Strengthening start-ups and SMEs through incubation and smart IT solutions. PUM supports the development of business incubators and helps small and medium-sized enterprises implement effective digital tools. From training start-up coaches to advising on IT systems, our experts empower local businesses to grow, innovate and thrive.

ICT & Incubators

Creating opportunities for young entrepreneurs through innovation and technology young people account for up to 40% of the world's unemployed, with nearly 90% living in developing countries. Many enter the informal economy or leave in search of better prospects elsewhere. PUM addresses this urgent challenge by supporting business incubators that help young entrepreneurs turn ideas into sustainable enterprises. At the same time, we advise SMEs to use IT to improve operations and manage growth. Together , incubation and digital solutions provide a powerful foundation for decent work and local economic development.

Incubators

PUM experts bring years of experience in setting up and strengthening business incubators. Through a hands-on, train-the-trainer approach, we support incubator staff with workshops, tools, and coaching to better assist local start-ups. We typically work with incubators for two to three years to help build a fully functioning and sustainable incubation centre covering key areas like innovation, design thinking & co-creation, business modelling, marketing, product development, finance and sales. Our focus is on creating sustainable ecosystems, often in collaboration with universities, local authorities, and funding partners.

ICT

Digital tools are essential for modern businesses, including those emerging from incubators. As start-ups grow, they need reliable systems to manage operations, reach customers, and scale up. PUM supports not only IT companies, but also SMEs in other sectors looking to apply technology effectively. Our experts assess business processes, recommend tailored IT solutions, and support their implementation. Whether it's digital marketing, finance tools or customer systems, ICT is a key enabler of sustainable growth, and a natural extension of the support offered within strong incubator programmes.

PUM.

Areas of Expertise

Incubators

PUM supports business incubators in guiding start-ups through each stage of development, from idea to viable enterprise. Our experts focus on creating entrepreneurial environments where innovation can thrive, especially when linked to universities, technical institutes, and access to finance.

- Shape ideas into services or products with market potential
- Develop a strong business model using tools like the Business Model Canvas
- Write a business plan and find first customers or funding
- Set up internal functions and strong incubator team (marketing, finance, product development)
- Grow into SMEs with ongoing sales, cashflow and team development

How PUM supports incubators

We work in phases to ensure impact and sustainability:

Phase 1 – Incubator project
Set-up support for new or existing incubators, including program design, train the trainer, business model canvas and ecosystem building.

Phase 2 – Follow-up
Hands-on advice to strengthen the business incubator's operations, tools, and outcomes, plus support in defining success and attracting funding.

ICT

PUM supports SMEs and incubators with practical, scalable ICT solutions that strengthen operations and create new opportunities for growth.

- **E-learning & blended learning**
  Designing digital learning environments in regions with limited infrastructure, including LMS setup and curriculum development.

- **CRM systems**
  Selecting and implementing tools to manage customer relationships and improve client engagement.

- **Business continuity & cybersecurity**
  Safeguarding operations through risk assessment, backup strategies and secure information systems.

- **ERP systems**
  Streamlining logistics, finance and production through tailored ERP implementation plans.

- **Digital marketing & web presence**
  Enhancing online visibility, SEO and customer reach—crucial in competitive and tourism-driven markets.

- **Content management**
  Setting up efficient processes to keep websites and online platforms up to date with limited internal resources.

- **E-commerce**
  Developing practical strategies for online sales, including mobile, logistics and transaction systems.

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.

PUM.