



From concept to  
commercialization with  
technology and beyond

**STARTUP TECHNOLOGY  
INCUBATORS IS THE  
WAY AHEAD!**



**Eastern Enterprise**  
empowering your software

# Overview

Globalisation fosters entrepreneurship that substantially boosts the country's economic progress with employment and wealth generation, market creation, community development, and technological disruption. In the fast-paced world of advanced technology, where the key to faster growth is technological disruption, businesses may blossom or perish based on how they govern their commercialization efforts. The creation of new technologies and their adoption is becoming more prevalent with time due to their ability to attain higher than 50% market penetration within a short time.

Today technology-based start-ups set the groundwork for future wealth-generating industries by providing cost-effective operations, quick solutions, accurate product analyses, business security, and other essential benefits. Working only with the fundamental knowledge of technology causes many start-ups to struggle with product development as they try to realise the life cycle of ideation to commercialisation without proper technical expertise. This is where Technology Business Incubators (TBIs) come into action by increasing local innovation, economic revitalisation, and diversification through experienced technical assistance.



# Technology Business Incubators are the Key to Rapid Business Development

Technology Business Incubators or TBIs provide Start-Ups with advanced technological expertise in their formative years, aiding their product development process and offering end-to-end solutions to customer needs.

TBIs offer start-ups cost-effective and concise innovative technologies and development strategies with a growth mindset. Many successful firms with high valuations originated as start-ups that employed incubators to accelerate growth, including contemporary industry titans such as Reddit, Airbnb, and Dropbox.

TBIs are an effective instrument for economic development that promotes the notion of development via disruption and adoption of technology. They act as a bridge or path to lead start-ups to the

other side of ideation, the actualisation of the product by reaching out to a broad audience. By integrating cutting-edge technology into existing business operations, TBIs help reduce time, and costs and make everyday operations easy and efficient.

Technology Business Incubators have the inherent ability to make an economic impact by ensuring technology transfer, which helps develop initial tools based on thorough research and result tracking at every stage of product development. Let us have a comprehensive look at the importance of Technology Business Incubators that help companies at each step of product development and implementation of DevOps practices.

# Importance of Technology Business Incubators



The above image shows the diverse technical expertise that Technology Business Incubators can provide to start-ups at their initial stages of growth.

# Impact of Technology Business Incubators on Start-Ups Evolution

Technology Business Incubators are technology service companies with extensive insight into the product development cycle from concept to commercialization. This insight compels start-ups to adopt newer technologies to personalise products for better customer experiences, enabling them to thrive faster.

If your start-up is in its initial stages, technical experts can help build your prototype with their experience in a short span. Here are a few ways Technology Business Incubators impact start-ups' evolution positively and at an accelerated pace.



## Access to High-End Technological Expertise

Overlooking technology's role in revolutionising big and small business operations is a dangerous anti-growth mindset. Optimal fast-track technology employed with expert insight has the potential to create new opportunities for start-ups in their amateur years. Innovative technological tools like Agile Software Development, Cloud Computing, Automation Testing, Product Tracking, and Data Analytics are extensively used by technical experts to develop applications that employees conveniently use for expressed purposes.

With the objective of transfer or commercialization of technology, TBIs stimulate the early growth of start-ups by providing them with speed, scalability, and adaptability throughout their partnership. Moreover, studies have shown that having access to high-end technological expertise promotes the expansion of technology-based new firms and significantly improves their survival rate.



## Establishing Meaningful Partnerships

Budding entrepreneurs lack experienced in-house resources that can help them implement technological systems and software. Technology Business Incubators aim to establish a meaningful partnership with start-ups to help them build and optimise advanced technologies. Technology partnerships can give platform integration services to start-ups that want to employ IT systems from diverse companies and assist them with the seamless implementation of product development stages.

After a systemised and flexible collaboration process, TBIs set up scrum teams to initiate a step-by-step product development process entailing strategy, consulting, and execution. A transparent and ambitious partnership helps in the stages of ideation, building an MVP prototype, formulating proof of concept, product testing, and eventual consumer outreach.





### Cost-efficient Business Development

One of the most beneficial aspects of working with Technology Business Incubators is that start-ups will receive access to critical technical expertise at a low cost that they would otherwise be unable to acquire due to limited funds or capital. Since technology has penetrated the operations of every industry, from agriculture to travel, new businesses must start investing early in cost-efficient advanced technologies to reach their customers.

Most of the expertise and software like Continuous Integration and Continuous Delivery (CI/CD) are difficult and costly to adopt and maintain. Still, with the help of TBIs, start-ups can use technology to not only execute smoothly but also cut down additional costs at the initial stages. For instance, technical marketing tools can make managing easier while also eliminating the cost of engaging with an advertising firm.





### Reduced Time-To-Market

Time-to-market has become a crucial product development metric since **research** has shown that startup entrants have achieved a significant advantage over their competitors in sales growth, decreased R&D costs, and market share by fast-tracking their development strategies. Launching the product or service at the correct time necessitates adaptation, fast learning, and resilience, all of which can be acquired through digital transformation.

TBIs can bring their technical skills to the advantage of your company. Many technologies like Agile development, QA, and testing can help you build an MVP prototype and uncover defects along the process. Whereas DevOps can help automate processes and reduce the time taken to do repetitive tasks. We can fine-tune your development process while also reducing time-to-market.







## Thriving Start-Up Ecosystem

The backbone of business operations is your company's ecosystem, which consists of the workforce, customers, and many applications used in day-to-day tasks. Technology Business Incubators help cultivate startup ecosystems by initiating experience-sharing, facilitating technology transfer, realising local economic advancement objectives, and promoting the formation and early growth.

TBIs set in motion technology-led and knowledge-driven start-ups by ensuring swift end-solutions to research outputs through dynamic tech. The customer's end-to-end experience is centralised to build a flourishing ecosystem.



### Accelerate Overall Start-Up Growth

When deciding whether or not to partner with a Technology Business Incubator, remember that the five-year survival rate of start-ups with incubators has been **estimated between 75 and 87 per cent**. It is vital to ensure accelerated and continuous growth with speedy commercialisation of R&D output in a high-risk and high-reward business environment. TBIs help start-ups foster innovation, become DevOps ready, and create value-added services in the era of extensive globalisation and competition.



# Summing It Up

The dynamic corporate climate and changing client expectations have led to an unprecedented demand to improve product development, especially for start-ups. For start-ups to maintain a competitive edge and remain compatible with other technological products in the future, they need to be capable of digitally innovating themselves. In most cases, the essential first step of defining the product and prototyping MVP is

the most strenuous and time-consuming. Therefore, your start-up needs a Technology Business Incubator to help turn your idea into a scalable business with competent technical expertise, adopting DevOps practices, and rapid product development and commercialization.



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