



## E-Zine N° 5 – FINAL EDITION May 2005

Editor: Claire Munck  
info@eban.org

### **Background of the I<sup>3</sup> project**

---

This is the final e-zine of the I<sup>3</sup> project.

The I<sup>3</sup> project – “The Innovation and Incubation Initiative” is a pilot project co-financed under the Leonardo da Vinci programme.

The I<sup>3</sup> project aims to address the needs of Business Innovation Centres (BICs) and Business Incubators (BIs) in relation to competitiveness and quality management by providing information and web based training to business incubator personnel. The project will provide the staff and management of BICs and BIs with information and training focusing specifically on the different types of support needed by **High growth SMEs** or **High Potential Start-Ups (HPSUs)** located in these centres.

The project was set up in order to boost the performance of business incubators by increasing the level of information and training available to their personnel. As the project developed however it was decided to expand the target audience to include business advisors and this is highlighted elsewhere in the E-Zine.

To reach this objective the project has gone through the following stages:

- ✿ Undertook a thorough analysis of the training needs of target groups including incubated companies;
- ✿ Developed a multimedia training tool based on the results of the research conducted on training needs, comprising an online training tool, a directory of best practices, case studies, and a platform for the exchange of information;
- ✿ Carried out an in-depth evaluation on the processes adopted throughout the project.

We hope that you have enjoyed our newsletters and that the I<sup>3</sup> training tool will prove useful to your activities.

Enjoy your reading!

## Editorial

---



*Partners at the I<sup>3</sup> Stand in Nantes, May 2005*

The online training resource of the I<sup>3</sup> project was officially launched during the EBN-IASP Congress held in Nantes (France) from 18 to 20 May 2005.

The tool was presented and launched on the occasion of the pre-programme scheduled by EBN on 18 May. This programme profiled tools, methodologies and best practices in incubation support.

Three partners were involved in the presentation of the project.

The coordinator of the project, Ultan Faherty from *WESTBIC*, outlined where the project originated from, what the partnership had tried to do with the resource, and who the partners were.

Lucy Gillan, from the *Instituto de Empresa* (Spain), explained to the participants how the main components of the training tool had been developed, and what was sought to do in terms of basic content, country specific material, etc.

Finally, Canice Hamill from *Initiative* (UK) explained the technicalities of the project. How the tool was made, how it is structured, and its various features.

The launch was very successful. Over 45 people attended the presentation, making it one of the most popular events of the pre-programme.

## The tool

---

There are three main features to this tool:

- it is an **electronic (online)** training resource;
- it is an **integrated tool** where business support providers can find a lot of information to help the incubatee companies (financing, patenting, commercialisation...) at different stages of their development;
- it is available in its entirety in **four languages** (Spanish, English, Lithuanian and Greek), and the executive summary is available in French.

The tool was piloted with 54 organisations and 64 individuals throughout Europe. The respondents represented BIC and Incubation Centre Managers and Staff, Enterprise Development Centre Managers and Staff, Business Support Providers, National Development

Agency Representatives, etc. The feedback received from the pilot test has been impressive and the main points are outlined below.

Overall, the main finding of the Pilot Test is that there is a demand for a training tool and information resource such as I<sup>3</sup>

According to the feedback most respondents agreed that the resource:

- was a helpful medium for business support providers to gain more knowledge
- was a good reference tool for accessing particular items of information rapidly
- could be recommended to colleagues
- provided them with a lot of knowledge from using the tool

Some suggestions were also made as to how the tool could be improved

97% of respondents said they would recommend its use to other colleagues and contacts

The training and information resource achieved an overall average score of 8.1 with 10 being the highest possible score.

#### **Who is this new training resource targeting?**

- Business support providers
- Personnel of incubators and BICs
- Firms assisted by incubators and BICS

#### **What are the benefits for the business support provider?**

- An up to date resource providing quality information on areas such as: patents, IPR, encouraging more high growth start-ups, business angel finance, etc.
- An opportunity to study the whole course at your pace, or use the search facility to easily find the information you need on a specific topic
- A resource developed in accordance with the implementation of sound equal opportunities and social inclusion policies in the management of business incubator centres
- A comprehensive training and information tool **FREE** of charge

#### **What type of support is offered by the tool?**

Support and information on:

- Creating the high-growth environment – identifying, selecting and assisting HGSMEs
- Supporting the early stages of HGSME
- Consolidation and growth of HGSME

## **Next steps**

---

The partners have decided to take this project one step further, by submitting a follow-on project called I-Cubed II. This project would involve additional partners, with a view to enhancing the quality of the content with more case studies, more modules based on the results of the pilot testing, more exercises, and new tools.

## Do you want to be actively involved in this project?

---

You can still be actively involved in this project, simply by going to [www.icubed-eu.com](http://www.icubed-eu.com) and testing our tool.

You can then fill in our evaluation questionnaire that you will find at the end of this newsletter, in French and English.

Your contribution will be most helpful in order to enhance the quality of the tool and eventually take the project to the next level.

Please contact the I<sup>3</sup> partner in your country or contact EBN or EBAN for other European countries:

### **National contact points:**

#### **WESTBIC**

Ultan Faherty  
Business Development Centre,  
Letterkenny Inst. Of Technology,  
Port Road, Letterkenny,  
Co. Donegal.  
Ireland  
Tel: +353 74 918 6770  
Fax: +353 74 918 6771  
Email: [ufaherty@westbic.ie](mailto:ufaherty@westbic.ie)

#### **Instituto de Empresa**

Beth Rayney  
Castellón de la Plana 8,  
Madrid 28006,  
Spain  
T: +34 91782 1714  
F: +34 91745 4762  
E: [beth.rayney@ie.edu](mailto:beth.rayney@ie.edu)

#### **Atlantis Consulting**

Tonia Damvakeraki  
Polytechniou Street 51,  
Thessaloniki 54625,  
Greece  
T: +3023 1052 4854  
F: +3023 1055 2265  
E: [damvakeraki@atlantisresearch.gr](mailto:damvakeraki@atlantisresearch.gr)

#### **Kaunas University of Technology Regional Business Incubator**

Tomas Cernevicius  
Studentu g. 65  
Kaunas 3031,  
Lithuania  
T: +37 037 300808  
F: +37 037 451599  
E: [ctomas@ktc.lt](mailto:ctomas@ktc.lt)

#### **Initiative Economic Development**

Canice Hamill & Lorna Treanor  
8 Monaghan Road,  
Armagh,  
Co. Armagh,  
BT60 4DA Northern Ireland, UK  
T: +44 28 3752 3752  
F: +44 28 3752 4509  
E: [canice@initiative.ie](mailto:canice@initiative.ie) / [lorna@initiative.ie](mailto:lorna@initiative.ie)

#### **Omagh Enterprise Company Ltd**

Julie McCausland / Sharon Tracey  
Gortrush Industrial Estate,  
Great Northern Road,  
Omagh, Co Tyrone.  
BT78 5LU Northern Ireland, UK  
T: +44 28 8224 9494  
F: +44 28 8224 9451  
E: [julie.mccausland@oecl.co.uk](mailto:julie.mccausland@oecl.co.uk) /  
[sharon.tracey@oecl.co.uk](mailto:sharon.tracey@oecl.co.uk)

### **European contact points:**

#### **EBAN**

Claire Munck  
Avenue des Arts 12, Bte 7  
1210 Brussels  
Belgium  
T: +32 2 218 4313  
F: +32 2 218 4583  
E: [info@eban.org](mailto:info@eban.org)

#### **EBN**

Laura Delgado  
Av. de Tervuren 168  
1150 Brussels  
Belgium  
T: +32 2 761 10 81  
F: +32 2 772 95 74  
E: [laura.delgado@ebn.be](mailto:laura.delgado@ebn.be)

## EVALUATION OF THE I<sup>3</sup> RESOURCE

I<sup>3</sup> has been subject to an external evaluation throughout the Project. It would be very helpful if you would please take five minutes to complete this short questionnaire about the I<sup>3</sup> Resource. Please hand it to one of the I<sup>3</sup> Project Team. Thank you.

Name (*optional*): .....

email (*optional*): .....

**Please give your opinion of the I<sup>3</sup> Resource by ticking the appropriate boxes:**

**1. The content of the I<sup>3</sup> Resource appears to be:**

- Very interesting
- Interesting
- Not very interesting

**2. From what I have seen I think that the I<sup>3</sup> Resource will be:**

- Very relevant to my organisation
- Relevant to my organisation
- Not very relevant to my organisation

**3. I would like to know more about how to access the I<sup>3</sup> Resource:**

- Yes
- No
- Maybe

**4. Please send me further information at my email address (above):**

- Yes
- No

**5. If additional modules were to be developed within the I<sup>3</sup> Resource I would like to see a module addressing:**

.....  
.....

**6. Any other comments about the the I<sup>3</sup> Resource:**

.....  
.....  
.....

**THANK YOU FOR YOUR COOPERATION**

## EVALUATION DE LA METHODE I<sup>3</sup>

I<sup>3</sup> a été soumis à une évaluation externe tout au long du projet. Cela serait très utile si vous pouviez consacrer cinq minutes de votre temps pour compléter ce petit questionnaire concernant la méthode I<sup>3</sup>. Merci de le remettre à l'un des membres de l'équipe I3.

Nom (*facultatif*): .....

Email (*facultatif*): .....

**Veillez donner votre avis sur la méthode I<sup>3</sup> en cochant les cases appropriées:**

**1. Le contenu de cette méthode semble:**

Très intéressant

Intéressant

Peu intéressant

**2. D'après ce que j'ai pu observé, cette méthode sera:**

Très utile à mon organisation

Utile à mon organisation

Peu utile à mon organisation

**3. J'aimerais en savoir plus sur l'accès à la méthode I<sup>3</sup>:**

Oui

Non

Peut-être

**4. Veuillez envoyer de plus amples informations à l'adresse email mentionnée ci-dessus**

Oui

Non

**5. Si de nouveaux modules venaient à être développés, j'aimerais que les modules concernent les sujets suivants:**

.....

.....

**6. Commentaires supplémentaires:**

.....

.....

.....

**MERCI POUR VOTRE COLLABORATION**