RESEARCH METHODOLOGY
KPI DIRECTORY

JULY 2022

UBI GLOBAL

1 DIRECTORY OVERVIEW

UBI Global's research methodology is designed to rank and benchmark business incubators and accelerators worldwide. It evaluates each program's absolute impact and relative performance across 21 dimensions, using a comprehensive set of key performance indicators (KPIs).

Our research projects holistically assess all participating programs, identify their strengths and weaknesses, generate actionable metrics, and provide recommendations on how each incubator or accelerator can further improve its impact and performance.

The 21 KPIs are grouped in seven differently weighted subcategories: Economy Enhancement (4), Talent Retention (2), Competence Development (2), Access to Funds (3), Access to Network (3), Program Attractiveness (3) and Post-graduation Performance (4). These subcategories are grouped in three equally weighted impact and performance categories: Value for Ecosystem, Value for Client Startups and Value for Program.

This directory provides brief definitions of all KPIs, their units of measurement, periods, and relative weights.

CATEGORIES AND SUBCATEGORIES

VALUE FOR ECOSYSTEM
Weight: 33.3%

VALUE FOR CLIENT STARTUPS
Weight: 33.3%

VALUE FOR PROGRAM
Weight: 33.3%

ECONOMY ENHANCEMENT
Weight: 22.2%

Measures the incubator or accelerator's economic impact.

COMPETENCE DEVELOPMENT
Weight: 8.9%

Measures the program's success in helping client startups acquire essential skills.

PROGRAM ATTRACTIVENESS
Weight: 15.5%

Measures the program's capacity to attract third-party support and deal flow.

TALENT RETENTION
Weight: 11.1%

Measures the program's capacity to retain knowledge and startups in the ecosystem.

ACCESS TO FUNDS
Weight: 11.1%

Measures the program's capacity to help its client startups secure adequate funding.

POST-GRADUATION PERFORMANCE
Weight: 17.8%

Measures the program's client startups' and alumni startups' short-, medium-, and long-term success.

ACCESS TO NETWORK
Weight: 13.3%

Measures the program's success in facilitating client startups' access to crucial connections.

LEGEND

kpi number | subcategory | title and description

unit | period | weight

1.1

JOBS CREATED AND SUSTAINED
Number of jobs created and sustained by client startups and recent alumni startups
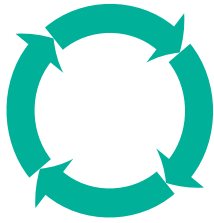
| 1 Year | HIGH

Number
% Percentage
$ Currency

ABOUT

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2 KEY PERFORMANCE INDICATORS

VALUE FOR ECOSYSTEM

Measures the economic impact of the incubator or accelerator and its client startups and recent alumni startups, as well as the program's capacity to retain knowledge and startups in the ecosystem.

1.1 JOBS CREATED AND SUSTAINED

Number of jobs *created and sustained*[1] by client startups and recent alumni startups

`#` `1 Year` `HIGH`

1.2 SALES REVENUE

Amount of sales revenue generated by client startups and recent alumni startups

`$` `1 Year` `HIGH`

1.3 GRADUATES

Number of client startups that left the program in an operational state and established themselves as legal entities

`#` `5 Years` `MED`

1.4 SELF-GENERATED REVENUE

Amount of revenue generated by the program

`$` `1 Year` `MED`

1.5 CLIENT STARTUPS ACCEPTED

Number of client startups accepted into the program

`#` `1 Year` `HIGH`

1.6 GRADUATE RETENTION

Number and percentage of recent alumni startups that located their business in the *vicinity*[2] of the incubation program

`#` `%` `5 Years` `MED`

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[1] *Created and sustained jobs reflect the total workforce of all client startups and recent alumni startups during that year.*

[2] *The vicinity refers to the area around the incubator or accelerator within which face-to-face contacts may take place on an ad-hoc base, i.e. travel distance is less than one hour.*

VALUE FOR CLIENT STARTUPS

Measures the benefits client startups derrive from utilizing the incubator's or accelerator's services.

2.1 SERVICES OFFERED

Number of different *services*[1] offered by the program to its client startups

`#` `1 Year` `MED`

2.2 COACHING AND MENTORING HOURS

Average number of coaching and mentoring hours provided by the program to each client startup per month

`#` `1 Year` `MED`

2.3 TOTAL INVESTMENT ATTRACTED

Amount of investment attracted by all client startups and recent alumni startups

`$` `5 Years` `HIGH`

2.4 AVERAGE INVESTMENT ATTRACTED

Average amount of investment attracted by all client startups and recent alumni startups

`$` `5 Years` `LOW`

2.5 SEED FUNDING ATTRACTION

Number and percentage of client startups that raised seed capital

`#` `%` `1 Year` `LOW`

2.6 PARTNERS

Number of regional, national, and international *partners*[2] that supported the program

`#` `1 Year` `HIGH`

2.7 EVENTS

Number of events with external participants that were (co-)organized by the program

`#` `1 Year` `MED`

2.8 ALUMNI ENGAGEMENT

Number and percentage of alumni entrepreneurs that actively supported the program's client startups

`#` `%` `1 Year` `LOW`

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[1] Services offered *can include access to funds, access to market, accounting/tax, business education, coaching/mentoring, human resources, incorporation, legal, office space, reception, skill development, technology transfer, tools and equipment, and other services.*

[2] *Partners are companies and organizations that provide the program or its client startups privileged, discounted, or free access to relevant products, services, networks, or information. In contrast to sponsors, partners provide non-financial contributions. The same organization can serve as both partner and sponsor.*

VALUE FOR PROGRAM

Measures the incubator's or accelerator's capacity to attract third-party support and deal flow and to form companies that are successful in the short-, medium-, and long-term.

3.1 ### IN-STATE APPLICATIONS

Number, and number per spot available, of formal *in-state*[1] applications received

`#` `1 Year` `HIGH`
`#/spot`

3.2 ### OUT-OF-STATE APPLICATIONS

Number, and number per spot available, of formal *out-of-state*[2] applications received

`#` `1 Year` `MED`
`#/spot`

3.3 ### SPONSORSHIP ATTRACTION

Amount of financial sponsorship attracted by the program

`$` `1 Year` `MED`

3.4 ### 1-YEAR SURVIVAL RATE

Percentage of alumni startups that survived for at least 1 year post graduation

`%` `10 Years` `MED`

3.5 ### 5-YEAR SURVIVAL RATE

Percentage of alumni startups that survived for at least 5 years post graduation

`%` `10 Years` `MED`

3.6 ### HIGH-GROWTH ENTERPRISES

Percentage of client startups and alumni startups that were *high-growth enterprises*[3] at any point in time

`%` `10 Years` `MED`

3.7 ### QUALIFIED EXITS

Number of client startup and alumni startup IPOs and *qualified acquisitions*[4].

`%` `10 Years` `MED`

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[1] *Applications that originate from within the program's home state(s). State refers to the next biggest administrative unit below the national level.*

[2] *Applications that originate from outside the program's home state(s), including international applications.*

[3] *Client startups and alumni startups that have at least 10 full-time equivalent employees in the beginning of the growth period and an average annualized growth in number of employees or amount of revenue greater than 20% per year over a three-year period.*

[4] *A qualified acquisition occurs when a client or alumni startup is acquired for an amount greater than $5 million above the amount of capital raised by the company.*

3 QUALITATIVE QUESTIONS

The quantitative assessment of all benchmarked business incubators and accelerators is followed by a qualitative assessment of all top-performing programs as well as a randomly selected sample of all other participating programs. These programs are required to submit additional documentation that confirms their survey responses. As part of the data verification and validation process, this step is crucial for ensuring accuracy, credibility, and reliability of the provided information. In addition, it generates comparative insights into different programs' business models and operating procedures. This allows for the identification of industry standards and best practices.

PROGRAM SETUP AND POSITIONING

- What makes your incubator or accelerator successful? What works, does not work?
- In what ways do you contribute to the development of your innovation ecosystem?
- What is your unique value proposition to potential client startups?
- How did you arrive at a suistainable business model for your program?
- How do you provide value to your partner university(ies)? (if applicable)

VALUE FOR ECOSYSTEM

- How do you support your client startups and alumni startups in creating jobs?
- How do you support your client startups' and alumni startups' efforts to maximize sales revenue?
- How do you decide when a client startup is ready to graduate?
- How did you develop your revenue streams?
- How do you evaluate and select high-potential client startups?
- How do you retain your alumni startups in your entrepreneurial ecosystem?

VALUE FOR CLIENT STARTUPS

- How did you construct your service portfolio? Which services are most and least demanded?
- In which areas do your coaches and mentors support your client startups and alumni startups?
- How do you connect your client startups with investors and other sources of funding?
- How do you assist individual client startups in attracting funding?
- How do you facilitate seed funding attraction?
- How do you attract qualified partners to your program?
- How do you decide on the number and content of the events you (co-)organize?
- How, why, and in what ways do you keep alumni engaged?

VALUE FOR PROGRAM

- How do you attract in-state applicants to your program?
- How do you attract out-of-state applicants to your program?
- How do you attract sponsors to your program?
- How do you increase your alumni startups' chances of short-term survival?
- How do you increase your alumni startups' chances of long-term survival?
- How do you support your client startups and alumni statups' rapid and sustained growth?
- How do you support your client startups and alumni startups in reaching qualified exits?

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