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# START UP

Incubators & Pre-incubators



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## Reasons and benefits of a startup vision

**They may have the education and skills, but they don't have employment**

- **It does provide employment prospects to inexperienced youth.**
- **It has an impact on economic growth through new jobs, increased competition, and innovation.**
- **One of the biggest advantages is the opportunity to learn important skills such as teamwork, networking, problem-solving, critical thinking, innovation, self-discipline, etc. All these skills can help in school performance and later in life.**





## Understanding Startups

Startups are young companies founded to develop a unique product or service, bring it to market and make it irresistible and irreplaceable for customers.

Rooted in innovation, a startup aims to remedy deficiencies of existing products or create entirely new categories of goods and services. That's why many startups are known as “disruptors.”

Except from startups in Big Tech—think Facebook, Amazon, Apple, Netflix, Google, collectively known as FAANG stocks—also companies like WeWork, Peloton and Beyond Meat are considered as startups.





## TOP 10 BEST STARTUPS IN THE WORLD

list of the top 10 most successful startups in the world. Which not only succeed to survive but also become some of the most valued companies in the world.

by Bhargav Karlapudi

### 1 AIRBNB

Airbnb is an online marketplace for vacation rentals, and tourism activities.



### 2 INSTAGRAM

Instagram is a photo and video sharing social networking platform founded by Kevin Systrom and Mike Krieger.



### 3 PINTEREST

Pinterest is an image sharing and social media platform designed to enable saving and discovery of ideas on the internet using images and, on a smaller scale, animated GIFs and videos, in the form of pinboards.



### 4 ANGRY BIRDS

The company focuses on the angry birds who try to save their eggs from green pigs, their enemies.



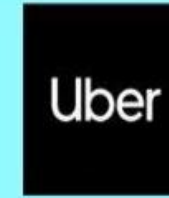
### 5 LINKEDIN

LinkedIn is a business and employment oriented online platform that operates via websites and mobile apps both.



### 6 UBER

Uber is a technology company. Its services include ride-hailing, food delivery (Uber Eats and Postmates), package delivery, couriers and through a partnership with Lime, electric bicycle and motorized scooter rental.



### 7 SNAPCHAT

Snapchat is a multimedia instant messaging app.



### 8 WHATSAPP

WhatsApp is an instant messaging platform owned by Facebook.



### 9 TWITTER

Twitter is a microblogging and social networking platform on which users write and interact with messages known as "tweets".



### 10 FACEBOOK

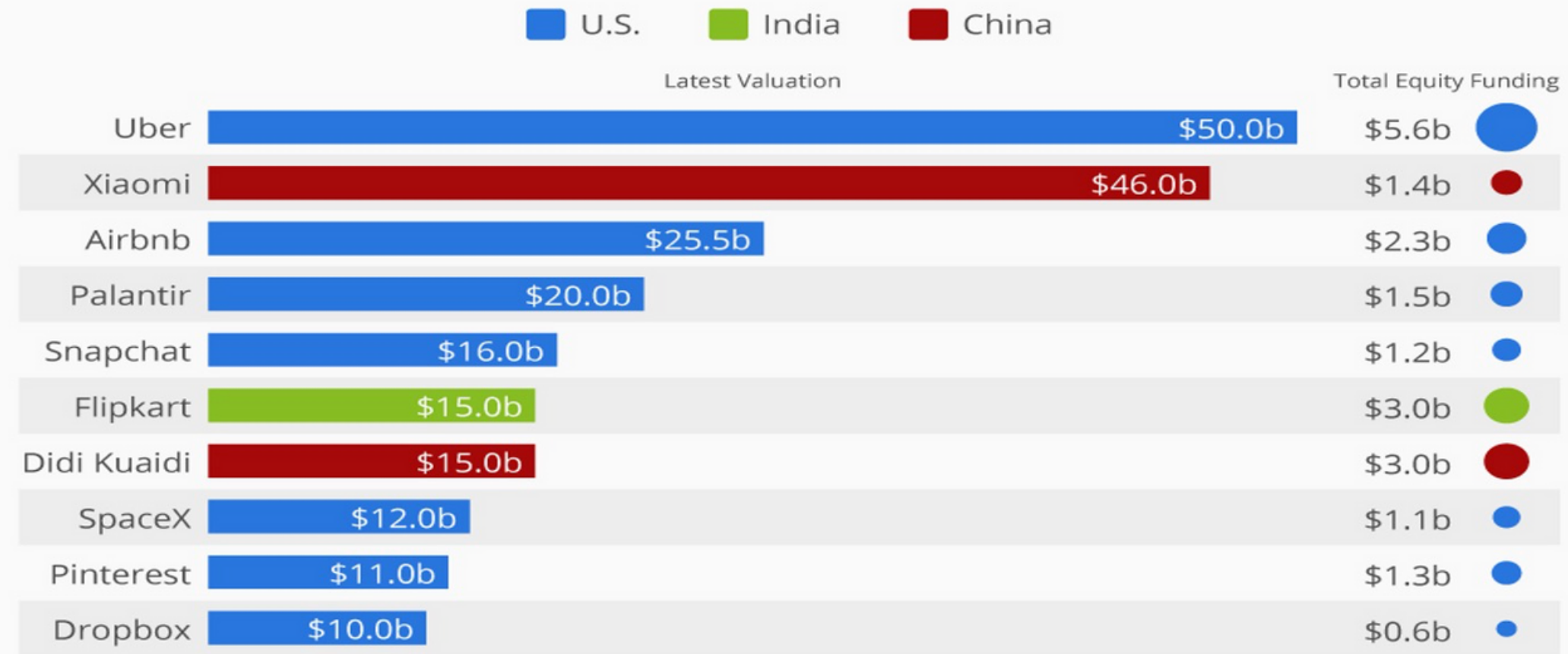
Facebook is an online social media and social network platform, founded in 2004 by Mark Zuckerberg with his Harvard College friends and roommates Chris Hughes, Andrew McCollum, Dustin Moskovitz, and Eduardo Saverin.





### The World's Top 10 Startups

Companies valued at \$1 billion or more by venture-capital firms (as of August 2015)\*



\* includes companies that are privately held, have raised money in the past four years and have at least one venture-capital firm as an investor  
 Source: The Wall Street Journal/Dow Jones VentureSource

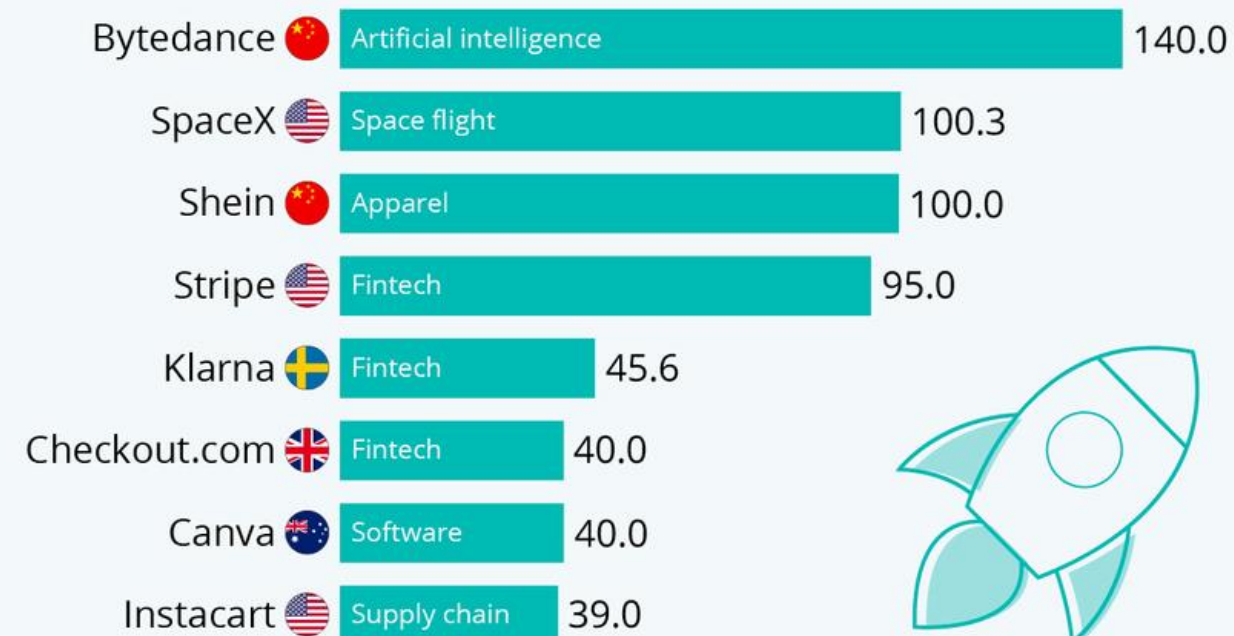
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## The Highest-Valued Startups in the World

Biggest startup companies worldwide by valuation  
(in billion U.S. dollars)



As of April 2022  
Currently private, up-and-coming companies (including whisper valuations)  
Source: CB Insights



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## How Does a Startup Work?

On a high level, a startup works like any other company.

A group of employees work together to create a product that customers will buy.

What distinguishes a startup company from a restaurant.

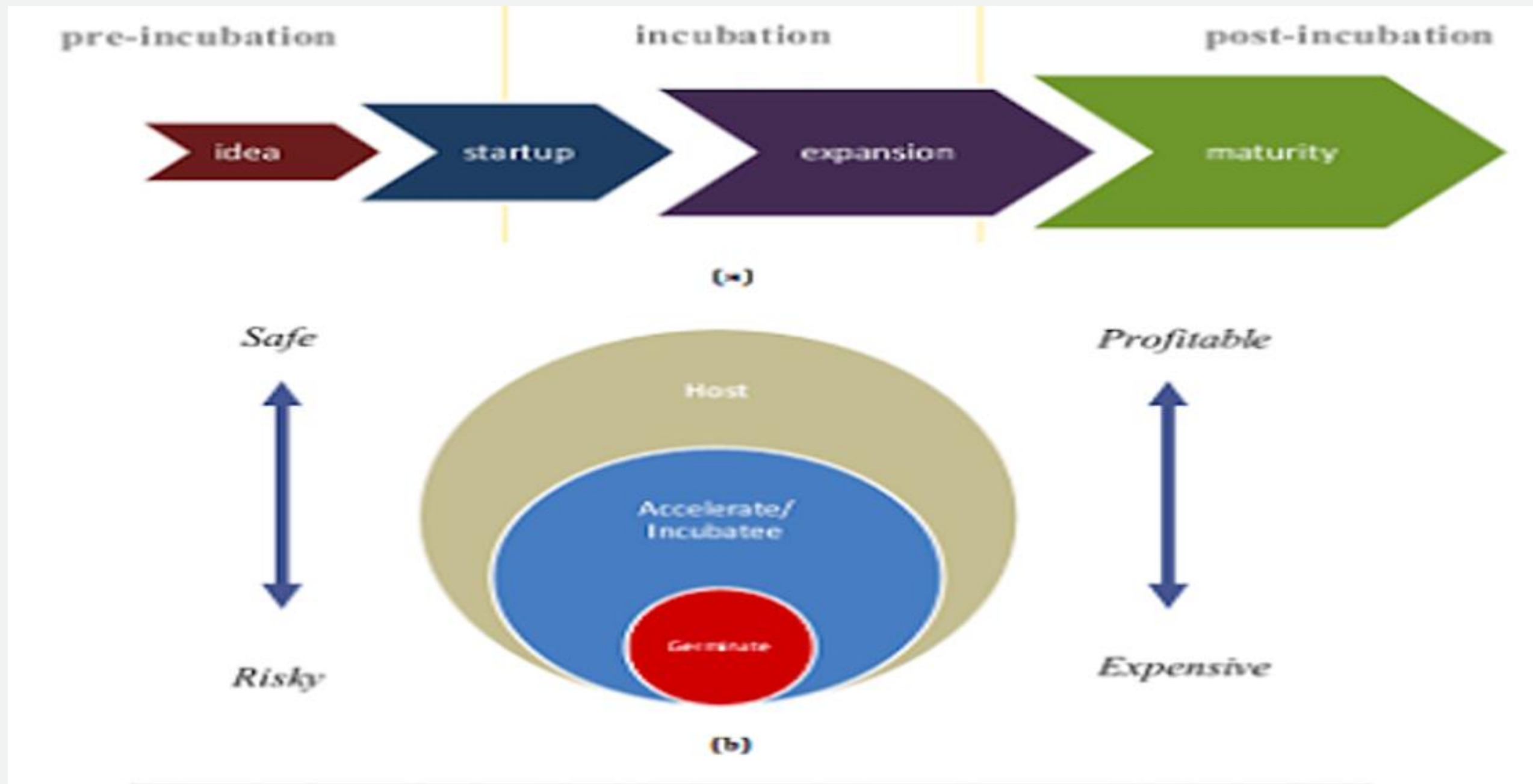
Regular companies duplicate what's been done before.

A prospective restaurant owner may franchise an existing restaurant.

A startup aims to create an entirely new template.

In the food industry, that may mean offering meal kits, like Blue Apron or Dinnerly, to provide the same thing as restaurants—a meal prepared by a chef—but with convenience and choice that sit-down places can't match.









## Introduction to concepts of startup business

Facing numerous problems in different subjects such as legal, economic, technological  
To solve the problems and support entrepreneurs, it need be establishing pre-incubation centers, incubation centers and acceleration programs.

The main feature that distinguishes pre-incubation centers, incubation centers and acceleration programs from each other depends from the difference of processes.





## Pre-incubation - Incubation

**The pre-incubation phase: from ideation to the minimum viable product (MVP)**

**The incubation phase: from the creation of the company to the stabilization of its business model**

**The acceleration phase: accelerating the growth of the company, by raising funds, opening branches or going international.**





## Pre-incubation

Pre-incubation is the process is focused business idea or project, where startups that have started working alone or with a team but have not been incorporated to make this idea come true.

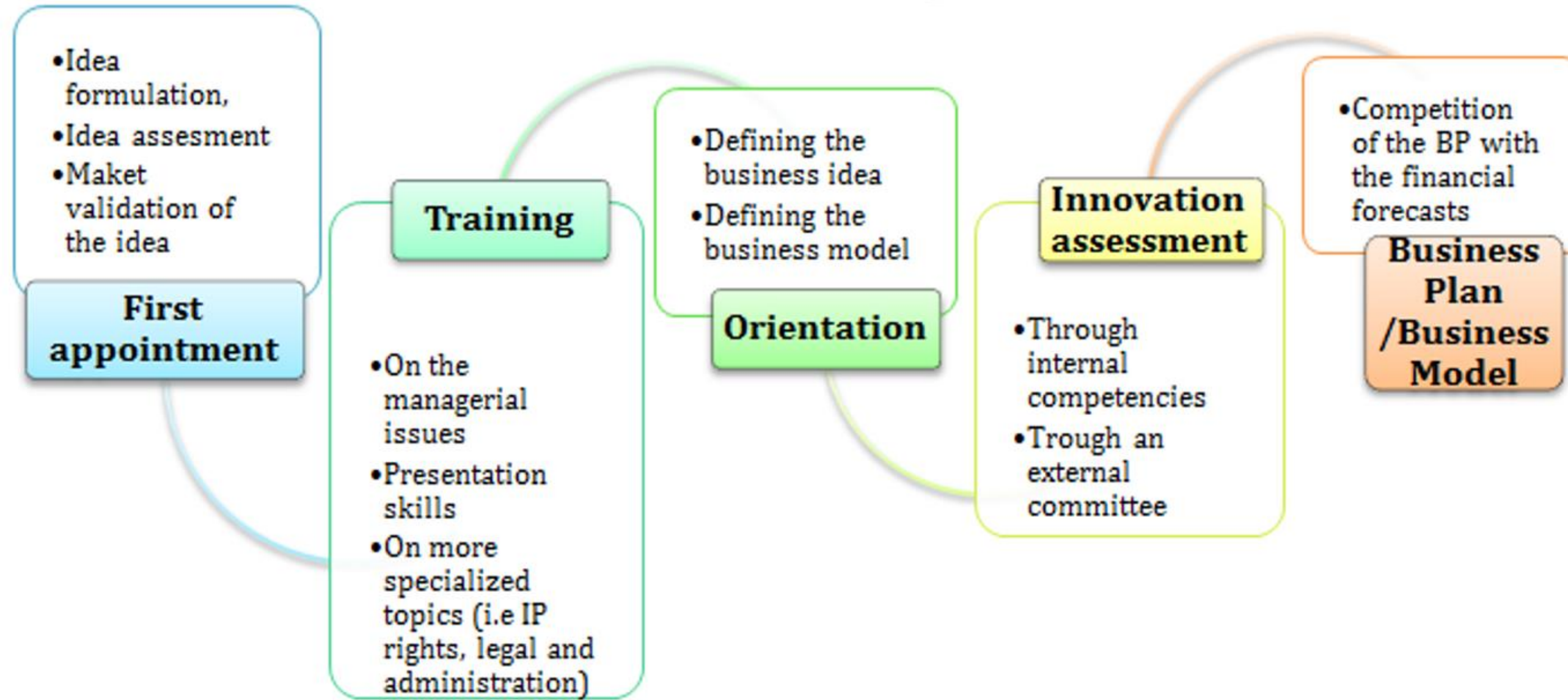
Entrepreneurs in the pre-incubation process need specific training, mentoring and consultancy services to understand whether their ideas are viable, commercializable, scalable, etc. Pre-incubation centers provide these opportunities for an average of six months to a year.

The duration of these opportunities varies according to which sector the entrepreneurs will operate in. This phase depending on the software could last more than six months.





## Pre-incubation stage





## Incubation

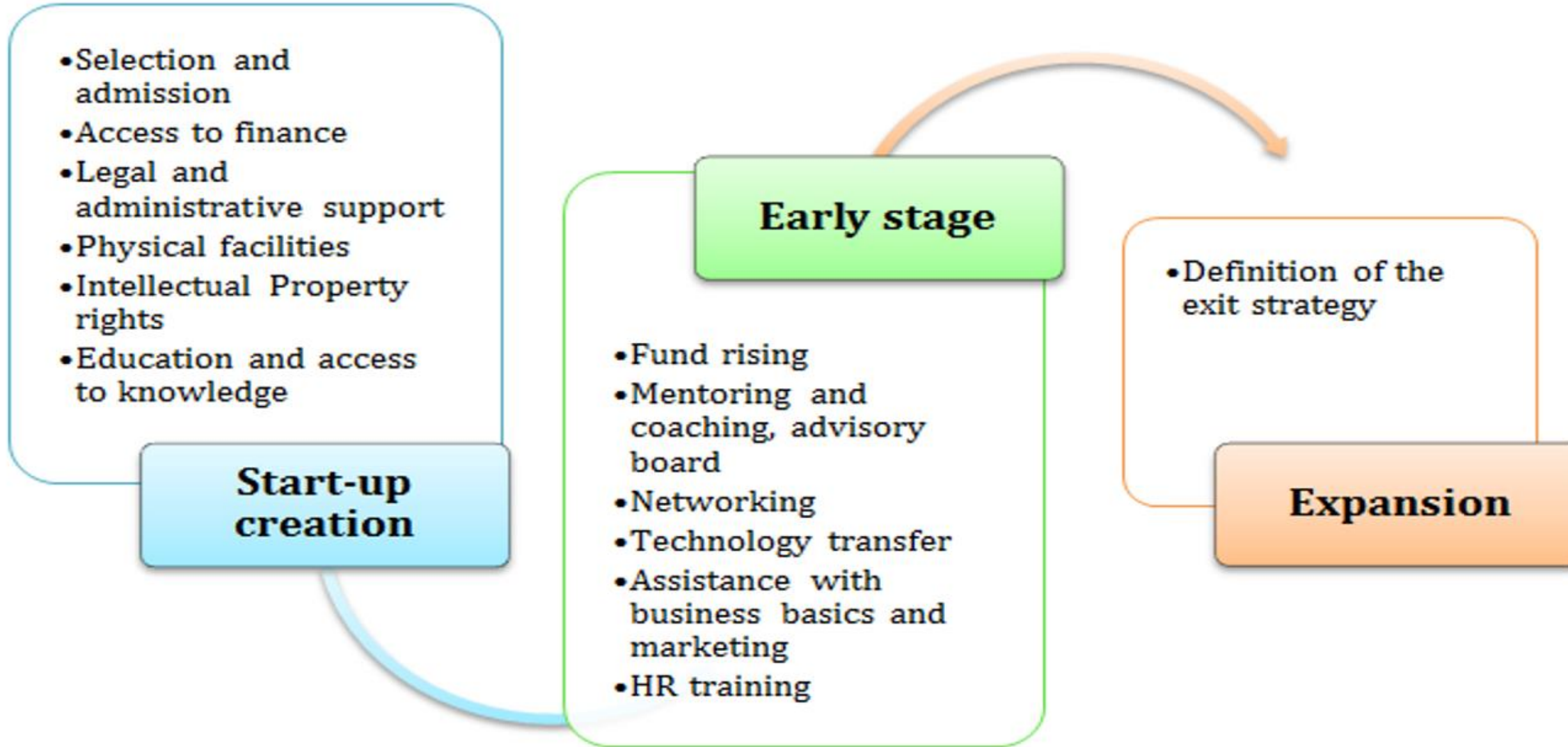
In this phase entrepreneurs continue to need physical facilities and training, consultancy and mentoring services, similar to the pre-incubation phases. The length of the incubation period varies between 1-3 years depending on the sector of the enterprise. Startups that take longer to obtain certificates and patents in sectors such as health, food, etc. spend longer incubation periods than software companies.

At this stage, the technical support that entrepreneurs need, especially when developing products, are provided by incubation centers. After the product is developed, the commercialization of the product begins. The main reason why this stage is difficult is that commercialization efforts are costly. For example, licenses and certificates create serious costs for entrepreneurs in the health field.





### Incubation stage





## Acceleration

Acceleration is the process in which the problems of companies that have created their products, have started commercialization studies but have difficulties in gaining market share and globalization and these problems can be solved with the help of acceleration programs during this phase.

The concept of acceleration can be considered as a new model for the entrepreneurship world. The first acceleration program was Y Combinator, established in 2005 and is still working. It is a new model and constantly renews itself according to the needs of entrepreneurs.

Acceleration programs are quite different from pre-incubation and incubation processes.

The duration of the program restricted to 6-12 months. Thus, all companies participate in the same trainings and events at the same time and appear before investors at the same time.

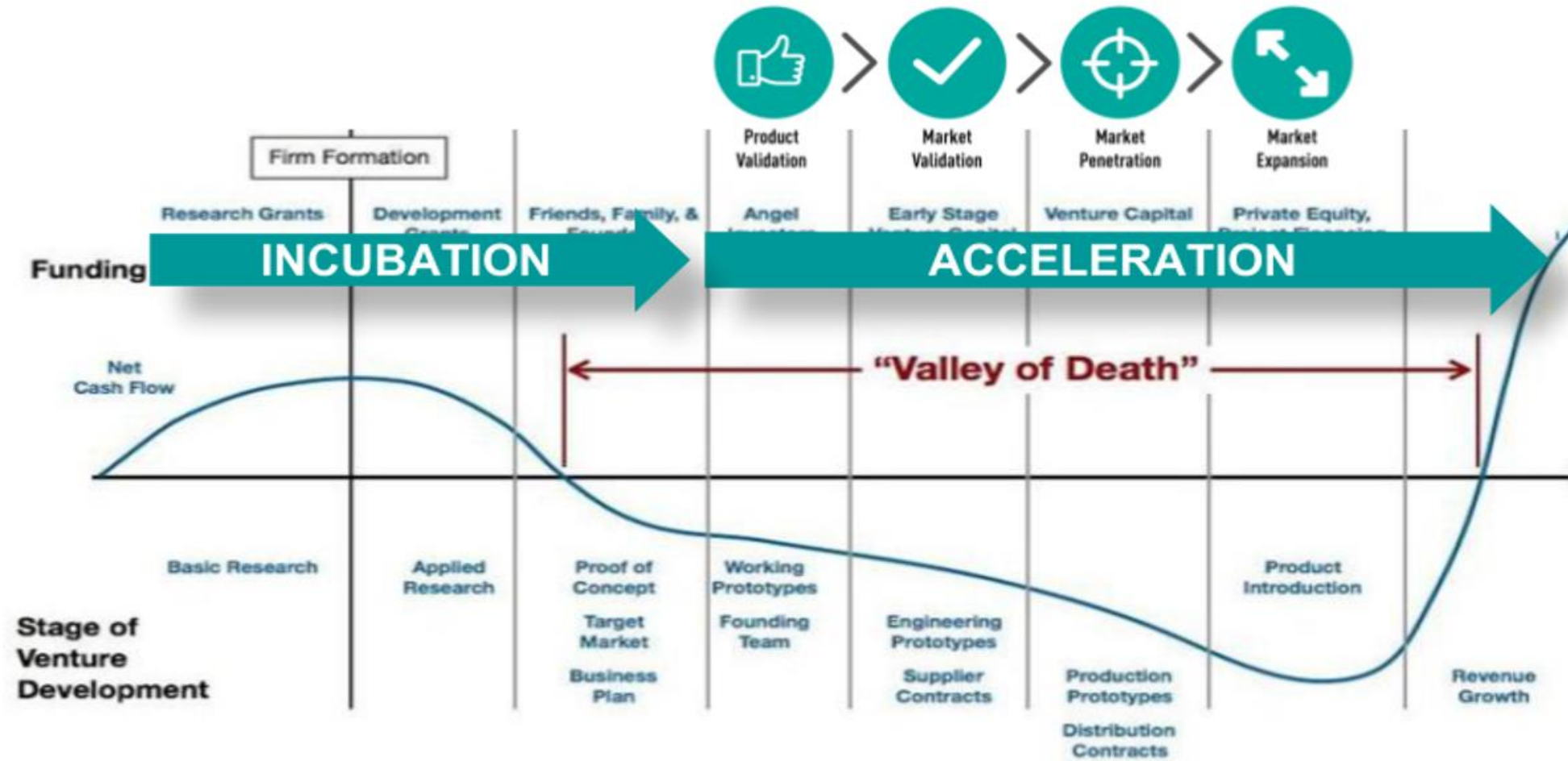
This situation ensures a high level of competition





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## What is business pitching?

A business pitch is a presentation of a business idea to a group of people who can help make the idea into a reality.





# Pitching Business Plan

So you want to start a business and need help funding it?

I have five tips to share on how to successfully pitch your business idea.

## 1. You need to be knowledgeable

With your business idea in mind, it's time to sit down and learn.

You need a thorough understanding of the industry you want to be part of.

If you don't know what you're talking about, no one will want to invest in your idea.

You need to become an expert in the subject and be confident in what you are pitching.

## 2. Describe your product and services

Try not to focus on the idea of your business too much.

Many people who are starting a business get so wrapped up in the idea of the business that they fail to talk about the product and services

Take time to give your investors this information at the beginning of your presentation and don't linger too much on the subject.

Investors likely think about how they will profit from investing in your product and that's what you want to focus on to get them to invest with you.



## So you want to start a business and need help funding it?

### 3. Discuss how you intend to attract customers

You need a good strategy to attract customers.

May the investors won't support you if you don't have a compelling way of making your business desirable to the public.

No customers means no profits and you've wasted your time and your investors' time during this pitch.

Come up with a marketing strategy for your product and sell it to your investors.

If they want your product they're more likely to invest in it.

Keep that in mind when creating your pitch.

### 4. Prepare a compelling visual presentation

Humans are visual creatures (Show how profitable is your business)

There are many tools to create a visual aid to go with your pitch.

You could use a PowerPoint presentation or an online platform like Prezi.

Show them your profit projections with charts and graphs and create your logo.

Make it interesting and professional, but also have fun with it.

### 5. Manage your time well

You should not spend too much time pitching your idea, only 30 minutes

Before asking for a meeting with potential investors, condense your information to fit in. Be brief, but comprehensive!

The goal is to reach a point where you are comfortable . Don't be rushed!





WHAT'S INCLUDED IN A

# pitch deck presentation?

