

Study of the Cohesion Mechanism on the Business Accelerator and the Business Incubator

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Abstract

It is based on the development of industrial cluster and regional innovation in this paper to study the Cohesion Mechanism on the business accelerator and the business incubator. The paper makes out the similarities and differences of the service content, orientation and value target function between the business accelerator and the business incubator from the incubation system, regional innovation system and industrial clusters three aspects. Then according to the theory analyze the power source and cohesion theory of business accelerator and incubator cohesion, and finally put forward the corresponding business accelerator and incubator cohesion measures.

Keywords: business accelerator; business incubator; cohesion measures; industrial cluster; regional innovation

1.Introduction

Founded in 1987 in East Lake to Wuhan Business Center for starting marks, our country industry incubator business has carried out the practice and research, 20 years of in the meantime, industry experts and scholars in how to seed stage, start-up enterprises through the "valley of death" threat, the service system and the operation mechanism of business incubator. Study on the theory and practice of planning and research; for "growth speed gazelle" enterprise fast, strong ability of innovation and development mode in the new characteristics of the development mode of enterprise accelerator. Business incubators, accelerators are also like bamboo shoots after a spring rain like set up all over the country, but with the increase in the number of various incubation carrier, incubation carrier localization is not clear, the space occupation and service content repetition, imperfect management system and other problems have also emerged, resulting in the development of regional resources, reduce the waste of hatching efficiency and regional industry slow.

Therefore, establishes the connection mechanism between the effective modern enterprise accelerator and incubator become critical issues, China's Incubator Industry on the one hand, realizing the effective connection between modern enterprise accelerator and incubator, can promote the integrated operation of incubator system, promote the integration of resources between incubation carrier, improve the hatching efficiency and quality; on the other hand, realize effective link between modern enterprise accelerator and incubator, also is the incubator enterprises and incubator industry effectively then, conducive to the realization of the technology to the product to market industry chain and through absorbing, merging and located between enterprises realize the enterprise value chain of appreciation, and ultimately promote the technology industry development and regional the economic development and innovation.

2.The connotation of The Business Accelerator and The Business Incubator

2.1 The Function, Orientation and Objective Analysis of the Business Incubator

The business incubator refers to in order to help entrepreneurs to high-tech achievements as soon as a commodity to enter the market, or Small and micro businesses to help science and technology business grew rapidly formed the scale, through the provision of a good business environment, infrastructure and integrated to the science and technology start-ups and entrepreneurs and service, such as business site, sharing facilities, professional technical service, enterprise incubation complex system policy, financing, legal and marketing, consulting and training.

Usually a successful incubator, must have a shared space, shared services, business incubator, incubator managers, construction of five basic elements of preferential policies for enterprises.

From the view of connotation, incubators to cultivate science and technology start-ups and responsibility of accelerating the transformation of scientific and technological achievements, in order to make the enterprise fast development, the provision of public facilities and services, will venture enterprises, technical exchanges, personnel training and management consulting and other services for enterprises, help to reduce the enterprise cost company was founded, to solve the basic problems, to a certain extent crack growth dilemma, improve the survival rate of start-up market, expanding period smoothly into the development of enterprises.

2.2 The Function, Orientation and Objective Analysis of the Business Accelerator

The business accelerator is a kind of high growth enterprises as the main service targets, fully meet the needs of high growth enterprises for the new space vector and service network space, management, service, cooperation and other personalized demand through service innovation. It is a series of service providers, organizers and managers, is a preliminary attempt to science park from the extension of the expansion into the intensive development, have a stronger attraction and innovation cluster network configuration. It to the physical space based shape to satisfy the need of the growth of enterprises in the rapid development of the working environment, through the provision of public technology platform, a series of enterprise growth required financing, market, talents, information, consulting, in cooperation with the network resources and services, to help enterprises break through the bottlenecks in the process of growth and development and obstacles, accelerate the innovation of enterprises growth policy objectives.

From the content point of view, the accelerator is essentially around the development needs of high growth enterprises and intermediary carriers and service network is proposed. The accelerator is. The accelerator is to attract and accept the high growth enterprises, on the other hand is to actively introduce the relevant professional services, the establishment of multi-level channels of cooperation, to achieve real-time docking external resource providers and high growth enterprises. Thus it can be seen, the accelerator is to high growth enterprises as the core, intelligent service system includes a series of service providers, the intermediary link resource environment, organizers and managers, and eventually realize the common value of modern enterprise accelerator and enterprises, to promote science and technology park to high-end development and connotation type development path.

2.3 The Difference and Relation of the Business Accelerators and Incubator

This paper aims to study the effective connection mechanism of business accelerator and the incubator, the train of thought and is the basis of:

(1) From the incubation system point of view, business accelerator and incubator incubator system each other as CIS two incubation carrier connected, there are differences in the service object, content and objectives, but in the actual execution situation inevitably have overlapping fuzzy region, therefore, to the enterprise accelerator and incubator service the function definition is the basic guarantee of the link mechanism.

(2) From the regional innovation system perspective, business accelerator and the incubator is the science and technology intermediary service system plays a key role of incubator, adhesive have special function in the regional system, provide the basic type, development type and extension services, only two collaborative services in order to achieve "the whole is greater than the local" collaborative innovation effect, therefore, implementation of collaborative services between enterprise accelerator and the incubator is the principle guiding the cohesion mechanism.

(3) From the perspective of industry cluster, business accelerator and incubators are namely the innovation carrier in the cluster is to promote the development of industry service platform, they serve different technological innovation stage and different growth stages of the incubated enterprises, therefore, from the incubator to the accelerator to the industrial development of specialized industrial park chain angle of business accelerator and incubator has great industrial value for the study of the convergence mechanism.

3. The Cohesion Mechanism on The Business Accelerator and The Business Incubator

3.1 Cohesion force of business accelerator and incubator

(1) Internal power

The internal motivation is exist in the enterprise incubator accelerator and motivation factors within the cluster, cluster innovation activities is the inherent power. At present, internal dynamic collaborative innovation system of industrial clusters are the main driving force, the expected return of internal incentive motivation, cluster culture influence and cluster innovation security force.

(2) External power

The external motivation refers to motivation factors exist in the enterprise accelerator and incubator, by inducing, stimulating, drive way, cohesion of business accelerator and the incubator boost. There are technical force, demand pull and pressure force, market competition and government policy support to promote the four.

(3)The diffusion dynamics

Diffusion force refers to the technical innovation by enterprise accelerator regional development needs based on the dominant cultivation through technology diffusion process in the incubation system between enterprises in the transmission, absorption and application, so as to improve the technical level of each enterprise incubation system, improve the incubation system in enterprise's economic benefit and competitiveness.

(4)The self organization dynamics

Self organization is not the existence of external command, the system in accordance with the rules of mutual understanding, to do his duty and coordinated automatic form ordered structure, with synergy, self transformation and self adjustment. Enterprise incubator accelerator and cohesion of self-organizing behavior in cooperative service of industrial cluster and regional innovation environment, and through their choices, and provide different services, so as to achieve the orderly environment services, comprehensive state.

3.2 Cohesion Measures of Business Accelerator and Incubator

(1) Select the accelerator location or extension of incubator space based on the industrial layout

Physical space business accelerator compared to provide the incubator has more flexibility and expansibility, not only provides more professional office space, there are specialized R & D center, experimental base, production workshop, live entertainment and other high-end, personalized service. Therefore, the space between the enterprise accelerator and incubator can include the following points: one is the accelerator to its base construction needs, incubator space choice of similar transformation and upgrade, merger; two is the accelerator in incubator base intention docking as main, extension according to the development needs; three is the physical space on the accelerator and the incubator of the existing function re layout.

(2)Establishment of enterprise accelerator access mechanism to absorb the incubated enterprises based on the leading industry

Business accelerator is based on the technology, developed in the business enterprise, service in the industry. Therefore, the access mechanism of enterprise incubator accelerator and should include the following points: one is the access object is the incubator hatching success of small and medium-sized enterprises or in the hatch has crossed the entrepreneurial "Death Valley" to enter the high growth stage of the small and medium-sized enterprises; two is in accordance with the requirements of business accelerator index; three is in line with the regional industry demand, is conducive to the expansion of production scale and technological innovation.

(3) Integration of enterprise incubator accelerator and technical innovation of the supply and demand information, to build a common technology think tank and a team of experts

Business accelerator and incubators were based on technology innovation organization, extension of technology is the fundamental basis of enterprise incubators, accelerators and cohesion so, business accelerator and incubators as technology innovation supply and demand in the docking can establish a common technology think tank and a team of experts, including the establishment and the government, industry, intermediary institutions and other channels of cooperation, the formation of technological innovation network.

(4) Integration of business accelerator and the incubator of internal resources, the establishment of collaborative service system

Enterprise incubator accelerator and provide basic services and development services for enterprises, the accelerator will provide extended services and to cultivate enterprise customization, high-end services for enterprises. Two in service with similar contents and levels are different, therefore, enterprise accelerator and the incubator can be established through to achieve docking services system, will help improve resource utilization and management efficiency. Collaborative service system can include:

- ①The share of public infrastructure and professional production facilities
- ②The common management coaching team and management team, Planning Division
- ③The shared services such as intermediary social resources, public service platform
- ④The sharing of technical innovation and related policy information, unified training

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