ICT and incubators drive digital and inclusive economies worldwide. Digital technologies enable businesses to improve productivity, efficiency and market access. Incubators create opportunities for young entrepreneurs to turn ideas into viable enterprises. PUM collaborates with SMEs, organisations and incubator centres to advance digital transformation and strengthen business incubation. This contributes to innovation, job creation and sustainable growth in diverse and challenging environments.

ICT & Incubators

The ICT & Incubators programme promotes strong business ecosystems where digital transformation and business development reinforce each other. By advancing the use of scalable technology solutions and well-structures incubation environments, it contributes to resilient and innovative enterprises. Together, digitalisation and incubation lay a powerful foundation for decent work, youth employment and inclusive local economic development.

ICT – innovative digital transformation

Digital solutions are essential for improving productivity, efficiency and market access. PUM collaborates with SMEs and organisations across industries to assess business processes and implement practical, scalable ICT systems.

Activities focus on areas such as ERP and CRM systems, digital marketing, e-commerce, e-learning and cybersecurity. Well-designed digital tools support better decision-making, strengthen operations and enable businesses to respond to changing market demands. By integrating digitalisation within incubators and SMEs, ICT becomes a key enabler of sustainable growth and a natural extension of business development support.

Empower ICT companies to grow

We support SMEs and ICT businesses to grow revenues, manage operations to international standards, manage cyber risks, ensure compliance with international standards, safeguard data and make effective use of AI to improve operations

Activities focus on Market research, TAM-SAM-SOM analysis, Value-based selling, marketing approaches, running market validation with sector clients, strengthen privacy and data handling, Identify responsible AI applications, and support climate, circular and resource-saving digital solutions.

Incubators – resilient start-up ecosystems

Strong incubators create the conditions for young entrepreneurs to turn their ideas into successful businesses. PUM collaborates with incubation centres to establish and strengthen programmes that support start-ups from early-stage development to growth.

A structured, train-the-trainer approach enables incubator staff to guide entrepreneurs in areas such as business modelling, product development, marketing and finance. Emphasis is placed on clear programme design, measurable results and sustainable operating models. By working closely with universities, local authorities and funding partners, incubators become part of a wider business ecosystem that stimulates innovation, entrepreneurship and long-term job creation.

Strengthening business foundations

The programme also includes experts with extensive experience in general strategy and business planning areas. They collaborate with entrepreneurs and organisations to strengthen management, marketing, finance and operations. By combining technical expertise with general business support, PUM contributes to sustainable growth and resilient organisations.

Professional people for positive impact

PUM collaborates with businesses and organisations to grow sustainably and build a brighter future for their community.
Check PUM.nl for more information and criteria, and apply for advice.