

MEANINGFUL METRICS AT TEHNOPOL STARTUP INCUBATOR

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SPEED UP
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 European Union
European Regional
Development Fund

Tallinn Science Park Tehnopol is a business environment for tech-companies, providing **infrastructure**, business **development** and **incubation** services.





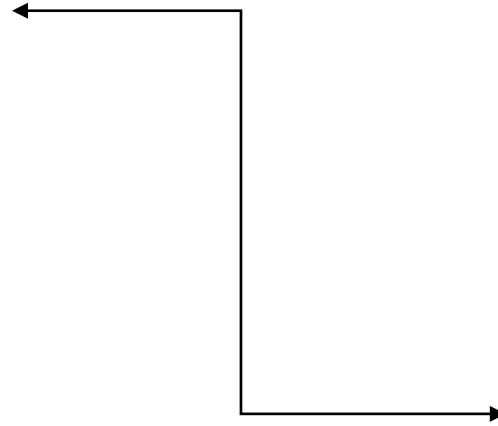
The World of Skype – Direct from Tallinn

Startup Incubator invests up to €10 000 worth of expertise to a start-up company in one year to reach sustainable revenue phase (€200k+) or seed round investment (€100k+).



ENTRANCE and exit

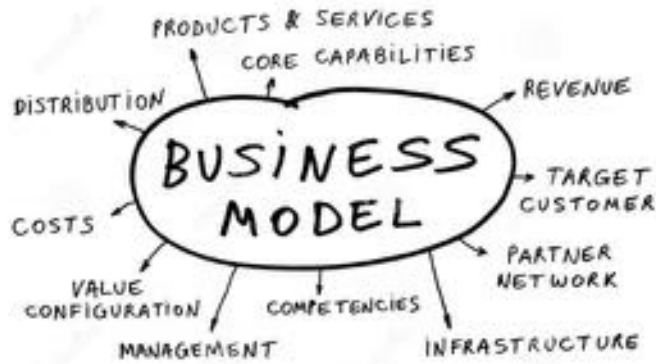
Idea
Team
(prototype)
Scalability



Investment
(100k €)
Export revenue
(200k €)

Expert panels to evaluate the ideas take place each Thursday.

FOCUS @ Startup Incubator



Business model



Sales, marketing



Investor readiness

+ product dev. / legal / financial / business matchmaking / IP

TOOLS @ Startup Incubator



Co-working HUB



Events,
panels,
trainings



1500h of
coaching

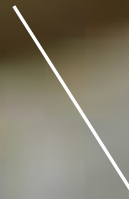


BUSINESS MODEL @ Startup Incubator

3% equity

95€ + success fee

sales and sponsorships



A wooden model of a propeller or fan is shown against a dark background. The model consists of several wooden blades radiating from a central hub. A small white card is attached to the hub with a black string. The card has some text and a logo, but it is mostly illegible. The lighting is dramatic, highlighting the texture of the wood.

KPIs achieved at Startup Incubator

- * 37 companies in portfolio, 220 graduated, 60% successful

- * €17,5M capital raised by the portfolio

- * Total success rate of the portfolio is 60%

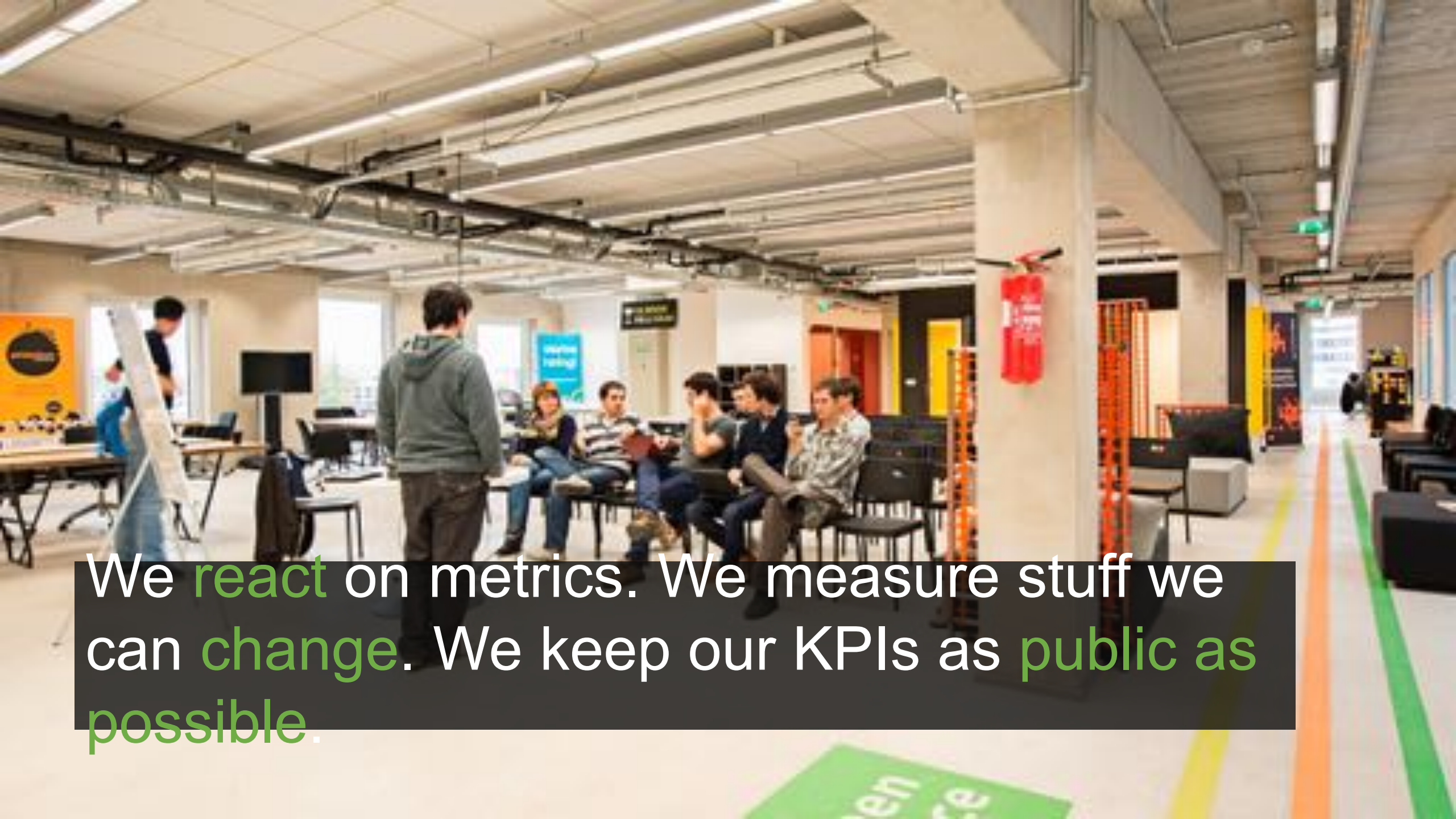
A photograph of a telescope on a tripod, set against a dark blue night sky filled with stars. The telescope's lens is illuminated with a soft red light, and the tripod legs are also visible, creating a sense of depth and focus on the instrument.

Why do we **measure** things?

- * Stakeholders have clear overview of the ROI
- * Impact on the start-up ecosystem
- * Not interfering with private service providers
- * Keeping our processes running as smooth as possible

Some of the metrics we are using:

- * Companies in active portfolio
- * Success rate and investments raised
- * Time invested by active mentors
- * Revenue of the portfolio and alumni
- * ROI
- * Share options in companies
- * Number of applications
- * Business sectors in the portfolio
- * HUB usage and event statistics

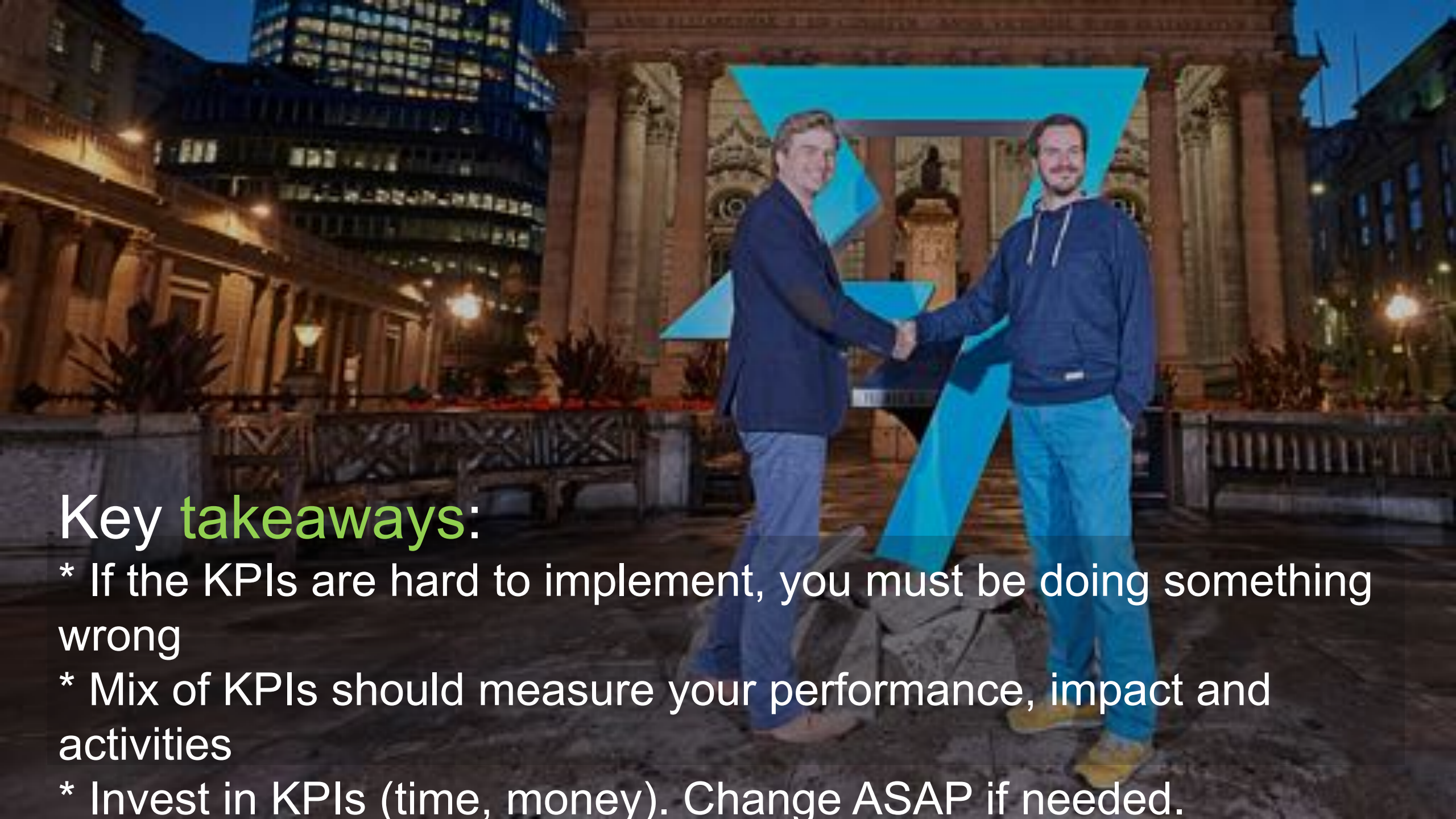


We **react** on metrics. We measure stuff we can **change**. We keep our KPIs as **public as possible**.

An elderly man with white hair, wearing a dark suit jacket, a light-colored shirt, a dark tie, and a flat cap, is walking on a paved path. He is holding a wooden cane in his right hand. To his left is a small, white, three-wheeled robot with a black top and a black base. The background shows a modern building with large windows and a metal fence, with trees and greenery in the distance.

What has **changed** because of metrics?

- * Value proposition to the companies and stakeholders
- * Clear entrance and exit point of the program
- * Portfolio is in constant change
- * Rate of investments goes up
- * Portfolio is paying our bills
- * Quality of the service provided



Key takeaways:

- * If the KPIs are hard to implement, you must be doing something wrong
- * Mix of KPIs should measure your performance, impact and activities
- * Invest in KPIs (time, money). Change ASAP if needed.



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Thank you!

(no questions shows the good quality and thoroughness of the presentation)