



## The Arab Innovation & Entrepreneurship Network (AIEN)

### Online Training Course on

# Incubation 101: training for incubators and accelerators - creation and management basics

1 August – 31 December 2021

## TRAINING COURSE OUTLINE

### COURSE DESCRIPTION

Title	Incubation 101: training for incubators and accelerators - creation and management basics
Objectives	To participants to understand the building blocks and impact of incubation
Dates	From 1 August to 31 December 2021
Duration	5 weeks
Registration deadline	25/07/2021
Training fees	free
Course code	21OS26607ARB-A

### DESCRIPTION OF THE TRAINING COURSE

This training will support the participants in understanding how business incubators work, who they are right for, how to quantitatively measure their success through business modelling, as well as the financial theories behind them. Its structure, made up of 5 modules, provides a pragmatic approach from theory to practice as well as different models and tools that will allow participants to understand the current or future business needs.

This course will give the participants the tools to differentiate between financing options and incubator types, understand how to build a successful business plan, model and track incubator success, and provide financial literacy in the world of business incubation. After successfully completing this course, the learner should feel competent in how to start, manage, and assess business incubators.

Through an array of multimedia resources, the participants will be able, by the end of this course, to have a thorough understanding of how to make a successful business incubator, manage and analyze that success, as well as how to present an idea to an array of interested business parties.

Come and discover the behind-the-scenes of business incubators!

## LEARNING OUTCOMES

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- Understand how business incubators can aid start-up companies through finances and beyond,
- In depth analysis of business modelling and data,
- Explore current business incubators around the world and the types of businesses they help,
- Capacity to understand how to finance business incubators and the steps needed to start this process,
- Produce skills to effectively measure and evaluate incubator success,
- Gain knowledge on how to produce and market a business incubation plan,
- Understand the difference between business incubators and business accelerators,
- Work to gain financial literacy with regards to funding seed companies,
- Learn how to establish a budget, create a financial plan, and benchmark investments.

## TARGET POPULATION

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This is a foundational level course designed for anyone wanting to learn more about the world of business incubation. Designed to be digestible for everyone, the course begins with business incubation basics and is built upon through the lenses of finance and business modelling.

## ENTRY REQUIREMENTS

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The participants are expected to have basic knowledge of management.

## TUTORS/INSTRUCTORS

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NAME OF TUTOR(S)/INSTRUCTOR(S)	CONTACT DETAILS
Javier Gonzalez Nuñez	gonzaleznuñezjavier7@gmail.com

## TRAINING COURSE CONTENTS

Structure	Hours	Content/Activities
Introduction		<ul style="list-style-type: none"> <li>• Introduction</li> <li>• Goals and objectives of the course</li> <li>• Audience and learner's benefits</li> <li>• Topics</li> <li>• Navigation</li> </ul>
Module 1: Understanding your digital innovation eco-system		<ul style="list-style-type: none"> <li>• Definitions</li> <li>• Stakeholders</li> <li>• Enabling environment</li> <li>• Stakeholders role / action</li> <li>• Knowledge check /Graded Quiz</li> </ul>
Module 2: Introduction to Business Incubation		<ul style="list-style-type: none"> <li>• Introduction and objectives</li> <li>• Defining business incubation</li> <li>• Pros and cons of business incubation</li> <li>• Comparing and contrasting business accelerators</li> <li>• Knowledge check /Graded Quiz</li> </ul>
Module 3: Business Modelling & Data		<ul style="list-style-type: none"> <li>• Introduction and objectives</li> <li>• The business model canvas</li> <li>• Measuring success</li> <li>• Knowledge check /Graded Quiz</li> </ul>
Module 4: Finance for Business Incubators		<ul style="list-style-type: none"> <li>• Introduction and objectives</li> <li>• Funding your incubator</li> <li>• Monitoring and controlling financial KPIs</li> <li>• Knowledge check /Graded Quiz</li> </ul>
Module 5: capstone project		capstone project

## TRAINING COURSE SCHEDULE

Week / Session	Topic	Exercises and interactions
Week 1	Introduction Module 1: Understanding your digital innovation eco-system	<p><b><u>Training Quizzes</u></b> – with immediate feedback</p> <p><b><u>Forum Activities</u></b> – to stimulate class engagement</p> <p><b><u>Graded Quiz</u></b> – end of week quiz</p>

<b>Week 2</b>	Module 2: Introduction to Business Incubation	<b><u>Training Quizzes</u></b> – with immediate feedback <b><u>Personal Learning Diary</u></b> – to analyze student growth <b><u>Forum Activities</u></b> – to stimulate class engagement <b><u>Graded Quiz</u></b> – end of week quiz
<b>Week 3</b>	Module 3: Business Modelling & Data	<b><u>Training Quizzes</u></b> – with immediate feedback <b><u>Personal Learning Diary</u></b> – to analyze student growth <b><u>Forum Activities</u></b> – to stimulate class engagement <b><u>Peer Reviews of BMC Template</u></b> <b><u>Case Study</u></b> – to propose own business model <b><u>Graded Quiz</u></b> – end of week quiz
<b>Week 4</b>	Module 4: Finance for Business Incubators	<b><u>Training Quizzes</u></b> – with immediate feedback <b><u>Personal Learning Diary</u></b> – to analyze student growth <b><u>Forum Activities</u></b> – to stimulate class engagement <b><u>Graded Quiz</u></b> – end of week quiz
<b>Week 5</b>	Module 5: Final Capstone Project	Using the information gained throughout this course, apply and demonstrate what you've learned by creating a business plan for the incubator you've created.

### **METHODOLOGY (Didactic approach)**

The course contains:

- Training Quizzes – with immediate feedback
- Personal Learning Diary – to analyze student growth
- Forum Activities – to stimulate class engagement
- Graded Quiz – end of week quiz
- A capstone project: Using the information gained throughout this course, apply and demonstrate what you've learned by creating a business plan for the incubator you've created.

### **EVALUATION AND GRADING**

evaluation	weights
Graded Quiz week 1	15 %
Graded Quiz week 2	15 %
Graded Quiz week 3	15 %
Graded Quiz week 4	15 %
Forum participation	10 %
Capstone project	30 %

Passing grade: 60 %

## TRAINING COURSE COORDINATION

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<b>Course coordinator:</b> Name: Fahd Alfahd Email address: <a href="mailto:falfahd@kacst.edu.sa">falfahd@kacst.edu.sa</a>	<b>ITU coordinator:</b> Name: Kamel Bra Email address: <a href="mailto:kamel.bra@itu.int">kamel.bra@itu.int</a>
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## REGISTRATION

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### ITU Academy portal account

Registration and payment should be made online at the ITU Academy portal.

To be able to register for the course you **MUST** first create an account in the ITU Academy portal at the following address:

<https://academy.itu.int/index.php/user/register>

### Training course registration

When you have an existing account or created a new account, you can register for the course online at the following link: <https://academy.itu.int/training-courses/full-catalogue/incubation-101-training-incubators-and-accelerators-creation-and-management-basics>

You can also register by finding your desired course in our training catalogue <https://academy.itu.int/index.php/training-courses/full-catalogue>