



SOLAR ENERGY AND ARCHITECTURE - Innovation and Development



Overview 2011



MADAN
PARQUE



1. context/ Madan Parque Business Model

SOLAR ENERGY AND ARCHITECTURE - Innovation and Development



Stakeholders



mission_ **Business Facilitator and Accelerator**

Support, Acceleration &
Take-off of Micro&SME's

University Research
Entrepreneurial Initiatives
Partnering Companies
Business Ideas
Ideas Competitions

Start Ups
Spin Offs
SME's

Successful
Business
Projects

Start Grow Mature

layers_ **Business Facilitator and Accelerator**



Supply of basic services supporting the incubation of companies

Physical Incubation _ Virtual Incubation _ Out-of-Box Incubation



Market Oriented Training & Events

Business Plan Support _ Networking & Promotional Events _ Advanced Training



Investors' Network, funds raising and support to incubated projects

Business Angels _ Funds Management _ Bank Partners



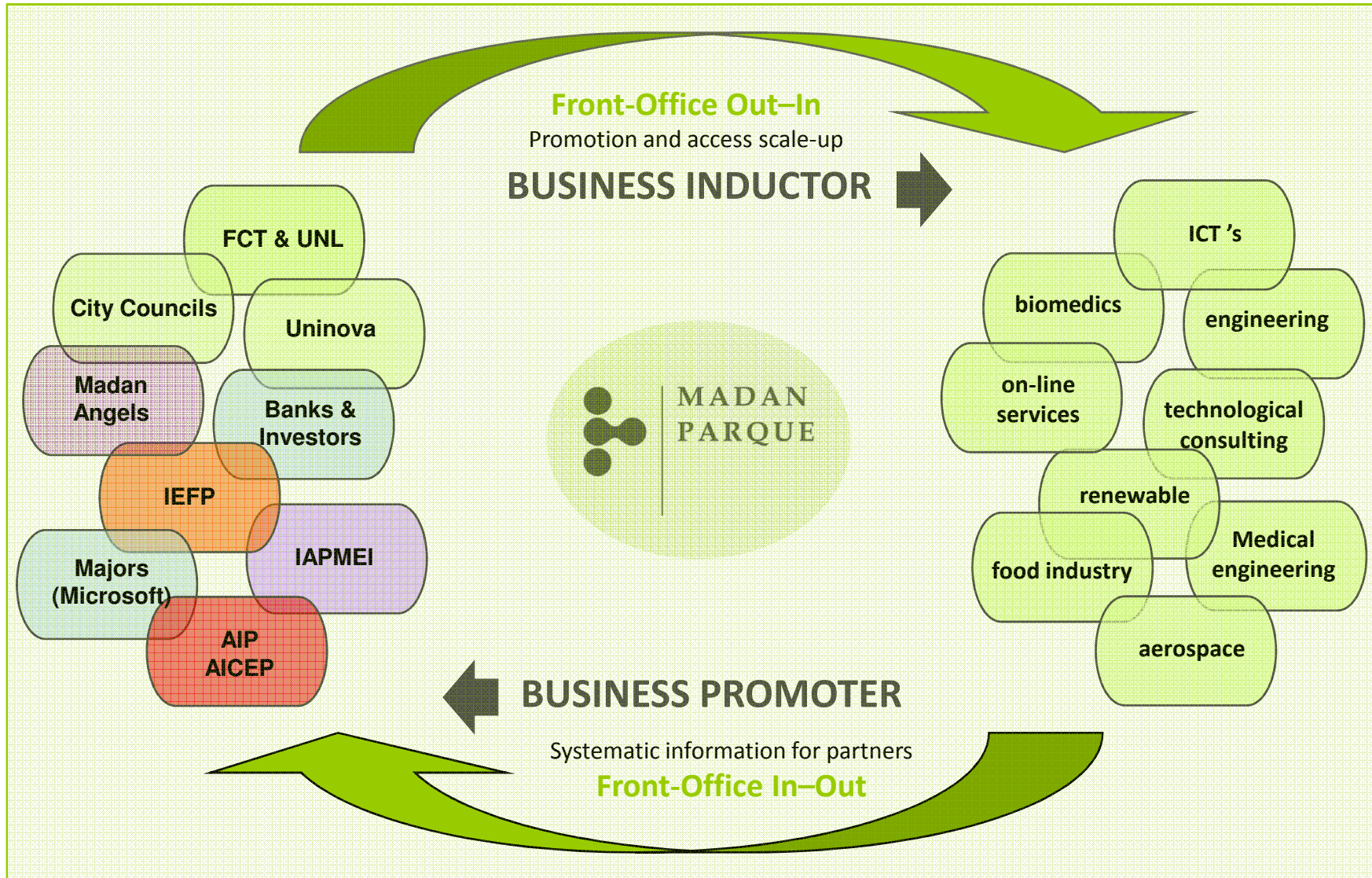
Bridging Innovation: Network RTD & Proof of Concept

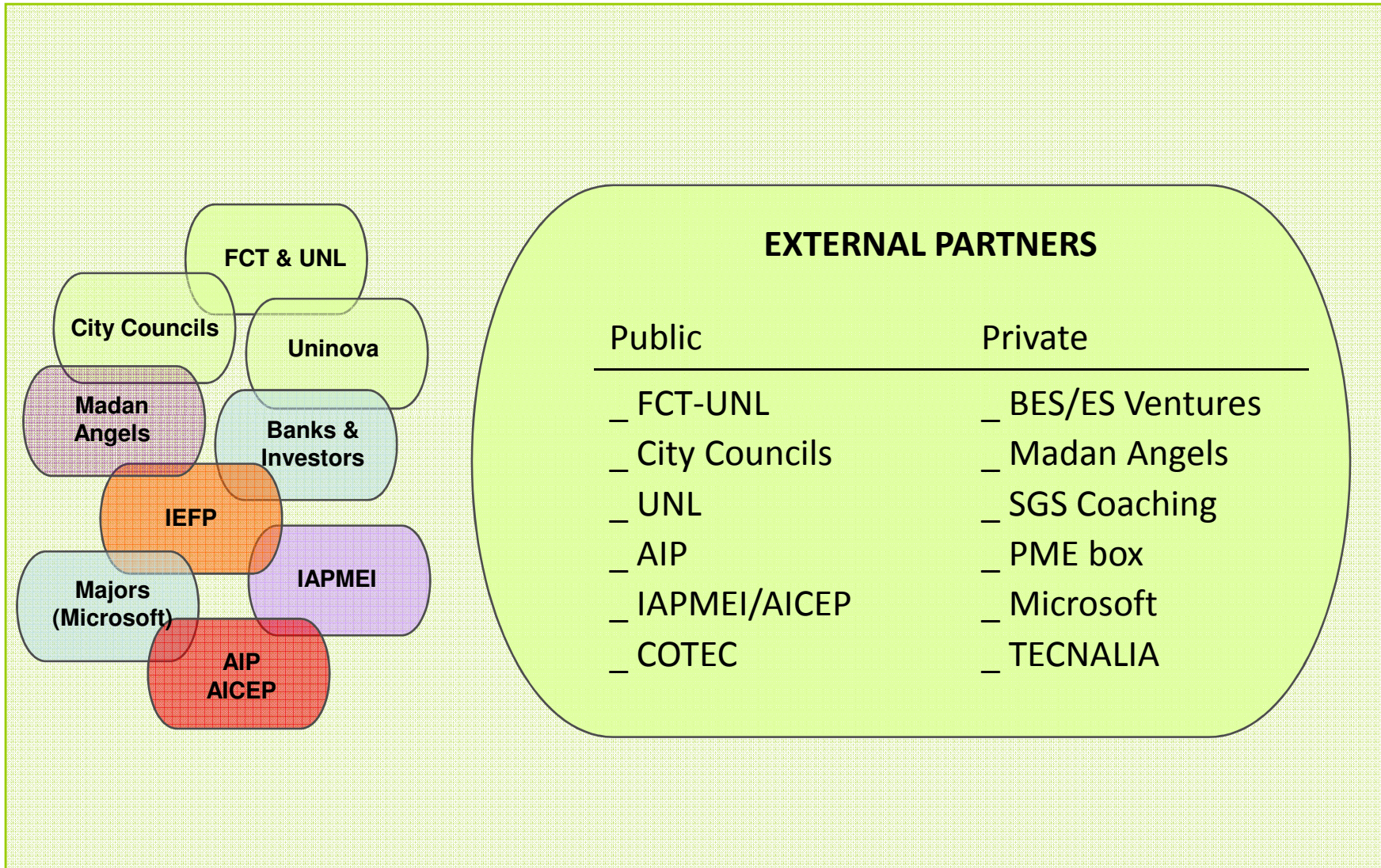
RTD Validation on Entrepreneurial Environment _ IP Protection _ Business Intelligence



Support services to Internationalization and Cooperative Projects

Support 360º Internationalization _ International Partners and Projects Network







3rd WORLD BEST SCIENCE INCUBATOR AWARD /2011

The Technopolicy Network and the Centre for Strategy and Evaluation Services (CSES) organize since 2002 the Best Science Based Incubator Award. This globally leading incubator award is based on a benchmarking study and jury evaluation.



2. activities/ Madan Parque Services

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MADAN
PARQUE
BUSINESS
INCUBATOR

services
2011

- ↘ **Incubation Services:** modular office, secretary & common services, communications, meeting rooms and auditorium
- ↘ **Virtual Incubation:** all services, but without physical office
- ↘ **Out-of-Box Incubation:** incubation services located outside the building Madan (Campus FCT-UNL + local partners)
- ↘ **ISO Quality Certification:** Madan Service + Business Models
- ↘ **Startup Business Support:** Software Microsoft' + SME BOX'



services
2011

- **Management Coaching:** coaching Business Plans and BSC
- **Business & Commercial Coaching:** network CEO's Madan Park
- **Ideas Lab:** ideas competitions with probe test in market
- **Formation Plan:** training events directed to market needs
- **Apprentice Pool:** management training programs (doctoral and IDI)
- **Events & Exhibitions 2011:** promoting network Incubated



services
2011

- **Investment Pool:** support & market funding to tenant companies
- **Madan Angels:** Madan Seed Capital Fund – 26 Business Angels
- **Investment Partners:** banks /IAPMEI/ risk capital
- **Business Partners:** commercial network for internationalisation
- **Institutional Access:** protocol companies (AIP, IEF, FINICIA)
- **Co-Promotion:** network projects in co-promotion with companies



services
2011

- **ID+I BLACK BOX:** IDI companies certification program
- **Madan LABS:** Bridging Innovation FCT-UNL (product co-development)
- **IP Management:** TTO Office (Patents (45) & Trade Marks (128))
- **UNITE & VLAB:** EU programs to research traineeship
- **Business Intelligence:** tenant companies technological surveillance
- **Clusters:** ICT's, Biotechnology, Healthcare, Creative Industries, Sea



services
2011

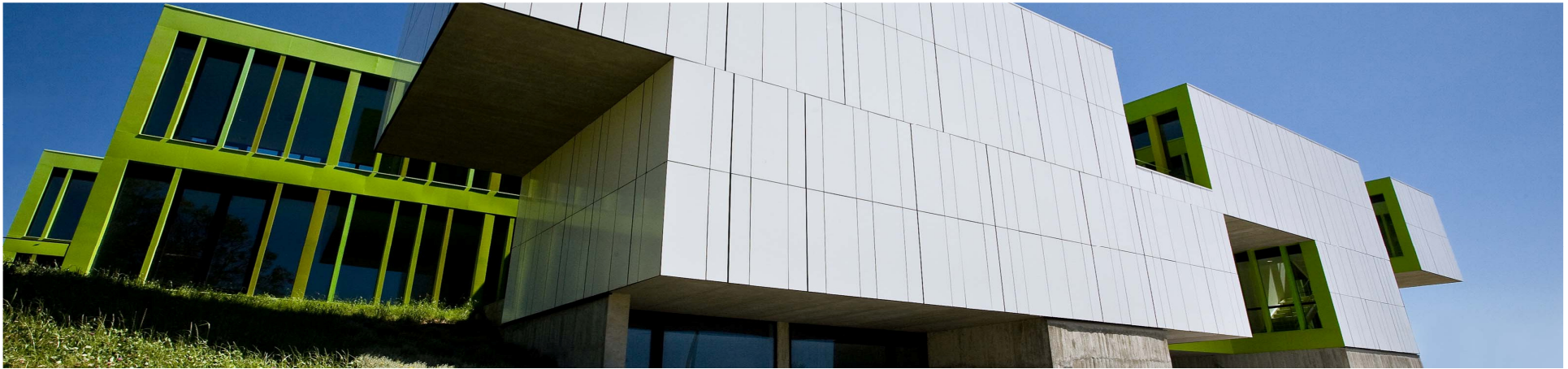
- ↘ **International Support:** overseas Madan Parque Network
- ↘ **Bank Partners:** credit guaranties & agency network overseas
- ↘ **Companies in-Network:** world brokers Madan Parque Companies
- ↘ **Institutional Support:** AICEP account manager to companies
- ↘ **UE:** partnership & programs cooperation (Research, IDI & Sales)
- ↘ **International Out-of-Box:** replicate Madan experience: AFRICA



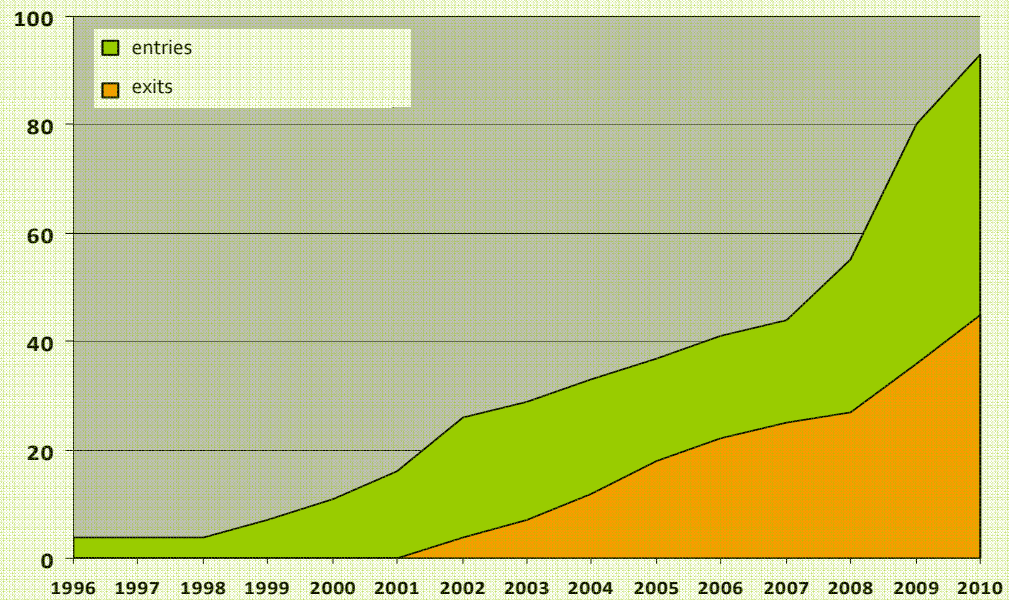
3. indicators/ Madan Parque Results

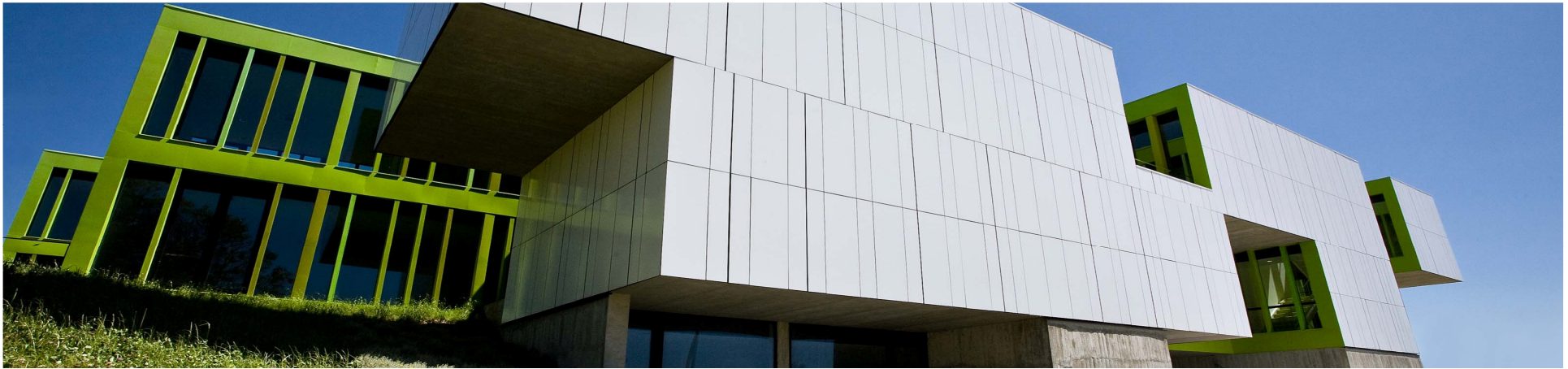
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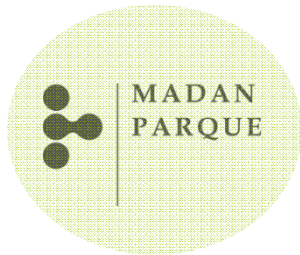


Total Incubation History since 1996: 93 companies

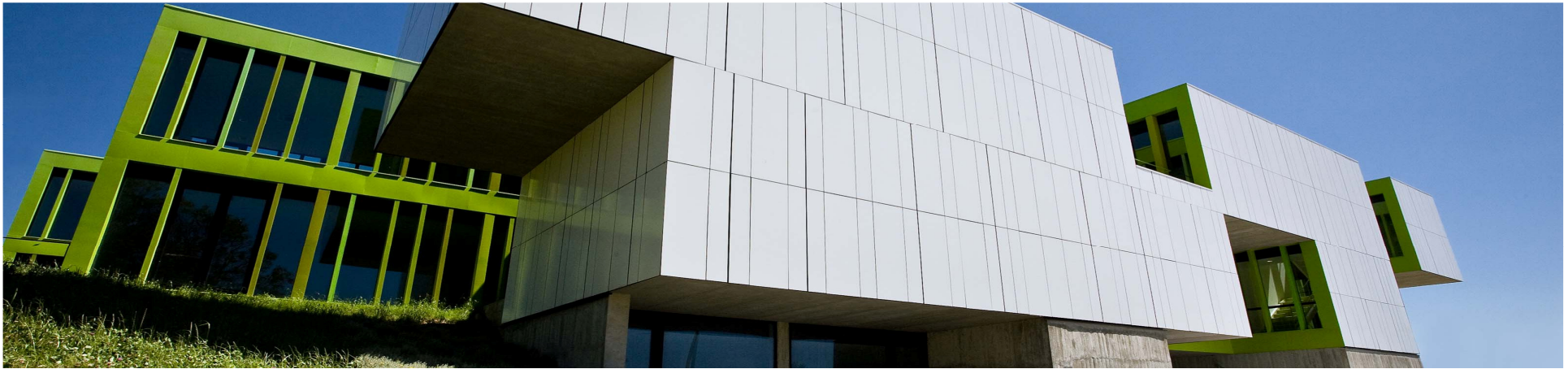




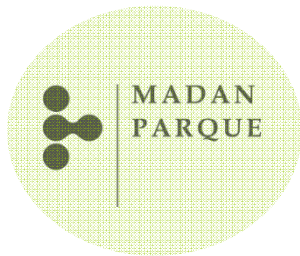
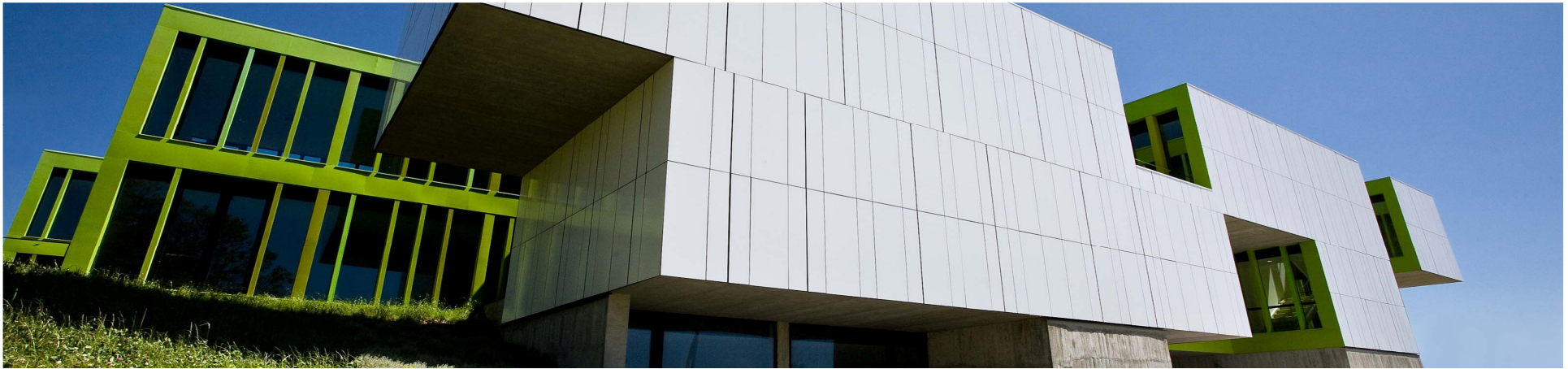
[2000-2010]



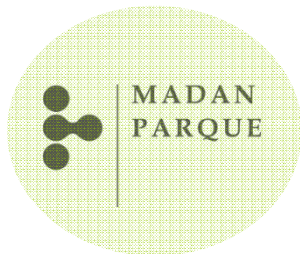
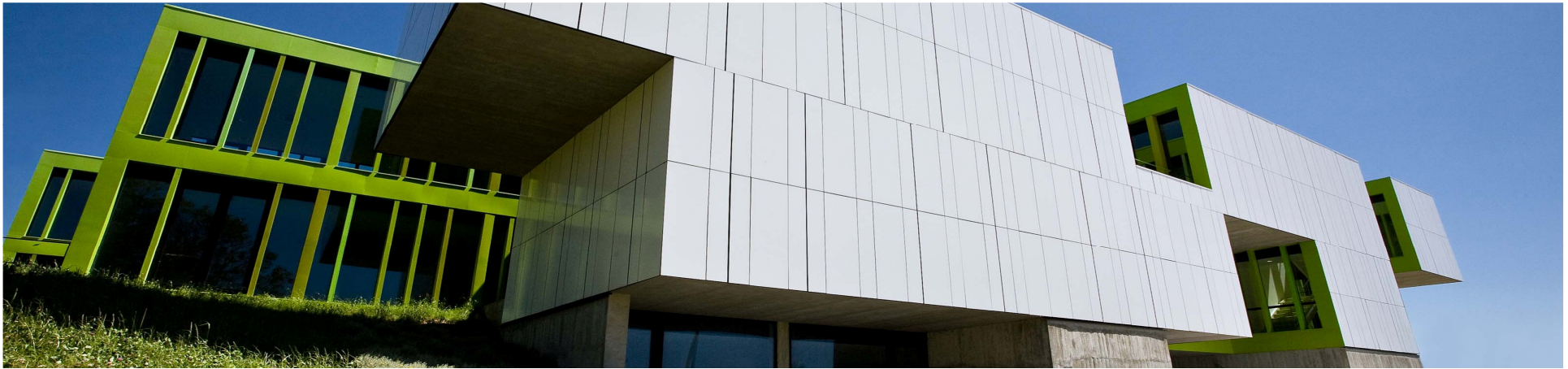
- ☑ 84 companies incubated
- ☑ Turnover: 39.340.000 €
- ☑ Investment ID: 10.060.000 €
- ☑ Employments: 504 Positions



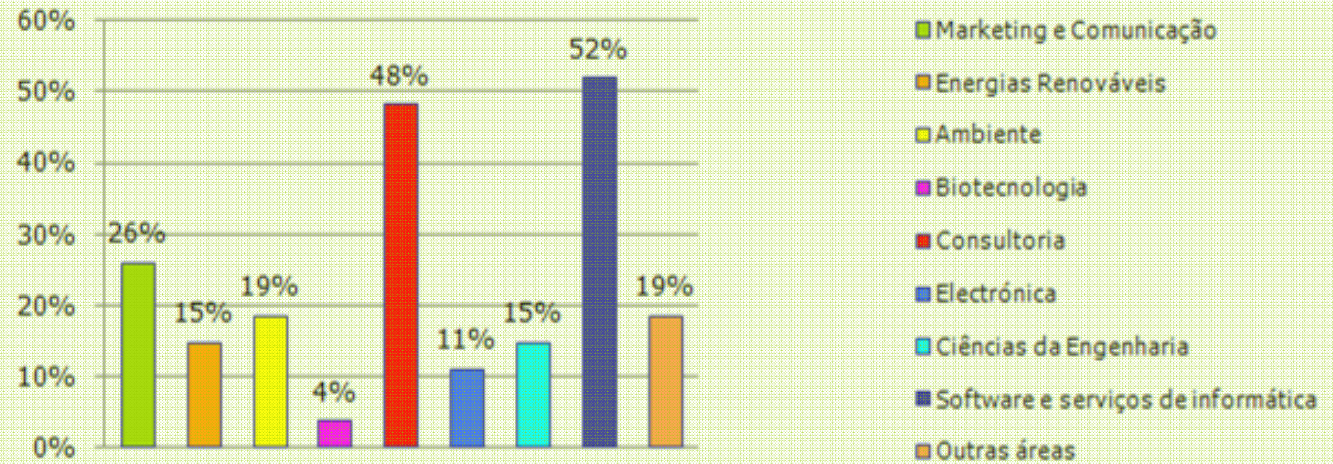
- ☑ 2010: 52 companies incubated
- ☑ Total Turnover 2010: 6.100.000 €
- ☑ Total Investment ID 2010: 1.750.000 €
- ☑ 32% created in 2009/2010
- ☑ 37% female partners/entrepreneurs

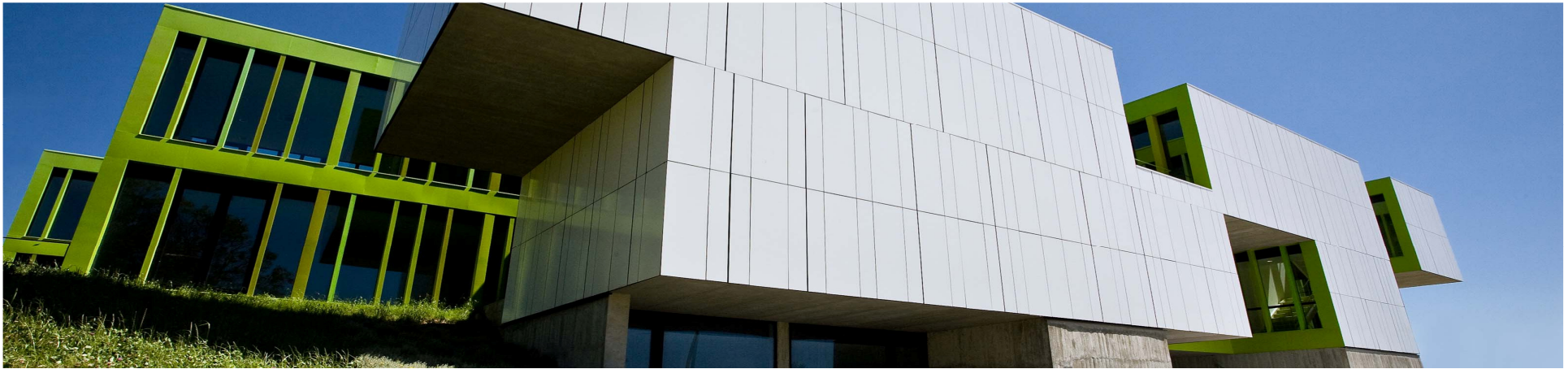


- ☑ Human Resources 2010: 214 Positions
- ☑ 59% from 31 to 35 years
- ☑ 45% graduates, 35% masters, 12% PhDs
- ☑ 43% employees dial FCT-UNL
- ☑ Companies Average staff: start = 2; 2010 = 6



Tenants Companies Market





☑ Export: 34% of Business

_ Brazil, Angola, Cape Vert, Mozambique

_ Spain, France, Belgium

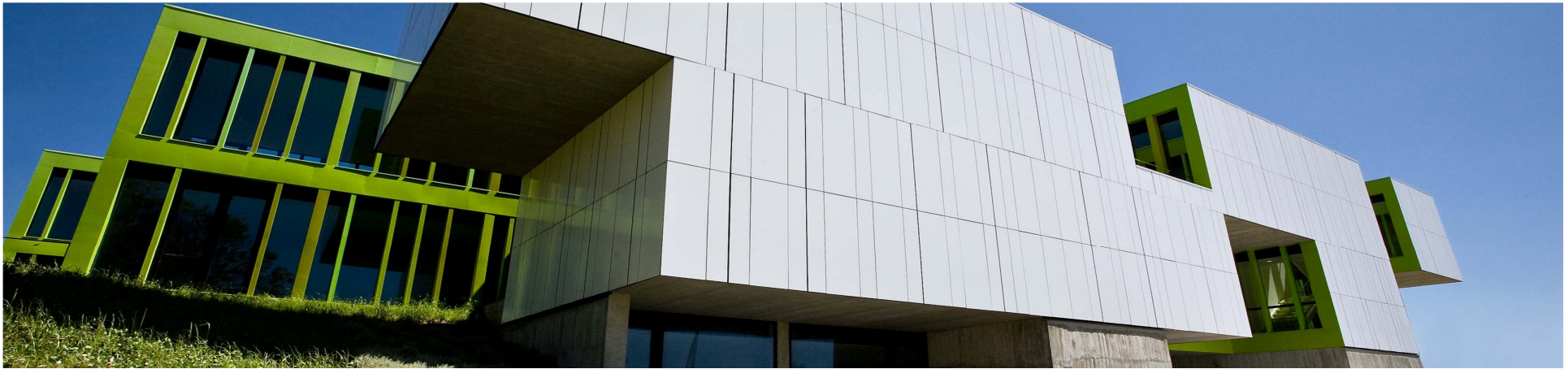
_ Norway, Sweden, Denmark, Ireland

_ Poland, Estonia, Latvia, Lithuania

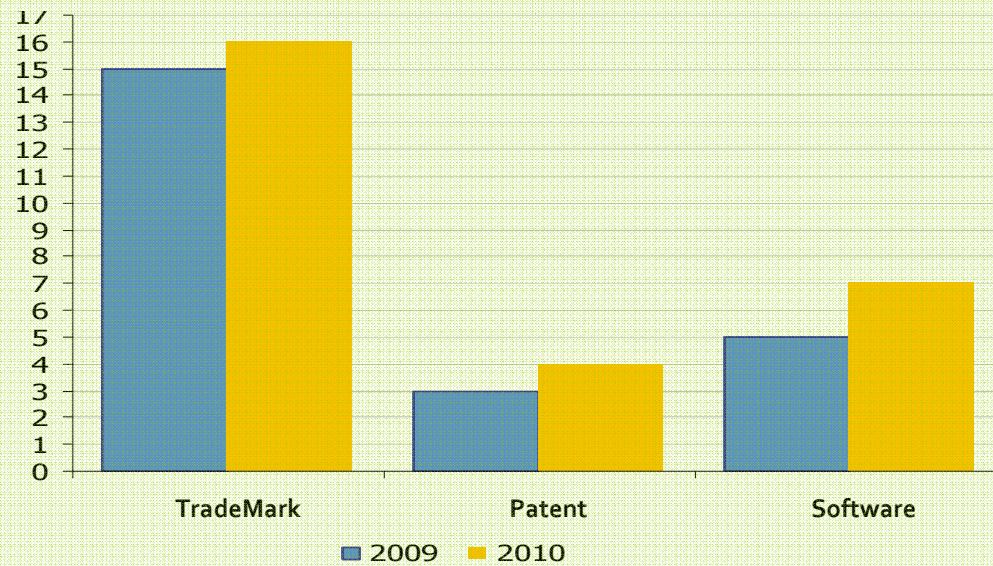
_ India, Dubai, Japan, China

_ U.S. and South America





Tenants Companies Industrial Property



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