Accelerator as an effective replacement of a business incubator in the Irkutsk region

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Abstract. This article presents a comparison of business incubators with business accelerators as state support projects in accordance with the government order of March 6, 2015 No. 373-p, which implements the innovative development strategy for the period up to 2020 in the Russian Federation. Also is carried analysis, development specifics of them in the Irkutsk region and the advantages/disadvantages of the each system are revealed.

1. Introduction
Nowadays in the modern world all wonder how fast and in a short time to get ready technical solution of the problems in the organization, that is why you need to innovate. Thanks to them, we have risen to a completely new level, increased the quality of our life, and at the same time increased the various technological innovations creation productivity.

In the Russian Federation, as well as in the world, support is provided for innovation activities in all business areas, as well as in science and education. In accordance with government decree No. 373-R of March 6, 2015, the strategy for the Russian Federation innovative development for the period up to 2020 is being implemented, which is purpose to eliminate threats in the innovative development field, as well as to implement an effective state innovation policy. [1-3]

One of such subjects of state support is a business incubator. This business format came from Europe to Russia in the 90's.

2. Results and Discussion
First of all, business incubators are special structures that are created to support small businesses and entrepreneurs who do not have the opportunity to start their own business at the initial stage of their activities. They create special conditions for the potential enterprises growth at the incubation development stage, provide comprehensive services and provide resources. In the present time, there are 260 business incubators in Russia (Figure 1). As a rule, Russian business incubators are created at technoparks based on higher education institutions, and the rest are carried out at industrial enterprises. [2, 4-9]

The main tasks of such business incubators are:
1) The economic activity growth increase in regions, their diversification and domestic markets development;
2) Expanding the tax base by increase of the small businesses number;
3) The enterprise's viability increase;  
4) Involvement and effective use of the higher resources number (labor, natural, technological, production, etc.);  
5) Small businesses consolidation and creation of stronger links with the various economy sectors;  
6) Commercialization of the technologies and products created by University business incubators;  
7) Encouraging people to do business;  
8) Financial investment opportunities creation. [4, 10-13]

Figure 1. The structure of the existing business incubators.

The price for providing business incubator services may vary according to the region requirements, based on certain standards of such organizations heads. According to how many years the idea’s developer lease the workspace, the following rental interest rate is set:

- 1st year of lease - no more than 40% of the rent rate set by the Russian Federation subject for renting non-residential premises of the subject ownership;
- in 2nd year lease no more than 60%;
- in 3rd year lease - no more than 100%.

Incubators can be placed on the base of companies that have different classifications and activity types, as well as they can be placed on the base of state and municipal institutions, large universities (National research or Federal). If we talk about the state institutions, the Russian Federation government 219th decree was developed ("on state support for the innovative infrastructure development in Federal higher professional education institutions"), according to which business incubators were created in research institutes and various universities, that are allocated subsidies by certain "donors" (educational institutions where they are placed). [14-21]

Currently there are 3 business incubators in the Irkutsk region:

1) BrSU business incubator specializes primarily on the field of construction, housing and utilities, energy conservation, ecology and timber processing (support was provided under the implementation of the project “Adaptive open (shift) secondary schools model as a complex condition for socialization student” and other projects).

2) business incubator at the Angarsk Technopark specializes in the field of mechanical engineering, woodworking, chemical industry, etc.

3) the business incubator of the IRNITU Technopark specializes in all sectors (“the Therapeutic laser project” was carried, etc.) and provides services to attract funding, promote business, conduct training, and business services (residents are small businesses and associations of creative students).

But most recently there appeared a replacement for the business incubator, the so-called business accelerator. Accelerator and incubator are two sides of the same coin.

Due to the investors disappointment with classic venture capital instruments, a new business support format was created in the mid-2000s, the so-called business accelerator. The main goal of the accelerator is to develop a business idea in the shortest time as it is possible (much faster than business incubators) and turn it into a lowest cost prototype.
The most famous and the first accelerator was created in the United States in 2005 under the name Y Combinator. It carries out the business process of growing startups, then takes a share of the project for the acceleration process. This program lasts 3 months, during which it helps to build an effective business by investing 150 thousand dollars for getting 7% of the company.

According to RVC, there are more than 450 accelerators in the world that help business agents and funds in the field of risks reduction.

**Figure 2.** The structure of the existing accelerators.

Accelerators that are located on the basis of universities have great importance for the education development in the Russian Federation. They are located in 9 regions of the Russian Federation.

| Russian Federation Subject  | Number of accelerators |
|----------------------------|------------------------|
| Moscow                     | 6                      |
| Samara region              | 3                      |
| Saint-Petersburg           | 2                      |
| Irkutsk region             | 2                      |
| Sverdlovsk region          | 2                      |
| Tomsk region               | 1                      |
| Saratov region             | 1                      |
| Tombov region              | 1                      |
| Kursk region               | 1                      |

There can be proposed 2 main goals for a corporative accelerator creation:
1) "technological radar": quick search for new ideas of a specific purpose in the foreign market the;
2) "technology development catalyst": acceleration of the internal ideas projects or products (and their commercialization) to the final refinement and development level.

The functions of business accelerators can be grouped as follows:
1) financial and economic;
2) consulting;
3) training;
4) legal;
5) organizational structure;
6) marketing;
7) commercial, which consists in a profit of the business operator;
8) evolutionary: its purpose is that the accelerator helps to develop the venture market, to implement effectively a business project and to develop new schemes for supplying financial resources, to bring innovations from the commercialization stage to objects, to improve the entrepreneurs literacy in the field of financial activity, to develop innovation in general case, as well as create and strengthen national and international structures relationship in the venture market.

The services provision by accelerators can be either paid or free, however, do not forget that in most cases they do not have state support and therefore are not charity structures [22-26]. On this basis, one of the accelerator goals is to make a profit for further development and expansion. This goal can be implemented in different ways:

1) a share in the project, which they take for acceleration services (thus they are not going to get a blocking or controlling stake, also at the same time they are not minority shareholders or enterprise). Average equity participation in the project is from 10 to 20%, and the maximum is 25%.

2) accelerators that set their service fees in advance. In Russia, there are a large number of such accelerators, which indicates two moments: the lack of the domestic venture capital market development and the infrastructure institutions desire to reduce and minimize their risks by receiving a fixed fee for services rendered.

3) a combined version of the commercial function implementation, which makes them financially more stable and reduce financial risks (it should be noted that accelerators do not finance projects in debt form).

4) application fee (for example, MassChallenge accelerator may request a certain amount from 49 to 99 dollars for acceleration program applying).

Mostly business accelerators actively use technological innovations in the field of communication and data transmission: the organize pitchings over the Internet and also accept applications online.

In the Irkutsk region in 2018 was opened the first corporate business accelerator, with the official opening on September 28. This program is co-financed by the Irkutsk region government, organizational and methodological support is provided by AO «RVK». First of all, there must be received a request from municipal unitary and commercial enterprises, then after 3 stages (stage №1 - technological audit, trainings of partners; stage №2 - project teams creation; stage №3 - prototypes creation), an application for project funding is submitted. Each project team includes a tutor from an industrial partner, a research supervisor (scientist), a tracker, and project team members (students). [5]

To sum up, in the present time there are more business incubators than business accelerators. The development dynamics over three years shows that over the period from 2015-2018, the number of business incubators increased by 50, and the number of accelerators by 64 objects each (Fig. 3).

![Figure 3. Existing business accelerators and business incubators creation dynamics.](image)

At the same time, in percentage, the number of accelerators has increased since 2017, and this number will continue to grow, due to its efficiency terms and several advantages of business accelerator over business incubators [2, 27-31].

3. Conclusion
The main accelerator goal is point-based assistance (the project development to an effective business in 3-6 months), which aim is to solve issues of particular area, meanwhile teams that have already
acquired legal support will receive intensive training in the field of these issues. Financial and expert assistance is the main startup interest, so where investments take place, there also is a strict control and work is performed on a tight schedule.

In a business incubator projects are developed over a longer time period, the organizer develops technology or product itself, without having funds, as well as a tracker that follows the precise project implementation at the development stages. The main incubator goal the is not funding that means that request and control activity over the residents is not strict. [1]

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