Pre-incubation Semester

entrepreneurship · telecommunication · programming · product design · smart cities · internet of things · apps · mobile technology · android · ios

Cloud Incubator HUB

GOBIERNO DE ESPAÑA
MINISTERIO DE INDUSTRIA, ENERGÍA Y TURISMO

Emprendemos juntos.

www.cincubator.com

Who Are We ?

Cloud Incubator HUB is a business incubator/accelerator whose main purpose is to encourage startups in the field of information and communication technologies (ICT). For that purpose we organise the Cloud Incubator HUB Pre-Incubation Programme. We have excellent facilities at Fuente Álamo Technology Park (Murcia, Spain) and experts in a wide range of topics (art, education, research, industry, entertainment, tourism, etc.). In this way we have created a work ecosystem that provides a natural habitat for the pre-incubation of startups, with a high level of technological input.
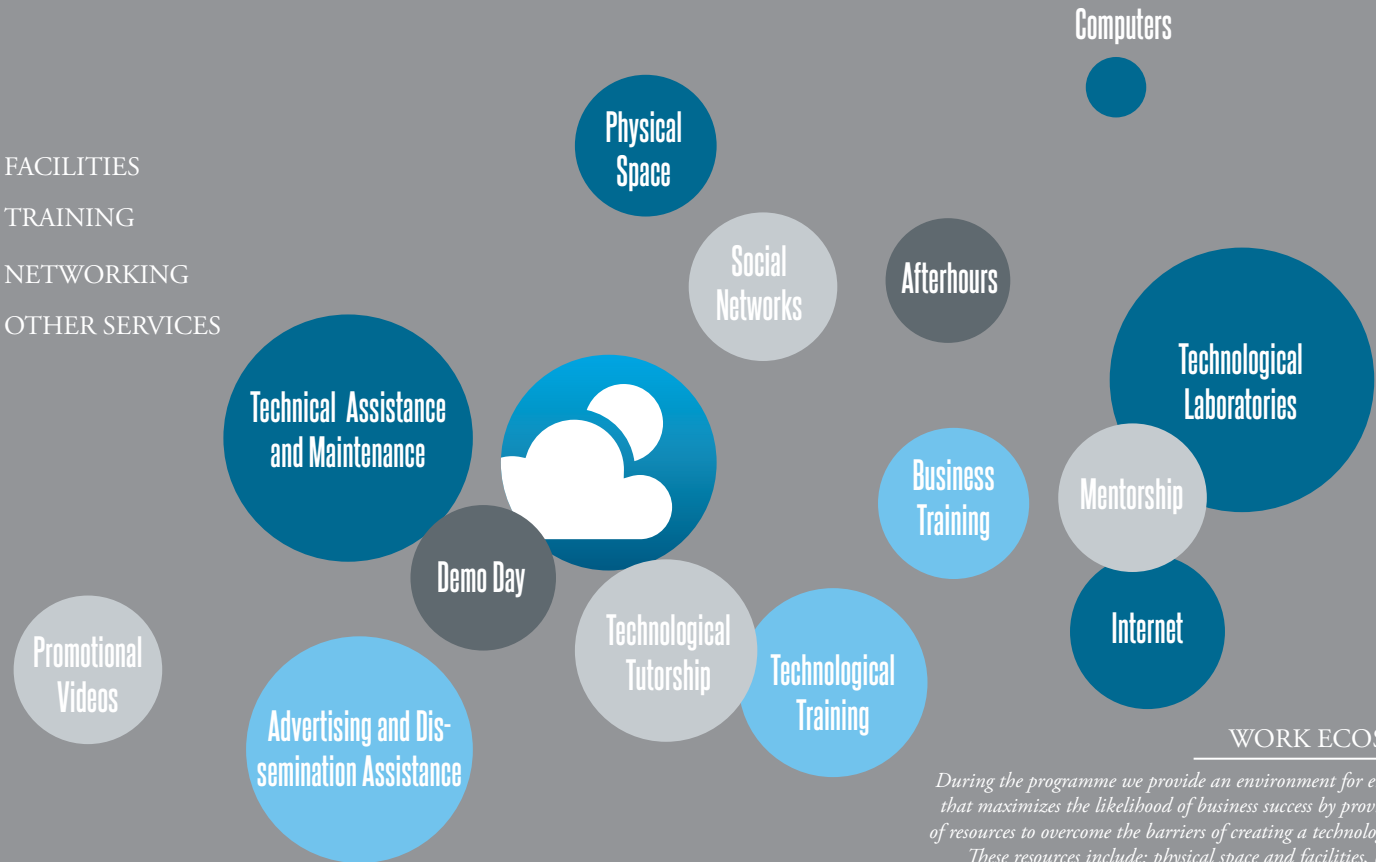
Pre-incubation Programme

Cloud Incubator HUB Pre-incubation Programme takes six months (30 ECTS) after a competitive selection process of startup proposals. It is an unique opportunity for the creation and evolution of entrepreneurial ICT companies in the sector of applications for mobile devices (Apps), Internet TV, Internet of Things and Cloud Computing. The semester is divided into two parts. The first part is an in-class programme of short, intensive courses with international teachers. The second part is the pre-incubation phase, organised and focused on the personal initiative and creativity of each teamwork that constitute the pre-incubated startups. Each startup involves typically 3-4 members that develop their own project from their original idea to obtain a product prototype in five months. Projects are prepared in close interaction with members of the Cloud Incubator team. This enables the entrepreneurs to receive a feedback about their ideas. Start-ups are evaluated in the mid term and business plan and prototype progress are reviewed. They need to pass successfully this milestone in order to continue the pre-incubation process. Cloud Incubator entrepreneurs have a great opportunity for carrying out their own startups. With our Pre-Incubation Programme, start-ups reach the necessary maturity level to be successfully accelerated in a subsequent incubation/acceleration programme.

FACILITIES

TRAINING

NETWORKING

OTHER SERVICES

Computers

Physical Space

Social Networks

Afterhours

Technological Laboratories

Technical Assistance and Maintenance

Demo Day

Business Training

Mentorship

Internet

Promotional Videos

Advertising and Dissemination Assistance

Technological Tutorship

Technological Training

WORK ECOSYSTEM

During the programme we provide an environment for entrepreneurs that maximizes the likelihood of business success by providing a suite of resources to overcome the barriers of creating a technology company. These resources include: physical space and facilities, business and technological training, networking and relationships, access to successful entrepreneurs as mentors and access to investment capital.

GENERAL CONDITIONS OF THE CALL FOR APPLICATIONS
we invite you to participate

What are we looking for?

We are looking for universitary students from Latin America, Europe and North African countries, ones who want to become entrepreneurs and are fully committed to their business idea. We invest time and expertise in their project, and we therefore demand commitment, dedication and a proactive attitude in the process. If you satisfy these requirements, whether or not you have an enterprise already established, you can join our pre-incubation program. We are interested first and foremost in businesses that have to do with cloud computing, the internet of things, mobility, web environment, mobile devices, e-commerce, e-learning, e-health, smart cities, digital video and domestic appliances, advertising and intelligent vehicles.

Selection procedure

At the close of the registration period, applications are reviewed and evaluated by experts in different areas of knowledge within the Cloud Incubator HUB. After this screening process, a short-list of candidates is drawn up and the final selection stage begins, in which a day is set aside for presentation of projects and personal interviews, either on-line or face-to-face. During this phase, if necessary the short-listed startups will be asked for additional information so as to better assess their projects. The direction of the pre-incubation program will select projects for pre-incubation on the basis of the information gathered.

Submission of applications

Over the year we issue two calls for applications (spring and autumn semesters) for startup acceleration. Entrepreneurs from anywhere can apply for the places offered (six startups per semester) by sending a project application via the Cloud Incubator HUB website (http://cincubator.com). Candidates must register by completing the form available on the website and attaching the required documents. Each startup applicant may submit only one proposal per call. The deadlines for submitting applications are 1 July for the autumn semester and 1 November for the spring semester.

Signing of the contract and admission to the Pre-Incubation Sem.

Before joining HUB Cloud Incubator, in order to have access to the pre-incubation services you must sign the Cincubator Dedication Agreement, which regulates the conditions of the pre-incubation process, liabilities of the parties, the commitment of the HUB members and other operational aspects. You will receive a copy of the agreement with the advice of your short-listing, and we will discuss it thoroughly during the final selection stage, always in an atmosphere of mutual understanding and goodwill. The contract is always signed before admission to the HUB.

CLOUD INCUBATOR PRE-INCUBATION PROGRAMME
six months for pre-incubation

A precise business model is developed from the ideas workshop, as well as an action plan for each startup.

Action Plan

Week 2

The pre-incubation period begins with an intensive course on technical and business aspects. This training will guide the startups during the following months.

Initial Training

Starting Pre-Incubation

Start

Workshop of ideas

Once applicants have been pre-screened, we organise a workshop where candidates can explain their business models and ideas. At the workshop, all participants critically work on the proposed models.

Week 3

Selection of candidates

Candidates are selected on the basis of the submitted action plan and business model. They have six months to pre-incubate their Startup.

Month 3

Mid-term Review

After three months of pre-incubation, we review the state of progress of each Startup with reference to its action plan. Startups that do not successfully pass this stage will have to leave the incubator.

An operating prototype should be developed in month four. This prototype will be the basis for the proposed business model.

Prototype Ready

Month 4

Pre-incubated projects are mature enough to be presented to investors or startups accelerators. A Demo-Day is organised for this purpose.

Demo-Day

End of Pre-Incubation

Projects incubated in our seedbed are mature enough to be accelerated in accelerators such as Cincubator, Wayra, Repsol Foundation, Seed Lab.

Acceleration Stage

Acceleration

Month 5

Business Plan

Business Plans must be concluded by the end of the fifth month.

Month 6

PRE-INCUBATION METHODOLOGY

Throughout the pre-incubation programme, entrepreneurs have the opportunity to follow training courses in technology and business, attend educational talks, participate in Cloud Afterhours and publicize their startups, as well as interact with other entrepreneurs and investors.

WHAT WE WILL BRING TO YOU ...
everything you need to accelerate your business plan

Constitution of the start-up

We start with a workshop where you will learn to use the basic tool for describing and analyzing business models: the canvas. In this workshop, you will meet other entrepreneurs with your same interests, hopes and concerns. You will rethink your initial idea of business, establish new relationships with other entrepreneurs and build your startup. In return, we ask you compromise with the HUB, and sign an agreement of good practice. In this process we do not participate directly in the management of your project and we do not impose conditions on entrepreneurs.

Definition of Business Plan and follow-up

Together we draw up a Business Plan, based on a feasibility/strategic study of your business project. Once the Business Plan is complete we follow it up throughout the pre-incubation stage.

Project definition and technological feasibility

Based on our experience as technologists and researchers, we will help you to make a realistic technological project and to demonstrate the technological feasibility of your business idea. We will prepare a broadcast program that serve to test the product or service as a preliminary to final release and allow the views of actual users. We will also launch a communications program aimed at the business community, financial and technological publicising your project.

Your first Demo-Day

We will attract different professionals and entrepreneurs to show your project and in order to get experience in placing on the market your product. To do this, we will organize a Demo Day at the end of the pre-incubation stage, where you will show the interest of your project (innovative character, financial rigour, social mission, consistency, duration, size, etc.). We will also help you in finding accelerators for the following stage of your project.

PHYSICAL SPACE AND FACILITIES
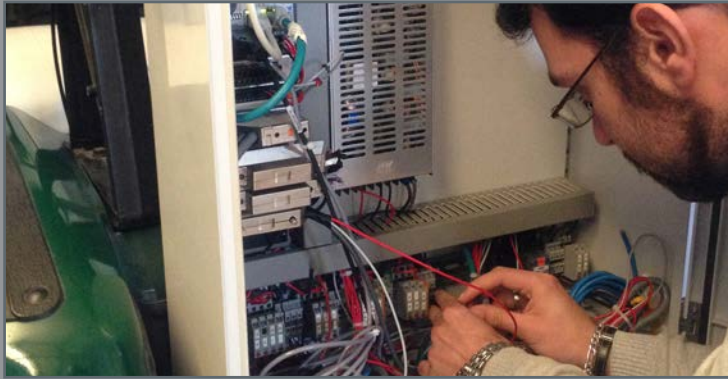## everything you could need is at your fingertips

01. Four rooms of 50 m² each fully equipped with ICT equipment (iMACs, PCs, tablets, smartphones, etc), printers, Internet, etc.

02. A laboratory for the design, prototyping, manufacture and testing of consumer electronic devices (e.g. gadgets for smartphones)
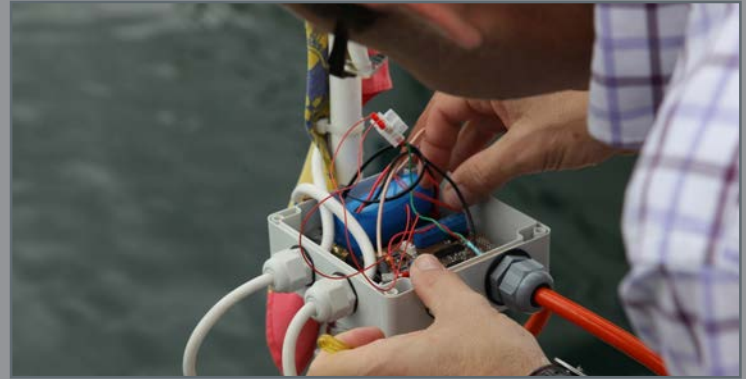
03. Workshop for intelligent vehicle applications

04. A wireless sensor network deployed in the Fuente Álamo Technology Park for the development and testing of products related to Smart Cities and the Internet of Things

Physical spaces for entrepreneurs

Cloud Incubator HUB offers excellent facilities for entrepreneurs to mature their startups. The HUB has four fully equipped work areas, a laboratory for the development of electronic devices and an intelligent vehicle lab. In total, more than 200 square meters is available for the incubation of technology projects.

Smart Cities and the Internet of Things

One of the goals of Cloud Incubator HUB is the pre-incubation and acceleration of startups related to Smart Cities and the Internet of Things. To this end, a wireless network is available throughout the Fuente Álamo Technology Park, as well as a private road where we can test our intelligent vehicles and the wireless sensor networks deployed in the park. All this makes our facilities an excellent place to develop applications for Smart Cities.

Common areas

In addition to these facilities, the HUB offers all the other services provided by the CEDIT building of the Universidad Politécnica de Cartagena: conference and meeting rooms, assembly hall and video-conference room, classrooms for training courses, showers, rest areas with kitchen, microwave, fridge and dining room, on-site café and restaurant.Utilities and air conditioning are included.

BUSINESS AND TECHNOLOGICAL TRAINING
we teach you just what you need to start your business

Technological
Training

There are many business opportunities for entrepreneurs in different areas of Information and Communication Technologies (ICT). Entrepreneurs have to solve both engineering and business problems in different industries and will often have to bridge the gap between various disciplines. It is desirable to have experience and expertise in different technologies (programming, networks, telecommunication, electronics, automation, etc.) as well as in business administration.

The goal of the Pre-Incubation Programme is to develop oneself as a technological entrepreneur in ICT. During the programme, you will grow as an entrepreneur cooperating with others, formulating and solving technological problems, developing your business and marketing plans, and organising your time. You will gain experience in developing a technological product, and finally, you will be trained to present and document your business plans in reports and oral presentations for a Demo-Day in front of investors.

Generally speaking, Pre-Incubation Programme addresses technological and business topics and provides you with skills in the specific technologies that you need to develop your startup, as well as in organisation and business. After following our

programme, your business model will have matured into a realistic business plan and you will be able to show the technological feasibility of your startup through the implementation of a business prototype. In short, your startup will be ready to be successfully accelerated.
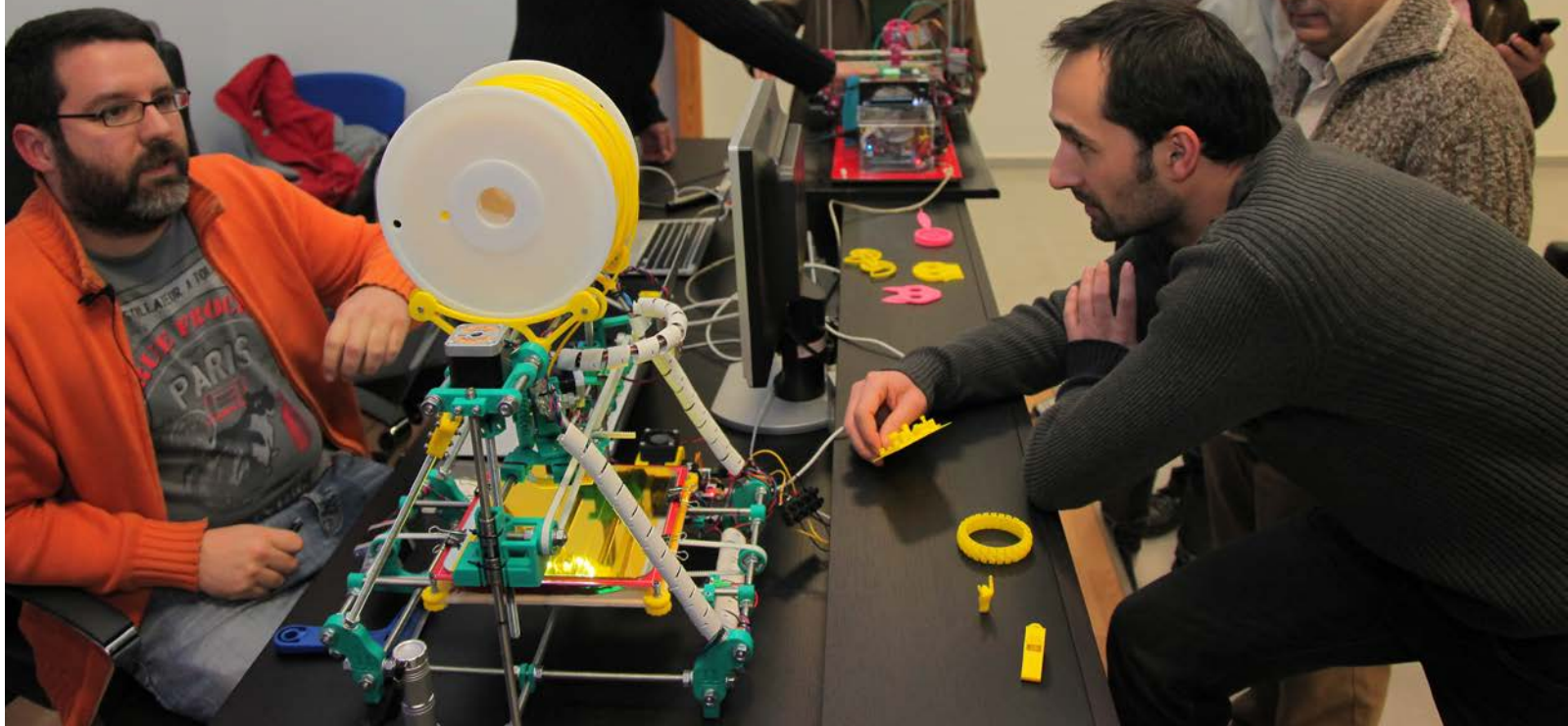
For this purpose, the Cloud Incubator HUB Pre-Incubation Programme includes some intensive courses placed in the first term. Courses concentrate on mobile technologies , smart cities and the Internet of things. These are some of the fastest growing technologies. In this way, we encourage the creation of startups that combine technological innovation, entrepreneurship and rapid growth. In addition to these courses, as an entrepreneur of the Cloud Incubator HUB, you can follow courses of Business courses from other entrepreneurships programmes at our University and other institutions with which we collaborate (CEEIM, CEEIC and Cátedra Bancaja).

Business Training

NETWORKING AND RELATIONSHIPS
an effective way to establish a network of professional contacts

Cloud Incubator HUB recognises the importance of networking for entrepreneurs to establish a professional network for business. To do this, we offer different resources, both off-line and on-line.

Entrepreneurs can use these to transmit their personal branding information, ideas and business opportunities using them. For instance, we have a blog (http://cincubator.com) where we publish HUB activities on the web.

We are likewise present in the most common social networks (Twitter, Linkedin, Facebook, Tumblr, YouTube, Vimeo, etc.). We also have a communication department that is responsible for broadcasting our activities in spoken and written media, and a mailing list for disseminating interesting news among our entrepreneurs. Another important activity is the organisation of the Cloud Afterhours, an itinerant monthly event where we gather together professionals and enthusiasts from the world of ICT entrepreneurship.

On the last Thursday of each month, the Cloud Afterhours becomes the most important space for networking, entrepreneurship and research on

ICT in the Region of Murcia. Cloud is a forum that adds knowledge and co-creation. Knowledge is input by experts in various disciplines that explore the world of entrepreneurship in IT from different perspectives, and co-creation is a result of the connection of ideas and networking, both key elements for Cloud Afterhours.

Mentors, entrepreneurships, investors, local authorities and students are the main participants of these conferences, which are held throughout the overall Region of Murcia. The aim is to proactively present this initiative to society and promote the culture of entrepreneurship.

Cloud Afterhours

INTERNATIONAL POSSIBILITIES
choose your own way to collaborate with us

Open to international entrepreneurs

One of our priorities is to establish relationships between young entrepreneurs from different countries. To achieve this, the Cloud Incubator HUB partners with numerous universities and entrepreneurial hubs all over the world. And at the same level, the Cloud encourages its own entrepreneurs to work abroad for a period. Each semester, we receive about 15 foreign young entrepreneurs who work with us in the organisation of the Cloud Incubator activities or collaborate with our startups.

A platform for starting up business in the southern Europe

The Region of Murcia offers great opportunities for entrepreneurship. It has a European level of services and a workforce highly qualified in ICT. It is also one of the leading tourist regions of Spain, where many pensioners from northern Europe have set up their principal residence. Its climate, history and geography make it an ideal setting for all kinds of initiatives in the fields of culture, leisure, entertainment, health, etc. Moreover, Murcia is known as the orchard of Europe and also has important industrial complexes (refineries, shipyards, canning factories, power plants, chemical industry, plastics, etc.).

A platform for finding partners outside your country

Cloud Incubator HUB is a meeting-point where you can contact other European entrepreneurs and make your business international. We offer proximity to North Africa, good communication with the countries of southern Europe, and a great place to make the leap to South America. The Region of Murcia has a flourishing tradition of exporting agricultural produce and hence it has experience in the internationalization of business. Also language is not a barrier since English language is common currency in Cloud Incubator HUB.

A model for promoting entrepreneurship in Europe

The model of support and promotion of technological entrepreneurship that has produced the Cloud Incubator HUB is fully exportable to other countries inside and outside Europe. In this sense, we are happy to offer our experience to anyone who is interested in replicating our model elsewhere. At the same time, we are also interested in learning from the experiences of other HUBs, as also in exchanges of entrepreneurs, staff and students. We have experience in the framework of the EU Erasmus programme of student and teacher mobility.

LOCATION AND POPULATION

HUB Cloud Incubator is an initiative of the Universidad Politécnica de Cartagena (UPCT) with facilities in Fuente Álamo Technology Park and in the city of Cartagena. The Fuente Álamo Technology Park is situated in the southeast of the Region of Murcia (pop. 1,500,000), between the cities of Murcia (pop. 500,000) and Cartagena (pop. 200,000), a developing area of great strategic value that is fully integrated in the Mediterranean Basin and the Iberian Peninsula.

The Region of Murcia is currently one of the most highly-developed tourist areas. With its privileged geographical characteristics and climate (an average annual temperature of 18ºC), its attraction as a tourist destination has been greatly enhanced over recent years thanks to major investment in top-quality tourist products. Besides the traditional kind of sun and sand tourism, which benefits from all the possibilities of a varied coastline marked by strong constrasts (from Águilas and Mazarrón to the Mar Menor and La Manga), inland areas also offer a wide range of leisure proposals with an extensive accommodation network. And we should not forget the cultural and themed attractions offered by the main cities of the Region, which have turned Cartagena, Murcia, Lorca and Caravaca into benchmarks of economic development.

Cloud Incubator HUB

PRACTICAL INFORMATION
you should not forget

Attend at the Cloud Incubator HUB Pre-Incubator Semester (30 ECTS) is free, but entrepreneurs have to pay their own living expenses in Murcia (Spain). The average requirement for a entrepreneur is currently about €800 per month, including accommodation.

If you have been accepted for the Pre-Incubator Semester, we can help you find accommodation through our International Relations Department. This service guarantees entrepreneurs accommodation during the entire semester. Naturally, you are also welcome to find your own digs.

Registration deadlines

The registration deadlines are 1 July for the autumn semester and 1 November for the spring semester.

Confirmation

Registration will be confirmed no later than 15 July, for the autumn semester and no later 15 December for spring semester.

Semester start

Spring - beginning of February
Autumn - beginning of September

Semesters end

Spring - end of July
Autumn - end of February

Additional information

For information on admission requirements, registration forms and other information, please contact

Cloud Incubator HUB Secretariat
ETS. Ingeniería de Telecomunicación
Campus Muralla del Mar, s/n
30202 Cartagena
Spain

Telephone: +34 968 32 56 54
Fax: +34 968 32 53 45
Email: admin@cincubator.com
www.cincubator.com

Map of the Region of Murcia showing municipalities:

Yecla
Jumilla
Calasparra
Moratalla
Cieza
Abarán
Blanca
Ricote
Ojós
Ulea
Villanueva
Archena
Ceutí
Lorquí
Abanilla
Fortuna
Santomera
Molina de Segura
Beniel
Caravaca
Cehegín
Bullas
Mula
Campos del Río
Alguazas
Las Torres de Cotillas
Albudeite
MURCIA
Moratalla
Pliego
Alcantarilla
El Altet
Librilla
Alhama de Murcia
San Pedro del Pinatar
San Javier
Aledo
Totana
Los Alcazares
Torre Pacheco
Fuente Álamo
MAR MENOR
Lorca
Mazarrón
Cartagena
La Unión
Puerto Lumbreras
MAR MEDITERRÁNEO
Aguilas

Universidad Politécnica de Cartagena

CLOUD
INCUBATOR HUB

T. +34/968.32.56.54
F. +34/968.32.53.45
admin@cincubator.com
www.cincubator.com

Further information about the HUB, startups incubated and staff can be found at www.cincubator.com