

## About SPSP Incubator

Shanghai Pudong Software Park Incubator (SPSP Incubator) is based in the core area of the Zhangjiang National Innovation Demonstration Zone, China (Shanghai) Pilot Free Trade Zone. It's invested and built in July 2008 by Shanghai Pudong Software Park, one of the first four software parks in China, and operated and managed by Shanghai Pudong Software Park Venture Capital Management Co., Ltd (SPSP Venture Capital). SPSP Incubator was certified as a national-level sci-tech business incubator by the Torch High Technology Industry Development Center, Ministry of Science and Technology. SPSP was jointly constructed by the former Ministry of Information Industry and the Shanghai municipal government and is a national software industry base and a software export base.

After nine years of operation and management, SPSP Incubator which won the "**AABI Incubator of the Year 2016 Award**" has incubated about 300 enterprises with a combined social financing of more than RMB 3.0 billion, including several well-known businesses like Fruit Day, Ymatou, Qiniu and Ximalaya, and it has become a prominent place in Shanghai to gather the new-generation IT startups. SPSP Incubator has been abiding by the business philosophy of "professional service + angel investment + entrepreneurship mentor". Backed by its abundant industry resources and several years of operation and practice, SPSP Incubator has developed a multi-step incubation system from startup nursery to incubator to accelerator. In conjunction with SPSP's strategy of building an industry ecosystem chain, SPSP Incubator is committed to providing a whole set of professional services, from physical business space, investment &

financing to public technology platform, marketing, human resources and policy consultation to the new-generation IT start-ups in such fields as Internet, IC design, information security, advanced intelligent manufacturing, cloud computing, open-source hardware, industry software and cultural & creative, in a bid to help the entrepreneurs reduce business risks and realize healthy and fast business growth.

## Incubator

- **Nursery**

SPSP Nursery, also known as I-cube, is a maker space developed by SPSP Venture Capital. Located in the core area of the Zhangjiang Hi-tech Park, I-cube is dedicated to providing free and comfortable office environment and one-stop comprehensive services to business starters in the TMT field, and it's striving to become a top venue that gathers premium IT projects, prominent investors and important industry activities in Shanghai. With 5,000 square meters of office space, I-cube offers up to 10 free working spaces for a maximum period of six months to a new business team.





- **Incubator**

SPSP Incubator was built in 2008, and was recognized in November 2009 as an incubator of new technology business, and rated a national-level technology business incubator in January 2013. It now has a combined incubation area of 30,000 square meters and can accommodate more than 100 new businesses to be incubated. The incubation spaces are well-decorated with office supplies and public conference rooms, and new businesses can check in free of worries and enjoy a broad range of professional incubation services.

Incubated enterprises can get a subsidy equivalent to half of their annual R&D spending, and the annual subsidy is capped at RMB 300,000.



- **Accelerator**

Backed by the brand advantages and industry resources accumulated by the SPSP - a national software industry base and national base of software export, SPSP Accelerator is positioned as "the last stop before an enterprise goes public". SPSP Accelerator provides a series of value-added services related to financing, financial & legal affairs and securities business. Accelerated enterprises that repay loans on a regular basis can receive interest subsidies.



## Services

- **Financing service**

Provide a full range of free tutorship and venture investment services to cater to the investment & financing demand from startup teams and incubated enterprises to expand their business.

- **Technology service**

Provide a string of affordable technology services, including cloud hosting,

cloud storage, app marketing technology as well as technology project management, to startup teams and incubated enterprises.

- **Operating service**

Provide a series of operating services from business marketing, talent recruitment, legal counseling to PR planning and psychological counseling, to startup teams and incubated enterprises.

- **Basic service**

Provide a raft of basic services, including business registration, accounting, tax registration and social security contributions, to new teams admitted to the Incubator.

## Some Projects



## Successful case



Shanghai Fruit Day E-commerce Co., Ltd was founded in June 2010. It entered the SPSP Incubator in August 2011 and joined the SPSP Accelerator program in 2013. Built on the basis of Internet technologies, Fruit Day is a supplier of premium fruits and individualized fruit delivery services. It offers selected global fresh fruit products, builds a direct supply platform between fruit production bases and consumers, and operates a sprawling cold-chain logistics network 365 days a year. It has secured about US\$100 million of venture investments from SPSP Venture Capital, SIG, ClearVue Partners and JD.

Please go to <http://www.spspvc.com.cn/en> for more information.