

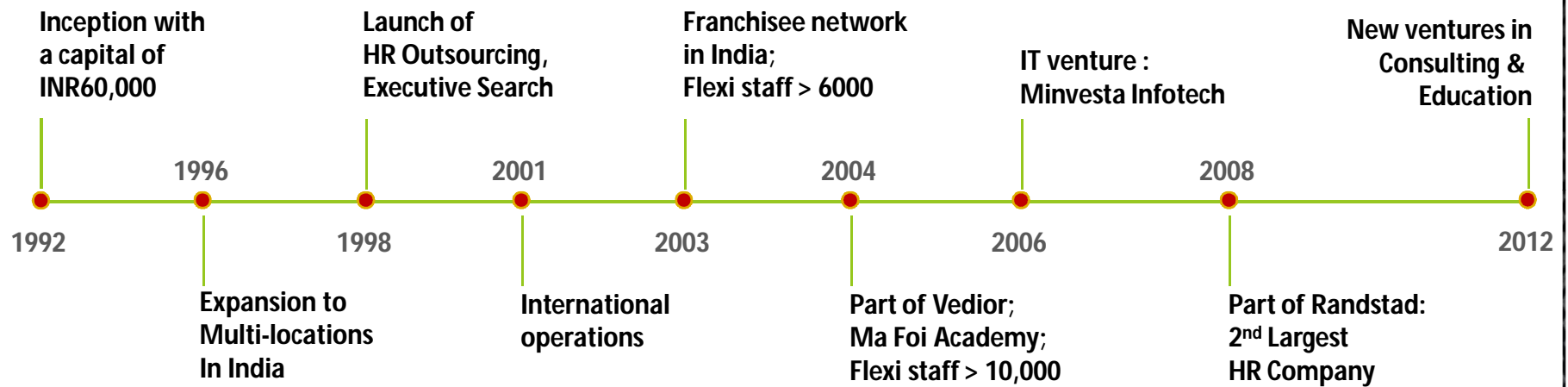
Incubate Ideas To Empower Entrepreneurs

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Ma Foi – Major Milestones



A Natural Progression

Global footprint on
Consulting Engagements



Celebrated panel of Consultants
with Industry & Functional expertise



Collective intelligence
gained over 20 years



Strategic Engagement with
Organizations

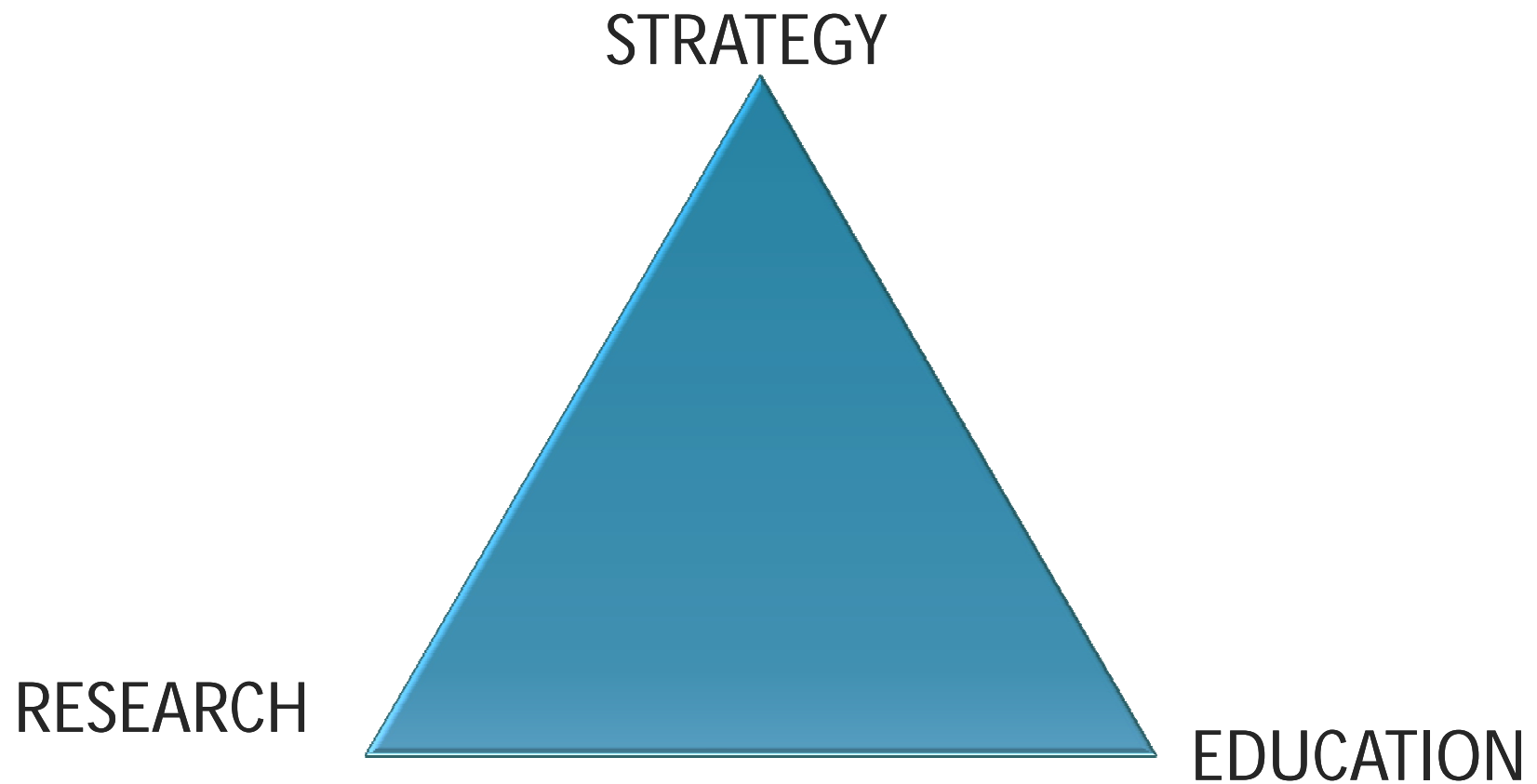
Research & Analytics
Orientation

Management Education &
Professional Development

Our Focus Areas

- Consulting:
 - Small & Medium Enterprises sector
 - Strategic interventions
- Education:
 - Employability Gap (Value and Skills)
 - Entrepreneurship Development
- Research:
 - Market Research
 - Social Research
 - Analytics

The Value Tripod



Incubate Ideas

Screening of ideas

- Understanding the idea
- Differentiate start-up vs Corporate idea
- Profiling the person/team (ability, passion, attitude)
- Assessment
 - Feasibility
 - Scalability
 - Profitability

Incubate Small companies internally

- Create an incubation eco-system
- Allot structured mind space
- Establish culture and discipline
- Facilitate development and marketing

Role as an Evangelizer

- Building a community of customers
- Make customers passionate about the company
- Listen to your community
- Create more evangelists
- Innovate ways to spread a message

Strategic Partnerships

- Identify accelerating partnerships
- Define scope of partnerships
- Facilitate the synergy
- Set measurables for outcomes

M&A Strategies

- Don't shy-away from M&A's as a startup
- Scientifically assess and control cost involved
- Take risks with the unknown
- Focus on sales-force synergies
- Keep a tab on administrative and operational efficiencies
- Be cautious of the timeframes

Incubator Business and Accelerator Business

- **Business incubators provide new businesses with shared facilities**
- **Business accelerators share some of the characteristics of incubators, offering professional advice and guidance to startups.**

Incubating Intrapreneurs

- Motivate continuous improvement
- Orientation to the market
- Insulate from corporate traffic jams
- Don't let the passion overshadow the idea
- Keep the dollar focus

What incubatees expect ?

- Idea encouragement
- Company formation support
- Fund Raising
- Mentoring
- Networking and marketing support.



MA FOI[®]

Thank You!

5/25/2012