

ABSTRACT

The Greater Hub is one of the academic business incubators under SBM ITB. The Greater Hub incubator has incubation stage namely pre incubation, main incubation, and post incubation during their incubation period. In a batch, tenants run an incubation period of 4 months, which includes the three stages starting from the initial registration, learning program, then the closing activity of the incubation, namely Pitching Day". The learning programs and activities organized by The Greater Hub are expected to produce various kinds of startups that can create the latest innovations to bring big changes to the Indonesian economy.

This study aims to examine the incubation process at The Greater Hub and to see best practice programs in tenant mentoring which include criteria, stages, learning process, facilities, graduation, after graduation programs and their impact. This research is a qualitative exploratory research. Qualitative methods to identify patterns and features that exist in The Greater Hub. This research is a cross sectional study and performs data collection by interview. The speakers involved were 3 managers, 3 tenants, and 1 expert.

Based on the analysis of all these aspects, The Greater Hub focuses more on the networking aspect, which bridges tenants with venture capitalists and investors. Tenants are no longer involved in programs, facilities and there is no special funding for tenants when completing the incubation period. The conclusion is that The Greater Hub incubator still has shortcomings in the incubation process. The results of this study are expected to be a measuring tool for process evaluation in the incubator. And for further research it is suggested to increase the variety of academic incubators, in order to obtain a more general picture of the role of academic incubators in developing start-ups.

Keywords : *Business Incubator, Academic Business Incubator, Incubation Process, Start Up, Entrepreneurship*