

COACHING FOR GROWTH

TALLINN SCIENCE PARK TEHNOPOOL, ESTONIA

Startup Incubator

Tehnopol Startup Incubator has around 60 experts in the pool of mentors/coaches (legal, product development, sales, marketing, export, investor readiness, business model, UX/UI) that are used to help the portfolio of around 35-40 companies. The pool of experts keeps changing year to year based on the needs of the portfolio and new experts in the market.

To get the best mentors/coaches on board, Startup Incubator is working closely to Estonian Business Angel Network and other VC funds and taking part of different type of matchmaking or other startup events. There are also coaches/mentors from outside of Estonia that have been found through contacts or through visiting startup events abroad. Additionally, to just having mentors/coaches, there is also a key-coach system. This means that each company will be appointed one dedicated mentor who will keep track on the progress and report the progress to Startup Incubator team. Furthermore, the key-coaches have competences in various fields, which make them not only the hand-holders of the teams, but also experts to turn to get professional help.

In our experts' pool there are people who work pro bono when needed and when they can and there are around 25 experts who get paid for their advice and knowledge. Another thing that Startup Incubator has written into service contract for incubation companies is that if our mentors/coaches help a company to raise funding or achieve export revenue, they will get a success fee. As every hour of mentoring will be reimbursed to them and there is a possibility for additional success fee, they are more motivated and committed to help the companies grow.


What helps the mentors/coaches to do their work is the model of mentoring – PPP – problems, progress, plan. First the problems are mapped, then steps for progress are concluded and a plan is made for the progress to be achieved. Key-coaches get in contact with teams weekly and track what has been done, what problems have found a solution and what problems have risen on the way to achieve made plans. This all is done to track the proceedings of the company.

What also helps Startup Incubator team to understand how the teams in the incubator portfolio are progressing, is that we are using Toggl time tracking system, where coaches mark with whom have they worked with and if any team has been left neglected to the coaching. For us the good quality sign is if every month all teams are coached.

For more information on Startup Incubator, Tallinn Science Park Tehnopol

 <https://www.tehnopol.ee/en/startup-incubator/>

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