Introduction to the UCFBIP

March 2, 2011
UCFBIP’s Mission Statement:

.... A University driven community partnership dedicated to providing early stage companies with the enabling tools, education, training, and infrastructure necessary to create financially stable, high growth enterprises
Being a part of UCF

- UCF 2nd-largest in the nation
  - 56,000+ students
- $140 M+ in Research Expenditures
- UCF and the Central Florida Research Park influence 45,000+ jobs
  - Combined economic impact $3.5B+
UCF Ranked **3rd** in 2010 Patent Power

![Image of IEEE Spectrum article](image)

<table>
<thead>
<tr>
<th>Rank</th>
<th>Company/Organization, Country</th>
<th>2009 U.S. Patents</th>
<th>Pipeline Growth Index</th>
<th>Pipeline Impact</th>
<th>Adjusted Pipeline Impact</th>
<th>Pipeline Originality</th>
<th>Pipeline Power</th>
<th>Adjusted Pipeline Power</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>University of Texas, U.S.</td>
<td>112</td>
<td>1.24</td>
<td>1.54</td>
<td>22.0%</td>
<td>1.54</td>
<td>1.80</td>
<td>1.73</td>
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<td>2</td>
<td>University of California, U.S.</td>
<td>271</td>
<td>1.08</td>
<td>1.05</td>
<td>15.1%</td>
<td>1.65</td>
<td>1.48</td>
<td>1.03</td>
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<td>3</td>
<td>University of Central Florida, U.S.</td>
<td>56</td>
<td>1.37</td>
<td>1.49</td>
<td>22.9%</td>
<td>1.49</td>
<td>2.32</td>
<td>1.74</td>
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<tr>
<td>4</td>
<td>Iowa State University of Science and Technology, U.S.</td>
<td>32</td>
<td>2.67</td>
<td>1.30</td>
<td>13.7%</td>
<td>1.30</td>
<td>2.07</td>
<td>1.93</td>
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<td>5</td>
<td>University of Washington, U.S.</td>
<td>54</td>
<td>1.15</td>
<td>1.65</td>
<td>30.2%</td>
<td>1.64</td>
<td>2.75</td>
<td>1.34</td>
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<tr>
<td>6</td>
<td>State University of New York (SUNY), U.S.</td>
<td>56</td>
<td>1.27</td>
<td>1.51</td>
<td>8.1%</td>
<td>1.51</td>
<td>1.87</td>
<td>1.74</td>
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<tr>
<td>7</td>
<td>Tufts University, U.S.</td>
<td>14</td>
<td>2.00</td>
<td>2.88</td>
<td>21.2%</td>
<td>2.88</td>
<td>4.13</td>
<td>0.91</td>
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<tr>
<td>8</td>
<td>University of Wisconsin, U.S.</td>
<td>118</td>
<td>1.33</td>
<td>1.04</td>
<td>19.2%</td>
<td>1.04</td>
<td>1.15</td>
<td>1.52</td>
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<tr>
<td>9</td>
<td>Northwestern University, U.S.</td>
<td>39</td>
<td>1.30</td>
<td>1.47</td>
<td>26.4%</td>
<td>1.47</td>
<td>2.65</td>
<td>1.39</td>
</tr>
</tbody>
</table>

UCFBIP’s Incubation Process
Big Picture Goals

• **It’s all about Economic Development**
• Expand high impact industries
• Engage universities in the community
• Facilitate tech transfer, collaboration, and economic development
• Provide practitioner based business training, coaching, and mentoring support to:
  – growth potential start-ups
  – university spin-offs
  – existing companies, restarting
  – existing company with new project/product
  – SBIR / STTR start-ups
UCFBIP’s Incubation Process
Economic & Community Benefits

• Approximately **20 to 25 start-up companies enroll** in the UCFBIP/year < 5 client companies **drop out** of the UCFBIP/year (either voluntarily or they fail to continue meeting the requirements of the program).

• On average, clients remain in the incubator between **1-3 years** before they are considered “**ready**” to graduate.

Source: REAL ESTATE RESEARCH CONSULTANTS, INC. report, Sept. 2009
Economic & Community Benefits

Return on Investment studies:

- In total, UCFBIP has facilitated the creation of over 1,600 jobs in the region (based upon the multiplier assumptions embodied within RIMS II).
  - These 1,653 jobs are responsible for more than $70,012,000 in earnings and nearly $200,000,000 in total annual economic output.

- For 2009, the UCFBIP will generate > $4.5 million in public revenues within Orange and Seminole counties, representing a return of $5.25 for every $1.00 invested by local governments.

Source: REAL ESTATE RESEARCH CONSULTANTS, INC. report, Sept. 2009
UCFBIP FY2010 Stats

FY2010: July 1, 2009 – June 30, 2010

– Admitted **45 new clients** to the UCFBIP

– **2 clients** licensed UCF technology

– Graduated **8 clients**
In a normal economic climate, **8-10 companies graduate/year from the UCFBIP**

According to surveys of graduate companies, at least **55 grants totaling more than $33 million in SBIR/STTR funding** have been awarded to client and graduate companies of the UCF incubators. **Additionally > $50 million** from other federal and state grants that support on-going technology development.

Source: REAL ESTATE RESEARCH CONSULTANTS, INC. report, Sept. 2009
UCFBIP Management Team

Tom O’Neal –
Executive Director

Gordon Hogan –
Director,
Site Manager – Photonics & Sanford Incubator

Henriette Schoen
Carol Ann Dykes
Esther Vargas-Davis
Jim Bowie
Melissa Wasserman
James Spencer
Rafael Caamano

Prog. Dev. Manager
Site Manager, Research Park
Site Manager, Winter Springs
Site Manager, St Cloud
Site Manager, Orlando
Site Manager, Leesburg
Site Manager, Kissimmee

UCFBIP’s Incubation Process
Facts about Incubation

Smart place to start:

• **Increase chances of success**
  – 87% of incubator graduates still in business 5 years later (NBIA survey)

• **Home grown companies**
  – 84% of graduates stay in the community they were incubated in (NBIA survey)

• **Good investment for you and your company**
  – Low cost per job
  – generates more tax revenue than it costs
Startup companies are prone to ...

... do foolish things and act impulsively.
They often don’t know any better.
An Unknown Path to Success

• The direction the company is headed is more important than how it’ll get there.
• It’s a messy business
Company’s Needs Decrease as It Grows

- A startup’s needs are greatest at its inception.
- Successfully managed companies grow up and require less help from incubator management.
Highlights about UCFBIP

- Opened in December, **1999**, as the UCF Technology Incubator.
- The Incubator Program received in **2004** the National Business Incubation Association Yearly award as best incubator in the USA/world

Recent

- Opened St. Cloud site **April 28, 2010**
- Expansion of the Sanford site with **1,950 Sq. Feet** - Opening **June 10, 2010**
- Facilities in total cover **+133,650 sq. feet**
- Opening incubator in Volusia County - the **Daytona Airport Incubator** in Summer 2011
## Current results from the UCFBIP Clients

<table>
<thead>
<tr>
<th>Category</th>
<th>Value</th>
</tr>
</thead>
<tbody>
<tr>
<td>Companies currently serving as of today</td>
<td>93</td>
</tr>
<tr>
<td>Companies graduated</td>
<td>54, 49 still in Region</td>
</tr>
<tr>
<td>Companies assisted in total</td>
<td>&gt;160</td>
</tr>
<tr>
<td>Jobs created</td>
<td>&gt; 1600</td>
</tr>
<tr>
<td>Average salary</td>
<td>$60,000</td>
</tr>
<tr>
<td>Investment raised</td>
<td>$190 M</td>
</tr>
<tr>
<td>Generated revenue</td>
<td>&gt; $500M</td>
</tr>
<tr>
<td>Patents held by UCFBIP clients</td>
<td>&gt;286</td>
</tr>
<tr>
<td>Copyrights held by UCFBIP clients</td>
<td>&gt;75</td>
</tr>
<tr>
<td>Trademarks held by UCFBIP clients</td>
<td>&gt;47</td>
</tr>
<tr>
<td>Trade secrets held by UCFBIP clients</td>
<td>&gt;64</td>
</tr>
</tbody>
</table>
UCFBIP’s Incubation Process

What does the UCFBIP do?

1. **New Client**
   - Marketing
   - Sales
   - Distribution
   - Financial
   - **Technical**
   - IP
   - Cash
   - Management
   - Manufacturing
   - Contacts

2. **Identify and strengthen the weak spots**
   - Incubator staff
   - Community political support
   - Technical expertise
   - Business expertise
   - Networking
   - Regional professional service providers
   - University resources

3. **Add Value**
   - Focus
   - Tactics
   - Strategy
   - Connectivity

Graduate companies poised for success

- **Marketing**
- **Sales**
- Distribution
- **Financial**
- **Technical**
- IP
- Cash
- Management
- Manufacturing
- Contacts
Services UCFBIP Provide

• **Flexible lease**

• **On-site business coaching and mentoring**

• **Shared resources**
  – Reception, conference rooms, business library, high speed internet access, work/break rooms, office equipment

• **Become a part of the UCFBIP Network**

• **Close proximity to UCF professors and the UCF Campus/Expertise**

• **Access to interns and graduate student support**

• **Access to community leaders and an exceptional advisory board**

UCFBIP’s Incubation Process

[Logo: University of Central Florida Business Incubation Program]
UCFBIP’s Incubation Process

Clients get visibility here on frontpage

Application for clients and partners for the UCFBIP here

Events listed:
- UCFBIP,
- Community
- UCF

Incubation Programs webpage - www.incubator.ucf.edu
The Incubator’s Overriding Goal

- The incubator should principally be guiding and assisting your client companies, not running their business or doing things they can do for themselves.

- The incubator’s central goal should be helping startup companies to become more self-sufficient and financially viable.
The Site Managers Role

- The primary responsibility is to help the client companies become successful
- Daily manage the actual facility
- Help the clients with their upcoming questions
- Assist them with business connections/network
- Introduce them to all the advantages of being part of the UCFBIP
Central Florida Research Park

Rene Ayala
Administrative Assistant

Roy McCaw
Facilities Manager

Jessey Schmidt
Client Administrator

Site Manager – Carol Ann Dykes

UCFBIP’s Incubation Process

University of Central Florida Business Incubation Program
Daytona Airport – Opening Summer 2011

UCF Business Incubator – Daytona Airport

Premier Funding source

Volusia County
FLORIDA

Site Manager – TBD

UCFBIP’s Incubation Process
Kissimmee

UCF Business Incubator – Kissimmee

Site Manager – Rafael Caamano

Program Assistant – Pamela Turlington

UCF BIP’s Incubation Process
UCF Business Incubator – Leesburg

Site Manager – James Spencer

Program Assistant - Theresa Davis

UCFBIP’s Incubation Process
Formerly the Orlando Business Development Center/District 2 –
Now named the UCF Business Incubator - Orlando

UCFBIP’s Incubation Process
Photonics UCF Campus

UCF Business Incubator - Photonics

Site Manager – Gordon Hogan

UCFBIP’s Incubation Process
UCFBIP’s Incubation Process

Sanford

UCF Business Incubator - Sanford

Site Manager – Gordon Hogan

Program Assistant – Peggy Allen
UCF Business Incubator - Sanford

9 Current Clients

http://www.youtube.com/watch?v=J1VbH4Y3LNE&feature=player_embedded

http://www.youtube.com/watch?v=-h4CaBd7Afc&feature=related

BISHOP CONSTRUCTION GROUP, Inc.
Brothers Manufacturing Group

UCFBIP’s Incubation Process
St. Cloud

UCF Business Incubator – St. Cloud

UCFBIP’s Incubation Process

Site Manager
Jim Bowie

Program Assistant
Jessica Filter
UCF Business Incubator - Winter Springs

Site Manager –
Esther Vargas-Davis

Interim Program Assistant –
Marcia Montes
<table>
<thead>
<tr>
<th>Site Name</th>
<th>Sq. Feet</th>
</tr>
</thead>
<tbody>
<tr>
<td>Research Park</td>
<td>56,000</td>
</tr>
<tr>
<td>Leesburg</td>
<td>4,000</td>
</tr>
<tr>
<td>Orlando</td>
<td>6,000</td>
</tr>
<tr>
<td>Photonics</td>
<td>21,000</td>
</tr>
<tr>
<td>Sanford</td>
<td>5,850</td>
</tr>
<tr>
<td>St. Cloud</td>
<td>14,000</td>
</tr>
<tr>
<td>Winter Springs</td>
<td>10,800</td>
</tr>
<tr>
<td>Kissimmee</td>
<td>8,000</td>
</tr>
<tr>
<td>Daytona Airport</td>
<td>8,000</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>133,650</strong></td>
</tr>
</tbody>
</table>
How to join the UCFBIP

• Participation and satisfactory passing of UCFBIP’s Certificate in Entrepreneurship called “Excellence in Entrepreneurship”
  7 sessions of 3 hours ending with client presentations.

• Formal application
  – Application
  – Interview
  – Require a business plan
  – Usually require full time commitment

• When accepted to the program – to be considered an active client in our program, it is required that the client attend
  6 educational sessions/workshops pr. year
UCFBIP’s Incubation Process

Incubation Programs webpage - www.incubator.ucf.edu
Eligibility Requirements

In order to be eligible for consideration, an Incubator client should:

1. Be a for-profit business in a high growth field
2. Have a product or service that can be commercialized within two years
3. Be in the early stages of business development
4. Demonstrate strong market for products or services
5. Offer potential for significant job creation in the Central Florida area
6. The company should plan to remain headquartered in Central Florida
7. The office of the President/CEO will be located in the incubator (unless virtual applicant)
8. Have a basic business plan or a written description of a business and a financial forecast;
9. Have a management team in place that can demonstrate an ability to handle both the technical and managerial aspects of the business and is willing to seek and accept assistance from the Incubation Program and its network of service providers.
10. Be well-suited as a business to benefit from UCFBIP services, the business incubator environment, and UCF's technical and business expertise.
11. Have the ability to pay the Incubator's monthly rental fee for the intended term of occupancy, or monthly service fee for virtual/off-site status.
12. Have potential for positive economic impact on the community through:
   - A technology, product or service deemed to have a high potential impact in the marketplace or community
   - Potential for rapid company growth and the associated creation of new high paying jobs
   - Positive impact on the tax base of local and state government
13. Agree to participate in the incubator's business assistance programs and to cooperate in achieving the incubation program's mission.
14. Willingness to attend at least six (6) business incubation program educational seminars/workshops per year, chosen by the client from the monthly UCFBIP Client Calendar.
UCFBIP facilities in following counties

UCF’s service area: 11 counties

UCFBIP’s current service area: 5 counties
UCFBIP’s Incubation Process

Programs and Partnerships

- Industry Leaders
- Disney Entrepreneur Center
- Incubation Program
- Local Government - Development Board
- Center for Entrepreneurship and Innovation (CEI)
- University Research & Commercialization
- Venture Lab

Entrepreneurship in Central Florida
Innovation Support Infrastructure Offered

- **Center for Entrepreneurship & Innovation** (CEI)
- **UCF Venture Lab** (VL)
- **Technology Transfer office** (TTO)
- **GrowFL**
- **UCF Office of Research & Commercialization** (ORC)
- **UCF Business Incubation Program** (UCFBIP)
- **Central Florida Research Park** (CFRP)
- **Small Business Development Center** (SBDC)
- **National Collegiate Inventors & Innovators Alliance** (NCIIA)
- **Disney Entrepreneur Center** (DEC)
- **Florida High Tech Corridor Council** (FHTCC)
- **Metro Orlando Economic Development Commission** (Metro EDC)
- **Orlando Inc.**

UCFBIP’s Incubation Process
UCFBIP’s Incubation Process

Central Florida Entrepreneurial Environment

1998

Education

- Large corporations, government agencies
- Central Florida Research Park
- New technology
- Management talent
- Workforce
- Corporate Community
- Students
- Faculty
- SBDC
- New Startups & Spinoffs
- Partnerships

Local Community Partners
- Economic Development organizations
- Entrepreneurs
- Local Government
- Community colleges
- Service providers
Take Aways

• It’s a community effort
  – With a lot of **Funding Partners**
• Work together to figure out the big picture
• Manage expectations
• Find the “right type” to be site manager
• Need to continually educate and inform the community
UCFBIP's Incubation Process

UCFBIP Funding Partnerships
Take Aways about the UCFBIP model

• Incubation is an Economic Development Investment tool

• Requires long term funding commitment - min. 3-5 years

• Companies normally require 3-5 years to create jobs

• The UCFBIP/the individual incubator will never be self-sustaining
More info

• About UCFBIP – UCF TV “Zenith” features a client company “Mydea Technologies” and the new UCFBIP COO, Gordon Hogan and the Incubation Program
  – [http://www.youtube.com/watch?v=sLVMvVUSG2E&NR=1](http://www.youtube.com/watch?v=sLVMvVUSG2E&NR=1)

Mydea Technologies is a specialist in rapid prototyping services and design.