

Entrepreneurship support: success factors for an incubator programme

Minerva Program

Gracia Catalina Piñero

December 12th, 2022



I am a Telecom Engineer, specialized in business environment and development. I studied my MBA in Beijing (China) at Peking University in collaboration with the Vlerick Business School (Belgium). I've had the opportunity to continue my training and my career in different companies and institutions over the world. Since 2010 I've focused my professional activity in entrepreneurship. Since 2014 I am the director of the Minerva Programme

[linkedin.com/in/graciacatalina](https://www.linkedin.com/in/graciacatalina)

[@GraciaCatalina_](https://twitter.com/GraciaCatalina_)

gracia.catalina@programaminerva.es

Agenda

- *Minerva Program*
- *12 tips for Startups Accelerator*
- *Latest trends*

MINERVA PROGRAM

Minerva – Acceleration Program



- Minerva is a technology-based business accelerator
- Backed by the Andalusian Regional Government (Junta de Andalucía) and Vodafone
- Promote ICT entrepreneurship & help companies consolidate their business in the Andalusian region

Minerva – Acceleration Program

- Companies from all sectors, if the fundamental basis of their business model is **technology**
- Public-private partnership -> no cost for the entrepreneur, neither take equity of accelerated companies

Minerva – Acceleration Program

- Minerva Program started in 2012 with the goal of accompanying technological business projects at different stages of maturity in the development of their business
- Since then we have selected more than 200 business initiatives
- We get a business success rate of 80% in our accelerated startup companies: eight out of ten Minerva startups sell their products or services they develop during the acceleration
- Best Startup Accelerator in Andalusia since 2016.

Minerva in numbers

- Acceleration program since 2012, 9 calls launched
- +1.550 applications received
- +200 startups selected
- +650 jobs supported
- +50% of our startups get private investment
- +3600 hours of advice and training dedicated each year to the selected startups

95% of Minerva companies recommend Minerva to all entrepreneurs



12 TIPS FOR STARTUPS ACCELERATORS

1

**We adapt our services to
the entrepreneur real needs**
*In each call, we change
With each entrepreneur, we adapt*



2

Acceleration 360°:
Business Development
Legal, Sales, Marketing & Communication



3

Good Best Mentoring

Choose best panel of mentors that meets the needs of your entrepreneurs



4

Ensure consistency and storyline of the entire acceleration itinerary



5

Methodology -> Be Methodical

**Lean Startup applied with method and rigor ...
otherwise is (almost) useless**



6

Nothing is given for free.
**The services have no cost for the entrepreneur,
we do not take any equity,
but they must work hard to achieve them**



7

Entrepreneurs-Centre:
Empathy with entrepreneurs
We work for them -> focused on helping them



8

**We are not the CEO of their companies
We can be coaches, mentors, asesors, auditors, friends,
... we help them when it comes
to leading their business, but they are the CEOs**



9

Help them build the Best Startup Team
Maybe they do not know what they lack ...
Offer aid to hire people



10

Build the Alumni Community

Once the acceleration is over we continue helping
Startups help each other



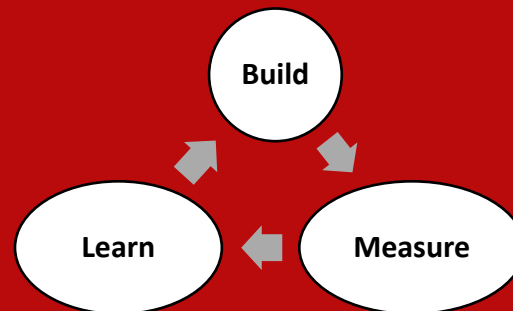
11

Accelerator Management Team is Essential
**Must be committed, capable, complementary,
talented ... as any other startup team**



12

As an Accelerator Startup -> Be Lean



Lastest Trends

- Online programs
 - Although we think the optimal model is hybrid
- Flexible acceleration itinerary
- More specialized Startups Accelerator

Minerva Team



Gracia Catalina Piñero

DIRECTOR MANAGER



Carla García Mairena

**HEAD OF
COMMUNICATION**



Salvador Romero Gordon

**PLANNING MANAGER AND
STARTUPS COORDINATOR**



Patricia Bizcocho De La Cuesta

STARTUPS COORDINATOR



ACELERA TU PROYECTO TECNOLÓGICO

programaminerva.es

***Knowledge without
action is meaningless***

Imaginación
+ Esfuerzo =
ÉXITO

mi
minerva

promovido por



vodafone



Junta de Andalucía