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Strategic, Sustainability, and Marketing Plan



Abstract

This document outlines the integrated strategic, sustainability framework of the UNI-Led Programme at Palestine Polytechnic University and the Marketing plan of PPU Business Incubator to mark the culmination of the years 2023- 2026. The inputs were gathered through various studies, meetings, interviews, and workshops with stakeholders inside and outside the university, ensuring that the plan is inclusive, and aligned with national and global sustainable development priorities.”



Introduction

Palestine Polytechnic University continues to progress in achieving its mission and reaching its vision of becoming a leading entrepreneurial internationalized university. This document aims to outline the roadmap for the upcoming years, in order to navigate the challenges of the next phase amidst rapid changes on all fronts.

This effort was a collaborative endeavor involving various academic and administrative staff of the university. A strategic framework for the plan was developed, encompassing the vision, mission, values, pillars, strategic and enabling objectives, and performance measurement indicators for the goals.

The ultimate goal of the marketing and public relations strategy is the recruitment of entrepreneurs and early stage companies to participate in the PPU Incubator. To achieve this goal requires building awareness, visibility and a reputation for the PPU Incubator as the hub for entrepreneurship in Hebron. Marketing activities need to be aimed at both the community and the PPU campus.

Marketing must be an on-going effort over the life of the incubator; the marketing plan needs to address positioning, promotion and pricing.

Palestine Polytechnic University is leading the effort to create a business incubator to foster entrepreneurship on the campus and in the community, and enhance learning, internships, and job opportunities.



President's Message

Dr. Amjad Barham

Palestine Polytechnic University has been steadfastly advancing since its inception, with determined strides on the path of excellence and contribution across all domains. Our mission is to actively participate in the development of Palestinian society, equipping it with exceptional talents, and providing supportive solutions to Palestinian institutions, aiming to achieve social and economic sustainability within the Palestinian community, while guiding it towards independence and global recognition.

Through the strategic plan for the period 2023/2026, we aspire to bring about development and prosperity. Our goal is to establish a globally leading university, serving as a hub for entrepreneurship and innovation within Palestinian society. We will work on expanding and enhancing our academic programs to meet the evolving demands of the job market. We seek to strengthen collaboration with diverse industrial sectors and community institutions to promote knowledge exchange and real-world application of research.

We are determined to foster a new generation of leaders and innovators, capable of effecting positive change in our society. We will persistently work towards achieving our goals, and we hope to engage everyone in this exciting journey towards leadership and distinction.



VP Planning Message

Eng. Ayman Sultan

Palestine Polytechnic University continues to play its leadership role in providing the Palestinian and global communities with the necessary talents, solutions, and tools to achieve comprehensive and sustainable development through its insightful vision, and effective partnerships. The university acknowledges the dynamic nature of the higher education sector, characterized by constant changes in generational dynamics, technological advancements across various fields, as well as environmental, economic, social, and political shifts, along with the widening scope of competition. Within the university, we earnestly work to establishing strategies that encompass creative and impactful initiatives to advance the university's mission and vision.

In the strategic plan for 2023-2026, we have diligently ensured the diversity and comprehensiveness of our objectives to reflect the university's dedication to serving students and society, enhancing the quality of the educational and research process, implementing effective and innovative principles, and embracing digital transformation.

Moreover, we have taken into account the achievement of sustainable development goals, the setting of international performance and behavioral benchmarks, and the aspiration to become the leading university in Palestine, necessitating close cooperation with the labor market.

Furthermore, it involves activating applied scientific research that serves the labor market, building global and local partnerships, and employing innovative learning methods based on experiential learning.

Our commitment also extends to diversifying income sources and optimizing resource utilization for financial sustainability.



OUR VISION

“Building Tomorrow’s Businesses Today”

Towards a Science, Technology, and Innovation
Entrepreneurial University Business Incubator.



OUR MISSION

Palestine Polytechnic University seeks to be a hub of creativity, innovation, and entrepreneurship by providing high quality academic and professional programs. We are committed to build a collaborative learning environment, foster pioneering applied research and community engagement to prepare leading and competent professionals, socially responsible, and active contributors to sustainable development in Palestine and beyond.

In alignment with this vision, the PPU Business Incubator works to inspire young entrepreneurs by creating a mental image of success, encouraging them to transform ideas into viable small and medium enterprises. The Incubator supports entrepreneurs in commercializing their innovations by designing, developing, implementing, and promoting entrepreneurial initiatives. This is achieved through an integrated package of business development services, including mentorship, training, shared workspace, professional assistance, access to capital, and technical resources, all of which nurture and accelerate the commercialization process while enhancing sustainable business growth.



OUR VALUES

Community

we apply knowledge for the benefit of societies.

Collaboration

reflected in our interdisciplinary approach, our focus on internal and external partnerships, and our capacity to create new fields of inquiry.

Creativity and Innovation

we value collective imagination that leads to the discovery of inventive solutions to social and economic problems.

Opportunity Seekers

we encourage taking advantage of all opportunities.

Inclusion

reflected in a culture and climate that seeks, welcomes, and advances talented minds from diverse backgrounds.

Excellence

We strive for excellence in all services we provide.

Integrity

Reflected in our shared commitment to lead by example in preserving and protecting our natural resources, and in our approach to responsible financial planning.

Sustainability

Reflected in our shared commitment to lead by example in preserving and protecting our natural resources, and in our approach to responsible financial planning.

Impact

Reflected in our commitment to address critical issues facing society regionally, nationally and globally.



Goals/Objectives

Goals and objectives related to incubator operations are generally broad in scope. They are seen as a means of centralizing entrepreneurial support activity.

While the most common goals for incubators are; creating jobs in a community, enhancing community's entrepreneurial climate, commercializing intellectual property and new technologies, building or accelerating growth in a local industry, and diversifying and strengthening the local economy. The objectives of the incubator are;

- Stimulate research, innovation, and creativity students, graduates, and staff at PPU.
- Raise awareness about entrepreneurship on the PPU campus and in the community.
- Serve as a primary tool for Entrepreneur to roll out programs and to achieve its goals.
- To support novice entrepreneurs and students at the earliest stage of entrepreneurship and enable them to implement their ideas by turning them into commercial products.
- To provide entrepreneurs and students with physical premises, financial resources, tools, professional guidance, and administrative assistance.
- Enable access to funding sources for seed money and venture capital.
- Creating promotional and marketing strategies.
- Assist in the formation of new businesses, both technology business and nontechnology.
- Create good paying jobs in the community.
- Position the university and the community to take advantage of the new business opportunities that may be generated.
- Increase investment and create a technology industry.

Sustainability of the UNI-Led Programme



Palestine Polytechnic University (PPU) was established as a technical institute in 1978 by the University Graduates Union (UGU), a local charity that provides educational and cultural services for the local community of the Hebron district since its establishment in 1953. The PPU has grown to be an accredited university by the Palestinian university presidents' council in 1999. It is affiliated to the international Association of Universities of UNESCO, the Mediterranean Universities Union (UNIMED), the Arab Universities League, and the Islamic League of Universities.

Nowadays, PPU is a renowned public university in Palestine that provides academic and vocational degrees. The PPU has been playing a leadership role in serving the local and regional communities through its focus on excellence in teaching and research. It creates, conveys and applies knowledge to expand personal experience and career opportunity and contributes to the development of economic, social and quality of life in Palestine. Primarily, the university has evolved on many fronts, as can be seen from the expansion in its academic and research capacities. The university has witnessed considerable development in terms of the number of campuses, number of students, academic programs, research capacity and engagement with the community. Today, PPU is considered a medium sized university with almost 8000 students hosted in two main campuses. As a university of high technology programs; PPU pays special attention to providing quality educational and scientific research modalities, through 10 faculties encompassing Medicine, Nursing, Engineering and Technology, Applied Sciences, Administrative Sciences and Informatics, Information Technology and Computer Engineering, Humanities and Educational Sciences, Dual studies, and Applied Professions delivering associate, bachelor and master degrees in more than 83 handpicked programs and one PhD program in Information Technology.

In addition to higher education excellence, PPU has a wide range of fruitful relations with the local and international community through a wide array of partnerships that serve the roles of scientific research, higher and vocational education, and consulting services that PPU performs. The university provides technical consultations, training services, and capacity-building for the local community in various fields through specialized centers. Many of these centers follow an applied scientific research methodology, delivering research-based services.



Target Market

PPU recommends that Our Incubator establish a mixed-use incubator. A mixed-use incubator serves a variety of types of businesses. In addition to the mixed-use approach, PPU recommends that the incubator focus on fostering entrepreneurship within Hebron. This approach is important for positioning the incubator as a key resource for entrepreneurship and business start-up for students, faculty and alumni. Also help the incubator to connect with entrepreneurs outside of the university who would be interested in joining the incubator in order to connect with faculty, students and other university resources.

Key Sustainability Pillars



A. Institutional Sustainability



B. Financial Sustainability



**C. Youth Ownership
& Leadership**



D. Ecosystem Partnerships

**E. Monitoring, Evaluation,
and Learning (MEL)**



A. Institutional Sustainability

- Embedding UNI-Led within the **strategic plan of PPU** as part of its official mandate.
- Allocation of **permanent staff positions** and operational budgets through the university.
- Integration of UNI-Led activities into academic curricula, including entrepreneurship courses, innovation labs, and student projects.

Outputs:

- Annual operational budget line at PPU.
- Institutionalization of the Entrepreneurship Ambassadors Programme.
- Continuous pipeline of students engaged in entrepreneurship.



B. Financial Sustainability

1. Diversified Funding Sources

- Partnering with international donors (UNDP, SDC, EU, etc.).
- Engaging private sector sponsorships for events, hackathons, and demo days.
- Exploring CSR (Corporate Social Responsibility) contributions from local companies.

2. Revenue-Generating Services

- Offering consultancy, training, and prototype testing services to external clients.
- Rental of incubator facilities, co-working spaces, and labs.
- Commission on successful startups (equity-sharing or service fees).

3. Investment & Seed Funding

- Establishing a **Seed Fund** in collaboration with private investors, banks, and VCs.
- Zero-interest loans in partnership with microfinance institutions.
- Revolving fund mechanism to reinvest repayments into new startups.

Outputs:

- 20% of annual budget covered through self-generated revenue by Year 3.
- Creation of a Seed Fund for startup financing.



C. Youth Ownership & Leadership

- Annual recruitment of **25 Entrepreneurship Ambassadors** to sustain visibility and outreach.
- Establishment of an **Alumni Network** of entrepreneurs who mentor new cohorts.
- Youth-led committees for programme design, monitoring, and event organization.

Outputs:

- 100 new ambassadors trained over 4 years.
- Alumni-led mentorship programme.
- Student-driven outreach events (10+ per year).



D. Ecosystem Partnerships

- Strengthening collaborations with ministries, municipalities, and NGOs.
- Expanding cooperation agreements with **private sector companies** (currently 40+ signed).
- Building regional and international partnerships for replication.

Outputs:

- 50+ active partnerships by Year 5.
- Replication of UNI-Led model in at least 3 additional universities/incubators.

E. Monitoring, Evaluation, and Learning (MEL)

- **Data-driven tracking** of outcomes: number of startups, survival rates, gender inclusion, revenue growth, SDG contribution.
- Annual reporting, case studies, and publications.
- Integration of **impact measurement tools** into all programme phases.

Outputs:

- Annual sustainability report.
- Online repository of case studies and impact metrics.

Timeline of Sustainability Actions (2023–2026)

Year	Key Sustainability Actions
2023	Launch of UNI-Led Programme at PPU, conduct baseline studies, establish governance structures, initiate partnerships with UNDP, SDC, and private sector stakeholders.
2024	Strengthen institutional embedding within PPU, expand Entrepreneurship Ambassadors Programme, pilot revenue-generating services (training, consultancy), initiate seed-funding mechanism.
2025	Scale up seed fund and incubation services, achieve 10% self-generated revenue, replicate the UNI-Led model, establish alumni mentorship network.
2026	Secure 30+ active partnerships (local and international), increase self-generated revenue to 15%, strengthen replication, integrate UNI-Led as a core PPU institutional program with diversified funding streams.

Special Projects and Initiatives

PPU seeks to serve the current and future needs of our community and beyond by offering innovative academic and professional programs designed for today's diverse and dynamic modern world.

University Led Innovation and Entrepreneurship Programme (Uni Led)

The overarching objective of the project is to contribute to the creation of new employment and economic empowerment opportunities for skilled youth through enhanced support to Palestinian start-ups and emerging entrepreneurs, as well as through fostering increased cohesion and collaboration amongst the innovation ecosystem actors – facilitating linkages and integration, particularly between academia, private sector and entrepreneurship support organizations (ESOs) including business incubators.

Fostering the green culture in industrial engineering VET disciplines (GREENING-IE)

The transition to sustainability has become more and more of a critical necessity in all sectors. Efforts to foster a culture of sustainability in educational curricula have been initiated as a step towards achieving the global Sustainable Development Goals (SDGs). Due to its potential relevance, the GREENING- IE project focuses primarily on fostering a culture of sustainability in the disciplines of sustainable design and production, considering the growing need to develop a culture of sustainable production, especially in countries such as Palestine and Jordan.

Agro - Tec Project

This project aim to establish 5 vocational centers (VET) , to network and train future farmers in Jordan and Palestine. Among the other objectives of the AgroTec project is to develop 12 educational courses in smart agriculture and modern marketing of agricultural products. At least 4 courses will be implemented face to face and online in the partner universities from Palestine and Jordan.

Hands4Health Project

The project's primary goal is to implement and evaluate the effectiveness of low-cost and resource- efficient WASH interventions in Off-grid schools with poor WASH services, located in conflict-affected areas, refugee and internally displaced camps, informal settlements and remote rural areas. The WASH interventions will be related to the actual needs of the Palestinian schools, both in area A, B and C, and will include maintenance, water consumption management, improvement of water safety and awareness and behavior change approaches related to student hygiene practices (RANAS tools).

MED-QUAD - MEDiterranean QUadruple helix Approach to Digitalisation

The project aims to nurture the innovation potential of the regions, by building up a cross- border cooperation scheme of the Quadruple Innovation Helix. Two cross-border Living Labs will be established in the cities, where several pilot activities for technological transfer and commercialization of research results will be

implemented. They will exploit ICT technologies and Key Enabling Technologies for water use optimization, consumption and reduction (Smart Water Use Applications - SWUAP), as well as cultural heritage promotion and preservation (Applied Research for Cultural Heritage Exploitation - ARCHEO). The project will set up a toolkit for enhancing the institutional capacities of businesses, cities and universities of both shores of the Mediterranean to work together and reinforce their role as “catalysts” for fair and inclusive development.



Marketing Strategy

Marketing must be seen as an integral and fundamental part of the incubator program. It is not only important to manage its own marketing but the incubator needs to ensure its clients adopt successful marketing efforts as well.

The marketing strategy should entail a two-pronged approach designed to connect with both funders/stakeholders, and potential clients. The thrust will be to inform and build support, publicize progress, and create confidence in the program.

The key sales person is expected to be the incubator manager.

Specific action:



Website

A website will be created to serve as the core marketing/communications tool. The goal of the site is both to inform others about the incubation program and to promote the incubator's activities and client companies. It will contain a variety of information pertaining to the building, its services, upcoming seminars and events, a tenant application, acknowledgement of funders/supporters, and have client related features. Linkages to other affiliated agencies and business support programs will be posted.

Reciprocal links should also be established with partners and other local and regional networking organizations.



Social Networking and Media Sites

The PPU Incubator should take full advantage of Facebook, Twitter, YouTube, and other social media to network on and beyond the campus. Social networking allows easy connections with alumni, students, faculty and the community. Photos of the incubator can be posted and shared. Updates on the successes incubate. Events can be announced. The key to successful use of social networking sites is regular postings that share useful and relevant information.



Mailing Lists

Mailing lists should be created to send collateral to potential new entrepreneur startups in the region. Existing mailing lists from the PPU alumni, local chambers of commerce, city and county agencies, and other pertinent organizations should be used whenever possible.



Publications Material

Production of collateral material such as a Facts flier, a sales piece including site plan, newsletter, and yearend report, are to reflect consistent imagery and use of logo, the materials will help differentiate PPU Incubator from other space available in the community and highlight how the incubator best meets the needs of entrepreneurs. As the materials are produced, they will be placed on the website.

Effective use of the marketing and public relations plan to attract both early stage companies and sponsors requires careful development of marketing materials. As a general approach, three types of materials are needed.

First, prepare a multi-purpose material, but simple brochure that describes the advantages to start-ups. It is important to include a current list of all sponsors and to be clear that the PPU Incubator operates under a non-profit organization.



Initiatives Opening

An official opening and launch of the programs is to occur onsite. Care is to be undertaken to ensure the building and surrounding property are conducive to hosting the event which will include presentations, an open house format, food and beverage. Typically, we must specify the list of invitees and distribution of invitation cards for those concerned from the University and community to try to include as many potential entrepreneurs, local business people, and key sponsors/individuals as possible. Also speakers would include key public and university officials in addition to several of the entrepreneurs. A briefing document as a take-away is to be prepared in advance.



Media Relations

It is important to establish ongoing rapport with media and keep them abreast of happenings. Because there will be a constant variety of interesting stories. Networking on campus is also an important part of marketing activities. All outlets should be kept apprised of company activities, including growth and graduation, for news releases and information to be given to the public. Support annual focus on businesses" in area press through submission of articles.



Business and Community Organizations and Local Governments Networking

A coordinated program should be devised to effectively inform and educate the business, technical, and university communities about the opportunities offered by the PPU Incubator. Effective channels should be established to access entrepreneurs throughout the region. The PPU Incubator should develop relationships with business and community organizations, economic development organizations. These relationships often provide opportunities to promote the Incubator in organization newsletters; also provide funders with regular updates.



Conferences and Events

PPU Incubator staff should attend small business seminars and conferences in the region and state to publicize the incubator and attract applicants, in addition to sometimes producing its own events for that same purpose. Often, trade shows, and sometimes business conferences, can provide free exhibit passes where staff can disseminate literature about the incubator and speak with start-up businesses that are exhibiting.



♦ Entrepreneurial Education

There is a growing recognition for an entrepreneurial education that focuses on competencies based learning through experiential learning. This aims to produce graduates with an awareness, mindset and capability to generate original ideas in response to identified needs, opportunities and shortfalls, and the ability to act on them, even if circumstances are changing and ambiguous. And build upon the enterprising competencies of students who are capable of identifying opportunities and developing ventures, through becoming self-employed, setting up new businesses or developing and growing part of an existing venture. HEIs should make use of entrepreneurial education to alleviate unemployment, enhance the economy and the quality of their students.

♦ Digitization of Education

Learning environments are transforming due to the integration of technology into teaching and learning at all levels. Technology provides improved quality, personalization, cost-effectiveness, and wide access to education. Developments in online education, data analytics, virtual and augmented reality, AI and machine learning are leading to blended learning, flipped classrooms, and other such educational strategies.

♦ HEIs goals align with SDGs

Higher education is accelerating actions for achieving the United Nations Sustainable Development Goals (SDGs), with universities showing “more substantial institutional commitment”, more actors involved, and increasingly holistic approaches. Promoting and implementing SDGs by universities serves as a benchmark for other sectors of the economy. HEIs can also contribute to the discussions on the SDGs in society at large.

♦ Systematic and long term placement

Labour Market players are looking for an active role in the learning process, this approach triggers the demand for programs offering systematic Work Integrated Learning (WIL). also the value of education-industry collaboration in developing enterprise capabilities is widely acknowledged. A plethora of entrepreneurial-related initiatives have emerged, including incubators/start-ups and hackathons. When embedded in HEI curriculum, these form Work-Integrated Learning (WIL) activities where students engage with industry/community partners through authentic learning and assessment, encompassing workplace-based activities (internships/placements/practicums),

and virtual/on-campus offerings (project-based learning/consulting/simulations). Micro- and small organizations offer particularly fertile learning ground for student development of enterprise capabilities during WIL, given their focus on ideation and innovation.



- ♦ **The business model faces a full-scale**

transformation With institutions no longer able to rely solely on their traditional student markets, higher education needs to look beyond price and discounting to understand demand and cost while serving new segments of learners. They should rethink their business model, prudently decrease their expenses, and diversify their revenue. For example, there are big opportunities for institutions that can shift to a student-centric business model that enables them to serve the needs of a wider diversity of learners at varying stages of lives and careers.

- ♦ **Corporate-University partnership**

Institutions work with corporations to address the mismatch between employer needs and worker skills. Also, the industry is seeking more applied research to solve their problems.

- ♦ **Multidisciplinary research**

With more complication of the industry problems, the need for multi-perspective is necessary to tackle these problems.

- ♦ **Community calls for more social responsibility**

As we suffer from occupation, and bad economical situation, people call for more social responsibility to alleviate their suffering.

- ♦ **Empowered students**

Students have access to a variety of resources and applications, e.g. AI can provide students with huge amounts of information.

- ♦ **New forms of employment**

Remote and hybrid working which require greater technical, social or creative skills.

- ♦ **Z generation**

The new student generation called Z are tech-savvy, highly collaborative and social, values flexibility, relevance, authenticity and non-hierarchical leadership

Trends

in Higher Education

Our Vision is to create an environment in which a continuum of care that will move emerging Business oriented businesses onto the fast track to success and grow. By generating profitable businesses; job growth, economic diversity, increased revenue.



7 Basic Pillars for

Our Strategic Plan

The strategic goals are the building blocks of change based on the Vision and Mission of the Palestine polytechnic University, These goals capture the essence of the Vision through understanding the elemental drivers of the University.



Executive Summary

A

Academic Pillar



A1

To develop, review and accredit academic and vocational programs in various fields to meet the national and international market needs with the collaboration of the labour market.

A2

Recruit, develop, and retain talented faculty and empower them through pedagogical knowledge, research skills and professional development.

A3

Develop and support the use of enterprising innovative methodologies in learning and assessment to increase students' participation.

A4

Develop the teaching and learning environment, programs, and courses through the use of ICT.

A5

Increase the use of WIL (work integrated learning) approach in all of our programs.

R

Research and development



R1

Support research management and dissemination.

R2

Expand and equip advanced research facilities.

R3

Establish specialized research groups and unit-specific centers to serve the community with a special focus on climate change and sustainability issues.

R4

Integrate the research component into study plans to promote research culture among students and improve their critical thinking capacities.

R5

Support and reward researchers, collaboration between researchers, interdisciplinary and multidisciplinary research.

M

Management



M1

Make the University campus more welcoming and supportive for all, focusing on the wellbeing of our students.

M2

Enhance facilities and services at our campuses.

M3

Enhance facilities for people with disabilities.

M4

Enhance student advisory and support for academic achievement.

M5

Implement a comprehensive quality management system in all university operations.

M6

Support staff personal and professional development to maximize their potential and increase their contribution to the university strategic priorities.

Executive Summary

F.S

Financial
Sustainability



F.S1

Diversify funding modalities to realize university development priorities and ongoing operational expenditures.

F.S2

Support financial management to optimize the use of human and financial resources and examine the distribution of resources across programs and departments.

S

Students



S1

Encourage student engagement in decision-making processes and increase their representation at different levels within the university.

S2

Boost students' entrepreneurial capabilities and 21st century skills.

S3

Shape students' national identity and develop their sense of volunteerism and social responsibility.

S4

Enhance student advisory and support for academic achievement.

S5

Encourage student mobility programs and virtual exchange.

C

Community



C1

Encourage centers to provide high quality consultancy and professional services based on a focused differentiation approach.

C2

Engage students in community-based learning activities, applied research and graduation projects to develop market-oriented solutions and improve the industry performance.

C3

Engage the community in university policy development, and encourage joint events and activities with the private sector.

C4

Promote the principles and practices of community engagement among faculty members and improve collaboration among faculties and community centers.

Executive Summary

I

Internationalization



I1

Improve the online presence for the university including the development of digital content and website design.

I2

Encourage staff participation in international conferences, seminars, academic mobility, and exchange programs with top international universities.

I3

Encourage international joint programs.

E

Innovation and Entrepreneurial Transformation



E1

Foster a culture and mindset of innovation and entrepreneurship at the University.

E2

Equip the students with entrepreneurial competencies and 21st century life skills to prosper in the local and global labor market environment.

E3

Create an enabling environment for innovation and intrapreneurship by dynamic structure, rewards system based on achievement, resource allocation centered around new opportunities and limited guidelines to allow for new ideas implementations.

D

Digital Transformation



D1

Unify and integrate IT systems to serve education, research and operation activities.

D2

Encourage blended-learning courses (in academic and vocational programs).

Unique selling position

Unique selling position

Positioning is very important for the PPU Incubator as it must differentiate itself from other entrepreneurship organizations and activities in the region. Assisting entrepreneurs on a daily basis with tailored, one-on-one coaching is a key differentiator.

Another differentiator is the PPU Incubator as an access point: for the community to University students and faculty, and for students and faculty to the community.

Entrepreneurs they are accepted into incubators enjoy dramatically improved success rates as their business enterprises are nurtured through early development years.

Specific Benefits to the Incubated Companies

- **Reduce constituent costs to Entry** - The incubator environment would provide an easy start for emerging companies by offering affordable office space, access to shared equipment, meeting facilities, and on-site business and technical assistance. This lowers the overhead and operating costs during critical formative years.
- **Networking and Mentoring** - The incubator would facilitate a .know-how. Network to address incubates companies. Unique needs for partnerships, suppliers, and/or potential sources of capital.
- **Increased Visibility** - The incubator would significantly increase visibility and presence of Incubated companies in the marketplace and advance their success potential. Increase their chances to secure funding
- **Business Development** - Established area businesses, especially those that develop relationships with early-stage companies, create long-term business opportunities.

Unique selling position



Benefits to the Community

The overarching benefit to the community is increased economic health. Specific benefits include:

- **Job Creation** - Incubator companies would create new employment opportunities for area residents.
- **Enhanced Image** - A business incubator is one important element to enhance image, future-thinking place that encourages and supports business development.
- **Increased Entrepreneurialism** - A business incubator can create awareness of entrepreneurs and stimulates confidence among individuals to consider opportunities for business creation.

Customer demographics

These promotional activities should be including the following groups:

- Young entrepreneurs 18- 35 Years old those who have started to run economic activity.
- Existing businesses - Micro and small.
- Academic programs at PPU, including the Entrepreneurship Program.
- Students in the final year of studies.
- PPU alumni and higher education graduates.
- Members and employees of Associations for Entrepreneurs .
- Participants of trainings for entrepreneurs and managers.
- Local business organizations, including chambers of commerce.
- Job training and business counselling organizations.





Customer Management

Maintaining customer relationships is no easy task, but if done right, it can help set your company apart from your competitors, the act of maintaining a relationship with your customers is an essential part of a business strategy. To guide our business through this essential strategic point, we have put 5 ways to maintain customer relationships.

- Get Customer Feedback, Listening to our customers is an easy way to maintain customer relationships. One-way social media can help is by providing a space for businesses and customers to connect. By creating a Facebook page, our incubator can help customers reach out if they have any concerns, issues, or feedback. Listening to them on these social networks will allow responding quickly.
- Being honest with customers goes a long way when it comes to maintaining customer relationships. For example, if your customers are having issues with our Service. Provide an honest answer and don't make promises we can't keep.
- Create and engage community with ambassadors.
- Highlight a Customer Experience, customer success stories is a pivotal focus point for businesses. If we provide support to our customers, they will, in turn, reward us with loyalty and valuable feedback.
- Consistently communicate, in order to maintain customer relationships we need to keep in touch. For businesses this can come in the form of holiday cards, or a quarterly email reminding our customers that we're there for them if they need us. By keeping in touch with our customers, we'll stay "top of mind"—this is key to making sure our customers don't leave us for someone else.



Our Products/Services

Educational Programs

There are a number of excellent and hot training Topic covering a wide variety of topic in

- Business basics (business plan development, refining business concepts)
- Marketing assistance (advertising, promotion, market research, market strategy)
- Accounting, financial management
- Human resources
- Sourcing of funds, Assistance in applying for government grants
- Preparing for commercial loans
- Preparing for venture capitalists

Professional Network and Development

Additional professional support programs will be provided. These services are expected to be rolled out on a volunteer or cost recovery basis

- Coaching and Mentoring
- Professional Network
- Linkage to Investors/Financing
- Paid incubator employee with grass-roots entrepreneurial experience
- Access to the onsite manager who will serve as a “coach” to answer questions and review business progress.



Our Products/Services

Facility Based Services

In becoming a tenant within PPU Incubator, entrepreneurs will have access to services unavailable in traditional commercial space. The design for the PPU Incubator includes:

- Month to month space rental
- Utilities (water, sewer, electricity.)
- Building maintenance and Cleanliness.
- Shared Office Systems Support.
- Cubicle space for pre-incubation
- Access to resource library.
- Telephone, High-speed Internet connectivity and computer.
- Access to specialized equipment for an additional fee.
- Two conference room (Large and Small).
- One kitchen with a small area to accommodate table and chairs.
- One server/network room.
- One central reception lobby.
- One photocopying /fax room.
- Working Places in a variety of sizes.
- Security – 24/7 access, lockable offices, lockable drawers for cubicle space.

Access to Capitalization and Financing

Many startups approach the incubator primarily seeking funding, making access to capital a top priority. The PPU Incubator builds strong networks with banks, investors, and funding groups to meet this need. High-growth ventures see capital access as one of the incubator's most valuable services, whether through equity, debt, or hybrid models. Sources include venture capitalists, angel investors, corporate funds, small grants, and public financing programs.



SUCCESS CRITERIA

The incubator's suggested mission and objectives provide a touchstone for desired outcomes - job creation, real growth of new businesses, and contributions to the economic health of the area.

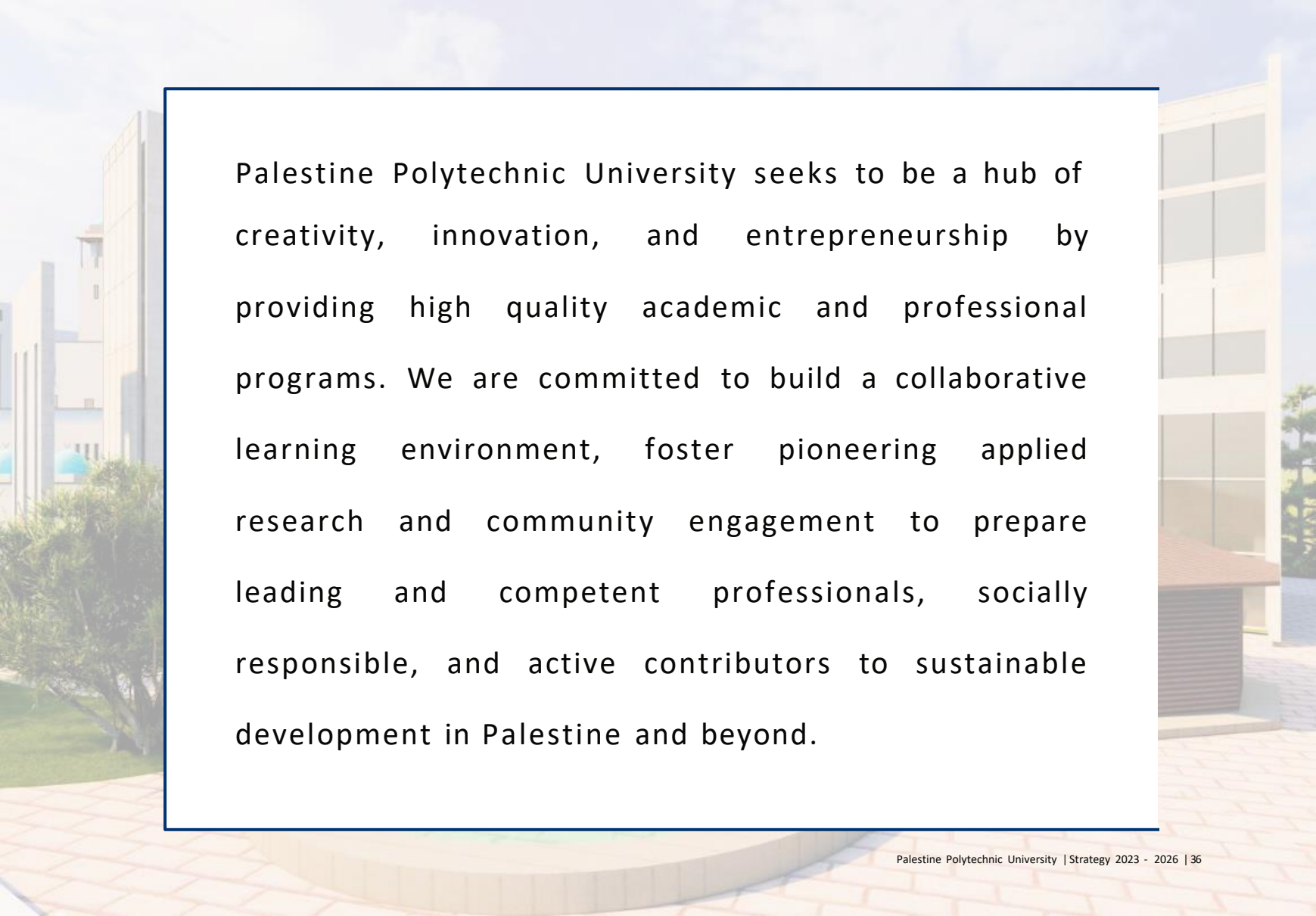
We recommend that a formal progress evaluation be completed every six months and reports be provided to the Board and all stakeholders. Suggested performance indicators for the project include:

8.1 Process indicators

- Number of events organized to promote entrepreneurship.
- Number of people educated or impacted through Business Incubator events.
- Number of training events organized.
- Number of people attending the training events.
- Stepping up the number of partners and investors backing the program.

8.2 Performance indicators

- Number of Business Plans produced
- The number of tenant clients within the incubator
- Evaluation of services by the incubates
- Growth in the number of applicants
- The number of companies that successfully graduate
- The number of jobs created on an annual basis within the incubator
- The percentage of incubator graduates that stay in the community
- The revenue of companies being served
- The grants received by companies being served



Palestine Polytechnic University seeks to be a hub of creativity, innovation, and entrepreneurship by providing high quality academic and professional programs. We are committed to build a collaborative learning environment, foster pioneering applied research and community engagement to prepare leading and competent professionals, socially responsible, and active contributors to sustainable development in Palestine and beyond.



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