From ideas to business: how to sustain a start-up company

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From ideas to profits...
Opportunity recognition

“Simpson, you promised you wouldn’t tell anybody I turned down Bill Gates!”
Start-up: Failure or success?

1) new organizations operate inefficiently as long as people do not learn their roles, and
2) organizational routines have not been developed;
3) “new organizations must rely heavily on social ties among strangers” (p. 149), and the consequent lack of confidence translates into an additional source of organizational inefficiencies;
4) the construction of a stable portfolio of customers takes some time, during which customer-producer ties are still very fragile.

Liability of neweness (Stinchombe, 1965)
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<th>Ecologies «pull models»</th>
<th>Industrial policies «push models»</th>
<th>New ecologies «hybrid models»</th>
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How to sustain entrepreneurship?

Ecologies
- Pull models
  - IDs
  - Clusters
  - Spin-off

Policies
- Push models
  - Science parks
  - Traditional incubators

New ecologies
- Hybrid models
  - Networked incubators
  - Crowdfunding
  - Crowdsourcing

«Natural incubators»

Business incubators as proto-IDs/cluster?

Towards the governance of ecologies

Geographical proximity

Cognitive proximity
The business incubator

- Start-up companies located in a business incubator have
  - a higher survival rate (Ferguson and Olofsson, 2004; Sherman, 1999)
  - Better innovation performance (Tamásy, 2007)
    - if compared to similar start-up companies not located in a business incubator.
Incubators: yesterday, today...& tomorrow

- Business innovation centres (BIC)
- Science parks (PST)
- Business accelerators
- Traditional business incubators
- Networked business incubators
- Virtual business incubators

No-profit incubator → For-profit incubator

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IL NETWORK DEI PARCHI SCIENTIFICHI E TECNOLOGICI ITALIANI

14
INCUBATORI SUPPORTANO LA NASCITA E LO SVILUPPO DI NUOVE IMPRESE

31
PARCHI ASSOCIATI IN TUTTO IL TERRITORIO NAZIONALE

150
CENTRI DI RICERCA PUBBLICO/PRIVATI

510
AZIENDE HI-TECH INSEDIADE DI CUI 140 INCUBATE

2.500
AZIENDE USUFRUISCONO DEI SERVIZI DEI PST

13.000
OCCUPATI AD ELVATA SPECIALIZZAZIONE TECNOLOGICA

Un contributo concreto per la filiera dell'innovazione
...The web, the future?

- **Media**
  - [Wired Italian Valley](#).
  - [CheFuturo!](#) by Riccardo Luna.
  - [Wikli](#). by Marco Magnocavallo.
  - [Innov’azione](#). Rivista trimestrale edita da Emil Abirascid.
...The web, the future?

- **On line communities/off line events**
  - **Italian startup scene**. + 18000 members on FB. Community of Italian startupper founded by Stefano Bernardi.
  - **Indigeni digitali**. + 14000 members on FB. Community founded by Fabio Lalli. Organizza anche eventi per gli amanti della cultura digitale e dell’innovazione in Italia.
  - **Startup business**, founded by Emil Abirascid. Startupbusiness is a hub for the Italian tech ecosystem with a focus on the European and Mediterranean innovation scenes. It consists of a business-networking platform, a platform of services, an editorial area that includes Startupbusiness News, and the Startupbusiness Review newsletter.
  - **Girl Geek Dinners**, founded by Sarah Lamb, organizes events and training initiatives for technology lover girls
E-crowds

• Crowdfunding...and beyond
  
  – Kickstarter. Born in 2009, is the largest platform
  – Starteed. Founded by Carlo Bedino in 2011. Crowdfunding, crowdsourcing and co-creation platform. Once the idea finds support, the platform offers a social e-commerce service.