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### 基于价值链的科技企业孵化器的盈利模式分析

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## The profit-making model of science and technology enterprise incubators in China based on value chain

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**摘要** 本文在分析孵化器价值链、产业链以及利益相关者的基础上,构建了孵化企业的盈利模式模型,并利用该模型对已有主要科技企业孵化器的盈利模式进行了解析。孵化器要实现盈利需要从以下四方面入手:首先要发展和完善完整的孵化体系,实现价值链的升级和延伸;其次,利用范围经济和规模经济原理,最大化实现价值活动的成本协同;再次充分利用社会资源等多种渠道;最后要利用产品组合定价策略,提高对潜在入孵企业的吸引力。

**关键词:** [科技企业孵化器](#) [商业模式](#) [价值链](#) [产业链](#)

**Abstract:** Based on the analysis of the value chain, industry chain, and stakeholders of incubators, a profit-making model of enterprise incubator is built and the model is used to analyze the profit-making model of science and technology enterprise incubators in China. In order to achieve profitability, the incubators need start with following four aspects. First, a complete incubation service system should be improved and developed through value chain upgrade and extension. Secondly, the cost synergies of value activities should be maximized based on the principle of scope economies and scale economies. Thirdly, the full use of multiple channels, such as multiple channels, should be made. Last, product combinatorial price making strategy is used for improving the attractiveness for the potential enterprises entering incubator.

**Keywords:** [science and technology enterprise incubator](#) [profit-making model](#) [value chain](#) [industrial chain](#)

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