

# UKSPA Focus Group Meeting 10 October 2007

## Keele University Science and Business Park

Focus Group Theme: Incubation at Science Parks

### Current Members

Julie Watson (CELS at Newcastle)  
Lindsey Jones (QSTP)  
Nina Sarlaka (Tamar Science Park)  
Margaret Pullar and Rob Singh (Newlands Science Park)  
Mike Day (Technium Digital)  
Martin Bucknall (Wolverhampton Science Park)  
Clive Duggleby (Tetricus Ltd)  
Simon Parsons (West of Scotland Science Park)

### 1.1 Feedback from Sunderland May 2007

The group met in Sunderland and discussed potential topics for future meeting of the focus group. A list of potential topics was circulated to all members after Sunderland, in order for each member to identify the priorities for their own incubator. A small number of responses were received and collated. From these responses, proposed topics for the next two meetings of the focus group (Oct 2007 and Jan / Feb 2008) are identified as follows:

#### Meeting 1 – The Tenant

- Generating a pipeline
- Rental models for tenants
- Funding available for incubator tenants
- How do tenants pay for services?
- Successful exit policies

#### Meeting 2 – The Incubator

- Funding for incubators
- Simple measurement system for the success of the incubator
- Types of incubation models used by UKSPA members

### 1.2 Proposed Agenda for Keele Meeting

Each item on the agenda is only allocated **10 minutes** and in order for everyone to get the most out of the meeting, it would be really helpful if members could spend 10 or 15 minutes completing the attached form and send it back to me before the meeting. I'll collate and circulate the information, and identify examples for each of the agenda items. It will also enable handouts with relevant information to be provided at the meeting for members to share.

### 1.2.1 Generating a Pipeline (10 Minutes) – 2 examples

What are the 3 most successful methods of generating a pipeline in your experience?

What marketing approaches are used?

### 1.2.2 Rental Models for Tenants (10 minutes) – 2 examples

What rental models are currently in existence in UKSPA incubators?

### 1.2.3 Funding Available for Incubator Tenants (10 minutes) – 2 examples

What are the three most common sources of funding accessed by your tenants?

What is the main funding gap for your tenants?

### 1.2.4 How do Tenants Pay for Services? (10 minutes) – 2 examples

Do you charge an all-in fee? What is included?

What additional services are provided to tenants and how are they charged for?

### 1.2.5 Successful Exit Policies (10 minutes) – 2 examples

What exit policy do you operate?

### 1.2.6 Agreement of Agenda for Next Meeting (10 minutes)

From the feedback after Sunderland, the following have been identified as areas of interest for group members (which could form the agenda for the next meeting):

#### **The Incubator**

- Funding for incubators
  - (current sources, inventive proposals)
- Simple measurement system for the success of the incubator
  - (share existing systems, propose new system, UKSPA request?)
- Types of incubation models used by UKSPA members
  - (share existing models)

# Preparation Form for UKSPA Business Incubation Focus Group Meeting

10 October 2007, Keele University Science and Business Park

Please complete and return this form to [ljones@gstp.org.qa](mailto:ljones@gstp.org.qa) by no later than **Friday, 14 September 2007**

**Name:**

**Incubator Name:**

**Incubator in Operation Since:**

## Generating a Pipeline

List the main ways you generate (or intend to generate) a pipeline of new clients

What are your 3 most successful methods of generating a pipeline?

How much marketing budget do you (or will you) have available per annum?

What marketing approaches do you (or do you intend to) use (email, advertising, direct mail etc.)?

Rental Models for Tenants

What rental model do you have (or plan to have) at your incubator?

Funding Available for Incubator Tenants

What are the three most common sources of funding accessed by your tenants?

What is the main funding gap for your tenants?

### How do Tenants Pay for Services?

Do you (or will you) charge an all-in fee? What is included?

What additional services are (or will be) provided to tenants and how are they charged for?

### Successful Exit Policies

Do you have a formal, written exit policy at your incubator?

If yes, would you be prepared to share this exit policy with other group members?

(If you are prepared to share the policy, please attach it to this form when you return the email – thanks).