



# 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. 28<sup>th</sup> 2005.
- ❖ Incubation Ordinance was passed in June/05.
- ❖ The launching ceremony was held on August 24<sup>th</sup> 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)

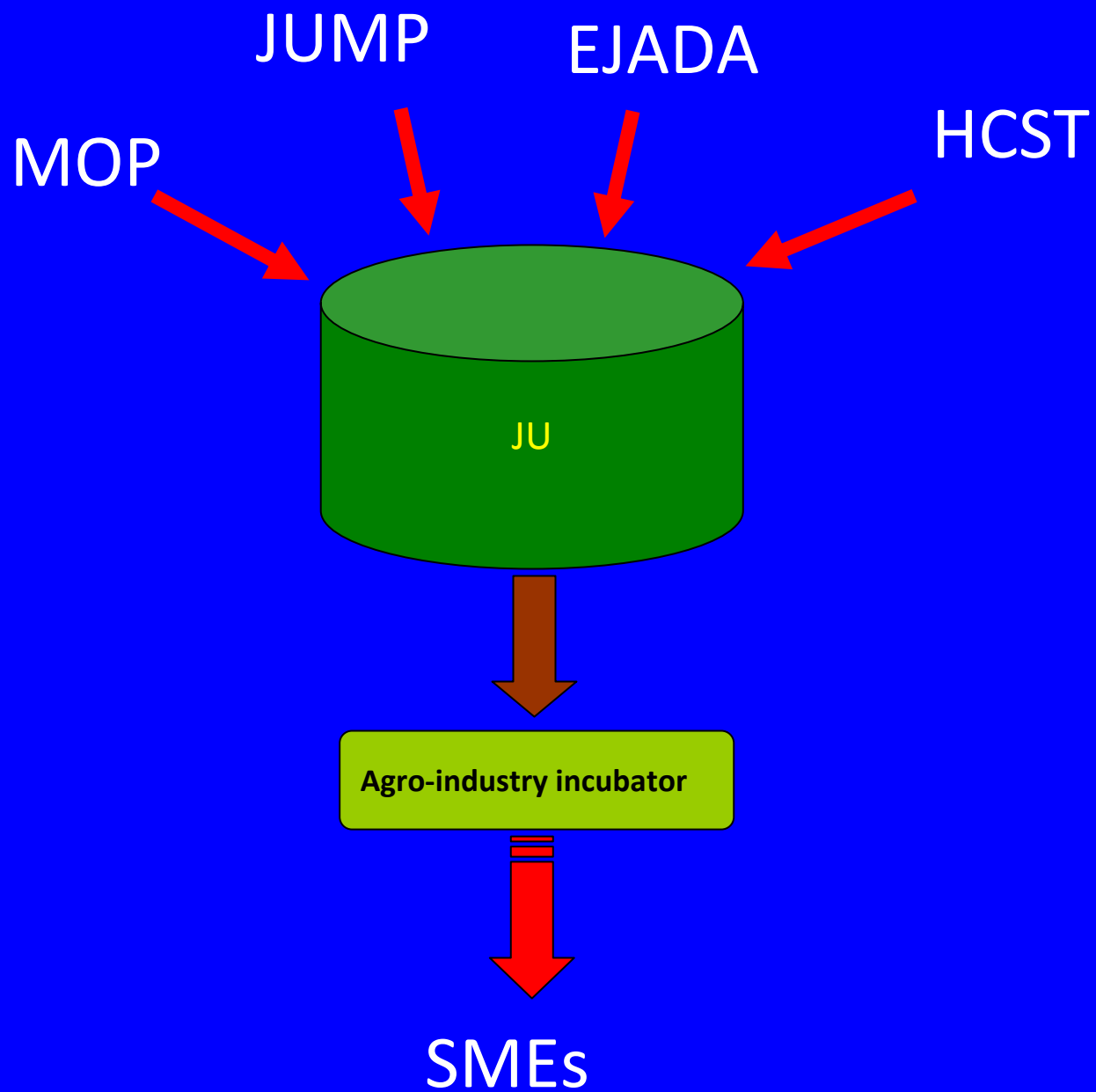
Interested in:

- 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

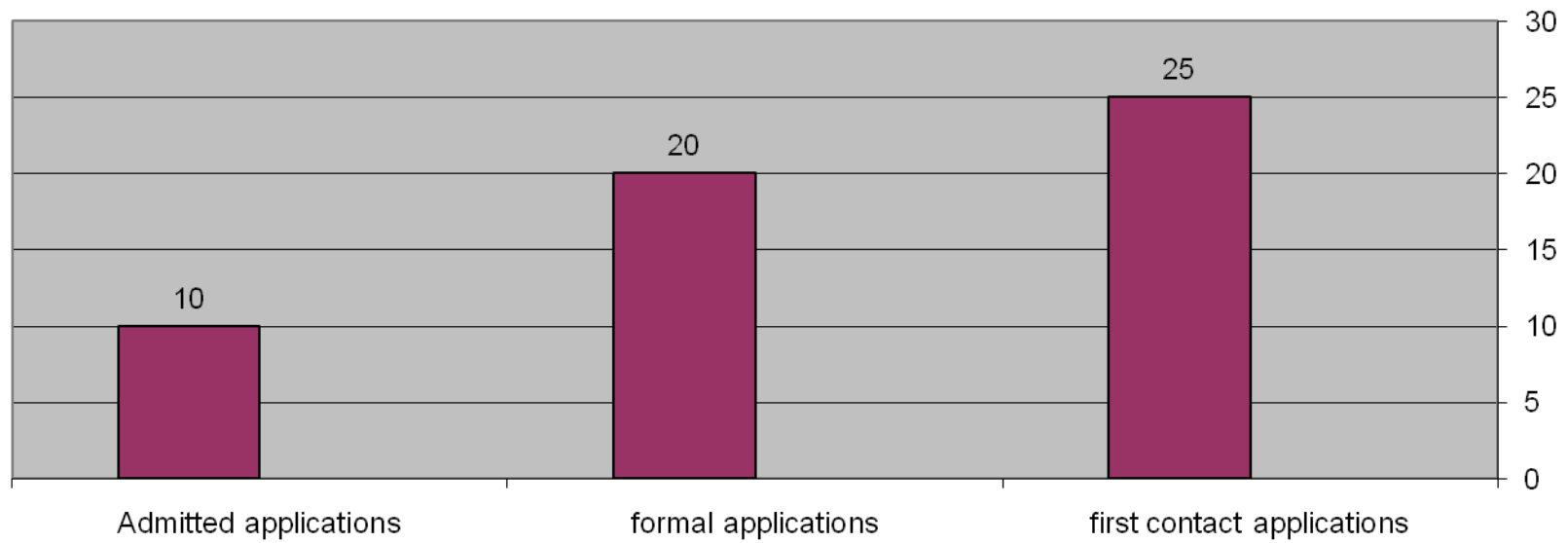
- Dean of college agriculture, head.
- General director of incubator, member.
- Dean of scientific research, member.
- Jordan chamber of industry, member.
- JUMP, member.
- Investment promotion establishment, member.
- Private sector, member.

# *Application Process*

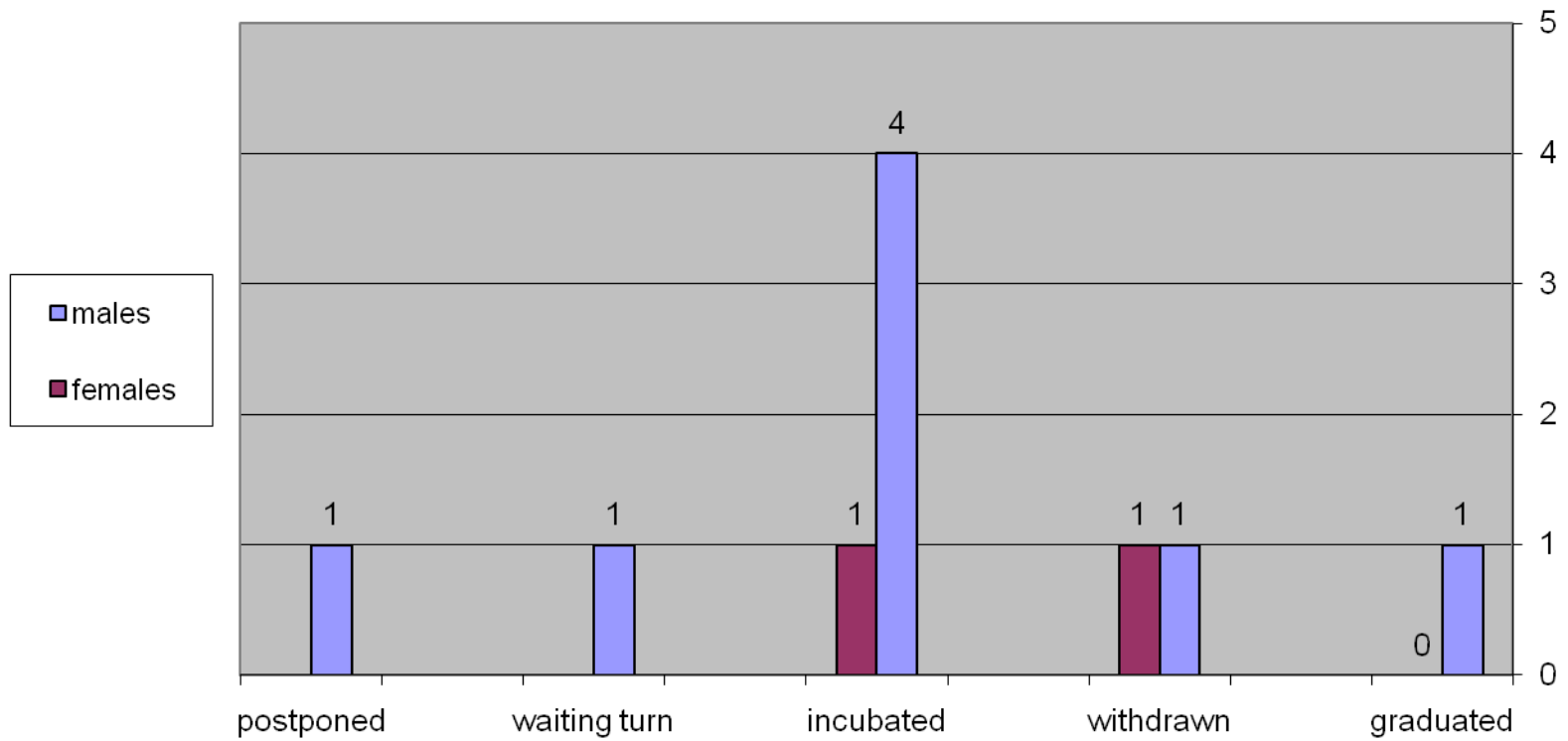
JIC  
Incubation  
Innovation  
Incubatees  
Benefits  
**Costs**

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

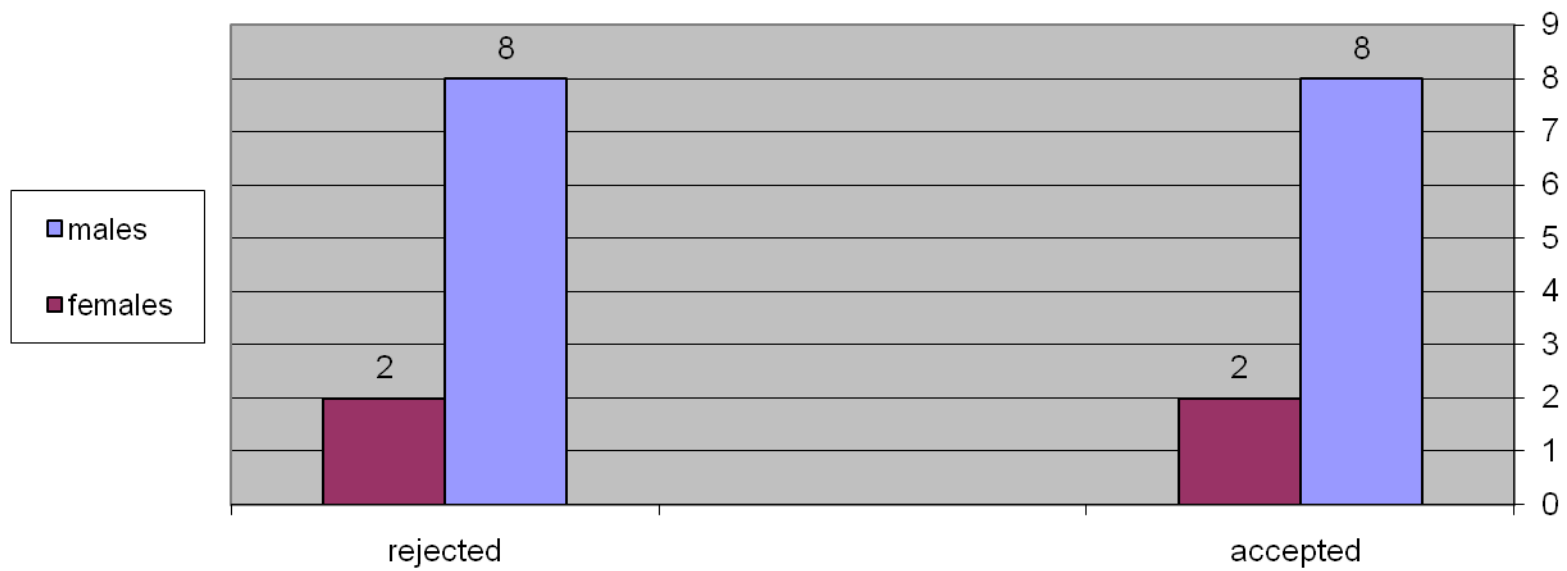
## 1st contact applications versus formal & admitted applications



## Fate of admitted applications

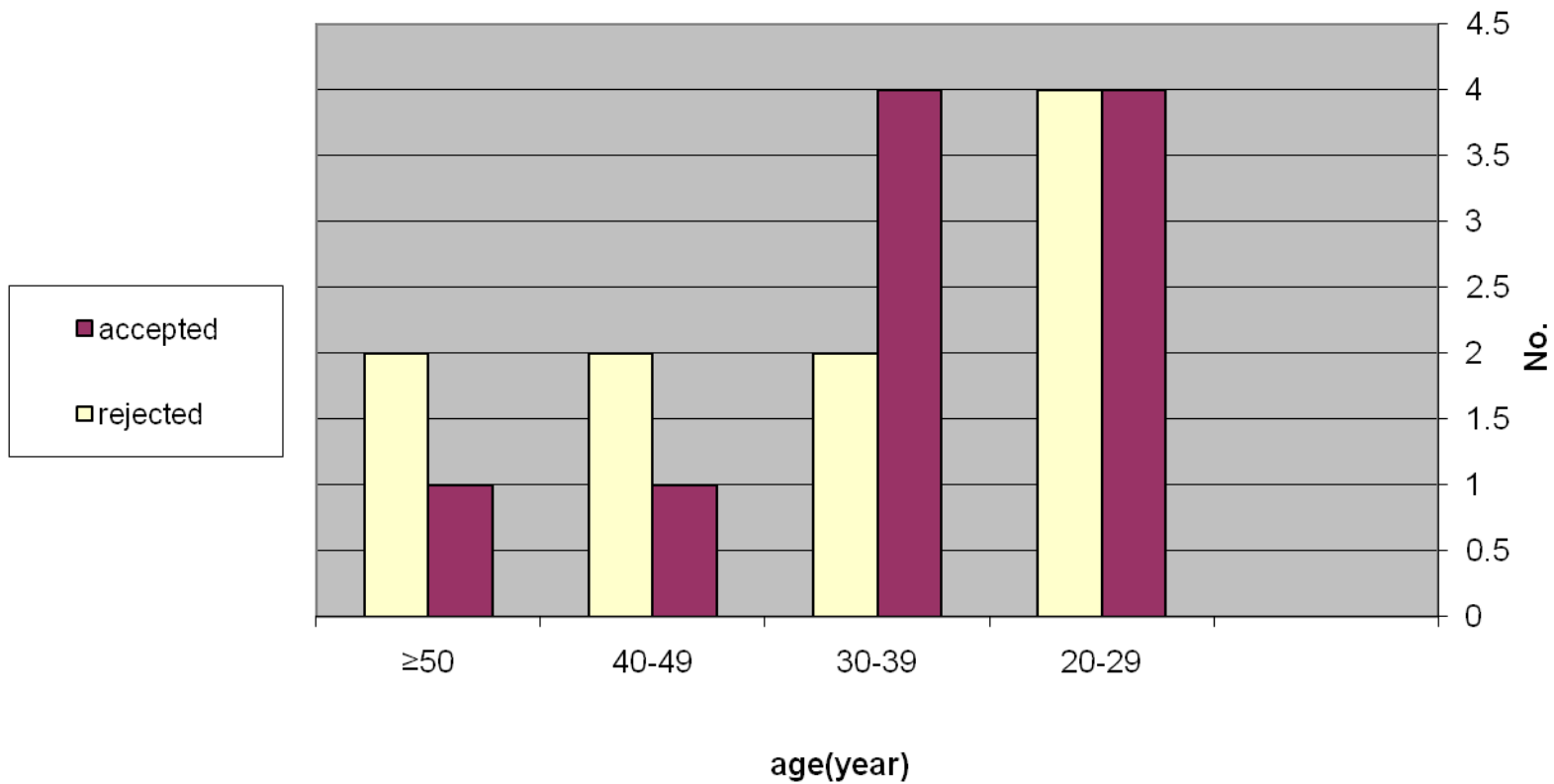


## Accepted and rejected formal applications by sex

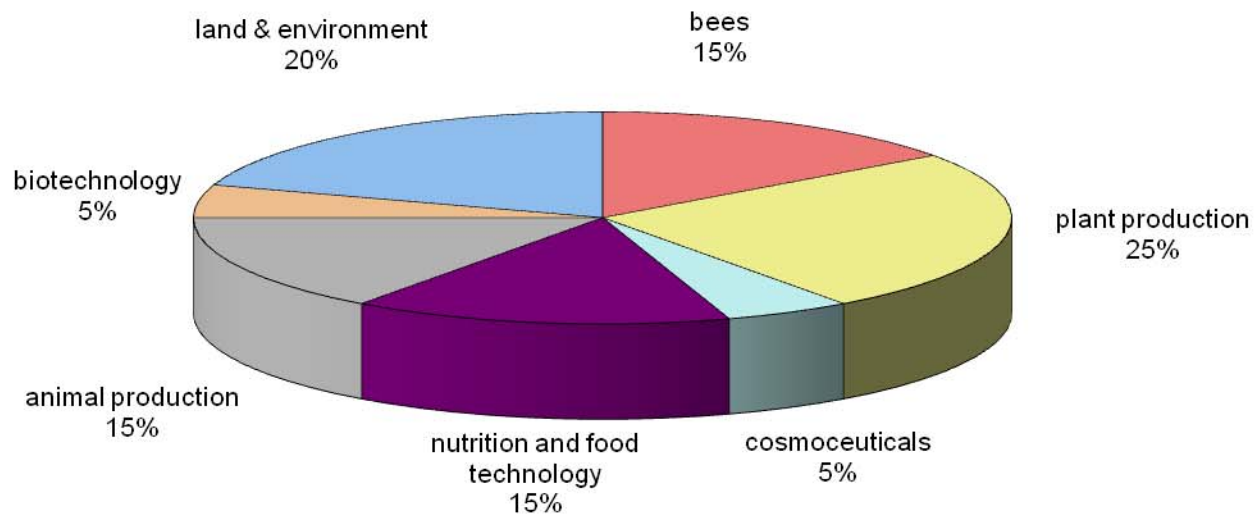




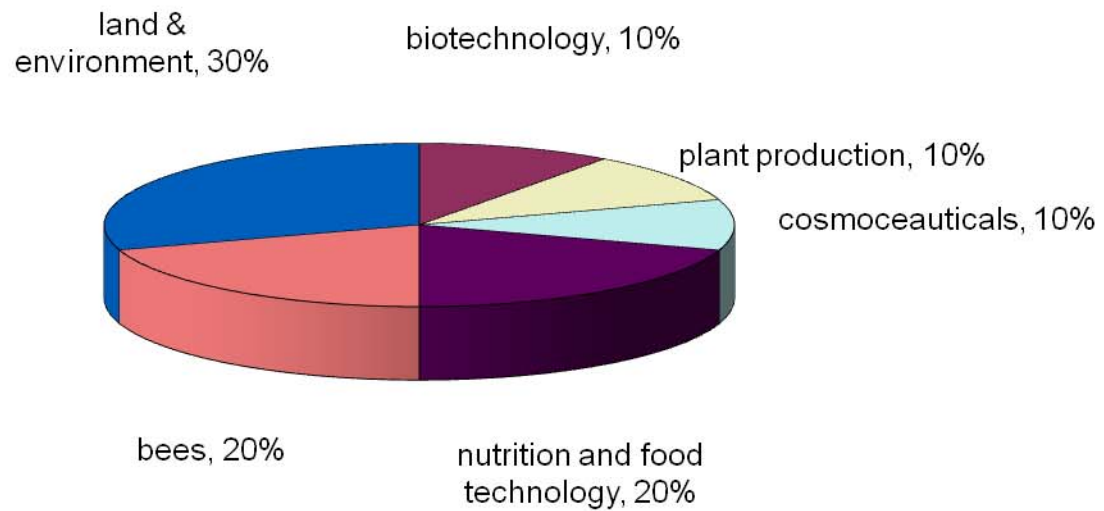
## Distribution of projects according to age of incubatees



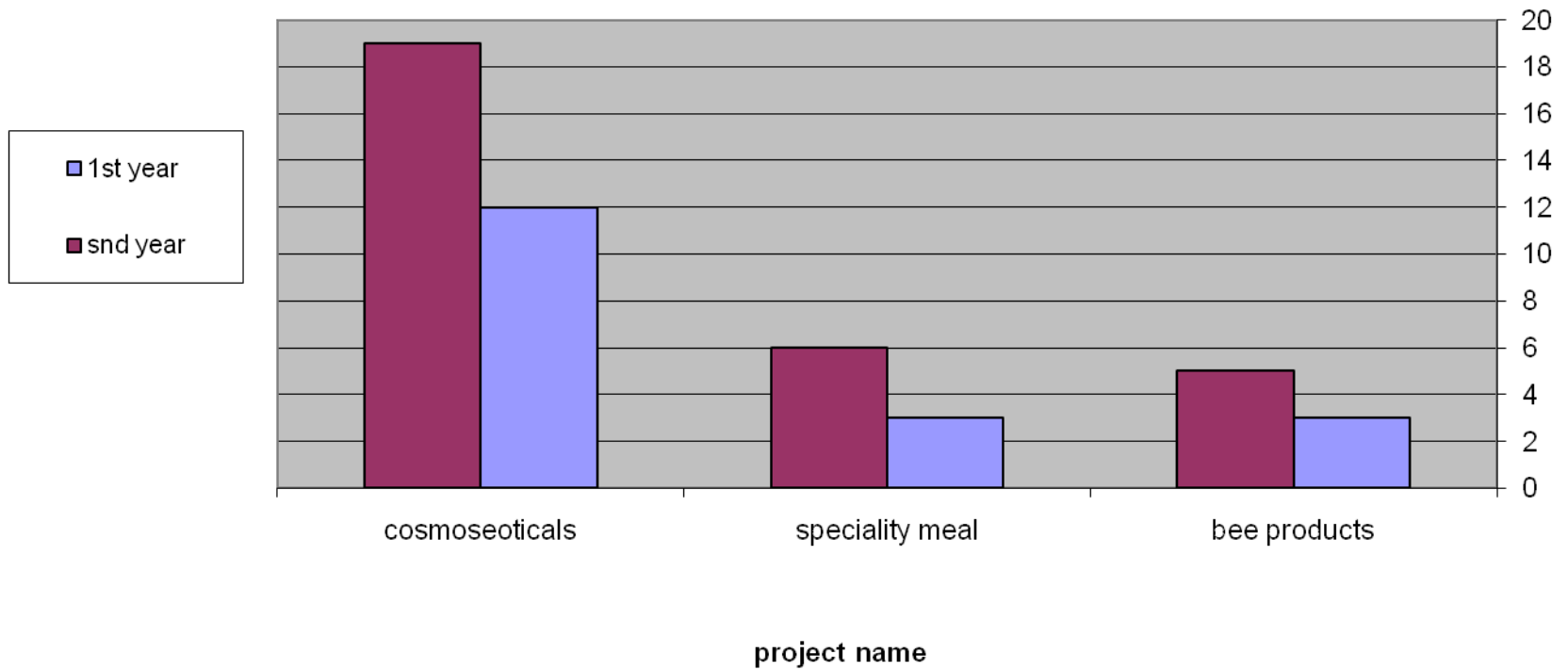
## Distribution of formal applications according to agriculture areas



## 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

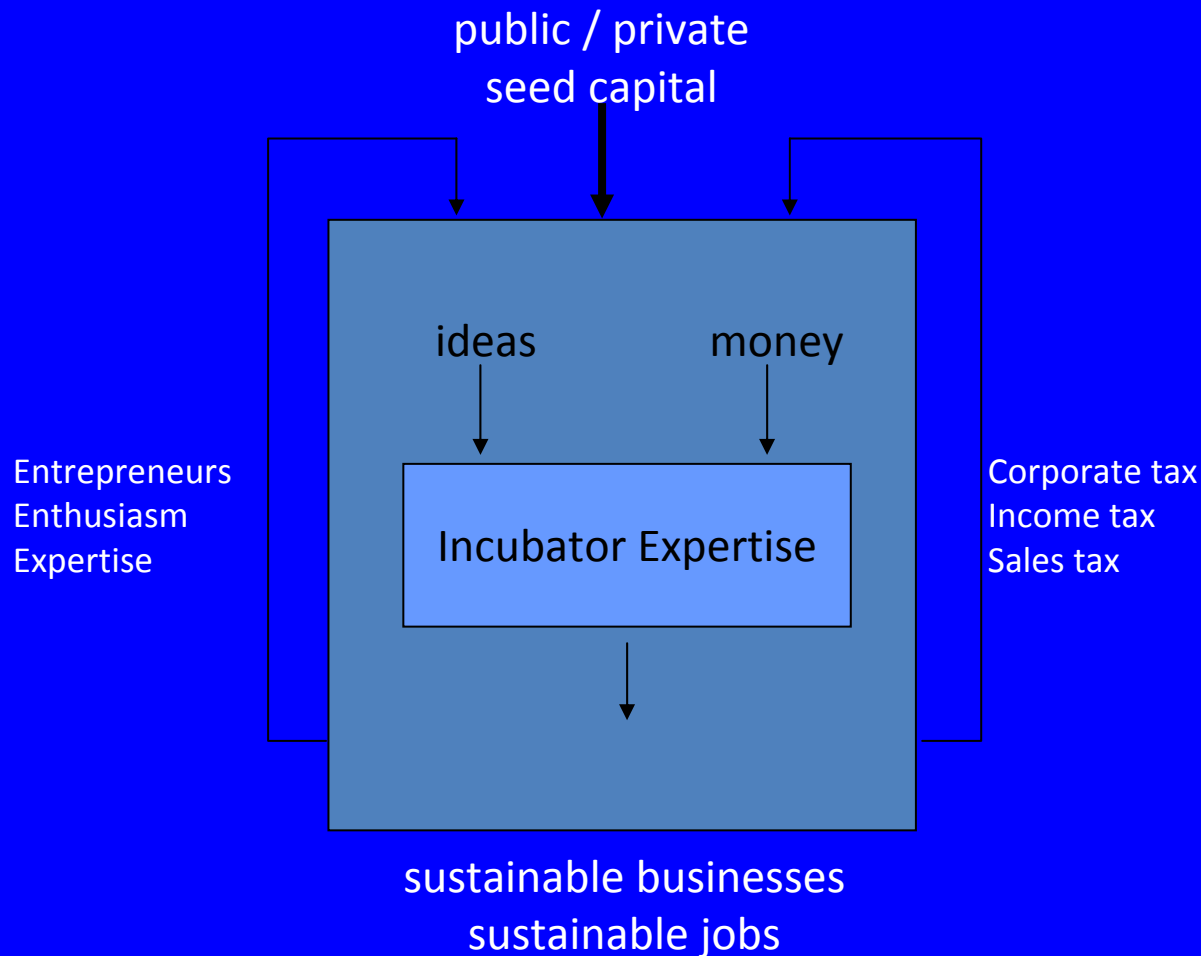
4. To transfer skills, processes and technologies to upgrade the industrial capabilities of SMEs
5. To be a template that can be replicated for the establishment of future incubators
6. To be a proactive member of the start-up and SME support community

# *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

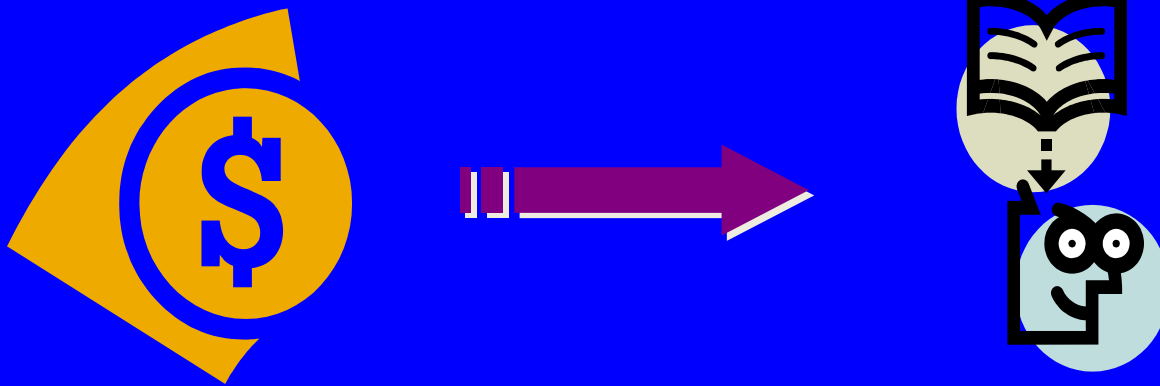


*Why Innovation?*

*R&D is...*

JIC  
Incubation  
**Innovation**  
Incubatees  
Benefits  
Costs

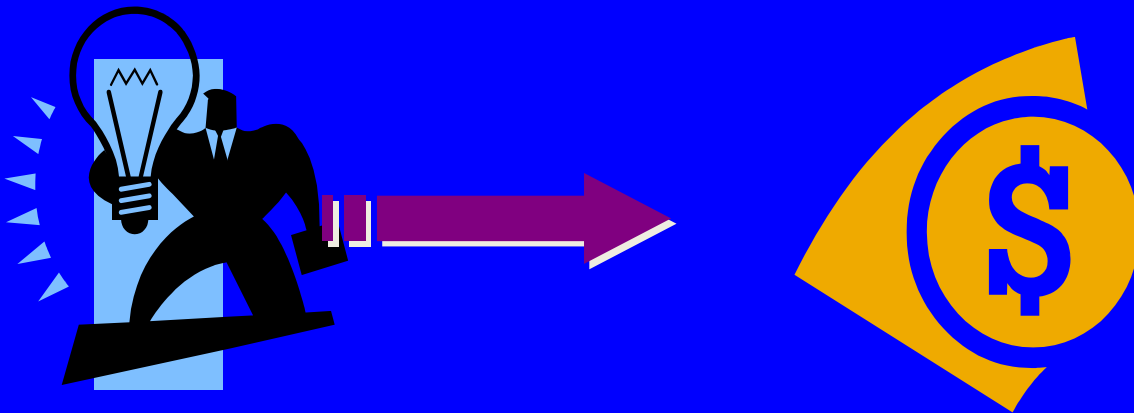
*the science of turning money into ideas*



*Innovation is...*

JIC  
Incubation  
**Innovation**  
Incubatees  
Benefits  
Costs

*the art of turning ideas into money*



# *Who are Incubatees?*

JIC  
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!**

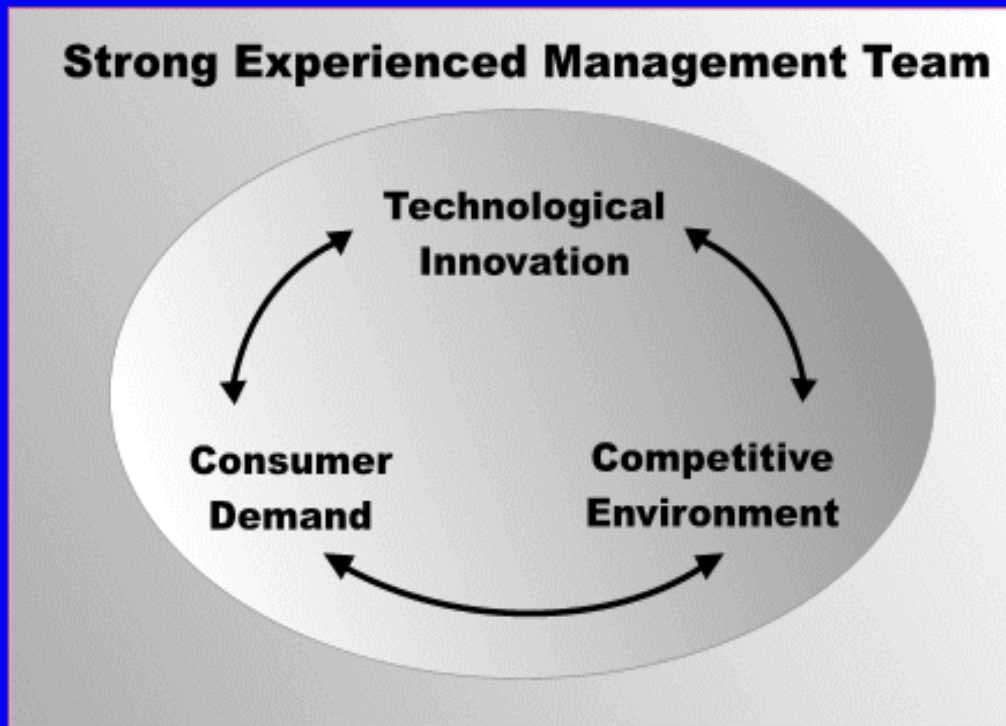
**&**

**Your Associates**



# *Project Assessment*

JIC  
Incubation  
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 m<sup>2</sup> divided into
  - six 20 m<sup>2</sup> 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*

JIC  
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*

JIC  
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*

JIC  
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*

JIC  
Incubation  
Innovation  
Incubatees  
**Benefits**  
Costs

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

# *Access to Finance*

JIC  
Incubation  
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*

JIC  
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*

JIC  
Incubation  
Innovation  
Incubatees  
Benefits  
**Costs**

- 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