

NINA 3-Year Incubator Development Blueprint (2009 – 2012)

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National Incubator Network Association

The Role of the National Incubator Network Association

- Established in 2004 through the National Incubator Development Program
- Serves as the platform for knowledge sharing on incubation/business acceleration among all incubators in Malaysia
- Objectives:
 - Improve the state of incubation in the country
 - Promote, improve and accelerate the business value of entrepreneurs through incubators
 - Build and manage an active network of incubators and promote the sharing of ideas and best practices among members
 - Represent the incubator industry in dialogue with the government and other international associations and organizations
- Sole country representative to the Asian Association of Business Incubators (AABI)

Business Incubation - Definition

Business incubation is a business support process that accelerates the successful development of start-up and fledgling companies by providing entrepreneurs with an array of targeted resources and services.

These services are usually developed or coordinated by incubator management, and offered both in the business incubator and through its network of contacts.

Source: NBIA website

Evolution of Incubators

... Transformation from 1st to 3rd Generation Incubators

1st Generation

Real estate, shared facilities
Reactive support,
Landlord-Tenant Relationship

2nd Generation

+ Advisory services,
Proactive support

3rd Generation

+ Access to funding, Co-venturing
Accelerating progress, Mentoring +
Technology Labs

1990 - 1994

1995 - 1999

MSC Status Incubators
2000 - 2010

Incubator/(Physical Facility)

Effective Incubation
Process and Conducive
Ecosystem

Profile of Incubators in Malaysia

Number of Incubators	106
1st Generation Incubators Real Estate, Landlord, Shared facilities, Reactive Support	38
2nd Generation Incubators Real Estate, Landlord, Shared facilities, Reactive Support + Consulting/Advisory	44
3rd Generation Incubators Facilities +business advisory services + Acceleration Technology Labs	24 MSC Tech Com/ KTMSB/ SIRIM (STI)/ Technology Park Malaysia/ MAD Incubator/Sohosuite/ BT Multimedia

Source: Encik Annuar M. Saffar, Honorary President of NINA

The 3-Year Incubator Development Blueprint

■ Mission of the Blueprint

- To develop and sustain a culture of entrepreneurship and innovation within the incubation industry
- To assist and ensure that NINA's incubator members become and remain learning, dynamic and outward-looking
- To instill leadership in incubators to enable them to overcome challenges, improve service delivery and assist their incubator clients achieve sustainability
- To create and excel in new incubator growth sectors

■ Objectives of the Blueprint

- To accelerate the pace of incubator contribution to the National Economy
- To enhance competitiveness and dynamism of NINA's incubator members by facilitating their access to information, market, human resource development and skills; access to financing as well as technology

The Blueprint

Infrastructure

- NINA Portal
- Smart Incubator Community

Capability Development

- Incubator Managers Training
- Entrepreneurship Development
- Technology Transfer
- Technical Training

Market Access

- Overseas Linkages Program
- Industrial Linkages
- Tradeshows and Exhibitions

Financing

- Assistance to Incubators
- Grants
- Development Grants

Promotion of New Incubation Sectors

- Biotechnology Incubation
- Agro-business Incubation
- Women Incubation
- SOHO Incubation



Programs and Action Plans

■ Key Thrust: Infrastructure

Objective	Action Plan	Expected Outcome
To promote cross-sharing of resources among incubator members	Creation of NINA Secretariat	Secretariat is expected to implement the 3-Year Blueprint ✓
	Creation of Standards for Best Incubation Practices	Incubators are expected to be certified as upholding incubation best practices.
	Creation of Smart Incubator Community	SIC to be conduit for incubators to cross-share resources and support incubator clients within the NINA community ✓
	NINA Portal	Portal to be an information portal for incubators and incubatees
	Promote the transition from 2nd Generation Incubator to 3rd Generation Incubators	To have more than 2 incubators transitioning and create more accredited international soft landing incubators
	Conduct Economic Impact Assessment	To conduct Impact Assessment to gauge incubator effectiveness

Programs and Action Plans

■ Key Thrust: Capability Development

Objective	Action Plan	Expected Outcome
To improve capabilities of incubators and incubator clients	Incubator Managers Training	<ol style="list-style-type: none"> 1. To conduct yearly incubator managers training 2. Initiate Quarterly Incubator Managers meeting to facilitate knowledge transfer and collaboration 
	Entrepreneurship Development	<ol style="list-style-type: none"> 1. To train more than 1000 entrepreneurs a year on soft skills 2. Create NINA Training Centre 3. Implement Coaching and Mentoring Program for NINA member clients 
	Technology Transfer	<ol style="list-style-type: none"> 1. Create virtual Technology Transfer Centre to facilitate local technology transfer with industry 2. Initiate Quarterly Workshops to match research and industry
	Technical Training	<ol style="list-style-type: none"> 1. To equip incubatees with technical skills
	Asia Pacific Conference of Business Incubation and Entrepreneurship	<ol style="list-style-type: none"> 1. Initiate yearly conference to bring greater knowledge on incubation and entrepreneurship 2. Hold yearly Entrepreneurs Fair to facilitate market access  

Programs and Action Plans

■ Key Thrust: Market Access

Objective	Action Plan	Expected Outcome
To facilitate market access for NINA Incubator clients	Overseas linkage program	1. Create bi-yearly trade mission to AABI-member countries
	Domestic linkage program	1. Co-organise roadshows and business matching sessions with partners. 2. Initiate Quarterly Networking session among incubatees within the NINA membership
	Tradeshows and Exhibitions	1. Yearly Entrepreneurs Fair 2. Participation in foreign exhibitions in AABI-member countries

Programs and Action Plans

■ Key Thrust: Financing

Objective	Action Plan	Expected Outcome
To facilitate access to financing for incubators and incubator clients	Set up Incubator Development Fund	<ol style="list-style-type: none"> 1. Request Govt to set up Incubator Dev Fund to assist private incubators 2. Request Govt to expand existing SME soft loans/grants to include Incubators ✓
	Venture Funding	<ol style="list-style-type: none"> 1. Form Venture Funding Partnership with Venture Capitalists/Funding Agencies ✓
	Funding Workshops	<ol style="list-style-type: none"> 1. Initiate Funding Workshops for Incubator Clients to gather more information on funding 2. NINA Secretariat can assist in funding application of Incubator Clients ✓
	Conduit for Grant Disbursement	<ol style="list-style-type: none"> 1. To request that NINA be used as one of the conduits for grant disbursement as well as monitoring the development of grant recipients. 2. NINA should be included in all technical committees in grant applications

Programs and Action Plans

■ Key Thrust: New Growth Sectors

Objective	Action Plan	Expected Outcome
To act as a catalyst in the promotion of incubation in new growth sectors	Facilitation programs to create awareness, mentoring and eventual guidance for those who intend to enter into these new growth sectors	<ol style="list-style-type: none">1. NINA to identify potential organizations to create incubators in these new sectors2. NINA to provide incubation expertise and consultancy in the creation of these incubators3. New sectors will include women/SOHO incubation, biotechnology and retail

The End