profile
- using ambassadors – promotion through short films with well-know companies, advisors, etc.
- posts frequency – 3 each day
- supporting fun-page by targeted ads and promoted posts

Newsletter

- users - a few dozens of targeted groups, participants of Incubator's events; depending on a group it has from 30 to 3100 persons
- posts frequency - once in two weeks

Twitter – @InkubatorStart

- users - about 2 800 followers
- posts frequency – 2 each day

Instagram – @inkubator_starter

- users - about 830 followers
- posts frequency – once a week

Youtube – @gdanskiinkubator

- Post frequency - sporadic, irregularly; little response

For more information on Start-up recruitment, Incubator STARTER

 <http://oferujemy.inkubatorstarter.pl/home-page/>

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