



BUSINESS INCUBATOR
INGRIA

www.ingria-startup.ru

**ACCELERATED
DEVELOPMENT**





**Best regards,
Andrey Sokolov**

Director General
St. Petersburg Technopark

Progress does not stand still. Providing business and industry with new opportunities, it presents them with new requirements: maximum efficiency and resource optimization.

The technical and business infrastructure of St. Petersburg Technopark takes them to the full extent, creates and develops convenient services for technological entrepreneurship, cluster projects and urban industries.

Hundreds of innovative projects are annually launched in St. Petersburg. Some of them will be able to transform into national champion companies. How can we identify a startup that can become a corporation and help it introduce products and solutions to other corporations? In Technopark this task is solved by the Ingria Business Incubator.

I would like to offer you to find out how one of the top-ten most effective business incubators in the world functions and what Technopark opportunities it offers to its residents.



**BUSINESS INCUBATOR
INGRIA**
SAINT PETERSBURG TECHNOPARK

INGRIA FAMILY is a community of like-minded people. This is a place where you can find everything you need to foster your business.

The main advantage of technology entrepreneurship is using an innovative high-tech idea that transforms a start-up into an international company. On the way to scaling such an idea, an entrepreneur must solve several problems: build a team and accommodate it; arrange processes and sales; find an investor and come to an agreement with him.

It is to solve these problems that the Ingria Business Incubator offers a programme for the accelerated development of technological start-ups. The Ingria residency combines key lines of support, including investment and funding, technology transfer, a mentor's club, interaction with large-scale businesses and access to international markets. All our residents have access to our resources, an opportunity to communicate with industry experts and investors and to participate in field-specific events.

The Business Incubator is a part of the Consulting Unit of the St. Petersburg Technopark that applies advanced and breakthrough technologies to support innovative entrepreneurship in the city. This involves special conditions provided to our residents for working with the Prototype Development Centre and other engineering centres.

Ingria is one of the most effective non-university business incubators in Russia and worldwide. This level of appreciation comes from our openness, capability and commitment to working with projects of start-ups, serial entrepreneurs, students, universities and companies seeking to develop innovations.



**Kind regards,
Elizaveta Urosova**

Director
Ingria Business Incubator



CONTENTS



OUR ACHIEVEMENTS	2
“RESIDENTSHIP” PROGRAMME.....	4
INGRIA FAMILY	5
EXPERTISE	6
CONSULTING	7
TRACKING	10
I2U PROGRAMME.....	12
PARTNERS	13
WORKING SPACE	14
INTERNATIONAL ACTIVITIES	15





BUSINESS INCUBATOR
INGRIA
SAINT PETERSBURG TECHNOPARK



INGRIA BUSINESS INCUBATOR IN RUSSIAN AND INTERNATIONAL RATINGS

2018

TOP-10

The most efficient business
incubators in the world
according to UBI Global

2016

TOP-3

Russian business
incubators according to
RVC and UBI Global

2015

TOP-10

Among business incubators in
Europe according to UBI Global

2010-2012

Among TOP-5 Russian business incubators in Russia

2009-2019



CRUCIAL RESULTS

550+
residents

3+
bln. rubles
investment

6,1+
bln. rubles
residents' income

35+
deals to introduce
innovative solutions

1300+
events

300+
experts





BUSINESS INCUBATOR
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The Residency program includes individual support for the resident's project in areas of support, including the preparation and maintenance of an individual work plan, assistance in preparing investment, financial and marketing materials, preparation for participation in meetings, events, assistance in attracting potential customers, partners, investors for each specific project.

BUSINESS INCUBATOR INFRASTRUCTURE

- Co-working offices
- Meeting rooms
- Equipped workspaces
- Conference hall

TECHNOPARK INFRASTRUCTURE

- Engineering
- Prototyping
- Clusters

INGRIA BUSINESS
INCUBATOR IS LOCATED
IN THE CENTER OF
ST. PETERSBURG
ON THE PETROGRADSKAYA
SIDE



You can apply for the
program by e-mail:
startup@ingria-park.ru

THE RESIDENCY PROGRAM

ACCELERATED DEVELOPMENT PROGRAM

FOR YOUNG INNOVATIVE COMPANIES:

3 months+



INGRIA

FAMILY for startups



INVESTORS
"smart" money



CLIENTS
partners



EXPERTISE
startup Lynch



CONSULTING
business development



TRACKING
project tracking



EVENTS
networking



**PARTNERS
NETWORK**
loyalty program



**SUPPORT
PROGRAMS**
grants, business-missions



**WORKING
SPACE**
infrastructure



TEAM
students, specialists



BUSINESS INCUBATOR
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RESIDENT SUPPORT AREAS

EXPERTISE



High-quality expertise at the input is the key to survival of the high-tech projects and the condition for high business incubator performance.

The Board of Experts of the Ingria Business Incubator analyze the incoming applications. From the innovative companies eager to participate in the Residency program

Experts evaluate the incoming project according to the following criteria:

- Innovativeness
- Technical feasibility
- Economic expediency
- Adequate market assessment
- Differences from competitors
- The sustainability of the business model
- Presence of strategy of advancement and sales
- Presence of team
- Scalability investment appeal



STARTUP LYNCH

Every last Friday of
each month

STARTUP LYNCH

Presentations of technology projects to experts of the Business Incubator to get feedback on the viability of the business model, technical feasibility, monetization and scaling opportunities, improving the skills of conducting effective business presentations.

The task of the Startup Lynch participants is to find and argue the "weak points"; the complexities and risks of the project

The best projects get a chance to become residents of the Ingria Business Incubator immediately after Startup Lynch

CONSULTING



You can apply for the program by e-mail:
startup@ingria-park.ru

BUSINESS DEVELOPMENT CONSULTING

- Business development consulting is a search for new opportunities to increase project dynamics, complemented by step-by-step implementation plans. Such consultations begin with project diagnostics, identifying weak points, then we help to draw up a development plan, identify a pool of potential partners, set up a search for customers and sales.

RESIDENT REVENUE
6,1+ BLN. RUBLES

MENTORING

Mentoring is one of the key tools to support young innovative companies.

Mentors of the Ingria Business Incubator are successful businessmen, as well as experts who have experience in solving non-standard management and technical tasks and are ready to hand them over to a startup.

The Mentors Club of the Ingria Business Incubator was created with the aim to improve the quality of consulting services for start-up entrepreneurs through external expertise.

MENTORS CLUB
300+
EXPERTS



BUSINESS INCUBATOR
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SAINT PETERSBURG TECHNOPARK

TRACKING + EDUCATIONAL PROGRAMS

Organizing and conducting trainings, seminars and other educational activities in the field of innovation, technology transfer and project management.

Project tracking is a technique developed to make it possible to act meaningfully and achieve results at any stage of the start-up development. Tracking is aimed at building a project based on data: market, users, funnels, conversions, etc.

RESIDENT SUPPORT AREAS

ASSISTANCE IN INVESTMENTS RAISING

3+ AMOUNT
OF RAISED
INVESTMENT
BLN. RUBLES

- An investment evaluation of projects, including external experts; recommendations as part of the direction to increase the investment attractiveness of the project.
- Evaluation of residents' presentations by Business Incubator experts before meeting with investors.
- Events involving potential investors in the VC Day format.
- Meetings of investors with residents are held in the One-on-One Meetings format.

RESULTS:

Almaz Capital, Google, Starta Ventures, Microsoft, Rosnano, Skolkovo, IIDF, the Untitled and others have invested into Ingria residents.



Individual and group expert
advice in all areas of support

HR

Spreading available vacancies for residents across all Business Incubator channels: posting on the Business Incubator website, promoting at partner thematic events, disseminating information at partner universities.

Organization of internship practices and internship students of partner universities in resident companies.
Work with career centers.
HR consultations.

MARKETING

Individual and group advice on packaging and promotion, internet-marketing.

Preferential participation in events of the Ingria Business incubator partners: conferences, exhibitions, seminars (including foreign). Publication and distribution of news of the resident on its own resources, resources of partners, in the media.

TRANSFER OF TECHNOLOGIES

For the residents the business incubator organizes and conducts special demonstration sessions and individual meetings with representatives of large and medium-sized businesses to organize strategic partnerships, attract orders, and customers.

The main goal of such events is to promote technology transfer and the promotion of new technologies on the market.
For residents working in the B2B markets, individual meetings with representatives of large businesses (potential customers) are organized, projects are carefully selected and prepared for the meeting.

35+
DEALS ON THE INTRODUCTION
OF INNOVATIVE
SOLUTIONS
TO THE BUSINESS



BUSINESS INCUBATOR
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TRACKING+ EDUCATION PROGRAMS



EDUCATIONAL PROGRAM FOR RESIDENTS “FROM 0 TO 1”

RESIDENTS WITH LAUNCHED PRODUCT
AND FIRST SALES ARE ALLOWED INTO THE PROGRAM



Idea and vision. Stages.
Value proposition.



**PRODUCT.
DEFINING THE CORE.
MVP. MAPPING**

Product. Search and definition
of the product core.
Minimum value proposition.



**EXECUTION I.
PEOPLE & METHODS OF
BUILDING WORKFLOW**

People and construction
methods work process.



**EXECUTION II.
DEFINING METRICS.
OMTM**

Metrics. Selection of the
most important indicator

PROJECT TRACKING

Project tracking is a technique
developed to make it possible
to act meaningfully and
achieve results at any stage of
the start-up development.
Tracking is aimed at building a
project based on data: market,
users, funnels, conversions,
including:

- decision making based on this data
- setting up a data collection and analysis system
- MVP prioritization and testing for each solution
- Identification of the project bottlenecks at each stage
- introducing the concept of iterations and hypothesis testing periods



**EXECUTION III.
HYPOTHESIS WORKFLOW.
RISKIEST ASSUMPTIONS**

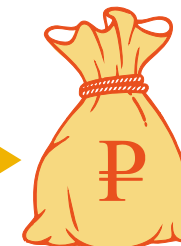
HYPOTHESIS WORKFLOW



**MARKETING I.
BUSINESS MODEL
AND PIVOTS**



**MARKETING II.
GROWTH STRATEGIES**

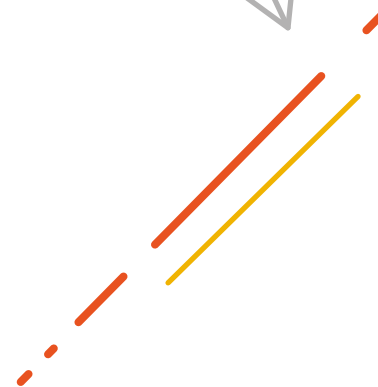


**INVESTMENT
RAISING**

INGRIA LIBRARY*

Steve Blank, Bob Dorf - The Startup Owner's Manual: The Step-By-Step Guide for Building a Great Company
Peter Thiel - Zero to One: Notes on Startups, or How to Build the Future
Eric Ries - The Lean Startup: How Today's Entrepreneurs Use Continuous innovation to Create Radically Successful Businesses
Alexander Osterwalder - Business Model Generation: A Handbook for Visionaries, Game Changers, and Challengers
Cindy Alvarez - Lean Customer Development: Building Products Your Customers Will Buy
W. Chan Kim and Renee Mauborgne - Blue Ocean Strategy: How to Create Uncontested Market Space and Make the Competition Irrelevant
Eliyahu M. Goldratt, Jeff Cox - The Goal: A Process of Ongoing improvement
Geoffrey A. Moore - Crossing the Chasm: Marketing and Selling Disruptive Products to Mainstream Customers

*These and other books, as well as useful materials can be found in the library of the IngriaI Business incubator.





BUSINESS INCUBATOR
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INTERACTION WITH UNIVERSITIES I2U PROGRAM



RESIDENT SUPPORT AREAS

High-tech startups created by universities, as shown by the world practice of business incubation, must constantly be in an innovative environment. The most effective way to achieve this goal is the cooperation between business incubators and leading technical and financial universities. In 2010 the Business Incubator launched a program of interaction called I2U (Ingria 2 Universities).

ADVANTAGES FOR UNIVERSITIES:

- high quality student practice, work on real cases;
- additional educational programs for students and professors;
- development and commercialization of technological projects created by universities;
- organization of joint events in the field of technological entrepreneurship.

MAIN AREAS OF COOPERATION WITH UNIVERSITIES WITHIN I2U:

- formation of a program of student consulting projects for residents;
- cooperation with students from foreign universities to feed the aim of introducing Ingria residents' products to the European market;
- specialized investment VC Day Ingria sessions for university projects;
- creating and conducting basic technological entrepreneurial training programs for university staff and students;
- assessment of the university scientific and technical developments' commercial potential with the help of leading market experts;
- internships, practice, writing term papers and dissertations.

PARTNERS



You can apply for the
program by e-mail:
startup@ingria-park.ru





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WORKING SPACE 24/7



RESIDENT SUPPORT AREAS

The Business Incubator offers equipped workplaces where it is possible to successfully develop the project and where the team will work comfortably. You can choose offices, cubicles or co-working. Above that, the infrastructure includes conference halls and meeting rooms with necessary equipment.



CO-WORKING

An open-space room, where the workplaces for residents are located. The resident is granted access to the co-working 24 hours a day, 7 days a week, without any limitations.



CUBICLES

A single open-type workspace, divided by partitions, in which workplaces for residents are located. Extra hours at the meeting rooms are offered to the tenants of the workplaces and cubicles.



OFFICES

A separate office for several workplaces, equipped with necessary furniture. Extra hours of meeting rooms and conference hall using are provided to tenants of workplaces in offices.



BUSINESS-SERVICES

The infrastructure includes conference rooms and meeting rooms with necessary equipment and internet-access.

INTERNATIONAL ACTIVITY



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program by e-mail:
startup@ingria-park.ru



The OSIRIS project aims to boost the silver economy (i. e. the economy segment destined to consumers aged 50+) in the regions covered by the project. The following tasks are expected to be solved within the framework of this project:

- conducting research of the current market situation;
 - conducting research of available incentives to support entrepreneurs whose product is intended for the older generation;
 - seeking and creating new opportunities for entrepreneurs in this area (seeking financial support opportunities for projects, developing an acceleration programme);
 - creating a digital hub for silver economy data collection and analysis and ensuring communication between stakeholders.
- The project involves the participation of 6 countries of the Baltic Sea Region (Denmark, Finland, Latvia, Lithuania, Estonia and Russia) and a total of 21 partners from the business, academic and public sectors.



TWIN CAMPUS is a project aimed to support the creation and development of new entrepreneurial campuses for ITMO University and HAMK University (Finland). The project involves the development and implementation of the concept of international laboratories, which will enable students and businesses to gather on one site (students will benefit from practical work experience with real business cases, while businesses will have work done by students as part of their internship); undertaking internships in an international environment/team; engaging with foreign colleagues in project work; and exchanging best practices and expertise.



CBC 2014-2020
SOUTH-EAST FINLAND - RUSSIA



SAINT PETERSBURG
TECHNOPARK

Technopark2Business #T2B

Services from Ingria Business Incubator and the Prototype Development Centre for residents aiming to create new high-performance businesses and industrial facilities.

Technopark2Industry #T2I

Services from Cluster Development Centre and Regional Engineering Centres for industrial enterprises and St. Petersburg clusters aimed at complex high-tech markets.

HOW TO KNOW MORE ABOUT THE TECHNOPARK

Enter #spbtech, # T2B or # T2I in any search engine or social network to learn about the latest developments and success stories of Technopark residents.

MODELS OF THE FUTURE: DIGITAL ECONOMY, INDUSTRY 4.0, SOCIETY 5.0

In 2020, these and other industrial and economic concepts become a reality for advanced companies, cities and countries. The obvious advantages are the breakthrough technologies and materials, as well as the efficient allocation of resources, development and production processes, and practical sharing economies.

In the new economy, companies are leading the way in the development and commercialization of digital processes, products and services, as well as those that can effectively integrate into existing and promising distributed systems.

SAINT PETERSBURG TECHNOPARK

The first technopark stepped from the premises and plots management model to creation and provision of advanced consulting and technological services for the development of innovative products and businesses of its residents.

Legal entities and individual entrepreneurs can become residents of the Technopark, if their main economic activity is associated with manufacturing, research and development, information and computer technologies. The Technopark provides promising technology companies and cluster projects with services divided into two blocks: Business and Industry.

#spbtech

SERVICES AND PROJECTS

ST. PETERSBURG CLUSTER DEVELOPMENT CENTRE FOR SUPPORTING SMALL AND MEDIUM-SIZED BUSINESS ENTITIES AND CLUSTER PROJECTS

- Monitoring of cluster environment of St. Petersburg.
- Monitoring of industrial sectors and support policies.
- Elaborating cluster development programmes.
- Engineering production chains.
- Rendering services and providing assistance in obtaining state support.

INGRIA BUSINESS INCUBATOR FOR TECHNOLOGY INNOVATIVE PROJECTS

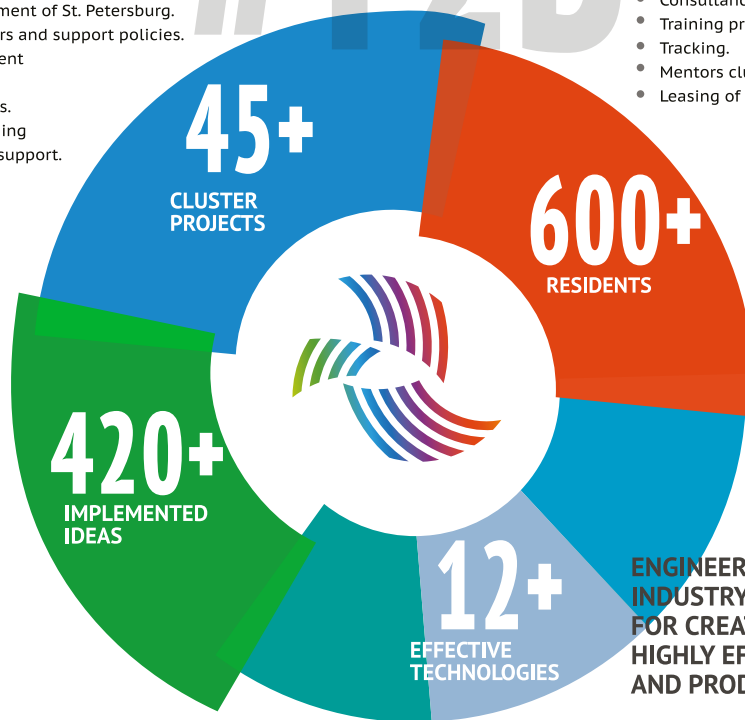
- Raising investment.
- Facilitating technology transfer.
- Consultancy services on business development.
- Training programmes.
- Tracking.
- Mentors club.
- Leasing of work stations.

PROTOTYPE DEVELOPMENT CENTRE FOR CREATING UNIQUE PRODUCTS AND PROTOTYPES

- Additive prototyping.
- Industrial design, modelling, volumetric scanning.
- Prototyping of automation and electronic facilities.
- Visualisation with AR/VR and other similar technology.

ENGINEERING CENTRES – INDUSTRY-SPECIFIC PROJECTS FOR CREATION OF NEW HIGHLY EFFICIENT OPERATIONS AND PRODUCTS

- Rendering engineering research and consultancy services.
- Rendering services associated with investment, project, management and strategic consultancy.
- Developing standards and methods, organising and carrying out programmes for service companies.





*Committee for Industrial
Policy, Innovations and
Trade of Saint Petersburg*



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TECHNOPARK**

ingria-park.ru



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**SAINT PETERSBURG
CLUSTER DEVELOPMENT
CENTRE**

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spbcluster.ru



**PROTOTYPE
DEVELOPMENT CENTRE**

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prototype-spb.ru



**ENGINEERING
CENTRE API**

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ec-api.ru



**ENGINEERING
CENTRE SAFENET**

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**ENGINEERING
CENTRE REP**

SAINT PETERSBURG TECHNOPARK

ecrep.ru

BUSINESS INCUBATOR INGRIA

SAINT PETERSBURG TECHNOPARK

3A Medikov prospekt,
St. Petersburg,
197022 , Russia

Phone: +7 (812) 670-10-85
E-mail: startup@ingria-park.ru