

ABSTRACT

Business incubators in Indonesia run into development, especially those under the auspices of college. The development occurs along with the growth of digital economic. However in reality, college business incubators face a variety of obstacles such as human resources, capital, facilities, market potential and regulation. Moreover, startups absorbed by the market after passing incubation are still relatively small.

This study aimed at evaluating the obstacles that prevented startups from being absorbed by the market after passing the incubator. Thus, this was intended to help developing or improving the incubation process in college. The evaluation process covered stages in the incubator including pre incubation, main incubation, and post incubation. Those aspects were being analyzed in order to find out the learning process administered by the incubator.

The method used in this study process was qualitative method, data were collected through in depth interview. The respondents involved in this study were the incubation managers (that consisted of 3 people) and tenants who had incubation experience at Bandung Techno Park (that consisted of 7 people). The other data collection was done by collecting secondary data.

This study involved criteria, stages, learning process, facilities, graduation, programs after graduation up to its impact. Based on the analysis of all those aspects, it was stated that startups absorbed by the market not only relied on the incubator but the strong desire of the startups itself. However, there were some criterias that still needed to be improved either in acceptance or graduation from the incubator. The conclusion was that Bandung Techno Park's incubator still had weakness in the pre incubation and post incubation processes.

The results of this study are expected to be a measuring tool of learning evaluation in incubator. In addition, the results can be a guide for future incubation

management. This study can also be a stimulus for the development of incubators particularly for the learning process.

Keywords: *business incubator, college business incubator, incubation process, incubation learning, entrepreneur*