3 terms of whether they would be interested to move in can give you good data to use in your business plan.

<table>
<thead>
<tr>
<th>Lease Proposal</th>
<th>If possible, enclose a proposed lease agreement/terms for the landlord.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Macro Economic Indicators</td>
<td>FDI, GDP, population, size, inflation, days to start a business can all help build a picture of your environment for potential investors to consider.</td>
</tr>
<tr>
<td>Target Industry Statistics</td>
<td>This is a summary of the industry that you are focusing on.</td>
</tr>
<tr>
<td>Doing Business Indicators</td>
<td>From World Bank and IFC, you can demonstrate the kind of culture that exists for small businesses to startup.</td>
</tr>
<tr>
<td>Network &amp; Systems Installation</td>
<td>Get quotes for any expensive items that you would consider for the building, like your network and systems, a generator, a construction quote etc.</td>
</tr>
<tr>
<td>Interviews</td>
<td>Include transcripts of any interviews you had, as well as a list of the people that you have met during the feasibility, investment plan.</td>
</tr>
<tr>
<td>Profiles</td>
<td>If you can identify investors, developers or managers that could be substantially involved in this project, and have expressed an interest to be involved, it’s crucial that you profile them.</td>
</tr>
</tbody>
</table>

### 10. Design Smart

![Diagram of a building layout](image_url)

Flexibility and mixed-use may be of critical importance to your location and situation. In this sense here are some key considerations for designing your space:

**Consider a public, retail ground floor**

As a community centre for entrepreneurship, you can leverage that location and brand image to attract more foot traffic by co-locating public retail companies on the ground floor like a shopping mall. This will generate interest and traffic from the community – a commodity that can often be converted into business leads or employment opportunities for your incubates. It also diversifies your business model and introduces additional revenue streams.
Consider your brand & image
The look and feel and flow is critical to how people will perceive your services. The building should be stand-alone and immediately recognizable. The lines should be modern and clean. The logo and name should be aspirational and evocative. Keep it fun.

Parking
Critical, but often inadequately considered! Any anchor tenants with important established customers will require adequate parking for themselves and visitors. Public events will also.

Separate entrances
Sometimes corporate offices may feel more comfortable with their own entrance.

A communal ‘networked’ feel
All incubators will encourage social networking: your building should reflect this by encouraging common spaces and social services like restaurants, bars, food, cafes etc. Also, building an internal courtyard can encourage this sense of community interaction & visibility.

Office floors
Mix your start-ups with your mature companies. Don’t segregate them. Have fewer but longer floors, rather than a taller building with many floors. Encourage people to access others.

Storage
Often forgotten, but storage is critical throughout the building and should be strategically placed, particularly if some companies will have food or any kind of inventory.

Meeting rooms
Make sure you allow generous space for meeting facilities. Companies will need shared spaces to meet clients and run trainings. These should be available on every floor.

Public facilities
Consider access for the public and allowing the community outside your centre access to rent and use shared facilities within the building, like conference rooms.

Wrong
You’re going to get some of this wrong, it’s inevitable, so inform the architect that cabinets, desks, lights, wiring, electrical points should be as flexible as possible and as you settle into serving the community, you will want to move things around. Flexible options like wall trunking and movable desks and walls will be critical to reducing costs later.