

Incubations Unit

Entrepreneurship Center - University of Nizwa

Introduction:

As of this century, there has become a growing consensus regarding the great role that entrepreneurs play in developing the local economy, alleviating unemployment and creating renewable job opportunities. And with regards to developing a culture of self-employment, the University of Nizwa has established the Entrepreneurship Center with the aim of incubating entrepreneurs among university students and harnessing all the capabilities available in order to empower the students to face the jobs market after graduation.

Definition of incubators

Business incubators are an enabling environment for emerging companies (students) to grow through providing a common work space for these companies, guidance, and training and acquiring basic skills such as management, marketing, and the search for financing services. It also provides a shared space, offices and basic services such as internet and electricity.

Why the need for an incubator program at the University of Nizwa

Al Dakhiliyah Governorate is witnessing a significant development in several fields of industries and services provided by a number of institutions. The incubator program at the university is considered supportive of such start-ups that plan to invest in Al Dakhiliyah Governorate, especially in the fields of food industries, manufacturing, mining, construction and technology. The university provides many scientific laboratories, an academic and research work environment, as well as a trained cadre, which will support the establishment of such companies that will provide an added value to the gross domestic product. The Authority for SMEs Development is also keen to make the university a business incubator at the governorate level, given the pioneering role that the university plays in this field.

Objectives:

- 1- Contributing to qualifying the University of Nizwa graduate to become distinguished with creativity and leadership along with the skills of entrepreneurs;
- 2- Boosting students' creativity and embracing new and applicable ideas;
- 3- Encouraging the positive attitude of university students of both genders towards self-employment;
- 4- Creating a spirit of creativity and competition among university students through the support provided by the university to entrepreneurs;
- 5- Contributing to the preparation of generations of entrepreneurs who are able to establish and manage pioneering projects competently;
- 6- Benefiting from the expertise of universities and centers around the world in the field of entrepreneurship.

Target groups:

- Entrepreneurial students who want to start a business
- University graduates
- Investors from Al Dakhiliyah Governorate
- Other categories transferred from government institutions

Services Center for the incubated company:

- ✓ Provide an office or a shared space;
- ✓ Conduct workshops for students in areas related to entrepreneurship;
- ✓ Allocate consultants from members of the academic staff at the university, entrepreneurs, or a consultancy expert to follow up on each student company separately;
- ✓ Offer logistical requirements;
- ✓ Provide technical support.

At the end of the incubation period, the incubated company is expected to:

- ✓ Prepare a business plan for the company;
- ✓ Prepare a sales and marketing plan;
- ✓ Conduct a market study;
- ✓ Develop a follow-up plan after the business incubation;
- ✓ Prepare a product prototype;
- ✓ Start to officially register the project with the concerned authorities;
- ✓ Carry out product patent protection procedures for intellectual property of industrial design if necessary.