

Pekanlit 2024: UPNVJ Introduces INKUBIZ as a Business Incubator to Create Entrepreneurs

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Public Relations of UPNVJ - The 2024 Literacy and Community Service Week (Pekanlit) at the National Veteran Development University of Jakarta (UPNVJ) was officially opened with great enthusiasm. The opening of this event began with the introduction of the UPNVJ Business Incubator, namely INKUBIZ UPNVJ, which was presented by Dr. Ranila Suciati, SE, MM, CFP. Dr. Ranila explained that the presence of INKUBIZ UPNVJ is part of UPNVJ's efforts to facilitate and support students and other academics in developing entrepreneurial skills.

In her presentation, Dr. Ranila explained that INKUBIZ UPNVJ was formed to answer the challenges faced by UPNVJ in increasing the percentage of students who become entrepreneurs. "UPNVJ encourages an increase in the number of students who become entrepreneurs. However, the challenge we face is to provide facilities that can help produce entrepreneurs who not only understand business theory and concepts, but are also skilled in developing and marketing their products," said Dr. Ranila.

As a solution to these challenges, INKUBIZ is here with the main goal of facilitating and assisting the start-up businesses of UPNVJ academics and the general public. INKUBIZ has several strategic goals, including creating and developing new businesses, optimizing human resources, growing new entrepreneurs, strengthening startup capacity, and increasing the number of entrepreneurs in the UPNVJ environment and expanding business networks.

INKUBIZ UPNVJ provides various facilities to support entrepreneurs, including co-working space, cloud kitchen, office facilities, business coaching and mentoring, access to funding, business networks and collaborations, and Intellectual Property Rights (IPR) management. These facilities are designed to help develop businesses from the early stages to becoming mature and competitive businesses in the market.

In addition, INKUBIZ also offers grant programs in two categories, namely *Incubation* and *Accelerator*. The *Incubation* program is intended for individuals or groups who have new ideas or products without business legality, while the *Accelerator* program targets those who already have business legality, such as PT or CV, in various fields.

Throughout 2023 to 2024, INKUBIZ UPNVJ has provided grant funds and provided coaching to 36 MSMEs around the UPNVJ area. These fostered MSMEs not only received grant funds, but were also facilitated to sell their products in the UPNVJ cloud kitchen, known as UPNVJ HUB.

Dr. Ranila also said that the increase in turnover of grant recipient businesses tends to increase even though it is not significant, considering that INKUBIZ UPNVJ is still relatively new. "INKUBIZ UPNVJ is still relatively new, but we are committed to continuing to support and strive so that in the future, the turnover of our fostered businesses can increase significantly," she said.

With the presence of INKUBIZ UPNVJ, UPNVJ strives to be a pioneer in creating a new generation of entrepreneurs who are not only profit-oriented, but also contribute positively to society. Through Pekanlit 2024, UPNVJ shows its commitment to continue to encourage the spirit of entrepreneurship and innovation among students and the wider community.

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