

ABSTRACT

Higher education has a strategic role in encouraging innovation and entrepreneurship through various programs, one of which is the Bandung Techno Park (BTP) incubation service as a Science and Technology Park (STP) under Telkom University strives to become a center for innovation and entrepreneurship development in the field of technology. However, the success rate of startups (startup survival rate) participating in the incubation program at BTP is still below average (57%) compared to the baseline post-incubation survival rate in previous studies (87%), so an evaluation of the effectiveness of the services provided is needed. This study aims to design the value proposition of incubation services at BTP to better suit the needs of startups. The method used is the Value Proposition Canvas, with data collection through interviews and questionnaires to managers and startups participating in the BTP incubation program. The results showed that there are several gaps between the services provided and the needs and expectations of startups, especially in the aspects of post-incubation assistance, funding mechanisms, promotional opportunities and others. Based on these findings, a value proposition was designed that is more relevant and adaptive to the needs of startups, including increasing the intensity of post-incubation mentoring, endowment funds, holding expos, and others. This design is expected to increase innovation productivity and startup survival rate in Bandung Techno Park.

Keyword: value proposition incubation service, Bandung Techno Park, startup.