



Introducing creative industries incubator conception

First Project OÜ



Objective of research

To find out the necessity for creative industries incubator and compose initial conception of incubator.

Research was based on following information sources

- Interviews with experts and creative industry workers.
- Questionnaires among creative firms.
- Analysis of foreign incubator models.
- Analysis of secondary data, incl. year 2007 research among Tartu creative firms, year 2007 research among creative-curriculum students and many other studies and strategic documents.

Assessment of necessity for incubator among creative firms.

- 50% of firms up to 3 years old.
- 52% of firms with turnover up to 3 million.
- 55% of firms, who suffered up to 1 year long start-up difficulties.
- 62,5% of firms with higher than average future expectations.

Model of incubator I

- Avoid age, education, achievement restrictions.
- Important are creative vision, commercialisation of ideas and their economic content.
- Preferred fields: audiovisual, design, infotechnology, fine arts, music, promotion, acting and handicraft.

Model of incubator II

Incubation period is divided into three

- Pre-incubation – preparatory
- Incubation – classical incubation services
- Post-incubation – for those who have left incubator

Model of incubator III

Decentralised model – incubator is not situated in one place, but in many different locations. Activities are coordinated by one organisation.

Virtual incubator – web-based solution, which includes overview of incubants, their projects, ideas. Helps to bring together client and creative person. It is important for the exchange of ideas and internationalisation.

Model of incubator IV

Incubator services

- Administration
- Profession-specific studies and other necessary studies
- Creating mentor system
- Offering presentation surface
- Virtual incubator

Services available for people outside incubator (life-long studies).



Thank you for attention!

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