



Business Incubator and Accelerator Management Course: Cohorts, Mentors, Demo Days and KPIs

23 – 27 August 2027

Amsterdam - Zuidas business district hotel



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Ref: 1474_24207 **Date:** 23 – 27 August 2027 **Location:** Amsterdam - Zuidas business district hotel **Fees:** 23500 SAR

Introduction:

Business incubator and accelerator management is a 5-day course for managers who run university, government and corporate incubation and acceleration units, ending with an Accelerator Design and KPI Framework for a case sponsor. Sponsors withdraw funding when incubators fill desks without growing ventures, when cohorts graduate without follow-on investment, and when results cannot be shown beyond counts of startups served. Nominees already screen applicants, coordinate mentors or report to sponsors, and work through case studies built on application pipelines, cohort calendars and portfolio data. CoreConcept Training Center delivers this incubator and accelerator management course.

Course Objectives:

- Position an incubation or acceleration unit within its startup ecosystem and sponsor mandate, choosing the operating model that fits
- Design a deal flow funnel, application process and selection scorecard that admit ventures matching the cohort thesis
- Plan cohort curriculum, mentor matching and office hours that move portfolio ventures towards defined milestones
- Prepare portfolio startups for investors and run a demo day that leads to follow-on funding conversations
- Build a revenue and cost model combining rents, service fees, grants and equity that sustains the unit
- Set KPIs and a logic model that report venture survival, jobs, revenue and investment raised to sponsors

Target Audience:

- Managers responsible for running incubation or acceleration units in universities, public agencies or corporations
 - Managers accountable for startup outreach, application screening and cohort selection
 - Managers who coordinate mentor networks, office hours and founder support services
 - Managers handling investor relations, demo days and follow-on funding for portfolio startups
 - Managers who track portfolio performance and prepare impact reports for sponsors
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Course Outline:

Day 1: Incubation and Acceleration Models and Ecosystem Position

- Incubator, Accelerator, Venture Studio and Coworking Model Comparison
- Sponsor Mandate Mapping for University, Government and Corporate Hosts
- Startup Ecosystem Map of Funders, Mentors and Support Actors
- Value Proposition Canvas for Founders and Sponsors
- Incubator Current-State Diagnostic Across Services, Pipeline and Results

Day 2: Deal Flow, Selection and Cohort Terms

- Deal Flow Funnel from Outreach Channels to Shortlist
- Application Form and Startup Screening Scorecard Design
- Selection Panel Pitch Session and Founder Interview Protocol
- Cohort Size, Duration and Sector Thesis Decisions
- Equity, Fee and Grant Terms in Founder Agreements

Day 3: Cohort Delivery, Mentor Networks and Investor Readiness

- Cohort Curriculum Map Linking Workshops to Venture Milestones
- Mentor Network Recruitment, Matching and Office Hours Scheduling
- Founder Progress Tracker with Weekly Check-In Metrics
- Investor Readiness Review of Pitch, Data Room and Cap Table
- Demo Day Run Sheet, Investor Invitation List and Follow-Up

Day 4: Financial Sustainability, Impact Measurement and Problem Cases

- Incubator Revenue Mix of Rents, Service Fees, Grants and Equity
- Space and Shared Services Operations Cost Model
- Logic Model Linking Inputs, Activities, Outputs and Venture Outcomes
- KPI Set for Survival, Jobs, Revenue and Follow-On Funding
- Mentor Conflicts of Interest, Stalled Startups and Exit Decisions

Day 5: Case Study on Accelerator Design and KPI Framework

- Case Sponsor Brief and Ecosystem Gap Analysis
 - Alumni Network and Portfolio Support Plan for Graduates
 - Accelerator Operating Calendar and Budget for Case Sponsor
 - KPI Dashboard and Sponsor Reporting Template Build
 - Accelerator Design and KPI Framework Presented to Sponsor Panel
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Skills You Will Gain:

- Startup Deal Flow Management
- Applicant Screening and Selection
- Cohort Curriculum Planning
- Mentor Network Coordination
- Portfolio Investor Relations
- Incubator Revenue Modelling
- Incubation Impact Measurement
- Alumni Portfolio Support

Why Attend This Course:

- Deliver an Accelerator Design and KPI Framework to the unit head and sponsor board for approval
- Decide which applicants to admit, which mentors to match and when a stalled venture should leave the cohort
- Avoid sponsor funding cuts caused by occupancy-only reporting and cohorts that graduate without investor interest
- Pass on screening scorecards, mentor matching sheets and KPI dashboards to colleagues running future intakes

Conclusion:

Back at work, the participant hands the Accelerator Design and KPI Framework to the head of the incubation unit and the sponsor board, who use it to approve the next intake's sector thesis, selection criteria, mentor roster and budget. Portfolio staff use the KPI dashboard to report venture survival, jobs, revenue and follow-on investment rather than desks occupied. After the first cohort graduates, the unit should compare results with targets, check selection scores against venture progress and adjust the curriculum and founder terms.

Frequently Asked Questions FAQ:

What should participants know before a business incubator and accelerator management course?

Participants should already work in or with an incubator, accelerator or startup support unit, for example screening applicants, coordinating mentors or reporting to sponsors. Bringing anonymised application data, cohort calendars or sponsor reports lets them test the tools on their own unit.

How does business incubator and accelerator management differ from a course on founding a startup?

This course is for the people who run support units, not founders. It covers selection, cohort design, mentors, demo days, funding models and impact KPIs across a portfolio, whereas founder courses cover validating one idea, building one business model and pitching one venture.

Which KPIs matter most in business incubator and accelerator management?

Venture outcomes matter more than occupancy or startups served: survival after graduation, jobs created, revenue growth and follow-on investment raised. A logic model links these outcomes to the services the unit delivers, so sponsors can see which services produce results.

What do participants take back from business incubator and accelerator management training?

Participants return with an Accelerator Design and KPI Framework for a case sponsor, plus a screening scorecard, mentor matching sheet, demo day run sheet and KPI dashboard template they can adapt for their own unit's next intake.
