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Erasmus+ Programme
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BEEHIVE LABEL CONFERENCE

*Good Practices in Supporting Student
Entrepreneurship and Building
Entrepreneurial Ecosystems Across the
Universities*

ideaspace

BINUS Anggrek
10th April 2019





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Key Programme Components

Accelerator/Entrepreneurship Programmes

- Mentors and Advisors are key to propelling the idea's/products
- The other start-up participants are an important stimulus/guide
- The programme should add credibility to promoters start-up journey
- Programme must build on the inputs/resources that the project has already undertaken
- The investors and VCs are a good fit for the idea's/products.



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Mixed Sector V's Specialist Sector

Accelerator/Entrepreneurship Programmes

Mixed Sector

- Easier to source a range of mixed companies
- Participants can provide complimentary services to other participants
- Invest Programme resources across more than one industry area

Specialist Sector

- Networking/industry contacts/mentors benefit all of the participants
- Participants can share same industry knowledge e.g. Regulatory issues
- Can make it easier to attract investors who invest in one sector only.



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Engaging with External Investors

Accelerator/Entrepreneurship Programmes

Provide an outline of:

- What the Company Does
- Team and Advisory Panel
- Present Position – Product development, customers/trials etc
- Sales and Marketing Overview and Market Validation
- Competitors and Barriers to Entry
- The Opportunity and the Companies Ability to Scale
- Financial Summary – 3 Year Financial Projections
- Investment Required

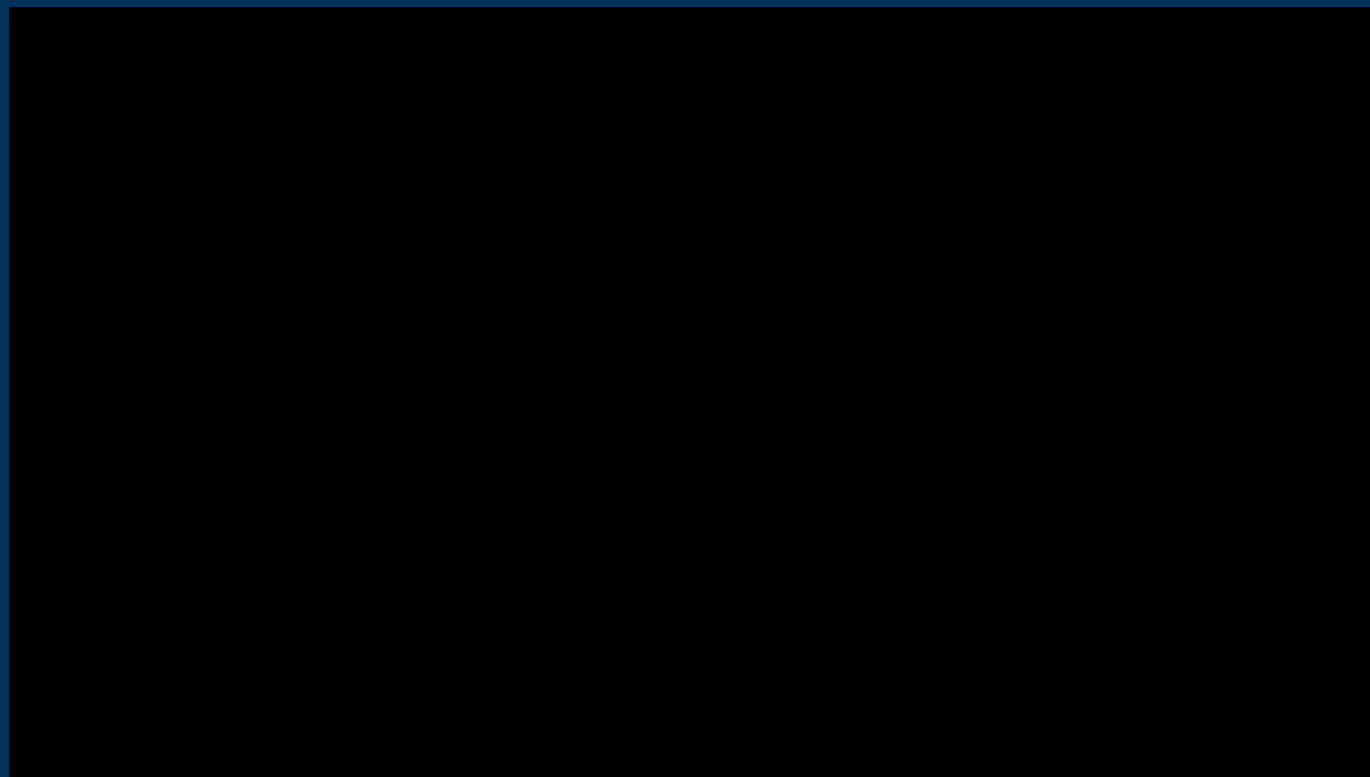
HBAN - Irish Halo Business Angel Network

We match private investors with pre-screened investment opportunities in early stage, start-up and developing businesses

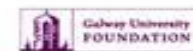
Private investors get access to ambitious, early stage companies with growth potential

Businesses seeking funding get access to private investors with business expertise

HBAN can provide Professional Advisors with alternative investment and financing options for their clients



<https://www.youtube.com/watch?v=19o7kJ0aVIM>





Ireland's first med-tech accelerator

- Clinics
- €95k Funding
- Training
- Entrepreneur-in-residence
- Mentoring
- Investor days
- Coaching
- Access to space, clinics, labs



Attracting quality candidates to the Accelerator Program

- When they know your why
 - Mission of the accelerator
- Identify the watering holes, where can you find your audience?
 - Online: such as Startup PH Facebook Group and its sister groups, PHackers Slack Group, and more specific groups such as Fintech PH, Renewable Energy Philippines, Independent Creative and Advertising Professionals, and others
 - Offline: Co-working spaces, technology business incubators (TBIs), networking Events
 - Startup founders from other TBIs display a certain level of readiness



Attracting quality candidates to the Accelerator Program

- Personify the target audience
 - Better understand their needs and challenges
 - Enables you to speak their language - based on the work/project that they are doing
 - Helps communicate accelerator features and benefits
- Take advantage of your alumni community
 - Your graduates are the best ambassadors for your accelerator



Creating internal and external networking opportunities

Internal networking opportunities:

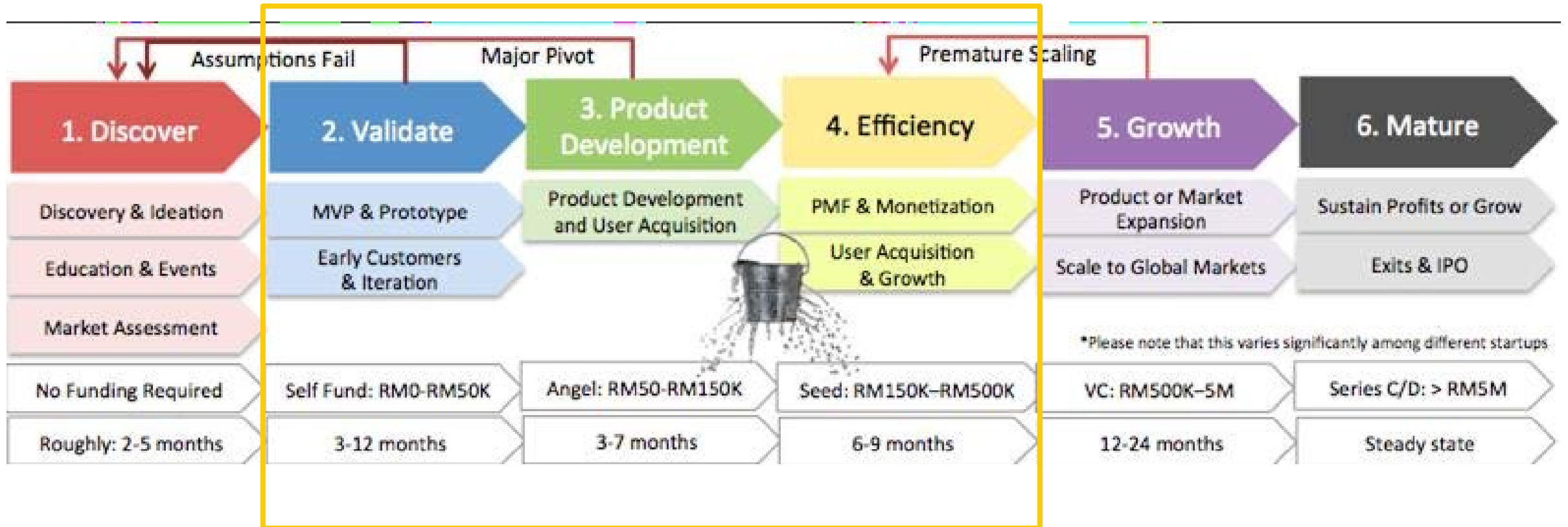
- Teams are not in competition
- FB group, Group Messaging
Threads
- Classes, collaborative events

External networking opportunities:

- Give before you get mindset
- Good and rewarding
experience for both
- Mixers, networking events,
online channels



Support services required post the Accelerator / Entrepreneurship Programme





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Support services required post the Accelerator / Entrepreneurship Programme

Office space or
meeting rooms

Funding or
connections to
funders

Internal and
External
Network
opportunities

Accounting,
legal and design
services

Recruitment
support

Event
sponsorships,
conference
tickets

Affiliation to the
accelerator

Shoulder to cry
on