



The research commercialisation office of the University of Oxford, previously called **Isis Innovation**, has been renamed **Oxford University Innovation**

All documents and other materials will be updated accordingly. In the meantime the remaining content of this Isis Innovation document is still valid.

URLs beginning www.isis-innovation.com/... are automatically redirected to our new domain, www.innovation.ox.ac.uk/...

Phone numbers and email addresses for individual members of staff are unchanged

Email : enquiries@innovation.ox.ac.uk



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Isis
ENTERPRISE

Business Incubation & Start-up Services



Supporting start-ups and entrepreneurs

What is an Incubator?

Incubators provide support, services, and facilities to accelerate the creation and growth of new ventures. While the original incubators of the 1960s mainly offered discounted, flexible workspace for SMEs and early stage companies, a new model has emerged to support start-ups and entrepreneurs.

These 'start-up incubators' typically offer desk space, mentoring, access to professional services, networking, funding, events, and entrepreneurship training - often for free or at favourable rates. There is no one model for incubating new ventures, and universities today should seek to design a tailored programme of training and support that can meet the needs of their start-ups, innovators and entrepreneurs.

Isis Enterprise offers a range of incubation and entrepreneurship support services for government agencies, corporations, research institutes, and universities around the globe. From planning and benchmarking your incubator, to mentoring and training your entrepreneurs, we will work with you to develop a tailored offering that suits your needs.

Our expertise

Isis Innovation has been running its own successful start-up incubator since 2010, providing university entrepreneurs with practical support and expert advice, and helping them take their ideas to market.

Isis Enterprise works with clients from more than 50 countries around the world. This global experience means we understand that no two incubators are alike, and we appreciate the importance of designing a programme that meets the objectives and constraints of the local ecosystem.

Our staff have trained over 400 technology transfer officers, incubator managers, researchers, and entrepreneurs from around the world. We can develop bespoke training programmes to support audiences from idea stage to launch.



How can we help you?

Isis Enterprise can support you from start to finish with your incubation, training, and support programmes for start-ups. We offer strategic support with designing and planning your programmes, as well as tactical support such as programme management, training and mentoring. We also deliver discrete entrepreneurship training for researchers, students, entrepreneurs, incubator managers, and technology transfer officers.



Analyse

- Benchmarking studies
- Best practice reviews
- Ecosystem analysis
- Stakeholder analysis
- User needs survey
- Process and policy
- Business plans



Design

- Training design
- Operating procedures
- Process and policy
- Seed fund design
- Incubation services
- Mentor networks



Implement

- Programme management
- Staff training programmes
- Application review
- Seed fund management
- Mentoring and training
- Accelerator programmes
- Workshops and interventions
- Market assessment services

Case Studies Incubator Analysis and Design

Andalucía TECH LINK Incubator

Isis Enterprise worked with Andalucía TECH to assist with the development of incubation and entrepreneurship services at the University of Málaga. The project had three phases:

- Ecosystem analysis
- Report and recommendations
- Bespoke training in technology transfer and entrepreneurship for staff.

The findings from the project are being used to inform Andalucía TECH's programmes and funding strategy for the future.



Leiden Centre for Innovation and Entrepreneurship

In a high-profile project to establish a new entrepreneurship centre in the Dutch city of Leiden, Isis Enterprise worked closely with project partner, Luris, to develop a business plan and a service offering for the centre.

To form the analysis, we conducted interviews and created focus groups with members of the local entrepreneurship and innovation ecosystem, and provided a benchmarking analysis of US, UK, and Dutch entrepreneurship centres and incubators.

The output was a detailed business plan and a presentation to key decision makers and stakeholders. The stakeholders have approved funding and the centre is due to open in 2016. It can look forward to achieving its objective of becoming a vibrant hub and a catalyst for regional entrepreneurial activity.



TAKEOFF: A new business incubation centre for Malta

From 2012 – 2014, we advised the University of Malta on the creation of a brand new business incubator centre and seed fund. This involved developing a business plan, providing policy advice, and training staff in technology transfer and business incubation.

The new centre, named TAKEOFF, helps technology and knowledge-based entrepreneurs and start-ups transform their ideas and innovations into market-ready businesses. TAKEOFF has already experienced great success; in its first year alone, it attracted 16 ventures, and distributed over €100,000 in awards for start-ups and proof-of-concept projects.



UNIVERSITY OF MALTA
L-Università ta' Malta



Case Studies Supporting Entrepreneurs



Innovation and entrepreneurship training

For two years running Isis Enterprise has designed and delivered specialised training programmes for the *Leaders in Innovation Fellowships* programme organised by the Royal Academy of Engineering (RAE) in London. We provided training in business modelling, leadership, finance, Intellectual Property, and regulation for delegates from around the world, and coached them on how to present their technologies and pitch to investors. The aim was to help the fellows develop business propositions for their innovations. Delegates returned to their respective countries with new insights and contacts, and a clear idea of how to take their projects forward.



Isis Startup Incubator

Isis Innovation established the Isis Startup Incubator (ISI) in 2010, with the aim of supporting early-stage ventures and entrepreneurs from Oxford University. In addition to office space, ISI provides funding, commercial mentoring, negotiation support, desk space, and access to business networks. The Incubator has supported 47 ventures to date, of which 22 chose to incorporate, and 9 have now graduated and are running as established businesses. As of February 2016, ISI ventures have cumulatively raised over £40m of investment.



Malaysian SME growth and internationalisation

In a two-year project for the Malaysian government, Isis Enterprise worked in close collaboration with its partner BDEC Resources Malaysia to fast-track selected Malaysian producers of light-emitting diode (LED) lighting towards world-class competitiveness. Tackling vital challenges such as company profile and branding, product certification, and marketing, we engaged carefully selected companies to create tailor-made internationalisation strategies.

The project met its two key metrics: there were total sales of RM 88m (against a target of RM 80m); and 26 LED products were certified for sale overseas (against a target of 20) with over 100 more due to be certified. The companies' connections with the global marketplace have also flourished, and discussions are underway with potential partners and clients overseas. Isis Enterprise is providing similar assistance to companies in the Malaysian biotech sector throughout 2016.





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Isis Enterprise's programmes are as unique as its clients. We would be pleased to discuss your organisation's specific training needs and to put together a programme to suit your requirements and budget. Contact us today.

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+44 (0)1865 280905 enterprise@innovation.ox.ac.uk www.isis-innovation.com/enterprise

