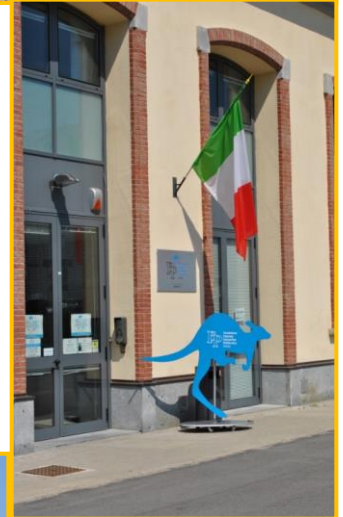




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**How University Business  
Incubators support the  
development of local  
economies:**

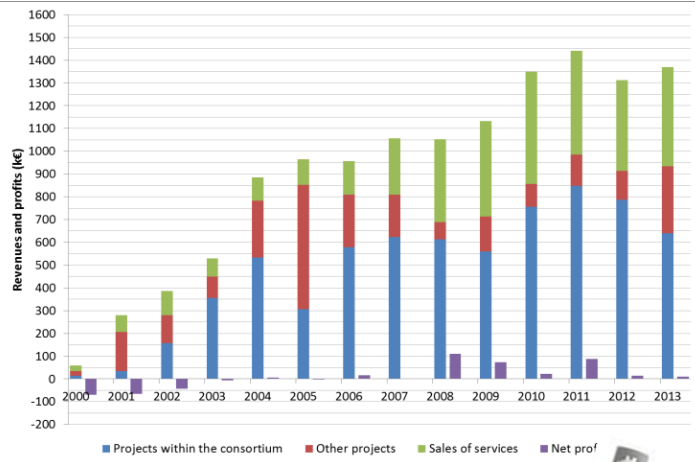
***the case of I3P,  
the Innovative Enterprise  
Incubator of the Politecnico  
di Torino***



# What is I3P?



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Ranked 11<sup>th</sup> worldwide  
and 4<sup>th</sup> in Europe  
by the 2013  
**UBI Index**  
University Business Incubator

- ✓ A joint stock consortium
- ✓ A **consultancy** and **advisory** company serving
  - ✓ **Students, Researchers and Lecturers**
  - ✓ **Entrepreneurs**
  - ✓ **Companies that want to create spinoffs**
- ✓ A publicly owned firm, with an innovative and results-oriented business model
- ✓ Recipient of the «Best Science-based Incubator award» in 2004
- ✓ Ranked 4<sup>th</sup> in Europe and 11<sup>th</sup> in the world by the 2013 UBI (University Business Incubator) Report of academic incubators.



POLITECNICO DI TORINO



FINPIEMONTE



PROVINCIA DI TORINO



CITTA' DI TORINO



CAMERA DI COMMERCIO  
INDUSTRIA ARTIGIANATO E AGRICOLTURA  
DI TORINO



# What does I3P do?



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## Scouting

- ✓ Within the university and outside
- ✓ Events, competitions ... and lots of footwork

## Consultancy

- ✓ Strategic consultancy
- ✓ Specialist consultancy through partners

## Support to business development

- ✓ Trade fairs
- ✓ In-house corporate events
- ✓ Development of sales network



## Matchmaking between technology and business talent

- ✓ Strengthening of the founding team
- ✓ Recruitment of personnel

## Fundraising

- ✓ Equity fundraising with BAs and VCs
- ✓ Debt fundraising through preferential agreements with banks

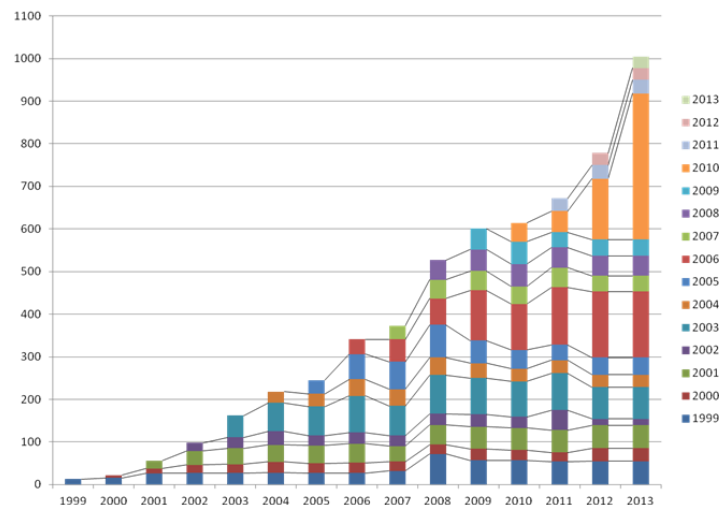
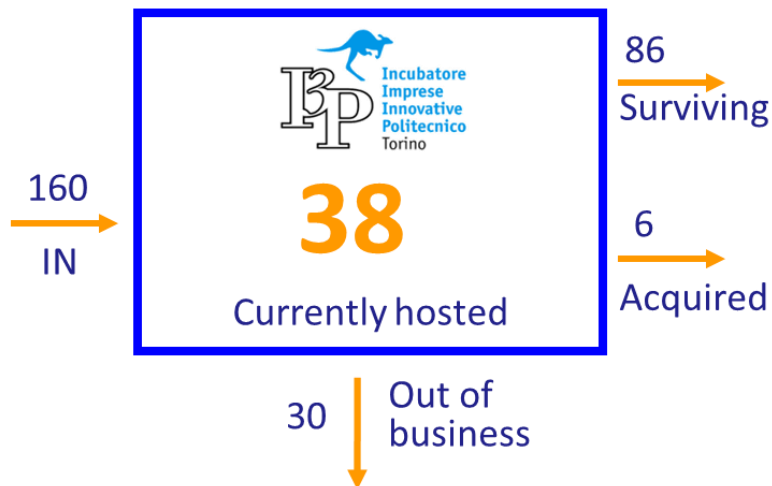
# A few figures for I3P

15  
new firms / year



## Our figures

- ✓ An annual «deal flow» made up of 300 ideas, 60 business plans / internet launches, 15+ new startups
- ✓ Average annual fundraising of 2.5 M€ in equity seed money
- ✓ Each year our startups create 100 new jobs, each of which has required a one-off investment of 8 k€ in public money
- ✓ Positive P&L, and financially sound as a company





# TreataBit

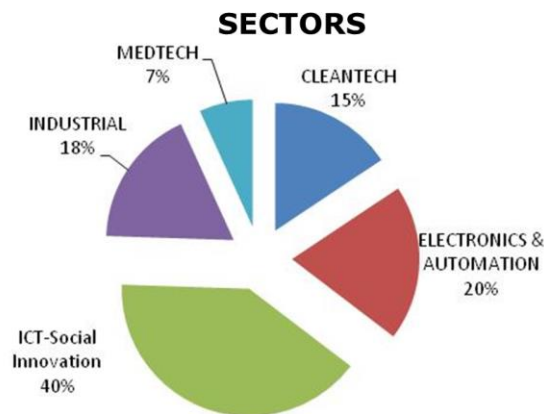
The playground for new media entrepreneurs by I3P



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# TreataBit

*An I3P project targeted to new media entrepreneurs  
opened in November 2011*



**135** teams supported



**69** teams launched their  
products or services



**29** of them became  
startups  
**5** entered the I3P  
incubation program



### Open Space

Co-working spaces in C.so Castelfidardo 30/A, Torino.



### Business consulting

I3P senior consultants and business analysts support the team helping the development of the business model and its execution.



### Networking and team building

TreataBit offers visibility during TreataBit events and gives access to its contact network of professionals in the field of software development, interaction and graphic design, marketing and communication.