



BROOKS BUSINESS DEVELOPMENT CENTRE

QUALIFYING FOR THE INCUBATOR/ACCELERATOR

A new business requesting to be part of the Incubator/Accelerator program will be assessed based on the following:

The business:

- Is a for-profit venture (except for some exceptions such as arts incubators...).
- Is identified within the scope supported by the RABC incubator i.e. retail, professional service etc.
- Has a new product or service not presently being offered in the area
- Is in the early-stage of business—generally within the **first two years of business operations** – not yet entirely on its feet and still growing. Exceptions may be made for small businesses that are changing focus, in a “turn-around” mode, substantially restructuring or launching a new business project.
- Has the ability to pay rents and fees charged by the incubator while developing positive cash flow.
- Has a manager/owner, or management team, that is capable of handling technical and operational aspects of the business or understand the need for and be willing to obtain needed technical assistance
- Is able to benefit from the added value provided by the incubator and its resource network.
- Can provide economic benefits in the form of job and wealth creation or otherwise develop a product or service that will benefit the region.
- Should not be in direct competition with an existing RABC Incubator client or, if they do, management should take care to ensure that any intellectual property risks or other conflicts are mitigated.
- Has innovative potential
- Has the potential for a national and possibly international focus:
- Has a high level of commitment: Why does company want to locate in the incubator? What are their motivations: Price? Reputation? Access to other companies?
- Shows commitment to following the incubator program and growing their business.

Optional: Those that can properly use access to an affiliated institution such as a college/ university, federal laboratory or other strategic partner should meet the basic requirements of the partner if their success involves using the partner’s resources.

Incubators should accept a diverse range of clients to increase synergy and diminish direct market competition.