



# RETHINKING INCUBATION

Progility helped a large scale business incubator rethink its entire approach; from mobilisation of entrepreneurs to enabling market connect & mentors for their evolving business

## AT A GLANCE

### KEY CHALLENGES

- Entrepreneurs in Tier 2 and Tier 3 cities of India differ significantly from typical tech startup founders, necessitating a distinct approach towards incubation and engagement.
- Each entrepreneur profile and journey is unique and introducing formal processes is highly challenging

### IMPROVEMENTS

- Cohort based approach incubation approach embedded with market connect and mentorship
- Reduce effort of incubators in managing each entrepreneur journey
- Documented and agreed ways of working along with human centric design to ensure strong emotional connect with the incubation team

## OBJECTIVES

Redesigning the 6M Process Framework for Improved Efficiency

Our team was tasked with conducting a thorough review of the 6M process framework developed by the incubation center. The objective was to improve its effectiveness and adaptability for the front-line mobilization team, as well as other ecosystem stakeholders like mentors and market connectors and identify ways to improve the overall impact of the incubation process

## APPROACH

Following a comprehensive field study involving surveys, interviews, and process mapping, it was discovered that

- the front-line team tasked with engaging and mobilizing entrepreneurs had devised their unique criteria, methods, and rules for selecting, onboarding, and engaging the entrepreneurs.
- Entrepreneurs primarily perceived the incubation center as a funding source rather than a business growth partner.
- Market connect as a process was individual driven and there was no common metric used to define 'readiness' of a business for market connect

## NEW WAYS OF WORKING

### Cohort based incubation program

Fundamental change in the incubation process to ensure more focused approach. Design of a 6 month intense cohort program which included planned interventions of market readiness and mentorship would eventually help in increasing impact for all stakeholders

### Structured Market Readiness

Structured processes designed to ensure that readiness assessment of businesses is done in a unified manner. Assessment also provided clarity to entrepreneurs on areas of improvement and establish need for enablement

### Market Connect Program

Concept of market connectors as co founders or people holding sweat equity was designed and elements of complimentary skills were introduced.