Photonics Incubator – Offers Access To World’s Leading Laser & Optics Research Facility

Housed inside the Center for Research & Education in Optics & Lasers (CREOL) on the UCF main campus, the Photonics Incubator offers laboratory space for technology development partnerships between industry and UCF researchers.

Established in 2006 as part of the UCF Incubation Program, the Photonics Incubator is designed to accelerate the movement of innovative laser and optics technology into the marketplace. Support for the incubator is made possible by funding from the U.S. Economic Development Administration, City of Orlando, Florida High Tech Corridor Council and UCF.

Site Manager, Gordon Hogan commented, “The primary advantage of having the Photonics

Explore The Realities Of Planning And Starting A Company – Register Today For Excellence In Entrepreneurship

Starting Tuesday, October 7, the UCF Incubation Program and UCF Center for Entrepreneurship & Innovation will offer the next “Excellence in Entrepreneurship (EIE) Certificate Course”. Classes will be held from 6pm - 9pm at the UCF Incubator-Seminole County/Winter Springs facility, located at 1511 E. State Road 434, Suite 2001 in Winter Springs, FL, 32708.

This dynamic, intense short course explores the realities of planning and starting a company and how to successfully develop and launch a business. Taught by experienced entrepreneurs, professional service providers and entrepreneurship faculty from UCF, the course will help clarify your business concept and guide you through the steps of planning and starting a business, as well as introduce resources and advisors that provide invaluable support in laying the foundation for a successful company.

According to Carol Ann Dykes – Research Park Site Manager and former program director of the EIE Course, “The last course we offered was a milestone class. Out of the 12 companies that participated in the class, 10 applied to the Incubation Program – nine were accepted and we are in the process of working

CONTINUED ON PAGE 2
The Accelerator

Welcome to the fall issue of The Accelerator, the quarterly newsletter of UCF’s Incubation Program. The purpose of this newsletter is to keep our clients, partners, sponsors, volunteers and staff informed about the activities of the UCF Incubation Programs (UCFIP).

This quarter, I’d like to congratulate our current clients and graduate companies on their continued growth, success and milestones. Through partnerships with industry, economic development organizations and those service providers interested in creating strong, economically viable companies, we can continue to provide the resources needed to sustain, grow and strengthen Central Florida’s economy.

Please take the time to learn more about these companies. You will be surprised to learn how our entrepreneurial spirit engenders new companies and those service providers interested in creating financially stable high growth companies. We thank them for their support and insight in guiding our efforts.

The UCFIP is a University-driven community partnership providing early stage companies with the enabling tools, training and infrastructure to create financially stable high growth enterprises. As you can determine from the variety of our incubation facilities around the region, Central Florida is making great strides to soon become one of the nation’s premier locations for high-tech enterprises. UCF is proud to play its part in shaping this vision.

Tom O’Neal, Ph.D.
Associate Vice President
Office of Research & Commercialization
UCF Incubation Program

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PHOTONICS INCUBATOR – OFFERS ACCESS TO WORLD’S LEADING LASER & OPTICS RESEARCH FACILITY

For advanced semiconductor materials, and SD Photonics, an emerging leader in the development of high power laser diode technologies that provides improved power, efficiency, brightness and reliability.

The incubator can accommodate 6-15 companies, depending on their need for office and laboratory space. An additional advantage is that it offers a combination of office and lab space that can be customized to meet the needs of the startup.

Driven by the visionary leadership of Dr. Thomas O’Neal, Associate Vice President for the Office of Research & Commercialization and Executive Director of the Incubation Program, the Photonic Incubator is not just limited to UCF faculty/researchers, but typically involves those with some type of relationship with UCF.

According to Dr. O’Neal, “I have always had a vision to have a laser/optics incubator at CREOL. The incubator fosters the creation and transfer of technologies that are created at CREOL through effective partnerships with national and local companies.”

For more information, contact Gordon Hapgood at hapgood@mail.ucf.edu or call 407-882-1577.

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PHOTONICS INCUBATOR — OFFERS ACCESS TO WORLD’S LEADING LASER & OPTICS RESEARCH FACILITY

(UCF Incubation Program Calendar and Events)

October 7-28, 2008 Excellence in Entrepreneurship Certificate Course
Taught by experienced entrepreneurs, professional service providers and entrepreneurship faculty from UCF, this dynamic 4-week course explores the realities of developing and launching a business. **Limited to 20 participants.

 Orlando Business Development Center, District 2
Halloween Open House
October 22, 2008 from 3pm - 7pm
Location: 3218 E. Colonial Drive, Suite G, Orlando, FL 32819
RSVP: Maria, 321-281-8383 or maradrig@mail.ucf.edu

UCFIP Lunch & Learn Series
Lunch is provided
* September 25 – Doing Business with the Government - Sponsored by Acredo Technologies
* October 9 – Sponsored by Acredo Technologies
* October 22 – Sponsored by Acredo Technologies
* November 13 – Sponsored by Payscale

For complete details and to register, visit www.incubator.ucf.edu or call Renee at 407-882-0202.

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UCF Incubation Program Advisory Board – Spotlight

Sena H. Black, Senior Vice President of Marketing and Strategic Intelligence
Enterprise Florida

Sena H. Black is Senior Vice President of Marketing and Strategic Intelligence at Enterprise Florida, the public-private partnership responsible for Florida’s statewide economic development. Black supports EFF’s mission to diversify Florida’s economy by overseeing the development of the statewide strategic plan for economic development and the marketing of Florida as a world-class business location.

Black leads development of Florida’s statewide strategic plan, “Roadmap to Florida’s Future,” for Enterprise Florida’s Strategy Council. A key focus of the plan has been to advance Florida’s innovation economy with new policy directions, including the design of high impact and emerging cluster strategies such as life sciences, homeland security and clean energy.

Black also directs Enterprise Florida’s Technology Entrepreneurship and Capital Committee which focuses on entrepreneurship growth strategies for the innovation economy.

She also oversees the branding of Florida as a leading business state. In 2002, Black oversaw the development and launch of the marketing campaign – “Florida Innovation Hub of the Americas” – which has resulted in significantly improving Florida’s pro-business image.

Black has 25 years of experience in economic development policy, research, marketing, and business development. She formerly served as a senior officer at the South Carolina Department of Commerce and as Lecturer at the University of South Carolina College of Business.

She attended Florida State University and attended for outstanding public service and has won national awards for break-through research, strategic planning and marketing. She is the author of numerous articles and publications on technology-based entrepreneurship and economic development strategies.

A graduate of Wake Forest College in Massachusetts, Black has advanced degrees from the University of Michigan at Ann Arbor.

Black commented on the value of the UCF Incubation Program, “Florida is well positioned to increase its competitive advantage by focusing on technology opportunities. Michigan and Massachusetts are examples of states that are creating an innovation cluster that is transforming research and innovation into Florida-based, high growth start-up companies with good jobs of the future.”

UCF’s incubator network is a vital link in that value-chain, helping to contribute, not only to central Florida’s entrepreneurial economy, but also to a statewide future for Florida at the forefront of emerging technologies and industries.

William J. McDermott, (ECo), FM, HLM
Director of Economic Development, Seminole County Government

Bill McDermott’s career in economic development spans 32 years in both the public and private sectors. He has had economic development assignments at both state and local government levels, public/private sectors as well as the telecommunications industry with GTE. Prior to joining Seminole County, Bill worked for the Florida High Technology Council to implement a comprehensive web-based IT skills assessment survey with community college education partners in the 21 county region of the corridor.

In July 2002, McDermott assumed the duties of the newly created position of Director of Economic Development for Seminole County. Also during his career, he has served in economic development leadership roles including Chair of the American Economic Development Council, board member of the International Economic Development Council, and is a Past President of the Florida Economic Development Council. McDermott holds a BA in Anthropology from West Chester University in Pennsylvania and an MBA from the University of Central Michigan. When asked what he likes about his job, his advisory board, McDermott said, “I am a firm believer in the idea of home grown business, and the University of Florida Florida Incubation Program provides a fertile environment which encourages and supports this process. The added benefit is home grown businesses develop deep community roots and look for ways to give back to the community which provided support when they most needed it.”

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Site Managers - Meet the UCFIP Team

The UCF Incubation Program is a family of business incubation facilities in Central Florida to provide tools, training, infrastructure, and support to startup companies in the community. In partnership with a wide array of organizations, UCF has established facilities in five locations to serve various sectors of the community.

Business incubation is a critical element of region’s economic development strategy. Studies show that 84% of companies stay in the community where they are established, and that incubator support greatly reduces the risk of failure, as well as 87-91% of companies that graduate from an incubator program are still in business five years later.

For a complete list of incubation locations and details about upcoming programming and services, visit www.innovate.ucf.edu or call 407-882-0202.

Carol Ann Dykes, Site Manager, Orlando Business Development Center, District 2 Incubator

Over 20 years with 20 years of business experience, Jackie Brown has owned, operated and sold two businesses. She is a Certified Business Analyst, and Certified Level II Contractor and has taught business and entrepreneurship classes in higher education and various non-profit organizations.

Prior to joining the OBDC, Barton served as marketing manager Optron Technologies for 9 years and has owned a tech high software, able hardware company servicing Fortune 500 companies in education, training, events, and entertainment. Barton grew her MBA from University of Notre Dame and has a Bachelor of Science in Business from Wight State University.

Carol Ann Dykes, Site Manager, Research Park Incubator

Caron Ann Dykes has years of experience facilitating partnerships between Florida companies and entrepreneurs and the State’s universities for joint technology commercialization activities. Previously Dykes was a member of the University of Florida faculty in the College of Engineering where she served as Associate Director of the Small Business Research, Applications Center supporting companies, federal laboratories and universities in their technology commercialization activities. She also served as Director of the UF University Center.

Carol Ann Dykes, Site Manager, Orlando Business Development Center, District 2 Incubator

Gordon H. Hogan, Site Manager, Photonics Incubator and Downtown Orlando Incubator

Gordon H. Hogan is the Business Development Executive for the University of Central Florida Incubation Program. In addition he is the Manager of the UCF/City of Orlando Technology Incubator in downtown Orlando and the UCF Photonics Incubator.

Prior to the UCF Incubation Program, Hogan was previously President of Central Florida Innovation Corporation (CFIC), a firm dedicated to creating and building technology companies in the region. Additional background includes 30 years experience as an executive, entrepreneur, and business consultant. Hogan has experience in marketing technology to a market, preparing technology startups for first outside investment, resolving complex business issues and serving as an interim executive for technology startups. Hogan has a BS in Chemistry from Fort Hare University and graduate courses at the University of Kansas.

Esther Vargas-Davis, Site Manager, UCF Incubator-Seminole County

Esther Vargas-Davis has a diverse background which includes nearly thirty years experience in both the corporate and entrepreneurial domains, and the manufacturing and service sectors. Prior to joining the UCF Incubation Program, Vargas-Davis was involved in four successful startups, including both the for-profit and non-profit-for-profit sectors.

Before becoming an entrepreneur, Vargas-Davis spent 12 years in the pharmaceutical and hospitality industries. Vargas-Davis holds an MBA in New Business Development and Marketing from Keller Graduate School of Management at Indiana University-Bloomington, and a BBA in Business Economics from the Interamerican University of Puerto Rico.

Community Liaisons - UCFIP Advisory Board

A strong community Advisory Board has been established to help the UCF Incubation Program fulfill its mission to provide early stage companies with the enabling tools, training and infrastructure needed to create financially stable and long-term successful new ventures.

The Board serves as a liaison between the Incubator, the University, and the Central Florida community.

For more information on how to become a member of the Advisory Board, please contact Gordon Hogan at 407-882-1577 or via email at bizdev@mail.ucf.edu.

2008-09 Members of the UCF Incubation Program Advisory Board:

Randy Berrievede, Florida High Tech Corridor Council

Senia Black, Enterprise Florida

Jim Boyle, Inflexion, Inc.

Terence F. Brown, Rostett & Andersen

John Bush, City of Winter Springs

Thomas Chatmon, Downtown Orlando Board

Community Redevelopment Agency

Dr. Tom Keon, UCF/Collage of Business Administration

Kim King, City of Orlando

John Lewis, Orange County Government

George Livingston, CIPS

NAI Realvest Partners, Inc.

Bill McDermott, Pennsylvania State University

Gary Moses, RBC G Pictures

Brian Steinberger, PA

Law Offices of Brian S. Steinberger, PA.

UCI DOWNTOWN INCUBATOR

The Internet for Pets

Orlando-based Potentials, Inc. blends two thriving industries—the pet industry and online social networking—to create a new venture. Potentials, a user-powered web community aiming to become the world’s leading online portal for animal enthusiasts.

The brainchild of sociologist/filmmaker Darren McDaniel, Potentials is a client of the UCF Incubation Program. Like MySpace and Facebook, Potentials is a “for animals, by animals” twist. Potentials is a website where humans can celebrate the animals in their lives by:

- showcasing their pets by creating pet profiles from the animals’ perspectives,
- getting to know other pet enthusiasts
- discussing and contributing animal-centric stories, information, media, and products

“Online social networking is the phenomenon of our generation,” McDaniel says. “We’ve built a one-of-a-kind social network around something held dear in two-thirds of Americans homes—pets.” Social networking websites already boast 57 million users in the U.S., a number expected to grow to 69 million in 2008. While MySpace and Facebook get the most attention, “the new era is a battle of the niches,” McDaniel says. “We’re fortunate enough to be serving a thriving and passionate niche—and an incredibly popular one at that.”

To date, Potentials has registered users from around 40 states and up to 6 countries, and expects to reach 1000 members in October. A site upgrade is underway, and the company expects to reach 1000 members in December 2008, the new era battle of the niche,.”

Dr. Lisa Thorell, Principal of Off the Grid, Inc.

Not Your Traditional PR Agency

Dr. Lisa Thorell, Principal of Off the Grid, Inc.

“However, in 2005 with the trend and focus on “going green”, Dr. Thorell has been focused on promoting renewable energy products, unique artisanal organic products, clean tech services and emerging technologies. In other words, changing the way we think to become more environmentally and socially responsible.

Thorell’s vision is to provoke responses, engage reactions from current clients and consumers to bring in a new and broader audience: Off the Grid PR provides PR and Media Services, strategy and planning, direct marketing, and venture capital preparation. Her niche clientele includes green companies, clean tech companies and those dedicated to marketing environmental and social changes.

Accordinng to Dr. Thorell, “The UCF Incubation Program is fabulous! As a client of the OBDC2 I use every resource made available to us. As a public relations agency, we often run lean and mean businesses. As an Incubation client, I have saved a tremendous amount of money on rent, while also having a professional facility to interact with clients and contractors. Additionally, the incubation program has also introduced me to service providers that provide reasonable rates for services that support emerging businesses. The support and educational resources are terrific!”

Dr. Lisa Thorell at horell@offthegrid-pr.com or visit www.offthegrid-pr.com.
The Accelerator

The Datanautix advisory board rounds out those run large call center operations. Companies with particular focus on enterprises brings almost 20 years of experience with large MBA from The Yale University and an MS in featured at Internet World. Patel has an Financial Times. The company was also will interact with their service providers had market. The company's position as a leading developed unique insights on how individuals and companies can prepare themselves to develop and companies can prepare themselves to compete in an increasingly global marketplace. Prior to starting Datanautix, Patel was the founding CEO of iBackOffice, a leading provider of back office and customer support services out of Bangalore, India. In addition to traditional call center services, iBackOffice provided technical support services for the mobile data segment of the communications market. The company's position as a leading indicator of the future of how customers will interact with their service providers had led to mentions in publications such as The Economist, Wall Street Journal, and The Financial Times. The company was also featured at Internet World. Patel has an MBA from The Yale University and an MS in Computer Science from Ohio State University. E. Mark Montgomery has recently joined the Datanautix team as Principal/COO. He brings almost 20 years of experience with large companies with particular focus on enterprises that run large call center operations. The Datanautix advisory board rounds out the management team – comprised of senior executives each with 15+ years of experience in the call center and outsourcing industry. "Being a part of the UCF Incubation Program has helped our company in many different ways. For me personally, I look at the UCFTI team as an extension of my executive team. Carol Ann Dykes, Esther Varghese Davis and Gorden Hogan have been invaluable resources in terms of bouncing ideas around as well as being good sounding boards that provide a pragmatic ‘external’ perspective. Additionally, becoming an extension of UCFTI has also been great – we successfully secured a SBRG grant as a direct result of programs put together by UCFTI and subsequently partnered with faculty in the EECS department to seek additional R&D funds. This would not have been possible for us without the support of the incubator." For more information visit www.datanautix.com or contact Sanjay Patel at 407-349-5330, or via email: sanjay@datanautix.com.

The Accelerator

Incubator Client Profiles

Data الناس, Inc. enables organizations to track and evaluate breakthrough operational improvements in their call center and back office operations using innovative analytic tools and data. Typical results from their business process reengineering studies yield 20-30% in savings, while driving overall customer satisfaction upwards by up to 20%. Located in the UCF Seminole County/ Winter Springs Incubator, Datanautix is led by Sanjay Patel. Over the last 10 years Patel has worked with clients that have operations in the U.S. and in Canada, Costa Rica, India, El Salvador, Philippines, South Africa, Ireland, Morocco, Spain and several others. Patel has developed unique insight on how individuals and companies can prepare themselves to compete in an increasingly global marketplace. Prior to starting Datanautix, Patel was the founding CEO of iBackOffice, a leading provider of back office and customer support services out of Bangalore, India. In addition to traditional call center services, iBackOffice provided technical support services for the mobile data segment of the communications market. The company’s position as a leading indicator of the future of how customers will interact with their service providers had led to mentions in publications such as The Economist, Wall Street Journal, and The Financial Times. The company was also featured at Internet World. Patel has an MBA from The Yale University and an MS in Computer Science from Ohio State University. E. Mark Montgomery has recently joined the Datanautix team as Principal/COO. He brings almost 20 years of experience with large companies with particular focus on enterprises that run large call center operations. The Datanautix advisory board rounds out the management team – comprised of senior executives each with 15+ years of experience in the call center and outsourcing industry. “Being a part of the UCF Incubation Program has helped our company in many different ways. For me personally, I look...

Explore The Realities Of Planning And Starting A Company – Register Today For Excellence In Entrepreneurship
Alinean, Inc. is the leading provider of on-demand sales tools and related services - empowering solution and service providers to sell with business value and return on investment (ROI). Its enterprise-class solutions drive improvements in selling effectiveness to reduce sales cycles, increase deal size, reduce discounting and increase clients' competitive advantage.

The company was founded out of home-based offices in 2001 by the team that originally pioneered the concept of interactive ROI and TCO analysis software in 1994, and later created the industry-standard with Gartner in 1998. Today, Alinean's business value sales tools are the industry standard, built on an enterprise-class, scalable and flexible EnterpriseROI™ SaaS platform.

The Alinean team has created over 600 award-winning customized sales tools for leading B2B solution and service providers - including Microsoft, HP, IBM, Dell, Intel, EMC, Unisys, Novell, VMware, Citrix, CA, Symantec, and 3-Com to name just a few. Tools have been developed to analyze and cost-justify most IT and business service solutions.

The Alinean team is comprised of 25 full-time ROI/TCO experts. These include several Ex-Gartner ROI/TCO experts, as well as senior level IT content experts from top IT vendors including IBM, HP, Sun, SAS, Oracle, AT&T; CSC.

Alinean was accepted into the UCF Technology Incubator in 2002, which provided infrastructure services and advice that helped the company remain profitable through the early years. “Orlando is lucky to have such a great resource” said Tom Pisello, Alinean CEO and founder. “The UCF incubator allowed us to focus on developing our core business, by providing assistance with VC introductions, infrastructure services, professional services and office space on a start-up budget.”

In 2003 the company struck an exclusive relationship with leading global Information Technology analyst firm IDC, in a partnership to drive business value selling best practices into the largest technology providers worldwide. That year the team also nabbed series-A financing from Stonehenge Capital and Grace Ventures to help fund expansion and development.

Alinean graduated from the UCF Incubation program in 2005, moving to larger office space in downtown Orlando. “With the initial support from the UCF Technology Incubator four years ago, we were well positioned for future growth based on the refinement and validation of our business model,” said Pisello.

Now three years later, the company boasts an impressive customer list, anchored by some of the world’s largest technology solution providers. On any given day you can find the team of 25 analysts and software developers working on sales effectiveness/ROI justification tools for clients such as IBM, HP, Microsoft, VMware, Oracle, Dell, Symantec, Cisco, AT&T and dozens more. For more information visit www.alinean.com or contact Judy Robinet at 407-382-0005, or via email: jrobinet@alinean.com.