

## CREATIVE INDUSTRY INCUBATOR

Dutch Design Fashion Architecture (DutchDFA) has initiated a three-year support programme, in close collaboration with the Consul General of the Kingdom of the Netherlands, the Shanghai Creative Industry Centre, FAR Architecture & Design Centre and local partners. Dutch companies working within the fields of design, fashion and architecture will be offered support through the incubator programme.

Special assistance will be given to designers who aim to enter the Chinese market. The programme will support Chinese designers who are interested in developing a closer relationship with the Netherlands. The Dutch Design Workspace that will be established in the centre of Shanghai also welcomes non-Dutch designers to set up their creative businesses together in order to collaborate with Dutch designers.

### SELECTION PROCEDURE

The selection of participants will be thoroughly to improve the chance for their success in China. A clear balance will be pursued among the group of incubator participants, so they can benefit from each other and do not become direct competitors. Potential participants will have to submit additional business documentation, such as a business plan and proof of registration at the Chamber of Commerce.

The selection procedure for the Dutch Design Workspace is aimed at accepting the right group of participants and checking if the goals as pursued by the participants match with the intentions of the incubator programme. The selection will also function as a filter; it is supposed to check if the plans of the designers are achievable and suitable for the Chinese market.

### SELECTION COMMITTEE

The selection committee will be comprised of 8 members, each with specific background. Members are representatives of the largest business organizations within the three main disciplines of the DDFA programme; architecture, design and fashion. These members have a sound knowledge of the desires, demands and expectations of the Dutch designers. During the selection they pay extra attention on the content of the participants plans and their portfolio's.

*Further introduction of the members of the selection committee can be send upon request.*

After admission of the participant to the incubator programme, it starts with an intake interview to get in depth understanding of the participant and its creative business plans in China. Based on this a planning for the support programme will be made. Regular updates and interviews will be held to monitor and adjust the progress. Three in depth evaluations sessions will be held to evaluate major milestones during the programme:

If developments of the participant are not according to planning, the selection committee and incubator management have the right to hand out a negative advice. In this case the incubator participant will have to leave within 6 months after, on a date to be mutually agreed (notice period of at least one month in advance).

The selection committee together with the Dutch Design Workspace director has the authority to cancel the participant's rights to make use of the incubator programme and its facilities, if agreements are not respected. For example use of workspace for third parties or third party projects other than the Dutch participant, misuse of incubator facilities, etc. will lead to this cancellation. After this occurs the standard exit procedure will come into effect.

## OVERVIEW OF SELECTION PROCEDURE



## SELECTION GUIDELINES

The selection of the candidates will be based on the documentation provided. The selection procedure is meant to examine the chances of success in China and sincerity of planning of the candidates. In addition to the documentation provided by the candidates, the committee may require a 10-minute presentation or personal interview. The review and possible selection will be made after review of the following checklist. This checklist is not binding; final decision is made after voting of the committee.

### Experience & expertise

Project portfolio (China)	Work of the candidate is in demand in China, competition analysis, review existing / ongoing projects
Existing Chinese business leads	What network does candidate already have in China?
Recommendations	For example: recommendation letter by former employer, university or other relevant party. Awards won and number of publications internationally.
Team composition	Composition of China team with description of essential skills, including language and management.
CV 's of team members	Clearly showing professional and personal capability. Previous international experience is an advantage.

### Company profile

Business plan (summary)	Explanation of business plan for Chinese market
Bank guaranty / check BKR	Proof of financial strength and reliability in the past (if necessary)
Years in business	At least 5 years professionally active in discipline
Number of customers / clients	Existing client base in NL / China / internationally
Turnover	Depending on discipline, at least 50,000 euro for individual candidates. At least 100,000 for design studio's

### Objectives in China

Fields of interest Chinese market	Clear focus on target groups, local production, etc.
Investment capital	Does candidate need additional investment and is there a plan to secure this within timeframe?
Employees in Chinese company	How many (local) staff will the candidate employ?
Business targets	Expected annual turnover after 3 years
Business focus	Which discipline, service or product has main focus of the participant?
Financial planning	Detailed planning of finance, including staff, housing, traveling and other costs.

### Mindset

Sharing	Commitment to share experience and experience to add value to the incubator programme.
Passion	Spirit displayed in works, able to communicate in public and inspire others. Record of lectures, being involved in teaching, organizing workshops or non-profit activities.
Motivation	What is the main reason for going to China? Fascination with culture or booming market opportunities, lack of work in NL?
Dedication	Displaying full time commitment to the program and in China for at least 3 years
Attendance	Candidates confirm to be present for at least 4 days per week.
Contribution	Candidates express clearly why they want to join the incubator and how they will contribute

## **ADDITIONAL REMARKS TO GUIDELINES**

### **Initial screening**

The incubator management will perform an initial check of documentation provided by the incubator candidate and a standard screening of references.

### **Advice incubator director**

After initial check, the incubator director will send the application with a recommendation letter and introduction to the selection committee.

### **Committee meeting reports**

The review by the selection committee will be recorded in the meeting report. A summary of this will be send to the candidates.

### **Admission & acceptance**

After candidate has been selected, the participant shall sign the standard participants agreement within 3 months of date of admission notice. Additional details about participation, such as number of desks, etc., shall be specified in this agreement.

### **Negative advice / rejection of candidate**

In case the committee has given the candidate a negative advice, the candidate is allowed to do a new application after 6 months time, with a maximum of 2 applications in total.

### **Monitoring of participant**

Regular evaluations of the participant and its progress will be documented. These reports will be shared with the selection committee to provide feedback for future selections

### **Time schedule selection/ application deadline**

The selection of participants will take place on a monthly basis. The committee will hold its review every 3<sup>rd</sup> Wednesday of the month, in coherence with regular DutchDFA meeting schedule in the Netherlands. Review will take place by email, conference call or meeting, up to the availability of the committee members. Voting of all members is required. Documentation will be send at least 5 workdays in advance to the members. Participants need to apply in the first week of each month to be reviewed in that same month.

### **Obligations incubator participant**

By accepting the selection to the incubator programme, the participant will follow and respect the Dutch Design Workspace rules and regulations; this includes use of company logo & basic information for publicity purposes. The participant will also be committed to sharing and documenting of its progress and experience. Confidential business information and figures will be made anonymous in all external communications in accordance to our privacy policy.

### **Privacy Policy Statement**

All information will be kept strictly confidential. It is the policy of the Dutch Design Workspace and FAR architecture and design center to safeguard all information provided by participants. Once we have obtained information data from the participant, they will be maintained securely in our system. Only the authorized staff, who has been properly trained, will be permitted to access to such data, and we shall not release such data to any external parties without customer's agreement. We shall make our best endeavors to ensure that the privacy of participants is properly protected. Should participants have any queries about our privacy policy and practice, please contact us.