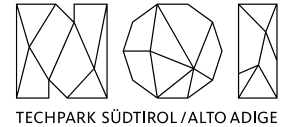


Start-up Incubator Coaching Program



Communication and Collaboration

The coaching services we offer at the NOI Start-up Incubator play an important role in the growth and development of emerging start-ups. The process begins when a start-up either requests or is recommended a coach with expertise in a specific area relevant to their needs. The coach then works closely with the start-up to address various challenges, provide valuable know-how, and accelerate progress towards achieving goals or solving problems. In addition, coaches can help to make useful connections and contacts within the industry.

Once a suitable coach has been identified, the tutor from the Start-up Incubator will facilitate an introductory meeting between the coach and the start-up (kick-off meeting). If both parties agree to work together, a maximum of 25 coaching hours will be agreed between the coach and the start-up to ensure focused and effective support. The tutor from the Start-up Incubator will assist in the organisation of subsequent coaching sessions, providing support or mediation between the parties as required. The tutor may also be present during the coaching sessions to provide additional support and guidance.

Conditions and Commitment

If the start-up expresses interest in working with the coach, the Start-up Incubator will contact the respective coach with the requested framework conditions (e.g. number of coaching hours requested, language requirements). The coach will then send an offer (which must be based on the economic offer submitted by the coach in the application form). If the offer is accepted, a formal assignment will be made, and the coaching sessions can begin. Throughout the coaching process, it is essential that both the coach and the start-up remain readily available and committed. Upon completion of the coaching sessions, the coach will submit an invoice to the NOI Techpark. Timely feedback from both parties is essential to ensure effective collaboration and to maximise the benefits of the coaching experience. In addition, the coaching service includes a closing meeting in the presence of the tutor, where the results of the coaching are discussed and aligned with the goals set during the initial kick-off meeting. Following this meeting, the start-up will be asked to complete an evaluation form on the coaching process that has taken place.

Pool of Coaches and Benefits

Once accepted, coaches become integral members of the NOI Start-Up Incubator's diversified pool of coaches, providing essential support and know-how to start-ups in various fields. This pool serves as a resource for start-ups to select coaches that match their specific needs and objectives at a given time.

In addition to contributing to the success of the start-ups, coaches enjoy several benefits as part of the NOI Techpark community, including receiving invitations to special NOI Techpark events, fostering networking opportunities and community engagement. They will also receive regular update emails, providing them with insights into the latest developments, success stories, and opportunities within the NOI Start-Up Incubator ecosystem.

Through the NOI Start-up Incubator's coaching services, start-ups can gain access to tailored advice, start-up and business expertise, enabling founders to overcome challenges and achieve sustainable growth.

For any inquiries regarding the coaching service, please feel free to contact **Patrick Oberleiter** p.oberleiter@noi.bz.it.