



I AM GREEN

Incubator Academy Model for a green economy

Final Conference | on line, 27th January 2022

Kevin Donnelly – Enterprise Ireland

This project has received funding from the European Union's
Horizon 2020 research and innovation programme under
Grant Agreement No 959548



Lessons Learned

Twinning Meeting #2

Chapter 3 Training needs

Chapter 4 I AM GREEN incubator Academy Model

ENTERPRISE IRELAND'S FOCUS



17,000 startups registered in Ireland Nov 2018 - Oct 2019*

Start-up unit engages with 1300 companies **(10%)**

produce 143 investable
High Potential Start Ups in 2019

10% of 10% = 1%

START-UPS = ENTREPRENEURS

- Only teenagers know everything
- others need...



ENTREPRENEURS NEED HELP



ENCOURAGEMENT

COFFEE

EDUCATION

FUNDING



**FINANCIAL
TRAINING**

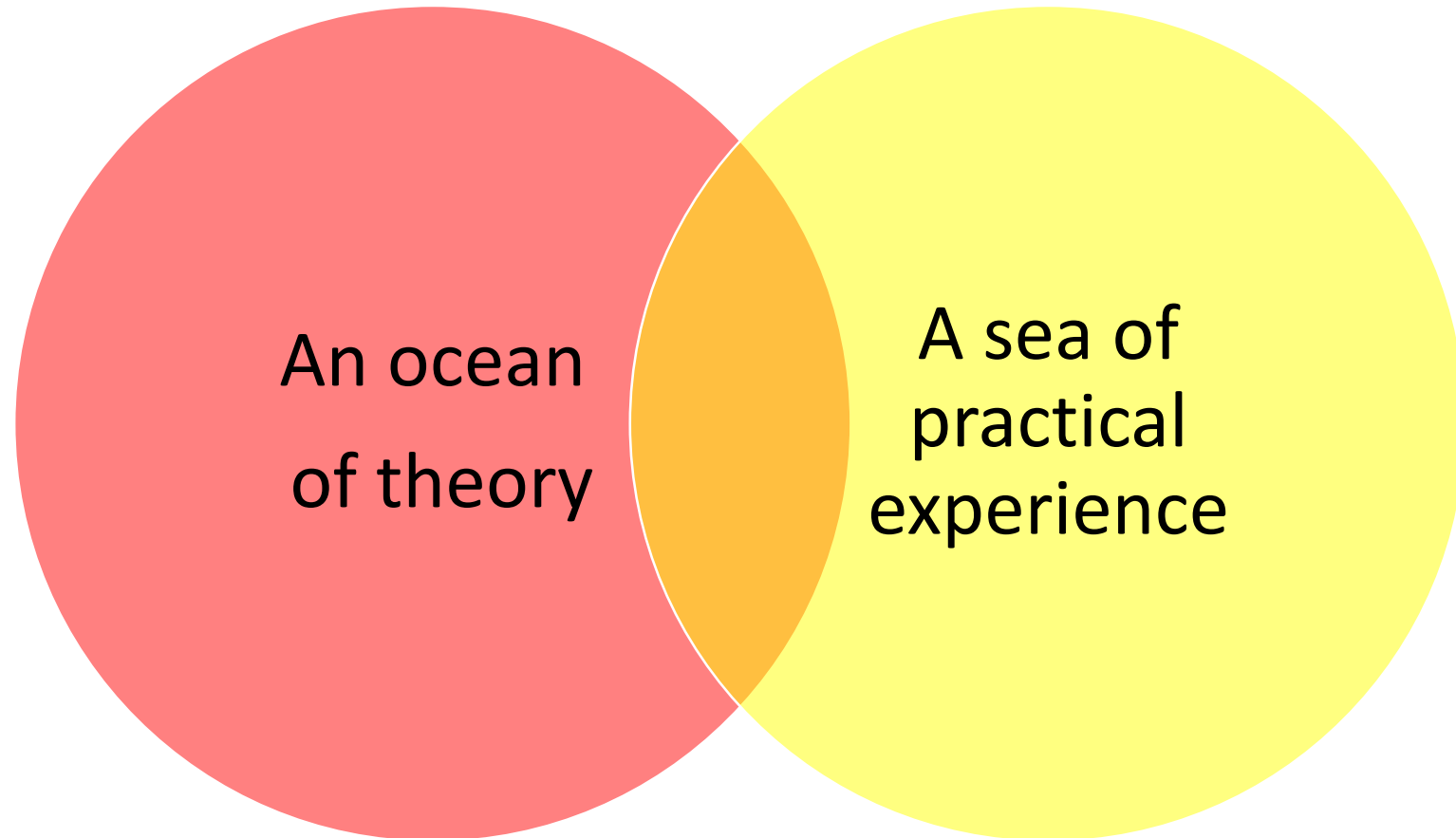
NETWORKING

**LEGAL
SUPPORT**

MENTORING

OF COURSE, ONLY WHEN APPROPRIATE!

WHERE DO WE START?



An ocean
of theory

CHARACTERISTICS



Focus on Education (1 to many)

Broadly applicable/generic

- **Technical and Managerial training**
- **Transversal Skills**
- **Financial Literacy**
- **Social Skills**
- **Emerging Skills (EU objective)**
 - Digital
 - Financial Skills
 - Sustainability Skills



A sea of
practical
experience

CHARACTERISTICS



Focus on Mentoring (1 to 1/few)

Narrowly or individually applicable/Specific

TWINNING MEETING #2 27TH JULY 2021

International Entrepreneurship Models

Start-up support: prepare for launch

Do investors really value green motives?

Green aspects of entrepreneur support

INNOSUP projects about Open Innovation

Start-ups: who to nurture

Start-ups play to your strengths

Environmental impact of start-ups:

Long-term VS short-term vision

Prof. John Breslin (NUI Galway Irl.)

Domenico Uva (Startup Geeks It.)

Sarai Kemp (Trendlines Is.)

Cinzia Morisco (STEP It.)

Nicola Doppio (HIT It.)

Rosemary Ward (South East BIC Irl.)

Uriel Perman (KIC Is.)

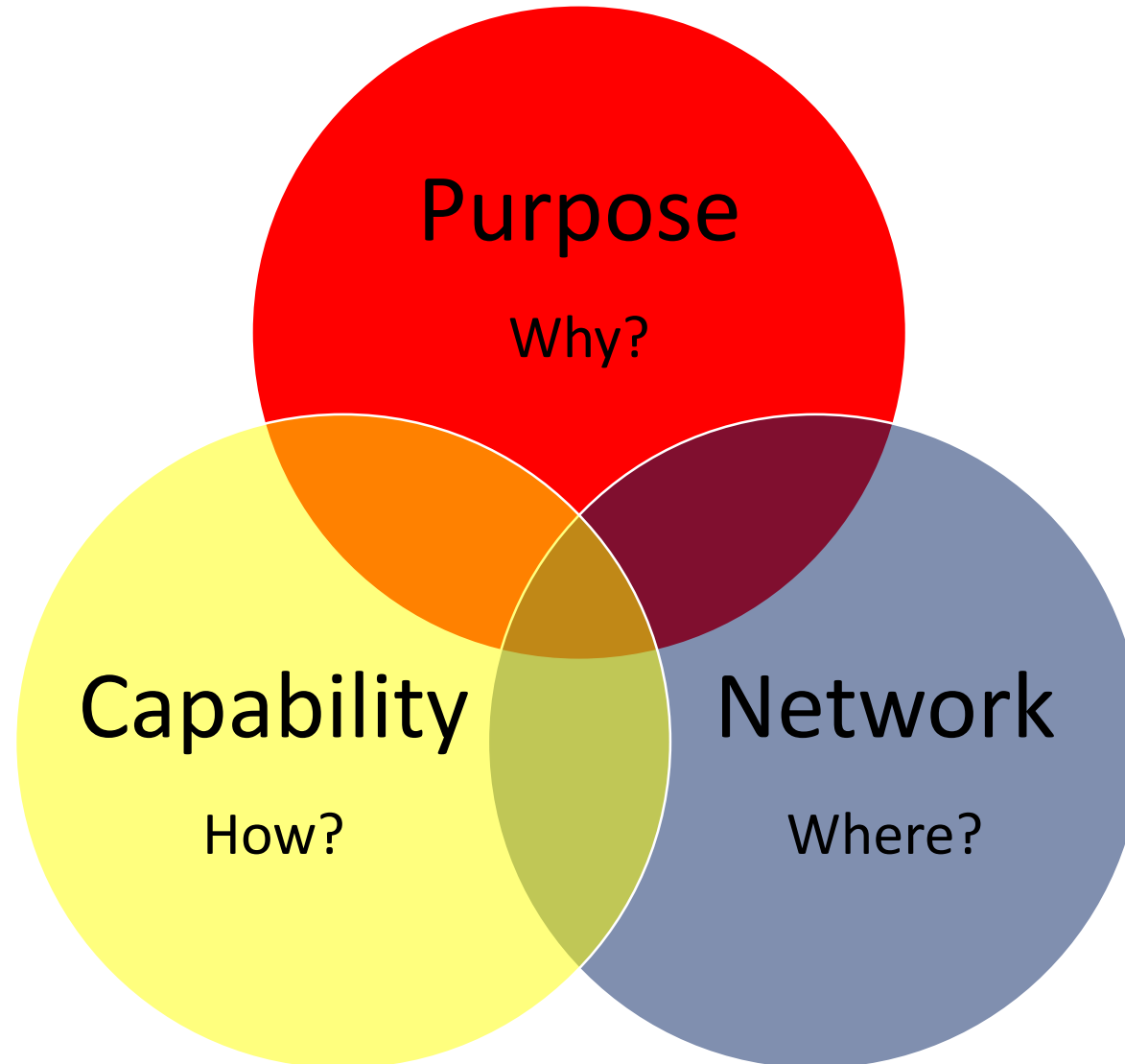
Agnese Metitieri (Impact Forecast It.)

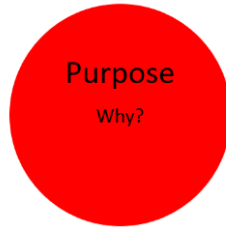
Eamonn Sayers (GEC Irl.)

I AM GREEN INCUBATOR ACADEMY MODEL



WHERE TO PLANT THE FLAG





WHAT IS THE PURPOSE OF YOUR START-UP SUPPORT ACADEMY?



Motivation/Paymaster

- University/College/teaching
- Government Local/National
- Industry Association
- Commercial

Developmental Stage

- Ideation – Funded - Scaling

Sustainability

- Numbers in/Graduation #/% /Longevity



WHAT IS YOUR SKILL-SET OR EXPERTISE OR SPECIALISATION?



What do you do better than anyone else?

- Industry sector linkages
- Access to technology
- Star promoters/Track record
- Physical facilities/location
- Access to funding

How do you get paid/sustained?

- What gets measured gets done
- How do you measure success?



WHO ARE THE PARTNERS WHO CAN BOOST YOUR MUTUAL IMPACT?



Where does/will your feedstock come from?

- Walk-ins/word of mouth
- Other, earlier stage support academies
- Competitive tendering
- Sponsoring agency

Where will your graduates go?

- Further support
- Fame and glory

DON'T BE A BUSY FOOL



The number of entrepreneurs that need help

+

The number of possible support activities

+

The number of possible successful outcomes

=

The number of things to be done

≈

∞

Theoretically challenging, Practically impossible

YOUR FOCUS



Identify the centre of the Purpose, Capability, Network Nexus

Identify a compelling value proposition

Identify a number of potential clients that is

Big enough to sustain the academy
Not so big as to swamp the system

Find a way to recruit good fit vs poor fit clients

Be trusting at the start but set suitable progress goals and move on projects that fail to progress

As projects progress navigate from

the **Ocean of Theory** to the **Sea of Practical Experience**



THE RESULT

Plain Sailing





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www.iamgreenh2020.eu



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