



UBI GLOBAL

Program Definitions

World Benchmark Study 2019–2020
Of Business Incubators & Accelerators

2019-02-14

research@ubi-global.com



WBS1920 OVERVIEW – GOALS & BENEFITS

WHY BENCHMARK YOUR INCUBATOR/ACCELERATOR?

DESIGNED TO

1. Identify **distinguishing features** of business incubators and accelerators
2. Assess each participating program's capacity to create value for
 - a. their Ecosystems
 - b. their Client and Alumni Startups
 - c. themselves
3. Rank all programs by **absolute impact** and **relative performance** in their respective categories
4. Benchmark each program against
 - a. Global Top Average (top 10%)
 - b. Global Average (all participants)



PARTICIPATING PROGRAMS GAIN

- ✓ A thorough **understanding** of their **impact** and **performance** – strengths as well as areas of improvement
- ✓ Access to **best practices** and **actionable insights** into how to become more effective, efficient, and competitive
- ✓ Access to an extensive **global community of peer programs** and innovation experts
- ✓ **Matchmaking** opportunities **with Corporations** for themselves and their Client Startups

What is a benchmark study?

A research project that compares each participating organization's performance metrics to those of one or more reference groups. It identifies characteristics that differentiate leading organizations from their peers and produces recommendations how to improve each organization's impact and performance metrics.

WBS1920 DEFINITIONS – PROGRAM TYPES

BUSINESS INCUBATORS VS. BUSINESS ACCELERATORS



BUSINESS INCUBATOR

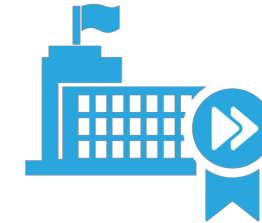
- ✓ Focuses usually on supporting early-stage client startups in becoming viable businesses
- ✓ Provides client startups a large array of business, marketing, counseling, financial, infrastructure, and other services
- ✓ Quality-controlled intake of client startups with regular time bound exits
- ✓ Often provides services for free or in exchange for program or membership fees
- ✓ Longer duration – usually 1 to 5 years



HYBRID PROGRAM



Mix of both



BUSINESS ACCELERATOR

- ✓ Focuses usually on supporting client startups with product development, scaling, and gaining customer traction
- ✓ Fixed-term, cohort-based program that provides intensive mentoring, networking, and education services, usually culminating in a “demo day”
- ✓ Quality-controlled – often competitive – intake of client startups with regular time bound exits
- ✓ Often invests in client startups or provides a stipend in return for a small equity stake
- ✓ Shorter duration – usually 3 to 6 months

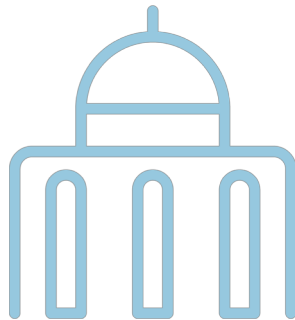
WBS1920 DEFINITIONS – PROGRAM GROUPS

INCUBATOR & ACCELERATOR GROUPING



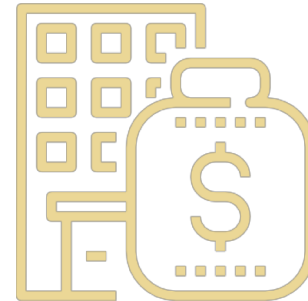
UNIVERSITY

The incubator/accelerator **derives** its business objectives primarily from one or more universities by which it is often operated and primarily financed.



PUBLIC

The incubator/accelerator **derives** its business objectives primarily from one or more public entities by which it is often operated and primarily financed.



PRIVATE

The incubator/accelerator **develops** its business objectives largely independently, often operates autonomously and primarily finances its operations.



CORPORATE

The incubator/accelerator **derives** its business objectives primarily from one or more for-profit corporations by which it is often operated and primarily financed.

Why do we group and differentiate?

The different groups are used for appropriate ranking, benchmarking and recognition categorizations.

WBS1920 DEFINITIONS – BENCHMARK CATEGORIES

ELIGIBLE PROGRAMS

PROGRAM TYPE

PROGRAM GROUP

BENCHMARK CATEGORIES



Business
Incubator



University



Public



Private



Corporate



Hybrid
Program



Business
Accelerator



University
Incubator



University
Hybrid Program



University
Accelerator



Public
Incubator

Public
Hybrid Program

Public
Accelerator



Private
Incubator

Private
Hybrid Program

Private
Accelerator



Corporate
Incubator

Corporate
Hybrid Program

Corporate
Accelerator

Program variations



Questions?

Dr. Holger Meyer
Head of Research

Kungsgatan 60
111 22 Stockholm, Sweden

 +46 (0) 72 561 09 18

 holger@ubi-global.com

