



Agro-Industry Business Incubator

College of Agriculture
University of Jordan

Chronology

The incubator was created by an initiative from EJADA and the University of Jordan(JU)

- ❖ The Memorandum of Understanding was signed between JU and EJADA in May 2004.
- ❖ Furnishing the management office and manning it with personnel May/2004.
- ❖ Opening ceremony of the incubator was held on Feb. 28th 2005.
- ❖ Incubation Ordinance was passed in June/05.
- ❖ The launching ceremony was held on August 24th 2005.

Agro-industry Business incubator

- First of a kind in the entire Arab world.
- Stake holders University of Jordan and JUMP.
- Support from EJADA, MOP, and Higher Council for Science and Technology.

Partners and Stake Holders

1- University of Jordan (JU)

interested in

- Finding applications for scientific research generated in laboratories.
- Encouraging applied research.
- Encouraging innovation in research.
- Achieving better relations with society.

2- JUMP(Jordan Upgrading and Modernizing Program)

a stake holder

Interested in:

- Encouraging establishment of Small and Medium Enterprises.
- Reducing dependence on imports.
- Providing new goods and services for domestic and export markets.

3- Higher Council for Science and Technology

Interested in:

- Enhance awareness for innovation in science and technology.
- Encourage scientific research in general and applied research in particular.
- Encourage research in new technologies.

4- Ministry of Planning

Interested in:

- Overall development of the country .
- Proper dispersion of foreign aid.
- attracting more international aid.

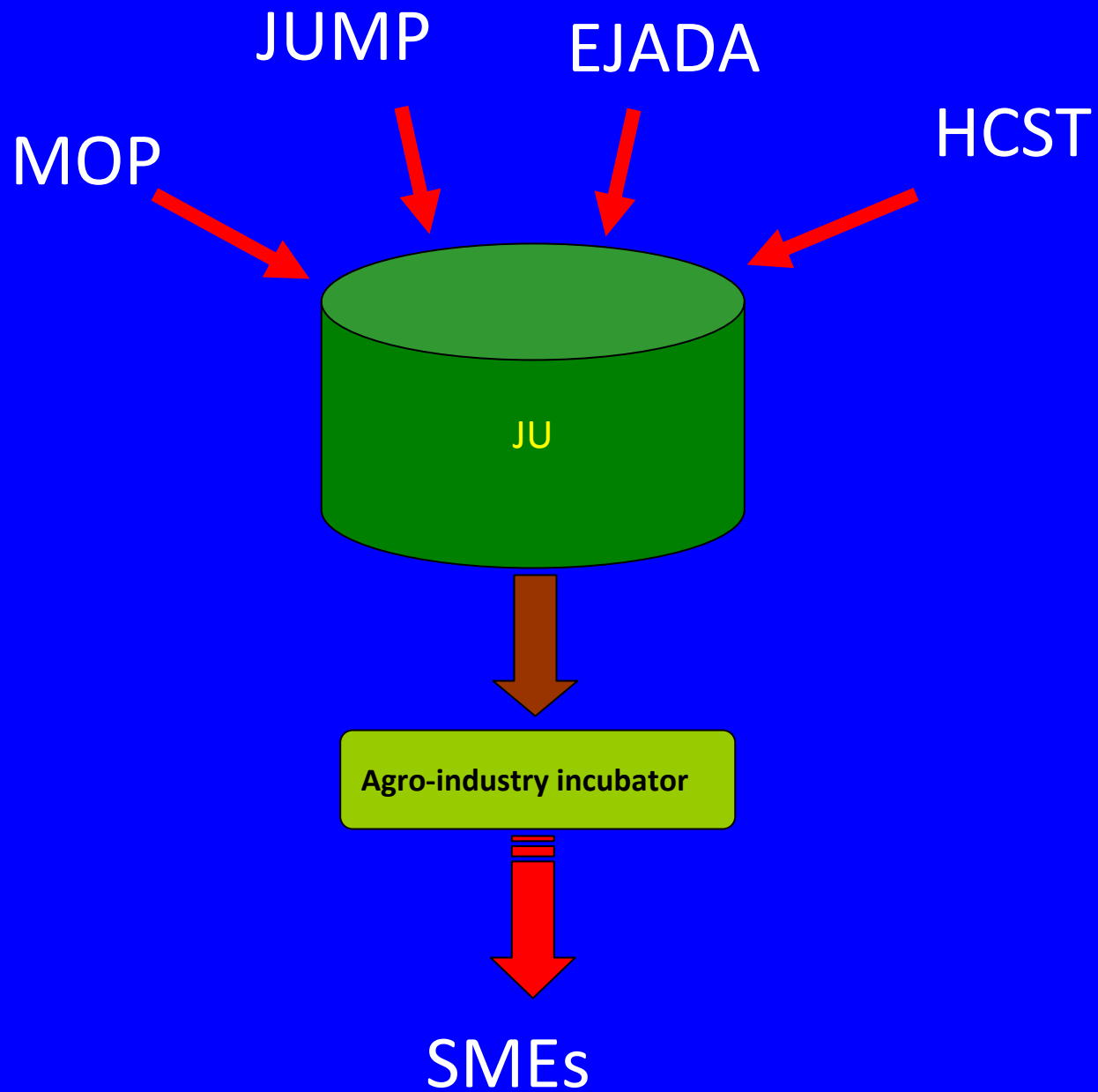
5- EJADA(Euro- Jordanian Action for Development of Enterprise)

Interested in:

- Development of local enterprises.
- Increase cooperation between Jordan and EC member countries.
- Fulfill mission of helping in the development process.

Program was concluded in 2006

Services offered by JUMP



Responsibilities of JU

Major stake holder

- Hosting the incubator.
- Providing space and running cost.
- Providing management.
- Legally accountable for the incubator.

Incubator management communicates with other partners at three levels

- 1-with the heads of partner institutions through the university president (major decisions).
- 2-With medium administrative personnel in partner institutions directly through the general director.
- 3-With lower administrative personnel through the administrative assistant.

Steering committee

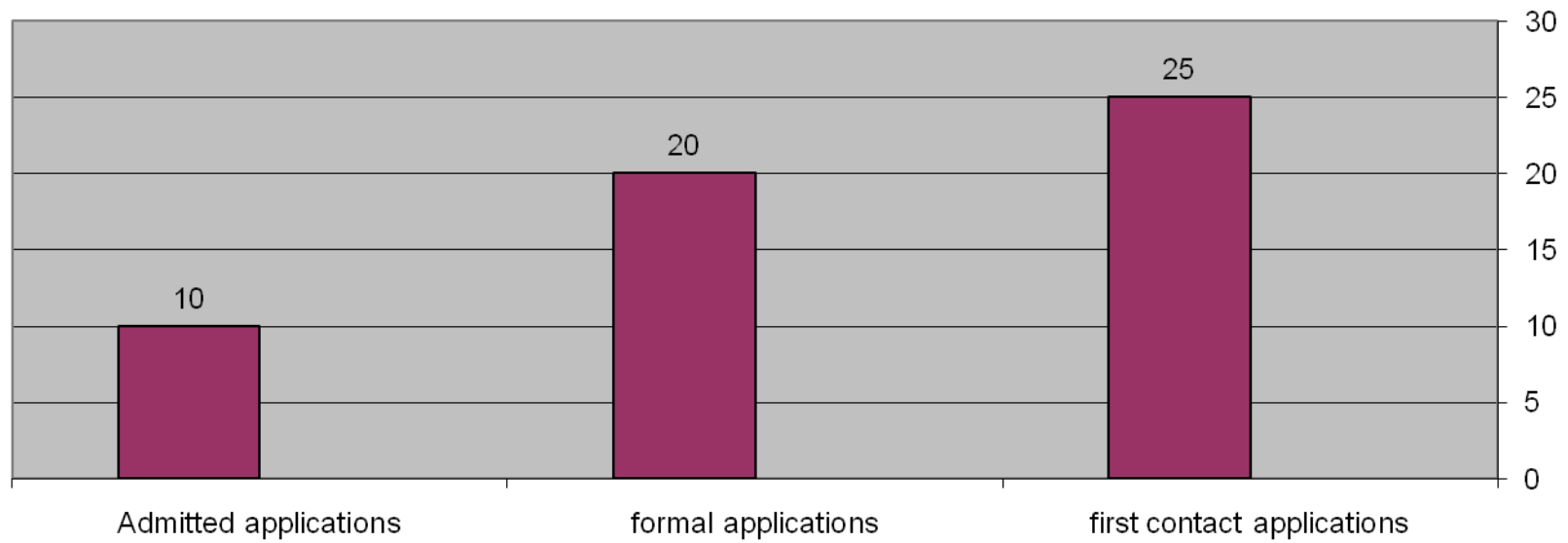
- Dean of college agriculture, head.
- General director of incubator, member.
- Dean of scientific research, member.
- Jordan chamber of industry, member.
- JUMP, member.
- Investment promotion establishment, member.
- Private sector, member.

Application Process

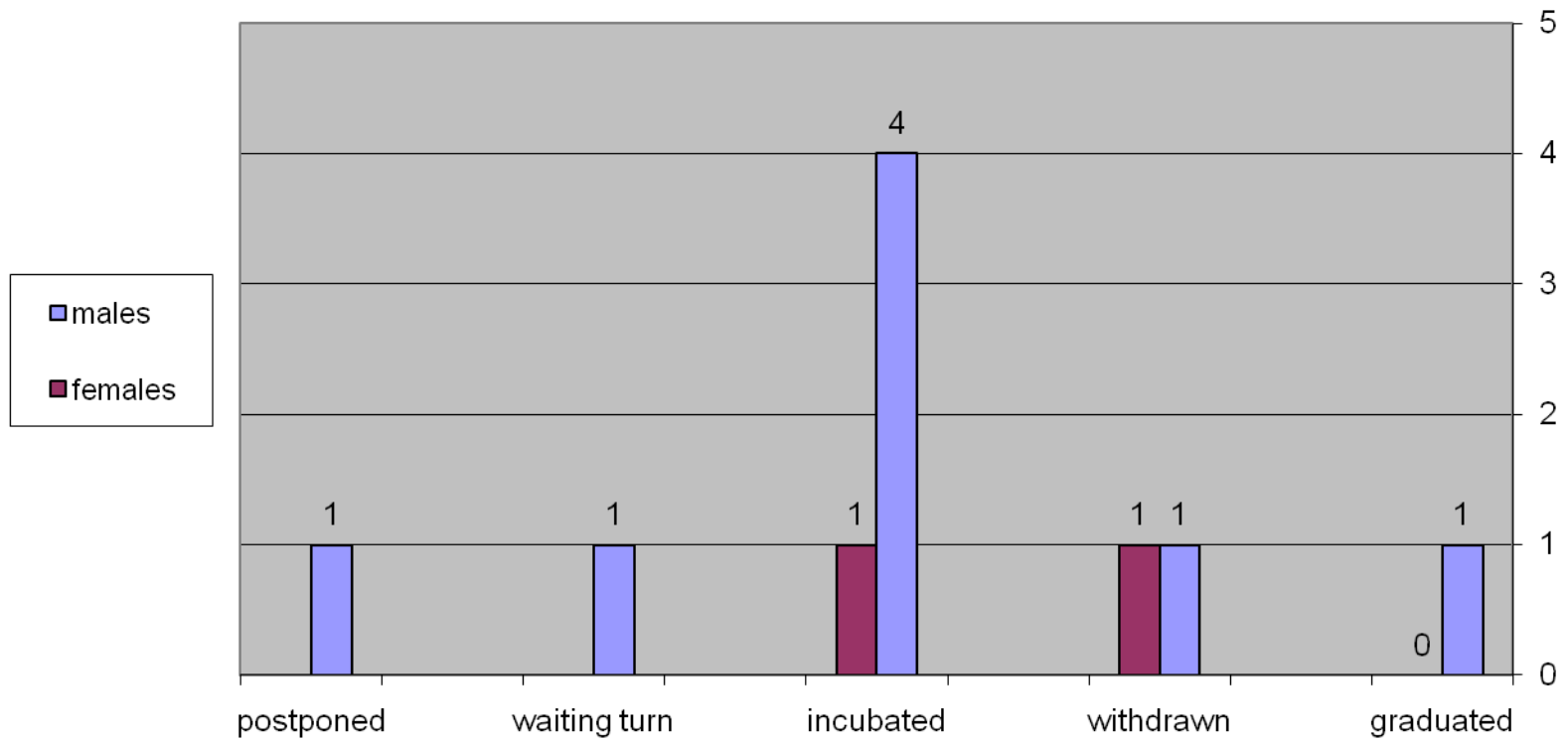
JIC
Incubation
Innovation
Incubatees
Benefits
Costs

- Initial discussion
- Formal interview
- Application form completion
- Internal assessment
- External assessment
- Committee approval
- Contracts signed

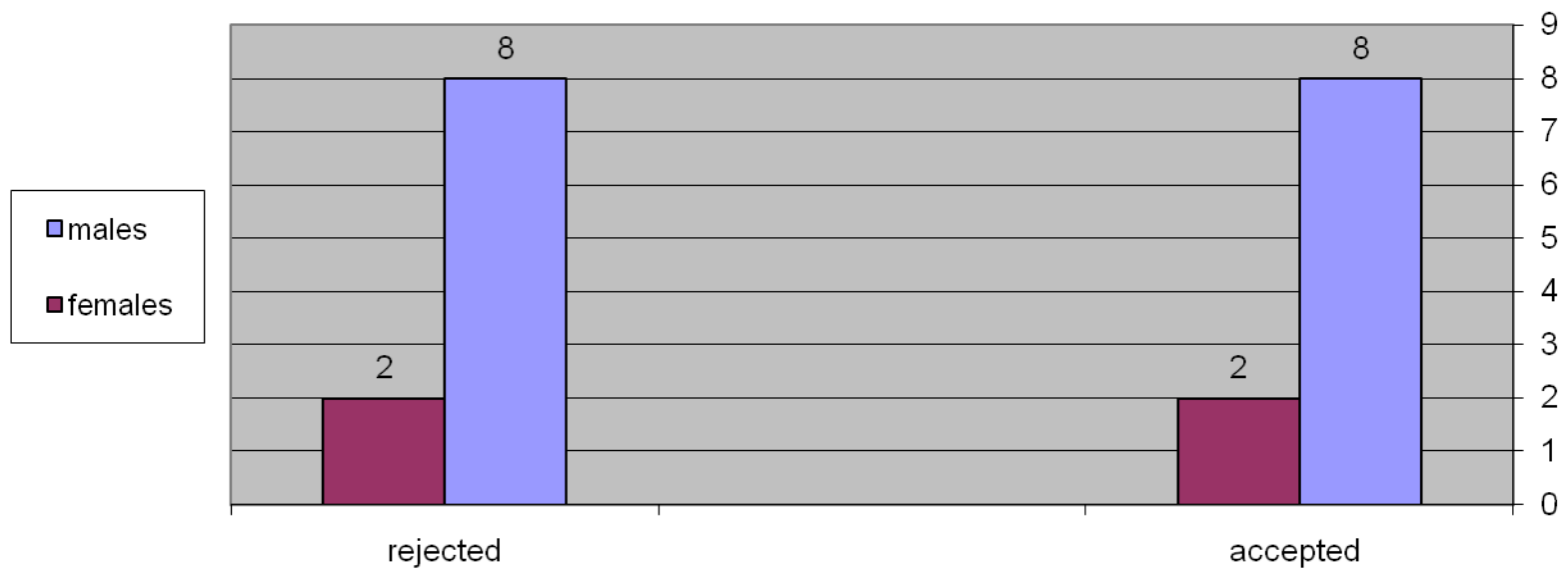
1st contact applications versus formal & admitted applications



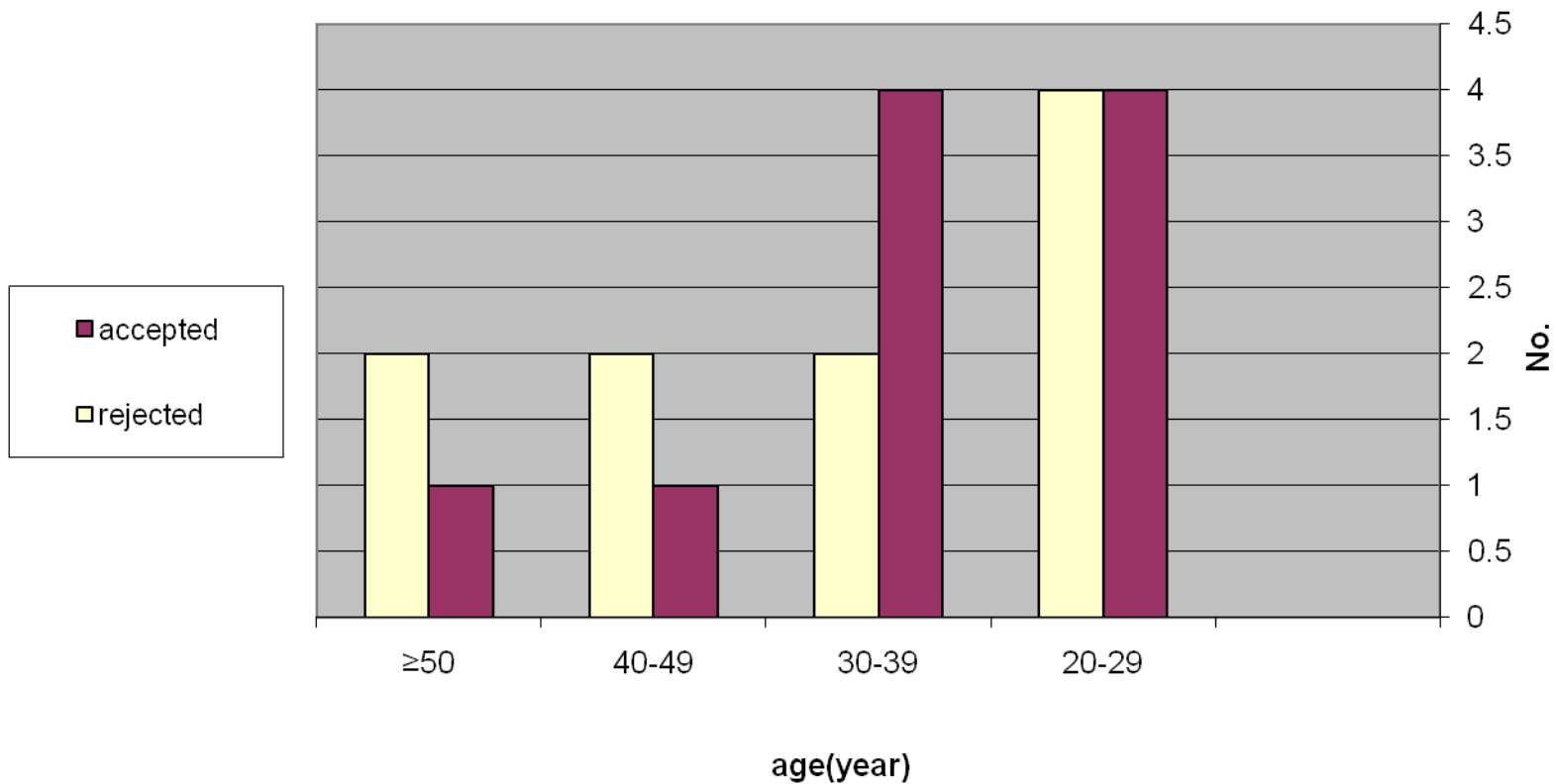
Fate of admitted applications



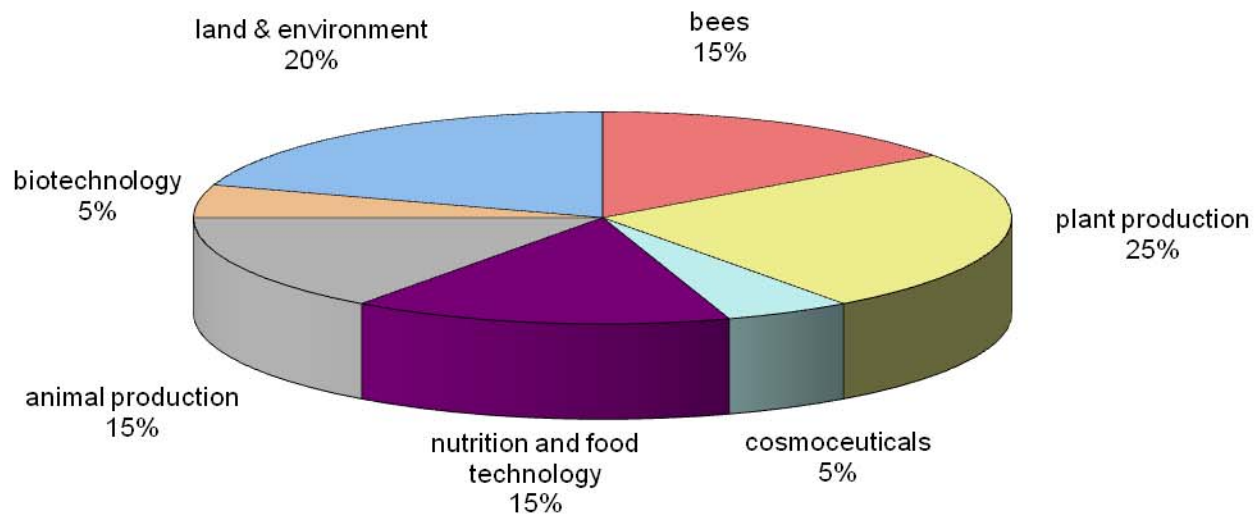
Accepted and rejected formal applications by sex



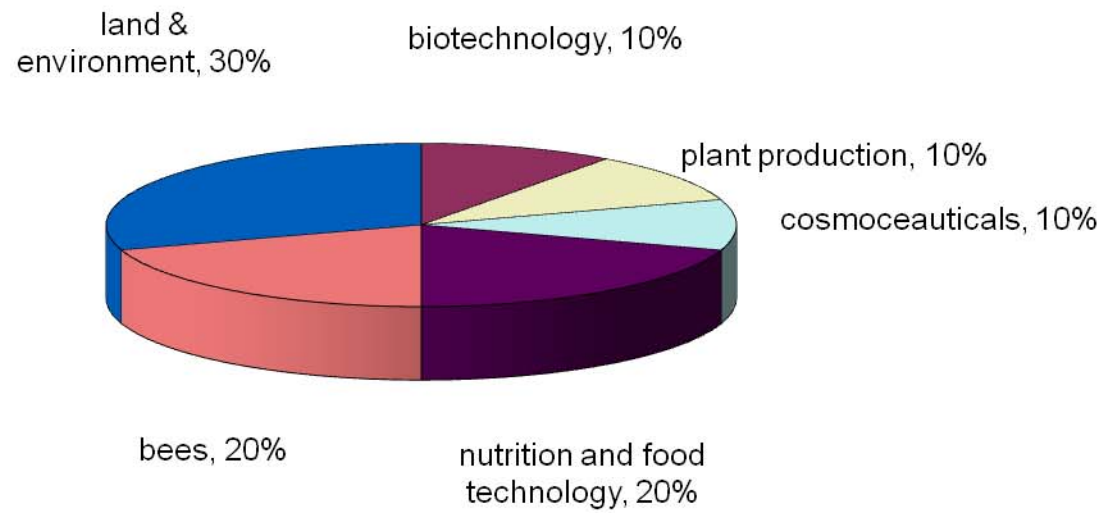
Distribution of projects according to age of incubatees



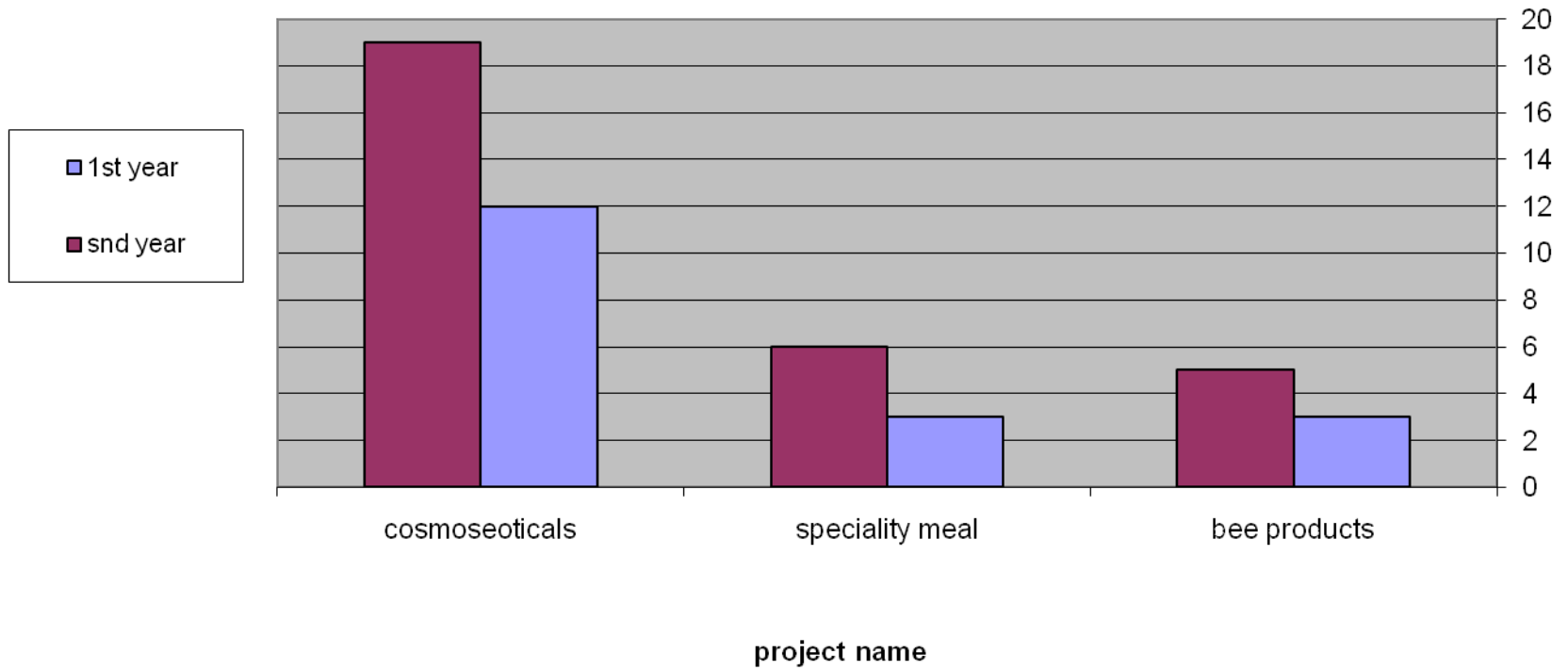
Distribution of formal applications according to agriculture areas



Distribution of Addmitted Projects according to Agriculture areas



jobs created by projects



JIC

What is the JIC (Jordan Innovation Centres)?

- Network of Business Incubators in Jordan.
- Agri-business incubator is one of five members.

JIC/Operated by JUMP

- Offers financial support for incubators.
- Help organize training courses for incubatees.
- Coordinate activities of the various incubators.
- Liaise with international bodies and agencies interested in incubation.

Agri-business Incubator :

Mission

JIC

Incubation

Innovation

Incubatees

Benefits

Costs

To help turn innovative ideas into wealth

by supporting entrepreneurs to

start sustainable business,

support spin-off ideas,

develop value-added products,

identify and exploit markets,

hire skilled staff,

and graduate as viable and sustainable stand-alone businesses.

JIC: Objectives

JIC

Incubation

Innovation

Incubatees

Benefits

Costs

1. To deliver professional services that support the creation of sustainable new agro-businesses
2. To provide a suitable environment for spin-off projects from agro-industrial enterprises
3. To enable the creation of skilled jobs in the field of agro-industry.

Objectives

JIC

Incubation

Innovation

Incubatees

Benefits

Costs

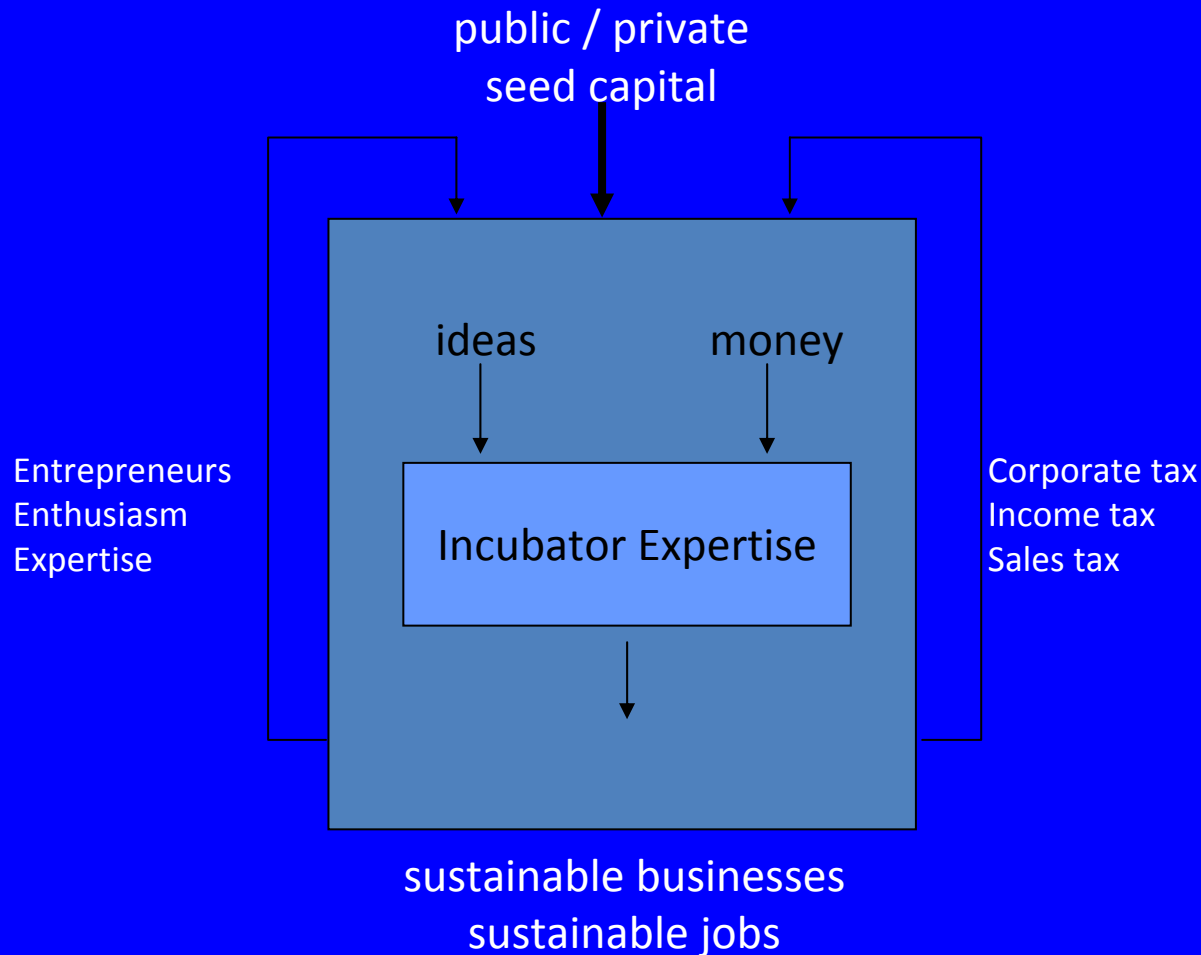
4. To transfer skills, processes and technologies to upgrade the industrial capabilities of SMEs
5. To be a template that can be replicated for the establishment of future incubators
6. To be a proactive member of the start-up and SME support community

Purpose of Incubation

- Create commercially viable enterprises
- Create sustainable employment opportunities
- Exploit technological innovation
- Replace existing imports
- Create new exports
- Increase wealth of people & country

Positive Feedback

JIC
Incubation
Innovation
Incubatees
Benefits
Costs

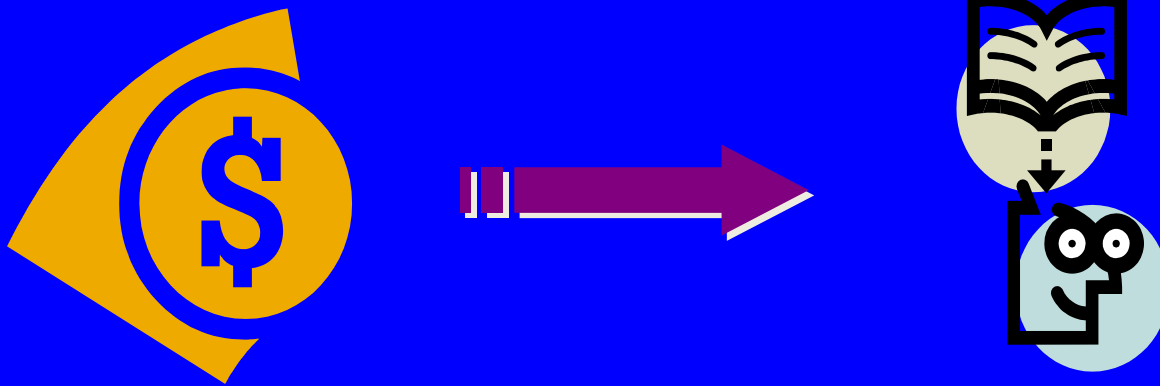


Why Innovation?

R&D is...

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Innovation
Incubatees
Benefits
Costs

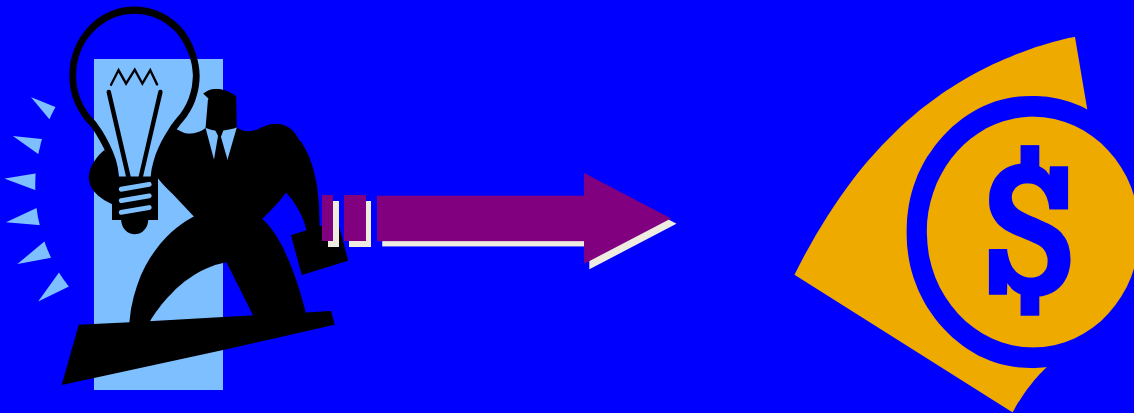
the science of turning money into ideas



Innovation is...

JIC
Incubation
Innovation
Incubatees
Benefits
Costs

the art of turning ideas into money



Who are Incubatees?

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Incubation
Innovation
Incubatees
Benefits
Costs

Any person or group of people with a commercially viable business idea who require additional assistance to realise the potential of that idea

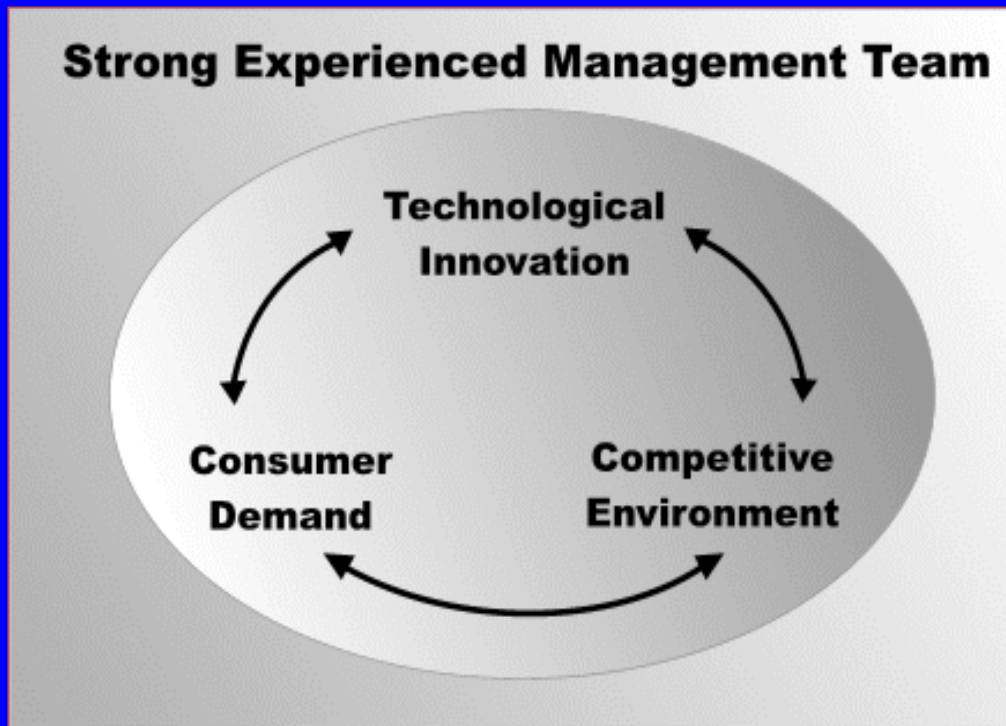
YOU!

&

Your Associates

Project Assessment

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Innovation
Incubatees
Benefits
Costs



What the JIC Offers

- Selection criteria and assessment
- Physical premises
- Business and technical consultancy
- Access to finance and/or financiers
- Intellectual property management

Incubation Space

JIC
Incubation
Innovation
Incubatees
Benefits
Costs

- 150 m² divided into
 - six 20 m² units for up to 3 people
 - large meeting room/ reception
 - common area / kitchenette
- 24/7 access to the JIC
- Basic utilities
- On-site security
- Parking

Business Services

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Incubation
Innovation
Incubatees
Benefits
Costs

- Pre-incubation services and training
- Training to develop business skills
- Business planning and forming a company
- Technology commercialisation
- Advice on development of new products and services

Business Services

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Incubation
Innovation
Incubatees
Benefits
Costs

- Market research, sales and marketing
- Accounting, legal and other related services
- Liaison with potential business partners, locally, regionally and internationally
- Advice on recruitment of staff and personnel management
- Help with e-business and other aspects of ICT

Business Services

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Incubation
Innovation
Incubatees
Benefits
Costs

- Networking, eg with entrepreneurs, customers, investors
- Mentors, board members and other senior advisers
Provided by both in-house staff and external consultants as necessary
- Staff support & external consultants technical services may be subsidised

Technical Services

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Innovation
Incubatees
Benefits
Costs

- Access to UJ technical departments, facilities and experts
- Light manufacturing/production areas
- Technology information services

Access to Finance

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Innovation
Incubatees
Benefits
Costs

- Identification of potential grants e.g from donor programmes, government
- Identification of potential investors who may invest in the enterprise
- Help with raising bank finance
- Later support in presenting to venture capital firms

Intellectual Property

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Incubation
Innovation
Incubatees
Benefits
Costs

Support in identifying the best way to protect the IP

- Through market leadership
- Through patent
- Through copyright
- Through trademark

Cost and Application

Incubation Time

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Innovation
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Benefits
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- 2-5 years is likely
2 year's subsidised
- Early years more support
1 man-day per week per incubatee
Different support as appropriate

Incubation Fees

- 160JD per month per person
- Fees for external consultants (possibly subsidised by donor programmes)
- A scheme for managing technology relationship with faculty staff will be developed