



We envision:

In 2021 Tirana Incubator will open its doors for ambitious student teams with a great business idea.

Tirana INC to be an initiative of Albanian universities, supported by EU for Innovation and GIZ, to kick off a brand-new student incubation programme located in the city of Tirana.

In 3 years, Tirana INC to be the #1 destination for ambitious Albanian student entrepreneurs to kick start their company.

Tirana INC is Powered by:

and Implemented by:

EU for Innovation



PRENEURZ
AMSTERDAM

Why a multi-university incubator?

We believe it is important to:

- Take advantage of sharing resources and learn and build networks together
- Create economies of scale
- Become an interesting partner for government and business
- Create a “landmark” location

What services does Tirana INC provide?

Supports start-up teams from business idea towards market validation. The goal is to understand customer need, solution and business model even better.

Tirana INC is structured around experiences from other entrepreneurs and is supported by experts in start-up entrepreneurship, pitching, customer discovery, financial modelling and product development.

Provides working space, high quality training and mentoring for selected student teams from Albanian universities.

Upon completion of the incubation programme, lifelong membership to the Tirana INC. Alumni network is provided: a source of ongoing support in entrepreneurship and access to powerful local and international networks.

Selected teams spend 100 days of incubation programme September – December 2021:

- **September week1→Start-up Bootcamp:** one intensive week (4 days) during which start-ups jointly work on masterclasses and team building activities;
- **Sept–Dec →Start-up Launch Classes:** one day per week masterclass, mentoring and progress session;
- **Dec.week1→ Demo Day:** all teams present their start-ups for an expert jury and audience of investors, partners and launching customers.

Timeline Pilot Programme

- **March 31st, 2021:** Partnership Launch
- **Ap.1st, 2021:** Open for applications
- **June 1st, 2021:** Deadline for application
- **June 15th, 2021:** Selection announcement
- **September 1st, 2021:** Start 1st Pilot program
- **December 1st, 2021** Tirana INC Demo Day



Selection criteria for participating teams:

Affiliation with Albanian universities

- First order priority: teams from founding partner universities
- Second order priority: teams from programme supporter universities
- Third order priorities: teams from other Albanian universities
- “Wild card”- innovative international initiatives with a strong reason/ preference to be based in Tirana.

Founder qualities

- Student or recently (>5 years) graduated
- Expertise on the subject matter;
- Committed & driven;
- Founder can develop the product (MVP) him/ herself or has a right team at hand.

Team composition

- First order priority: at least two co-founders or founder and a team member;
- Second degree priority: sole founder with a strong expertise relevant to the start-up;
- Complementary Skillset among team members/ co-founders.

Time dedication

- First order priority: full time;
- Second order priority: 20h per week;

Idea assessment

- innovative solution to clear customer problem;
- Impact – preference to Sustainable Development Goals (SDGs) or alliance with university policies.
- Scalability – is idea capable of being scaled?
- Sizable market – does the market for the idea exist; is it big enough for a scalable business?

There are two ways for universities to get involved with Tirana INC:

As a Tirana INC Founding Partner ➤

- As a founding partner you can nominate one candidate for the Tirana Inc. Advisory Board. Founding partners have a say in the future development of the incubator. Applicants from the Founding partner university increase their eligibility to participate in the programme (first order priority). Founding Partners commit to providing human resources to run the programmes (in addition to Advisory Board), access to their networks and communication to their students.

As a Tirana INC Programme Supporter ➤

- Universities supporting the programme commit to communicating Tirana INC information around new programmes, events, activities etc. to their students via leaflets, online newsletters and social media. In return applicants from Programme Supporters increase their eligibility to participate in the programme (second order priority).