

GrowthWheel for Incubator Management

20 Decision Sheets to help you make the right decisions for your incubator program



+ 8 more Decision Sheets

Learn everything about the GrowthWheel Toolbox and the online Business Advisory Platform

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RUN YOUR INCUBATOR
LIKE A BUSINESS

 GrowthWheel®



Run your incubator like a business

When you run an incubator you are always on the look-out for the best tools to share with your incubatees. Here is a (free!) tool you can use for your own incubator program

As an incubator manager, one of your 'jobs to be done' is to help your incubatees make the best decisions about how to run and grow their business.

Your incubatees are facing decisions about their products and services, how to build customer relations, who to partner with, how much to invest, etc. But so are you!

So whatever tools you recommend to your clients should also be useful to build and grow your own incubator.

Create an attractive **BUSINESS CONCEPT**



Build lasting **CUSTOMER RELATIONS**

Establish a strong **ORGANIZATION**

Maintain profitable **OPERATIONS**

GrowthWheel is a tool that works for your clients as well as for your own incubator program. It is a visual toolbox and an online platform for business advisors and their clients to make decisions with a 360° perspective.

One of our tools is a pack of 20 visual Decision Sheets that help Incubator Managers make decisions in your own business: The incubator.

Check to see if some of the decisions to the right are relevant for your clients and talk to us if you want to learn more.

An incubator is also a business. Whether you are starting a new incubator or have been running it for several years, you are facing many of the same decisions as your clients.

Incubator Program Design	Decide which elements to include in your incubation program
Program Element Design	Describe the elements in your incubation program
Incubator Events	Organize events for the client companies
Incubatee Persona	Decide which clients to target by describing typical profiles
Enrollment Criteria	Find criteria for evaluating and choosing company candidates
Supplier Selection	Find criteria for evaluating and choosing suppliers
Stakeholder Engagement	Decide how to interact with different stakeholders
Mentor Recruitment	Select the best mentor profiles and plan how to engage them
Mentor Profile	Describe the ideal profile of the mentor you want to engage
Collaborative Project Work	Find projects and partners that create new value
Networking Activities	Plan participation in networking opportunities
Incubator Network Mapping	Map your current personal and professional network
Media Opportunities	Select the right media and decide key messages to send out
Social Media	Consider your presence on social media
Program Calendar	Map out the yearly schedule for your incubator programs
Incubator Reporting	Make a reporting system to monitor your activities and results
Client Performance Metrics	Decide how to measure your clients' success
Sales Budget	Budget your revenue per customer and per product
Cost Budget	Calculate costs and reduce expenses
Facility Design	Decide how to design your company facilities



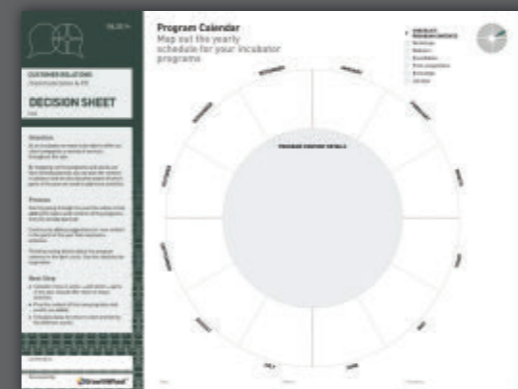
Program Element Design

By making a clear description of each element in our incubator program, it gets easier to explain and sell parts of it as well as the entire program.



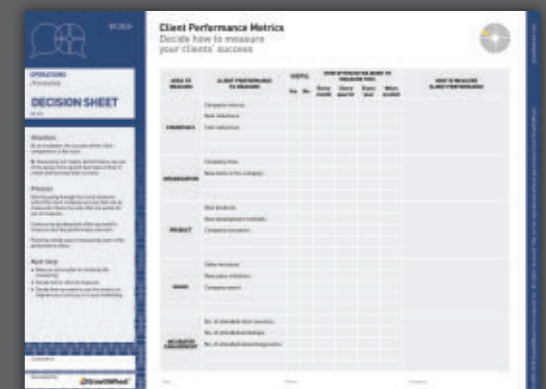
Stakeholder Engagement

By looking at the roles each of the stakeholders play and deciding how to relate to them, we make an active decision on who to benefit from.



Program Calendar

By mapping out the programs and events we already planned, we can plan the content in advance and we also become aware of which parts of the year we need to add more activities.



Client Performance Metrics

By measuring our clients' performance, we can more easily come up with new ways of how to create and increase their success.