

## APPRAISAL MODEL FOR ADMITTING NEW TENANTS TO THE INCUBATION CENTER AT ITRI

BENJAMIN WANG AND JOSEPH SHYU

Institute of Management of Technology  
National Chiao Tung University  
1001, Ta Hsueh Rd., Hsinchu 300, Taiwan  
bywang@itri.org.tw; joseph@cc.nctu.edu.tw

GWO-HSHIUNG TZENG

Department of Business Administration  
College of Management  
Kainan University  
No.1, Kainan Road, Luchu, Taoyuan 338, Taiwan  
ghtzeng@mail.knu.edu.tw

Received June 2006; revised October 2006

**ABSTRACT.** *The Incubation Center at the Industrial Technology Research Institute (ITRI) in Taiwan has committed itself to producing many self-sustaining, successful companies. The pivotal factor for the success of the Incubator Center is attributed to a stringent reviewing process implemented for selecting and admitting only those entrepreneurs and their products that have a high potential for success. This study devotes itself in evaluating the merits for approving applications filed by the prospective tenants through a model believed worthy of serving as a workable methodology for other local incubation centers.*

**Keywords:** Incubation center, New start-up, ITRI, AHP, FMADM

1. **Introduction.** Although the developer and owner of a certain technology may have the preliminary control over the specific know-how, they lack the capital, the equipment and the managerial experience to start and develop a viable business. The innovation and incubation center may provide a start-up enterprise with a supporting environment and the expertise to run the business at its early unstable stage. The service provided by the center may include financing channels and internal in-kind back up services [1]. As a result, the business starter may make good use of the services provided by the innovation and incubation center to promote its technology innovation, by integrating resources of the industry, the government, the academia and the R&D institutes. In doing so, the center not only integrates the technology resources belonging to the public with the entrepreneurship of the private sector, but also promotes the innovation as well as the new product development of the industries. This has enabled the innovation incubation centers to become the most important driving force of the nation's economic growth.

1.1. **Overview of the development of incubation center.** The concept of the Incubation Center began in 1959, when the north eastern states of the United States faced economic depression. An industrialist by the name of Joseph L. Manusco put to use a