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MINERVA PROGRAM

- MINERVA PROGRAM
- RESULTS AND IMPACT
- ACCELERATION PROCESS
- LESSONS LEARNT AND PRACTICAL RECOMMENDATIONS

MINERVA PROGRAM



- GOAL
Support entrepreneurs to turn their ideas into successful firms
- TARGET
Tech STARTUPS in Andalusia
(2016 call – special focus on Smart-City projects)
- COOPERATION PUBLIC – PRIVATE: PPP
Public (Regional Government – Junta de Andalucía)
Private (Vodafone España) Partnership



RESULTS AND IMPACTS

(2012, 2013 & 2015)

FROM 3 LAST CLOSED CALLS (2012, 2013 &
2015)

644 CANDIDATES

49 PROJECTS PARTICIPANTS

37 ACTIVE PROJECTS (NOWADAYS)

33 ALREADY ESTABLISHED COMPANIES

75% SURVIVAL RATE

RESULTS AND IMPACTS

(2012, 2013 & 2015)

**FROM 3 LAST CLOSED CALLS (2012, 2013 &
2015)**

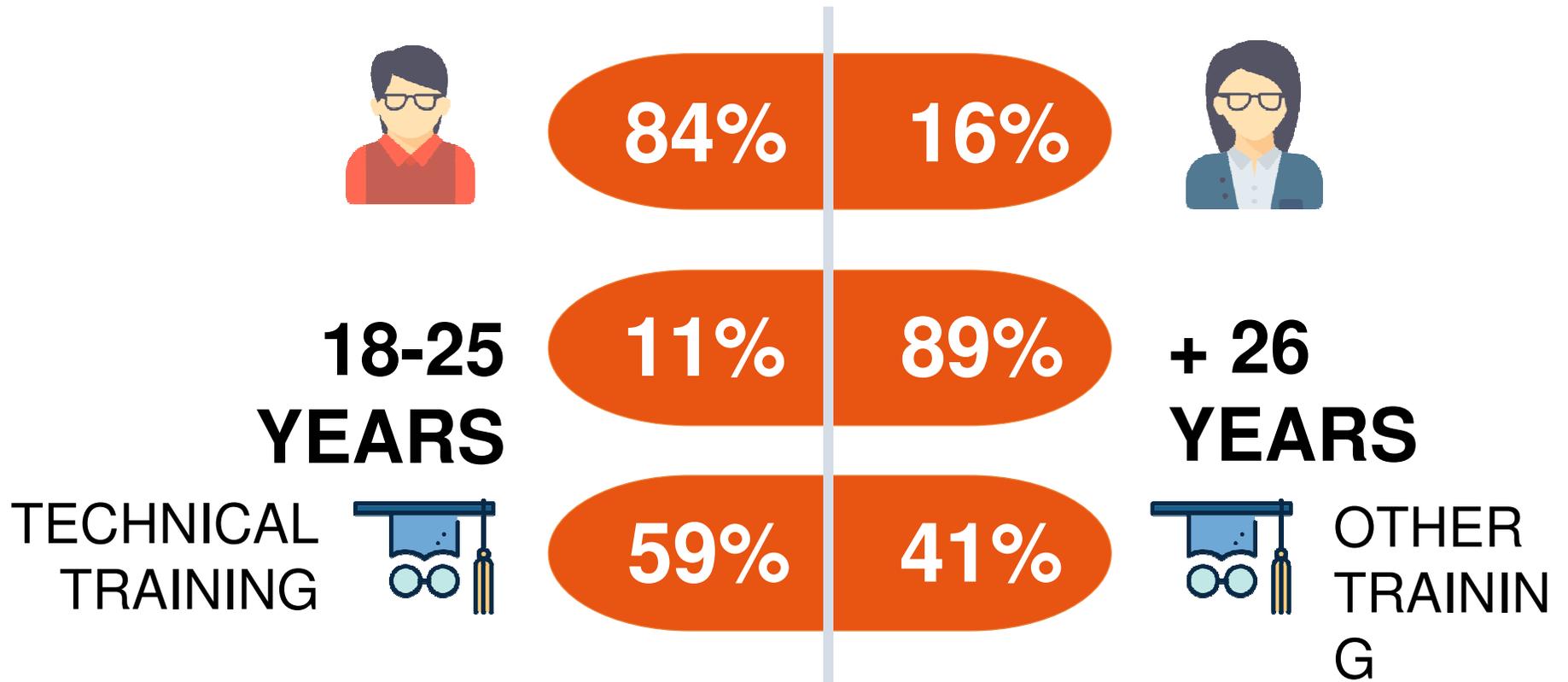
155 JOBS CREATED OR MAINTAINED

2,8 MILLION € INVESTMENT

**1 MILLION € TURNOVER REACHED IN
2015**

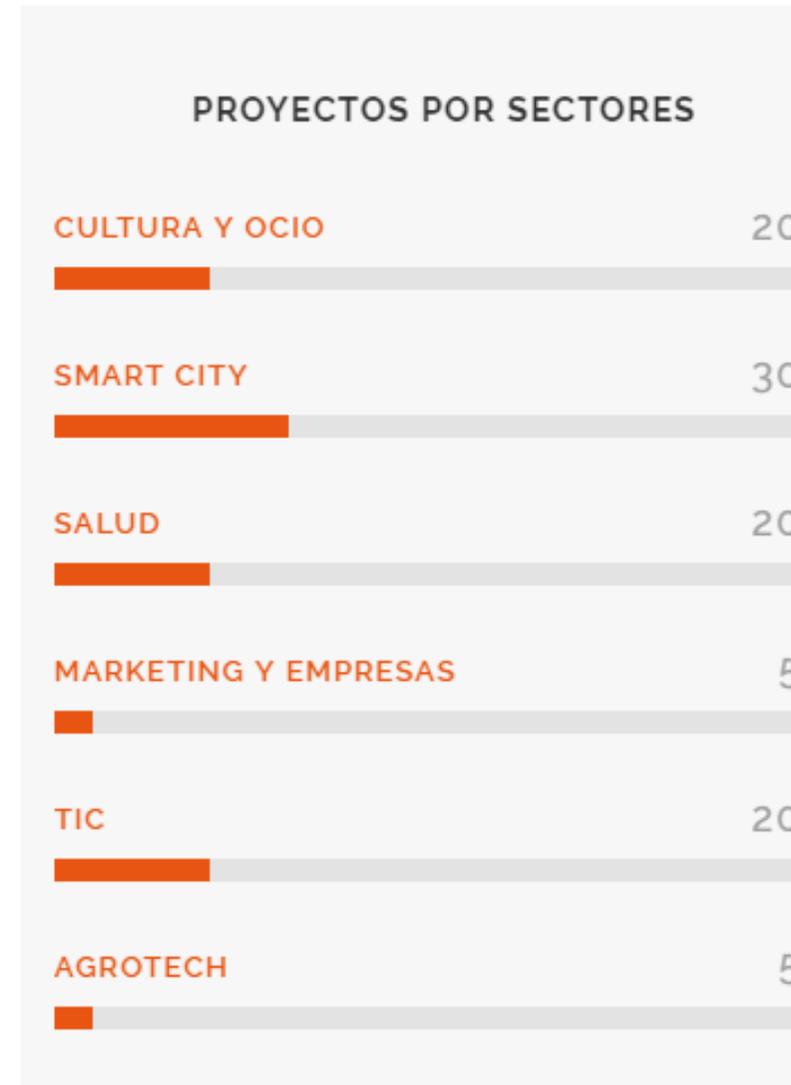
1,9 MILLION € TOTAL TURNOVER

MINERVA ENTREPRENEUR PROFILE (2012, 2013 & 2015)



2016 CALL

- OPENED FEBRUARY 2016
 - 239 CANDIDATES
 - 20 PROJECTS SELECTED
- ACCELERATION PROGRAM STARTED JUNE 2016
 - 10 MONTHS PROGRAM
 - CURRENTLY 19 ACTIVE PROJECTS

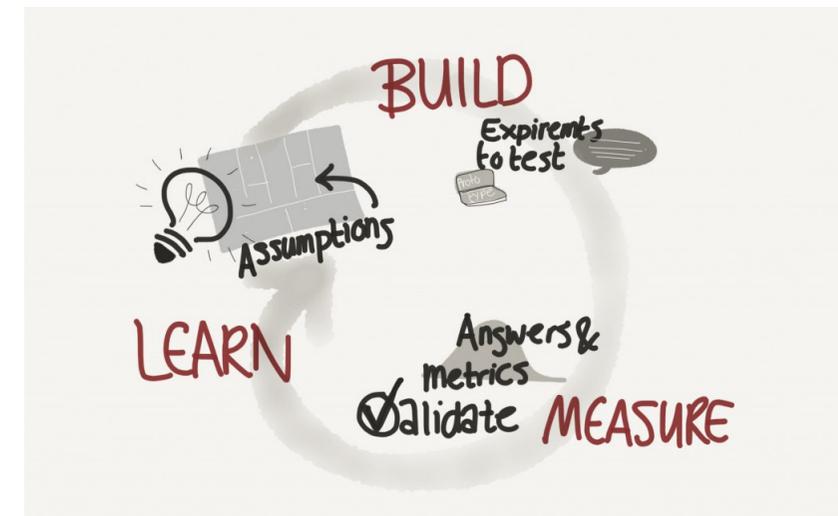


ACCELERATION PROCESS – 3 MAIN FIELDS



• LEAN METHODOLOGY

- LEARN FAST
- MARKET FOCUSED
- CONTINUOUS MEASURES
- MINIMIZE WASTE



ACCELERATION PROCESS - RESOURCES and SERVICES:

Mentoring

Workshops

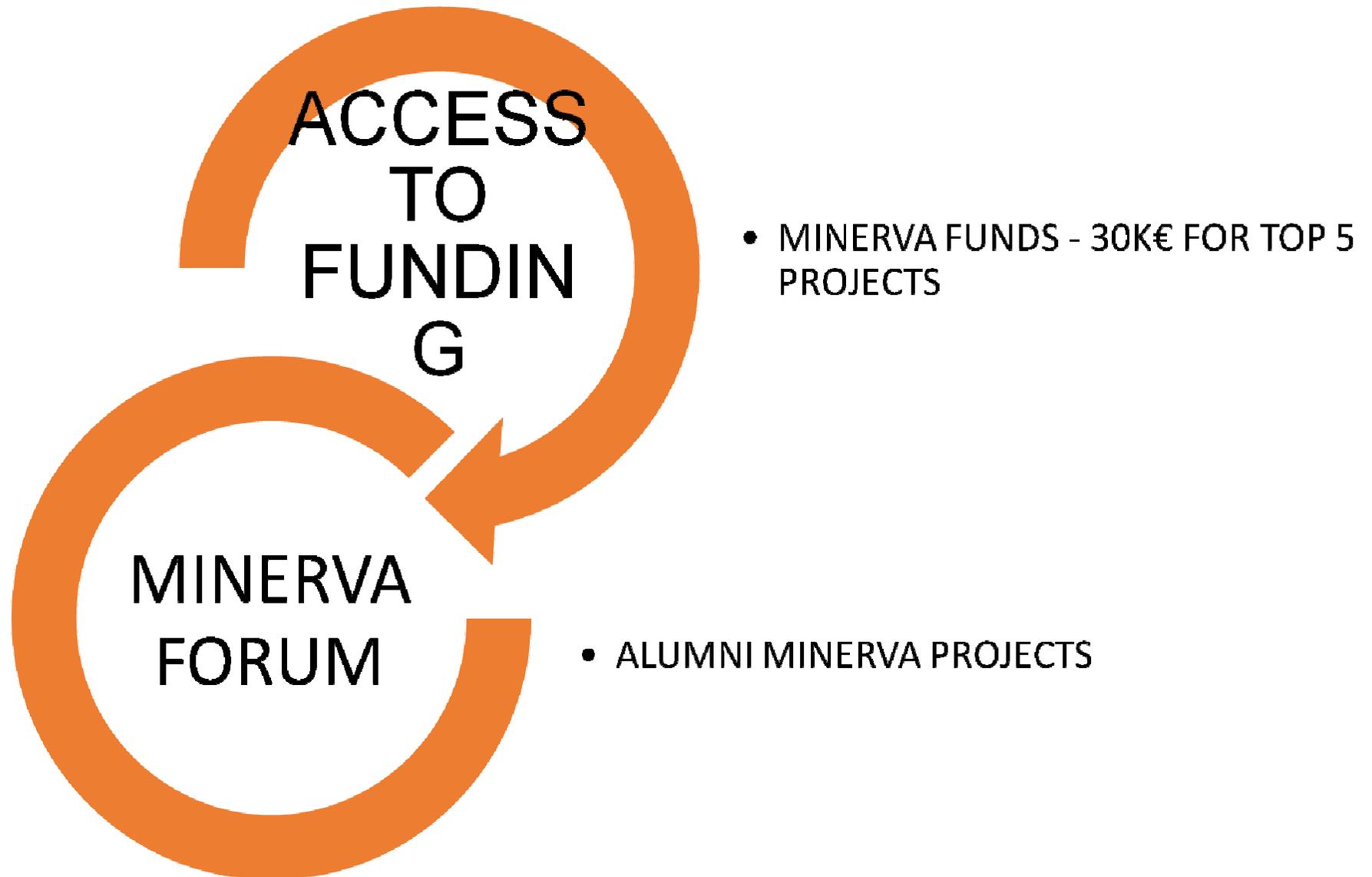
MinervaCheck

Human resources,
Devices, Cloud, M2M,
Online Marketing, etc.

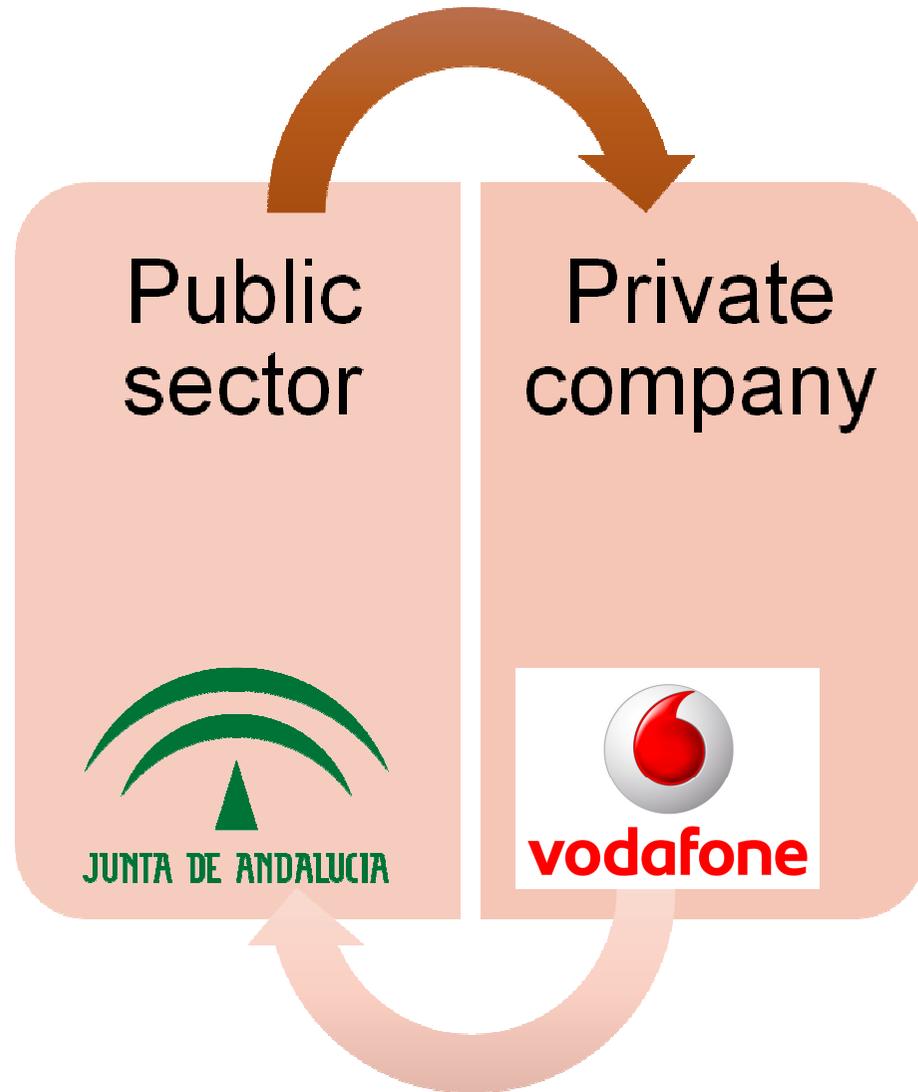
Media

Office

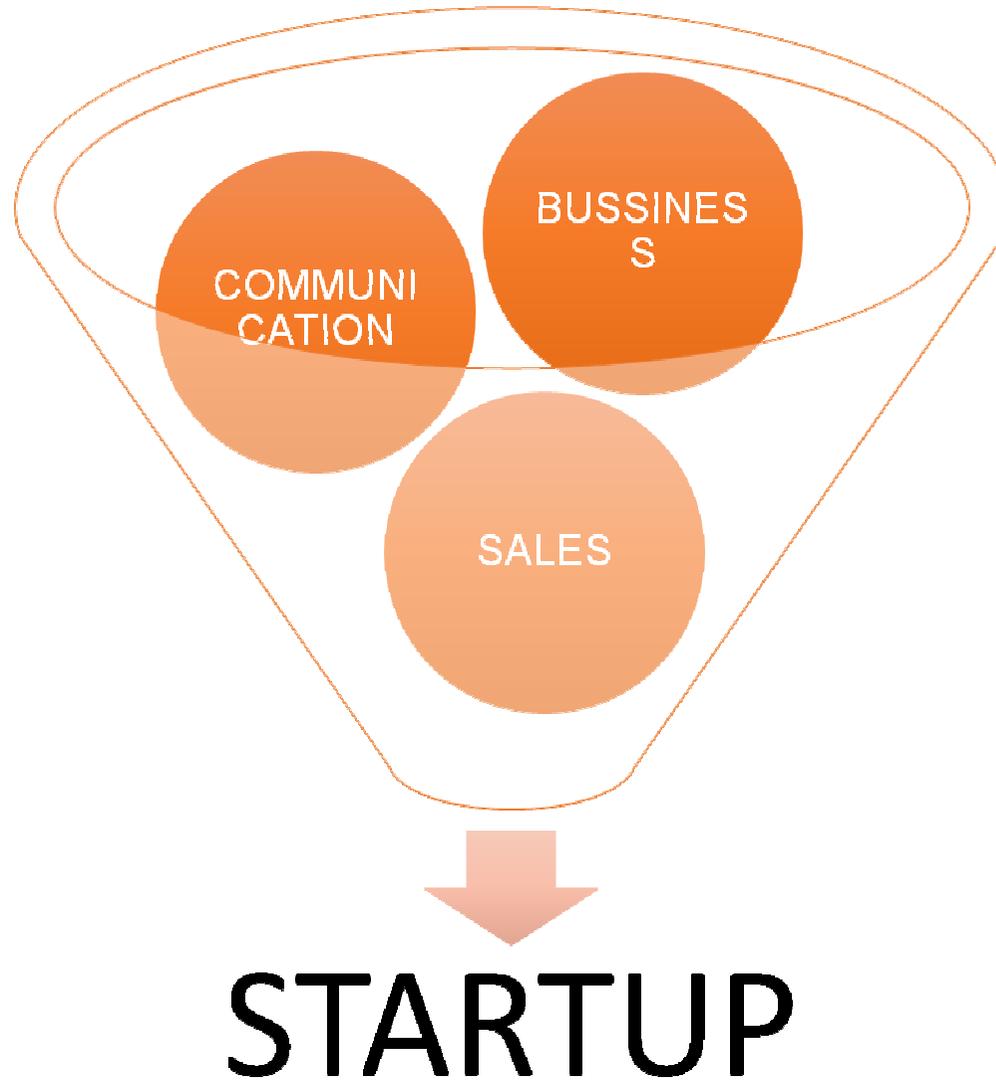
AFTER THE ACCELERATION PROCESS



LESSONS LEARNT AND PRACTICAL RECOMMENDATIONS



ALIGN PUBLIC AND PRIVATE OBJECTIVES



**NOT ONLY BUSSINESS MODEL/PLAN ... NEED
MODE**



PERSONALIZED SERVICES AND RESOURCES FOR EACH ENTREPRENEUR

-MENTORING > WORKSHOPS

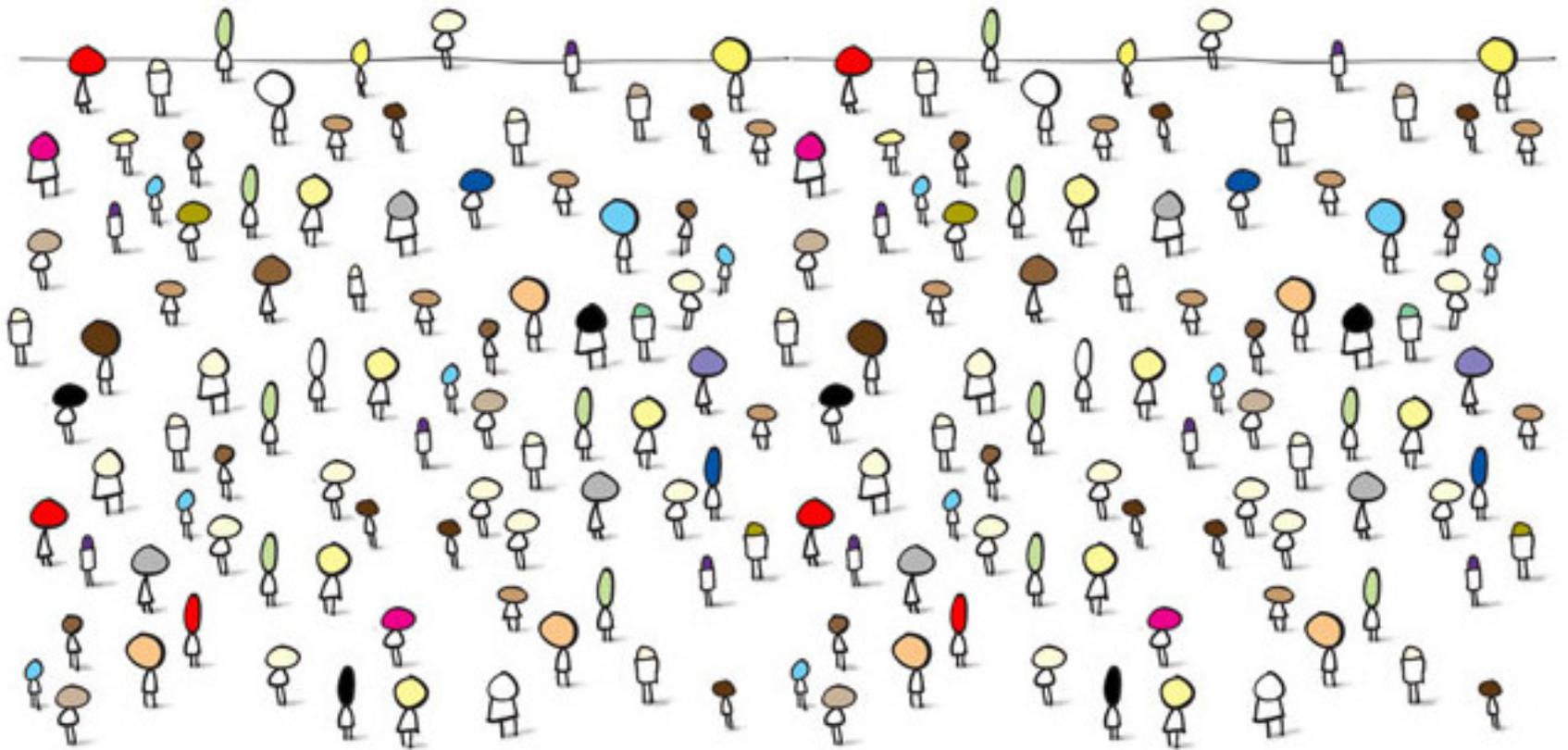
**-MINERVA CHECK PERSONALIZED FOR EACH
PROJECT**



FOSTERING RELACIONAL CAPITAL
-CONTACTS + EVENTS -> NETWORKING
-FACILITATE PILOT STUDIES THROUGH
SPONSORS

STAY
FOCUSED

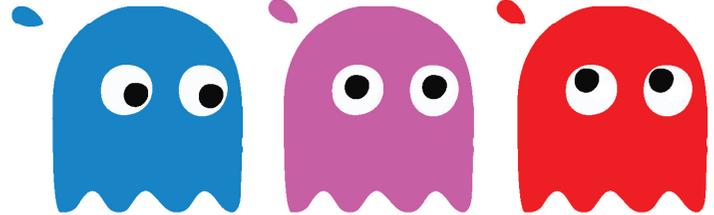
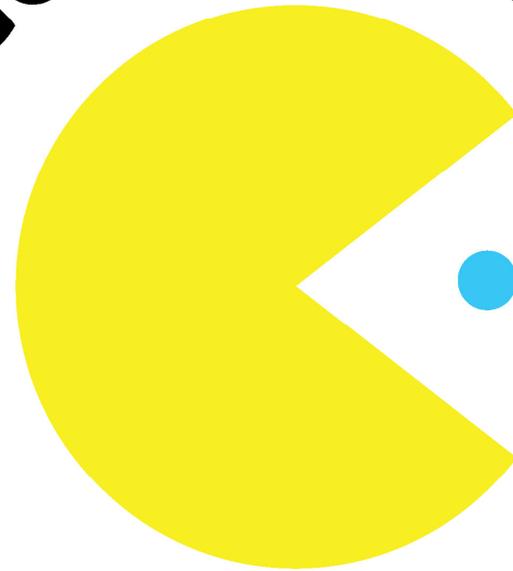
DEFINED YOUR FOCUS
- HIGH QUALITY ONLY REACHED WHEN SPECIALIZED



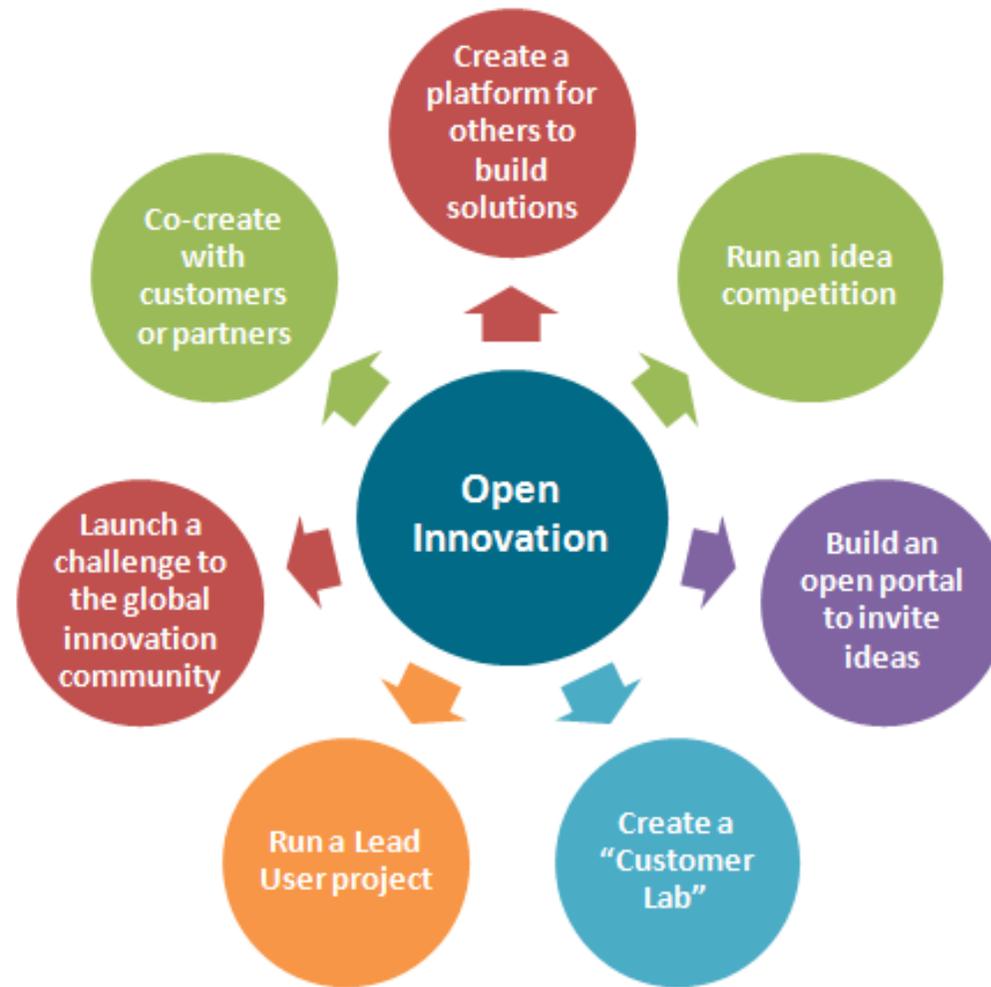
BUILD COMMUNITY

- SUPPORT LOCAL INITIATIVES THAT FOSTER STARTUPS COMMUNITIES**
- FOSTER SYNERGIES BETWEEN STARTUPS/BUSSINESS INCUBATORS/ETC.**

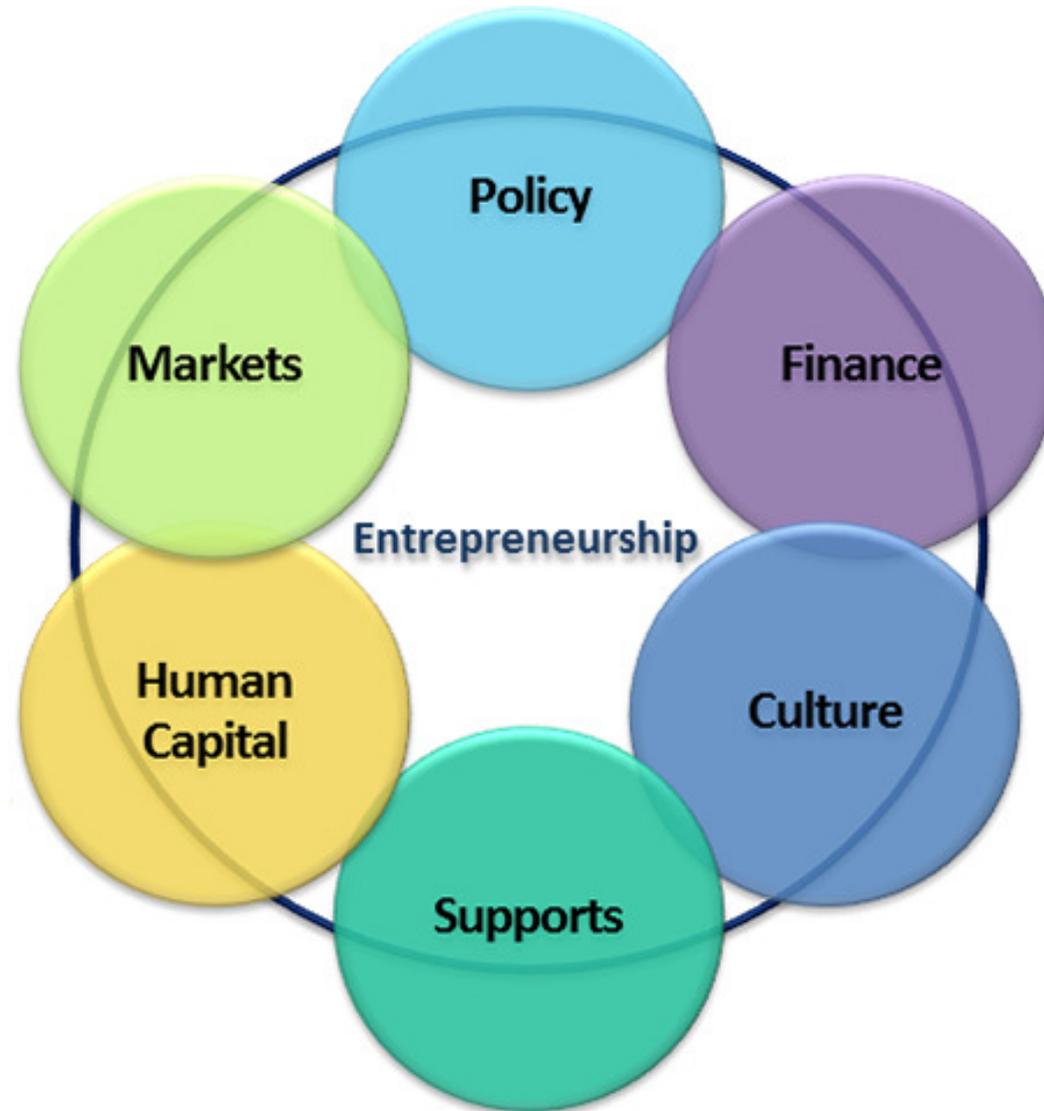
CULTURE!



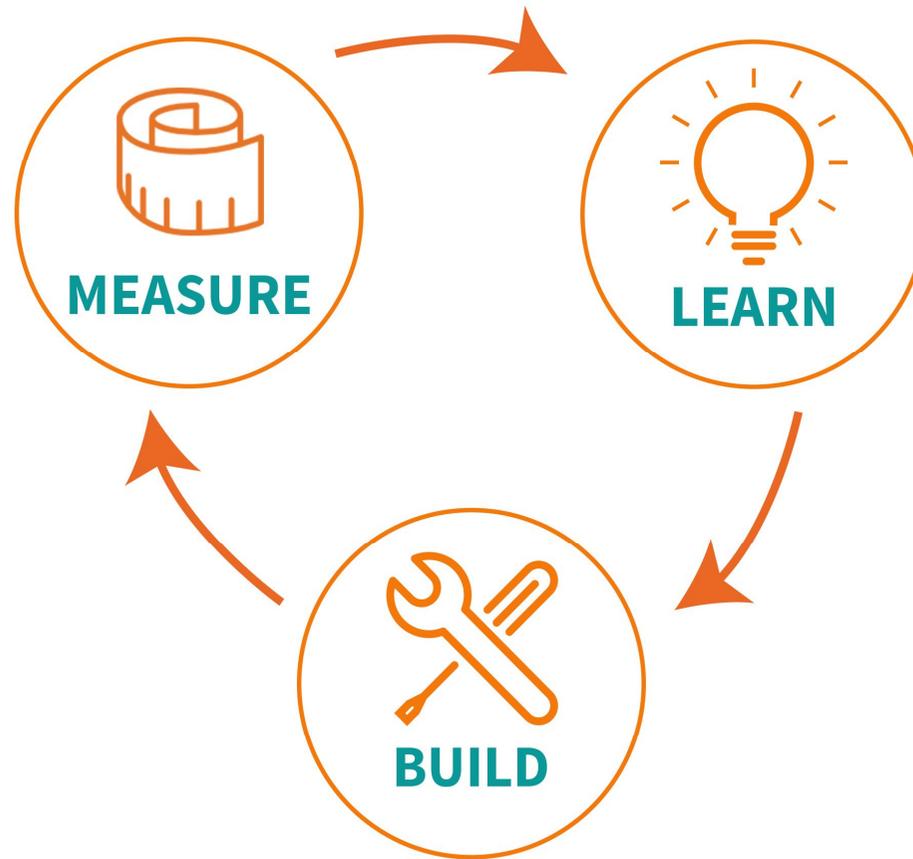
**PROMOTE ENTREPRENEURIAL CULTURE
EDUCATIONAL PROGRAMS, COWORKING OFFICE SPACE, PRE-
ACCELERATION PROGRAMS, ETC.**



FOSTER OPEN INNOVATION
FOSTERING CONNECTION BETWEEN COMPANIES UNMET NEED
AND ENTREPRENEURS



**A BUSSINESS INCUBATOR IS ONLY ANOTHER PIECES
THE ECOSYSTEM**



MEASURE, LEARN, BUILD: BE LEAN ...

-KPIs, METRICS

-ASK THE ENTREPRENEURS

-ADAPT

MINERVA TEAM



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