



# Quarterly Report - 4Q14

Jan 15, 2015

**TABLE OF CONTENTS**

<b><u>2014 – Third Quarter Report</u></b>	<b><u>Page #</u></b>
Summary Report	3
Volusia County Business Incubator Project in West Volusia	4
2015 Strategies Status	5
Incubator Metrics	6 - 9

### Summary Report:

According to the NBIA, Business incubation is a business support process that accelerates the successful development of start-up and fledgling companies by providing entrepreneurs with an array of targeted resources and services. These services are usually developed or orchestrated by the incubator ecosystem and offered both in the business incubator and through its network of contacts.

The fourth quarter of 2014, saw the beginning of our new funding cycle. Today, 71.4% of the Volusia County incubator clients are technology companies eager to become one of the most successful startup companies in Central Florida. Technology incubators need a totally different approach focused on a "Lean startup" strategy and a more structured mentoring program. The Lean Start approach helps the incubator clients to validate their hypothesis, tweak their business model and push the entrepreneurs to think different, so that they can accomplish rapid results. The mentors are part of the local ecosystem. They are successful entrepreneurs and philanthropists committed to incubator companies who give generously of their time and leverage their experience for the client's success. With that in mind, our goals for this quarter were to adopt the Lean startup approach and to strengthen the ecosystem by formalizing a successful mentor program for the Volusia County UCF Business Incubator.

While adopting the Lean start approach, it was necessary to develop the pre-incubation program. This strategy has allowed many entrepreneurs to tap into the incubator resources and have a taste of what incubation is all about. In addition, the pre-incubation program serves as a catalyst to increase the number of companies in the pipeline and recruit a better quality of entrepreneurs. The pre-incubation program will be offered to the West Volusia Entrepreneurs free of charge.

Today, the Volusia County incubator is not only ready to make the current clients successful, but also to serve the West Volusia entrepreneurs with an array of targeted resources and services, including partnerships with SCORE, SBDC and CareerSource Flagler/Volusia which makes the Volusia County Ecosystem a strong network of professionals ready to make an impact in our business community.

Lastly, on Dec 5, 2014 we presented our plan for increasing the presence in West Volusia to the practitioners and the West Volusia Chambers. On January 22, 2015, the West Volusia project will be launched to the public.

**Volusia County Business Incubator Project in West Volusia**

**Action plan:**

The project started with introductory meetings to the practitioners and to the Volusia County Economic Development in November 2014. Our goals for 1Q15 are as follows:

Activities:	Status
1) We will introduce our presence via a press release that announces this partnership and advertises an introductory program in West Volusia	Done
2) We will further promote this arrangement with local chambers and economic development practitioners for each city in West Volusia.	Done
3) We will establish our presence by providing an Introductory Session that will be offered separately in English and in Spanish	January 22, 2015
4) Once a week (Fridays) One to One business consultation in CareerSource Flagler/Volusia in Orange City	Starting Jan 23, 2015
5) We will use our proven methods to market the capabilities of the Business Incubator in West Volusia and to identify candidates to become incubator clients. Candidates will take the EIE class in Orlando	TBA
6) For each entrepreneur accepted as an incubator client, we will develop a process to help them to grow as an off-site client or an on-site client.	TBD
7) We will bring our mentors to help meet their needs.	TBD

Ongoing business education, research and outreach, in West Volusia, will be our objectives for the next six months.

2015 Strategies:

SBIR/STTR Grants  
Strategy

- Our next SBIR/STTR seminar will be held on February 10, 2015.
- Site Manager will be trained in other type of grants, so that the clients can tap into more opportunities.

Launch of the  
Volusia Incubator  
Mentors Program  
January 28, 2015  
Keynote Speaker:  
Shane Pegg

- Shane Pegg was featured at the 2014 National Business Incubation Association's (NBIA) conference in New Orleans, and spoke about how to "Boost Your Value to Clients Through Better Mentoring and Coaching". Shane leads the business development and marketing efforts of the Accelerator Centre as VP of Strategic Initiatives. Founded in 2006 and based in Waterloo, Canada, the Accelerator Centre is a high tech incubator that develops and commercializes technology startups. Shane has 15 years of leadership experience within the technology sector and holds an Honours Bachelor of Business Administration degree from Wilfrid Laurier University.

Partnering with  
Local Universities  
and Business  
Community

- The Cairns Foundation Innovation Challenge will be held on April 02, 2015 at Noon time at the Daytona Beach International Airport - Volusia Room.
- We partnered with CareersSource Flagler/Volusia to increase our presence in West Volusia. They are going to provide us with a conference room to meet with clients and training rooms to deliver business workshops and seminars.

1. Incubator Metrics by Quarter:

Metrics include the number and types of businesses present, number of prospect clients, the number of jobs, the number of workshops held, and the amount of leased space, etc.

Number of companies: 14 = 71.4% Technology Companies.



## UCF Business Incubator at Daytona Beach International Airport

### Clients' Websites:

Company Name	Status	Company Website
1. AbM Engineering, LLC	On-Site Client	<a href="http://www.abmengr.com">http://www.abmengr.com</a>
2. Architectural Design Plus	On-Site Client	<a href="http://architecturald.com">architecturald.com</a>
3. DeLand Bakery, Inc.	Off-Site Client	<a href="http://www.DelandBakery.com">www.DelandBakery.com</a>
4. Klein-Yaney Media, LLC	Off-Site Client	<a href="http://www.K-YMedia.com">www.K-YMedia.com</a>
5. First Response Disaster Team	Off-Site Client	<a href="http://www.thedisasterteam.com">www.thedisasterteam.com</a>
6. Medical Exercise Associates	Off-Site Client	<a href="http://www.medicalexerciseassoc.com">www.medicalexerciseassoc.com</a>
7. C2 Aeronautics, LLC	On-Site Client	<a href="http://www.c2aeronautics.com">www.c2aeronautics.com</a>
8. AquaSolve Ventures, LLC	On-Site Client	<a href="http://www.aquasolveventures.com">http://www.aquasolveventures.com</a>
9. VisSidus Technologies, Inc.	On-Site Client	<a href="http://www.vissidus.com">www.vissidus.com</a>
10. Details Flowers – Technology	On-Site Client	<a href="http://www.detailsflowers.com">www.detailsflowers.com</a>
11. Rubicon Business Services, LLC - Technology	Off-Site Client	<a href="http://rubiconservices.net">http://rubiconservices.net</a>
12. Riggle Enterprises Inc. D.B.A. Aqua Instruments, LLC	On-Site Client	<a href="http://www.aquainstruments.com">www.aquainstruments.com</a>
13. Enersave Solutions Inc.	On-Site Client	<a href="http://enersavenow.com">enersavenow.com</a>
14. Space Training Adventure Inc.	On-Site Client	<a href="http://spacetrainingadventure.com">spacetrainingadventure.com</a>

### Graduate Companies:

1. Ferst Eye Institute – 3D	On-Site Client	
2. Source 2 Real Estate, LLC	On-Site Client Soft Landing	<a href="http://www.Source2MLS.com">www.Source2MLS.com</a>
3. B3B, LLC (Best3Bids)	Off-Site Client	<a href="http://www.Best3Bids.com">www.Best3Bids.com</a>
4. Abraham Rosa Seasonings	Off-Site Client	<a href="http://www.brahamrosaseasonings.com">www.brahamrosaseasonings.com</a>
5. C&J Performing Arts Inst., LLC	On-Site Client	<a href="http://www.craigandjanicepai.com">www.craigandjanicepai.com</a>

**Exit Companies:**

1. Mind to Medium, LLC	On-Site Client	<a href="http://www.mindtomedium.com">www.mindtomedium.com</a>
2. GoDrBid.com	On-Site Client	<a href="http://www.godrbid.com">http://www.godrbid.com</a>

**Number of Jobs**

Metrics	1Q14	2Q14	3Q14	4Q14
# of Stage One Companies	15	15	17	12
# of Stage Two Companies	2	2	2	2
Total Number of Incubator Companies	17	17	19	14
# of Jobs Stage One Companies (2-9 employees)	53	51	62	65
# of Jobs Stage Two Companies (10-99 Employees)	84	96	96	100
# of Temporary Jobs	0	0	0	5
Total # of Jobs	137	147	158	170
# of Interviewed Prospects	12	9	14	21
# of Companies Applied	8	3	2	2
# of Companies Accepted	6	1	2	2
# of Pre-Incubation Companies		2	5	3
Graduate Companies	0	0	0	5
Exited Companies	1	1	0	2

**Number of Prospect Clients / Pre-Incubation Companies: 3**

Pre-Incubation companies are prospect businesses that are preparing to become incubator clients. The pre-incubation process includes the development of The Business Model Canvas, which is a rigorous testing of business model assumptions. In addition, we assist the company with the refinement of the documents to be attached to the incubator application. The following are the prospect clients, who are in the process of completing the necessary requirements and will take the next EIE class starting on February, 2015.

1	Janeth Arias, CRE Web Design
2	Mr. Patel
3	David Sawyer



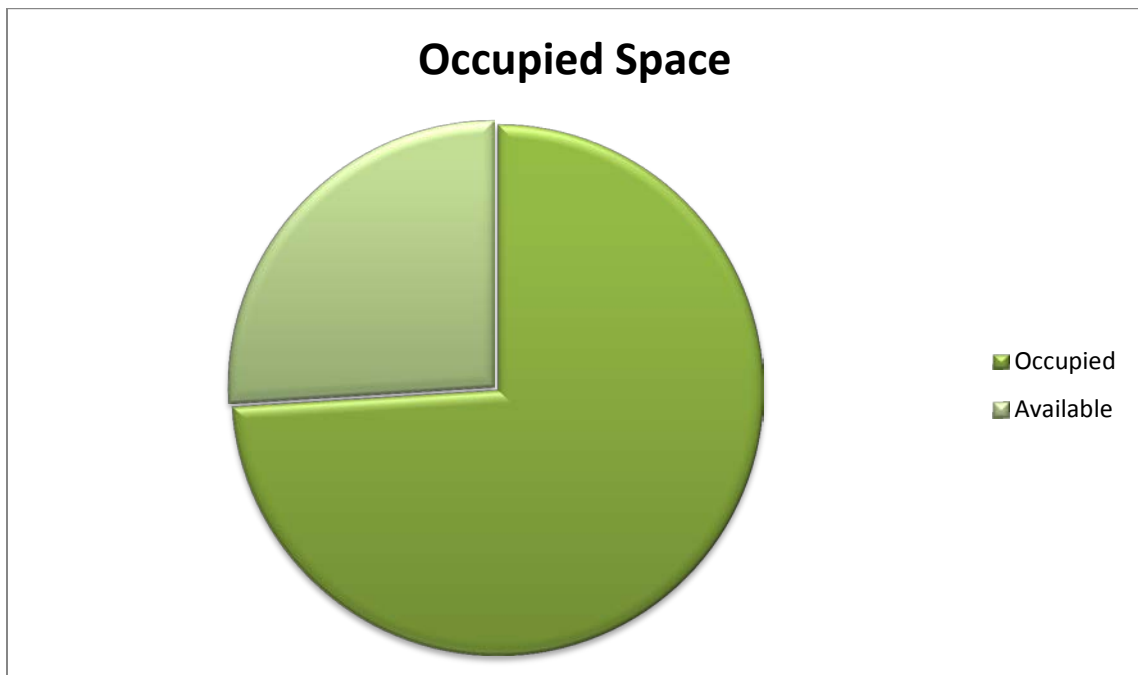
**Training and Conference Room Use:**

# Training Workshops	9
# Training Attendees	101
# People Counseled	68
# People of visitors	171

**Occupied Space:**

Our occupied rate at the three-year mark has hit a record. Usually 70% occupied space is shown in a four-year-old incubator.

**74% Occupied Space as December 31, 2014:**



**Anchor Tenants:**

Company Name
<ul style="list-style-type: none"><li>Florida Virtual Entrepreneur Center / Michael Zaharios</li></ul>