

The Accelerator

Newsletter of the UCF Business Incubation Program
Showcasing News from Clients, Graduates and Partners

■ Volume 7 ■ Issue 13 ■ Spring 2014

Study Shows UCFBIP's Economic Power

Small businesses are making a big impact on the Central Florida economy thanks to the resources, coaching and infrastructure provided to local entrepreneurs by the **UCF Business Incubation Program (UCFBIP)**. A recent economic impact study demonstrated that more than 3,350 new jobs and an estimated \$620 million in economic output are the result of local startup companies who received help from the business development resource.

The 2013 Regional Economic Impact Study was commissioned by the Florida High Tech Corridor Council to analyze and document the productivity and sustainability of the UCFBIP — the almost 15-year-old economic development partnership between private enterprise and several local governments.

Conducted independently by Dr. Vernet Lasrado, assistant director of research at UCF, the impact study concluded that

from Oct. 1, 2011, through June 30, 2013, the UCFBIP helped these companies generate a direct regional economic output of more than \$327 million from an estimated total output of more than \$620 million.

During the study period, these companies also directly sustained 1,856 jobs in the Central Florida region and indirectly sustained an additional 1,500 jobs, with employees of these firms earning an average income of more than \$58,000. Additionally, these companies generated more than \$18.5 million in state and local tax revenues.

"For me, the most impressive finding was the return on investment," said Dr. Tom O'Neal,

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Regional Economic Impact Study of the UCF Business Incubation Program

June 2013



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READ ONLINE

Use your smartphone QR reader and read this newsletter online!



UCF CIE to Promote Economic Vitality of Central Florida

UCF is a catalyst to create research and fuel entrepreneurial processes necessary to introduce exciting and new innovations to society. Its efforts have helped the region become recognized as one of the most comprehensive and best-integrated collections of entrepreneurship initiatives in the United States.

In an effort to continue to support these efforts, over the last decade, UCF has built several important and successful initiatives. As a way to consolidate and aggregate these activities it has created the **UCF Center for Innovation and Entrepreneurship (UCF CIE)**.

Its goal is to leverage university and regional partnerships to create an effective entrepreneurial support infrastructure, and its mission is to promote innovation, wealth creation, and the economic vitality of the Central Florida region.

"UCF Stands for Opportunity" and will continue its long-standing commitment to creating opportunities for innovation and entrepreneurial success.

The Three Objectives for the UCF CIE

EDUCATION

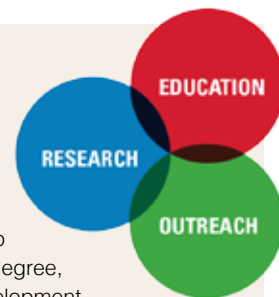
Create nationally-recognized entrepreneurship programs with high-quality degree, certificate, professional development, and experiential learning opportunities.

RESEARCH

Enrich the research environment, while increasing the visibility of the value of UCF research: Be champion for innovative research, infuse entrepreneurial thinking into the research process, promote industry research partnerships, and by conducting leading research into entrepreneurship and innovation.

OUTREACH

Foster economic development in Central Florida by providing programs, facilities, resources, and networking opportunities capable of fostering new venture formation, launch and growth.



Message From The Founder



Welcome to the Spring 2014 issue of The Accelerator, newsletter of the UCF Business Incubation Program (UCFBIP). The purpose of this newsletter is to keep our clients, partners, sponsors, volunteers, and staff informed about the activities of the UCFBIP.

This year marks the 15th year anniversary of the UCF Business Incubation Program (UCFBIP). Since opening its doors in 1999, the UCFBIP has been helping entrepreneurs turn their ideas into viable businesses, promoting innovation and creating jobs by providing emerging companies with business support services and resources tailored to increase their chances of success.

As highlighted in our recent economic impact study, the UCFBIP demonstrated that more than 3,350 new jobs and an estimated \$620 million in economic output are the result of local startup companies who received help from the UCF Business Incubation Program.

According to the National Business Incubation Association (NBIA), the world's leading authority on business incubation, investments in best-practice incubators have always shown high returns. Maintaining and expanding these programs is even more important, to our region, state and national economy,

The NBIA reports that most small businesses don't make it to their fifth anniversary. In fact, according to the U.S. Small Business Administration, only 44 percent make it past four years.

Business incubators work to help businesses do better than that by offering specialized services and mentoring. Is it effective? Historically, NBIA member incubators have reported that 87 percent of all graduate firms are still in business five years after they graduate - and about 84 percent of those graduates remain in the incubator's community. That makes an impressive statement.

The general public doesn't know a lot about economic development, let alone what incubation is or whether it's effective. Business incubators are an engine of economic growth. They serve as a catalyst to create enduring, high-paying positions that contribute to community and U.S. global competitiveness.

The businesses profiled in this issue of the Accelerator represent only a sampling of the many successful firms that are current clients or have emerged from the UCFBIP. Their stories are interesting because they illustrate the many faces of success. Read more about them in this newsletter.

Tom O'Neal, Ph.D.

Associate Vice President
Office of Research & Commercialization
Executive Director, UCF Business Incubation Program

UCFBIP CALENDAR OF EVENTS

To help foster new business opportunities across Central Florida, the UCF Business Incubation Program hosts educational seminars and networking functions at each of its nine convenient site locations. For more details, please visit incubator.ucf.edu.

Companies to Watch 2014

Nominations due by May 9, 2014
Company applications due by May 30, 2014
FLCTW.GrowFL.com
Awards ceremony is on October 23, 2014
at the Hard Rock Live in Orlando, FL

NBIA 28th International Conference on Business Incubation

May 18-21
Sheraton New Orleans Hotel
New Orleans
Visit nbia.org for details

Innovation Concourse of the Southeast: Manufacturing & Safety

June 3 - 4, 2014
Hyatt Regency Orlando International Airport
Orlando, FL
Register: innovationconcourse.com

Excellence in Entrepreneurship Certificate Course

July 22 - August 14,
6:00pm - 9:00pm
Held on Tuesday and Thursday evenings, this dynamic course will help you clarify your business concept and walk you through the steps of planning and starting a business. You will also be introduced to resources and advisors that provide invaluable support in laying the foundation for a successful company. Visit incubator.ucf.edu to contact your local UCFBIP site manager to register.

BioFlorida Conference 2014

Online registration opens Summer 2014, closes October 8, 2014
Event is October 12 - 14, 2014 at the Harbor Beach Marriott in Ft. Lauderdale

UCF Business Incubation Program Advisory Board Members 2013-2014

Richard Anderson
City of Apopka

Charles Lacey
Mayor, City of Winter Springs

Randy Berridge
Florida High Tech Corridor Council

Dean Monaco
MylInnoVenture

Rebecca Borders
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Florida Angel Nexus

Terence F. Brennan
Brennan Legal Group LLC

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Osceola County Strategic Initiatives

Eric Ushkowitz
Orange County Economic Development

Rick Karl
Volusia County Florida

Heather Bond Vargas
Cobb Cole P.A.

Kim King
City of Orlando

Belinda Ortiz Kirkegard
City of Kissimmee, Economic Development

Ken York
Seminole County Economic Development

Cairns Foundation Event Promotes Local Students' Innovative Ideas

Thanks to the **UCF Business Incubator - Daytona Beach International Airport** and the **Cairns Foundation**, area college and university student entrepreneurs had the opportunity to pitch their ideas to local investors.

This year's winning company was AquaSolve Ventures featuring Yung Wong from Embry Riddle University. Second place was awarded to Squirt & Go team from Daytona State College.

This challenge, held on April 16, provided undergraduate and graduate student finalists from Bethune-Cookman University, Daytona State College, Embry-Riddle Aeronautical University, Stetson University and UCF with an opportunity to advance their technology's commercialization through early-stage funding.

Since Dr. Jim Cairns established

the Cairns Foundation in 2003, it has given life-changing boosts to bright, creative students who otherwise might never attain their full potential. The foundation's mission is to provide support to outstanding students through mentoring and funding, helping the young inventors realize the technical and commercial successes of their creations. Cairns says that the Innovation Challenge was

designed to "spotlight commercially viable technologies generated by the finest student minds at colleges and universities in our area."

AquaSolve Ventures received prize money totaling \$10,000 from the Cairns Foundation and a one-year enrollment in the UCFBI - Daytona Beach International Airport. Squirt & Go received one year enrollment in the UCF Pre-Incubation Program



The Innovation Challenge was a huge success. Yung Wong from AquaSolve Ventures won first place. Second place was awarded to a group of students from Daytona State College.

according to Connie Bernal, the incubator's site manager.

"It has been very encouraging to have Dr. Cairns and his team as the creators, advisers and mentors of the Innovation Challenge," Bernal says. "He is an example of how an inventor/entrepreneur - who grew a very successful company in Volusia

County - can give back to our local community. He is sharing not only his time and money, but also his best practices, which took his multimillion-dollar company to the next level."

For more information about the Innovation Challenge, please visit CairnsFoundation.com.

New Networking Series Aims to Spark Innovation Through Collaboration

Innovation through collaboration is the philosophy behind a new initiative at the **UCF Business Incubation Program (UCFBIP)**. The initiative, called Client Connection, is a series of bimonthly networking events, where entrepreneurs from all eight UCFBIP facilities can meet, share experiences, discuss ideas and identify potential business opportunities with one another.

According to Gordon Hogan, director of the UCFBIP, client-to-client interaction has always been a benefit of the program, but Client Connection will have the potential to spur even more collaborative opportunities.

"Historically, our clients have



really enjoyed being able to speak with the other entrepreneurs in their individual incubator," says Hogan. "These discussions have led to collaborations, business transactions, referrals and even assistance with

overcoming common entrepreneurial hurdles. With the Client Connection event series, we are now not only institutionalizing the concept of client-to-client networking and collaboration, but we are also doing it on a much larger scale by inviting entrepreneurs from all our incubators to meet and interact with one other."

The inaugural Client Connection event took place February 14, 2014, at the UCF Business Incubator - Orlando, drawing more than 20 client companies from five of the eight incubator sites. The event featured a speed-networking format, in which the entrepreneurs networked in 10-minute intervals before meeting the next

client company.

"I think the client-to-client event was an excellent opportunity to network with other like-minded businesses," says Cesar Borri, president of Safety Plus International. "It is also an opportunity to better understand other industries and establish win-win relationships that can lead to doing business and organic growth."

The Central Florida Research Park incubator will host the next Client Connection in June. Each of the UCFBIP's incubators will take turns hosting the bimonthly networking series.

Florida Entrepreneurs

Claim Your Rock Star Status as one of the
2014 Florida Companies to Watch

Florida Companies to Watch is an awards program celebrating high-performing second stage companies throughout Florida. Known for their performance in the marketplace, innovative products, unique processes or philanthropic actions, these companies represent a wide range of industries. Join the movement and nominate and support second-stage companies that **ROCK** in your community.

Nominations open April 1st visit FLCTW.GrowFL.com

Join Us For the Rockin Award Ceremony
October 23, 2014 at the Hard Rock Live in Orlando

Congratulations to our 2013 Winners!

21CLS
21ST CENTURY LEARNING SOLUTIONS, INC.

AVT Simulation
Pioneering Simulation and Training Solutions

snapT

solodev
ideas realized online

therigy
improving therapy • enhancing lives

Proudly presented by **GrowFL**, the Florida Economic Gardening Institute at the University of Central Florida, in association with **Edward Lowe Foundation**, **Florida Companies to Watch** is an awards program like no other.



**FLORIDA
COMPANIES TO WATCH™**
CELEBRATING SECOND-STAGE ENTREPRENEURS

GR^{OW}FL
TAKING SUCCESSFUL COMPANIES TO THE NEXT LEVEL

UCF
Stands For Opportunity

Edward Lowe
EDWARD LOWE FOUNDATION

UCFBIP Staff Update

Janice Stewart Program Assistant

Janice Stewart is the newest member of the UCFBIP team, serving as the program assistant for the UCF Business Incubator at Daytona Beach International Airport. As program assistant, Stewart is the main contact for the incubator's support services, including



coordinating meetings and seminars, assisting visitors, and supporting the site manager. Prior to joining the UCFBIP team, Stewart spent 12 years serving as the Controller of a well-known restaurant chain

in Chicago, helping monitor a multi-million dollar budget. The Chicago native also worked for the Department of Radiology at the prestigious University of Chicago, where she twice earned Employee of the Month honors. Stewart holds an Associate of Applied Science Degree in Accounting from Sawyer College, as well as two Certificates of Merit from the American Management Association.

Ricardo Garcia Government Resources Specialist

Ricardo Garcia currently manages the government resources program at the University of Central Florida Business Incubation Program.



Prior to joining UCF, Garcia specialized in health care management as a member of the U.S. Air Force. Garcia has experience in military and medical healthcare systems as well as engineering and

maintaining patient accountability databases. He deployed to Afghanistan in support of

Operation Enduring Freedom, where he enabled uninterrupted Force Protection to \$3 billion in International Security Assistance Force resources, and also enabled medical evacuations by triage for further care or treatment to Landstuhl Regional Medical Center in Germany. Garcia graduated Magna Cum Laude from Embry Riddle Aeronautical University with a Bachelor of Science in Technical Management and a concentration in aviation.

Chait Rendu Venture Development Manager

Chait Rendu works with the UCF Business Incubation Program and provides pre-incubation business coaching to faculty, prospective incubator clients and various community partners to support research



commercialization at UCF. His technical areas of expertise include biomedical science, polymers and software. Previously, as a licensing associate, Rendu assisted entrepreneurs and faculty on a broad

range of intellectual property matters and market analysis. Prior to joining the University of Central Florida in July of 2007, Rendu worked on various aspects of technology commercialization, including licensing, business planning, system implementations in academic and industry settings. Rendu graduated with master's in Textile Technology and Management from North Carolina State University in 2002. His graduate research work explored the development of impact resistant composites from textured high-tenacity fibers. In his free time, he enjoys free diving and canoeing down Central Florida's fresh water springs, as well as taking courses at UCF.

New Companies

ARC Surgicals Manufacturing LLC

Athena Tek

ATI Energia LLC

Candace Crowe Design

Community Benefits Group, Inc

Covian Consulting

Creative Powerhouse

Design Launchers

Discovery Arts Institute, LLC

DRW Life Skills Institute

Dynamic Material Systems

First 2 Aid LLC

Florida Stat Resources, LLC

Global Elite Transportation, LLC

Helicon Chemical Company LLC

HipScience LLC

Hospitality Technology Solutions

iCheck Contractors

Integration Wiring LLC

International Institute Of Culture & Technology – IICT

iQuate

iRadiance Glass

New Paradigm Therapeutics -

Skinutrients Page 11

OAE Software

Restaurant Profit Associates

Safety Plus International, L.L.C.

SkyLarx Systems, Inc

Small Business Development Group, Inc.

SPECCO Environmental

Spectrum Dynamix, Inc.

Talawah Technologies

TapSnap

Treasure Box Kids Page 12

TSecret, Corp Page 10

Winning Identity Page 13

UCFBIP Success Story

IROC Tactical, a client of the UCF Business Incubator – Winter Springs, designs and manufactures specialty weapons accessories, recently won a \$10,000 prize for second place in the 2014 Venture Plan Competition at the Rollins College Center for Advanced Entrepreneurship in Winter Park.

New Video Lab Puts UCFBIP Clients in the Spotlight

It's no secret that most people use Google to search for information online, but it may surprise you to learn that YouTube is actually the world's second most popular search engine. That's right; the online distribution platform that billions of people use to watch and share originally-created videos is now one of the most common ways information gets discovered on the Internet. More organizations are realizing the potential of this technology and are using online videos to increase their marketing efforts.

To help entrepreneurs establish a foothold on the World Wide Web, the UCF Business Incubation Program (UCFBIP) has created a new facility dedicated to helping its clients create their own videos.

"Virtually all of the startups in the incubation program would benefit from video marketing, but most of them probably don't have the equipment or know-how to create the videos," says Rick Parks, who manages the Apopka incubator where the video

lab is located. "So we decided to dedicate space and equipment where clients can film their own videos, and offer basic training courses on video production."

The **UCFBIP Video Lab** features green-screen technology, a wireless microphone, stage lighting, a digital video camera and a teleprompter. Parks says that the video production process has three phases: planning, shooting, and editing. The client decides in advance what they are trying to accomplish with video and then scripts the shoot. Prior to the shoot, the client downloads teleprompter software to their tablet device, such as an iPad, to display their script during filming. The production equipment is set up in advance for filming; clients bring their own SD memory card to record the shoot. After the shoot, clients take the recorded SD card back to their office to edit the video and format it to upload to their website.

"It was far simpler than we had imagined," says Jerry Wilson, a client



UCFBIP Video Lab includes green screen technology, and enables clients to create dynamic videos to augment their online presence.

of the Apopka incubator. "Within a few days we had several raw videos ready to be produced into complete videos that have since been published. The results have been better than we expected: a higher Google ranking, hundreds of video views, and even

our email campaign drew a larger-than-expected viewership."

To learn more about the video lab, contact the UCF Business Incubator – Apopka at 407-814-1727.

UCFBIP Offers Soft Landing Appeal to Small Businesses That Want to Make a Splash in Central Florida

The UCF Business Incubation Program (UCFBIP) has discovered an important new small business niche in local economic development that could prove more valuable than huge tax incentives to lure major employers to the Central Florida area.

Gordon Hogan, director of the UCFBIP, refers to the appeal as a soft landing.

The target for UCFBIP's Soft Landing Program is small businesses from outside Central Florida that want to explore opportunities in the area without making a huge investment in a permanent space. The UCFBIP offers flexible short-term leases at



nine sites within four Central Florida counties. These office spaces also include access to a network of meeting rooms.

The **Soft Landing Program** also offers networking opportunities with Central Florida businesses and the government community, as well as access to press release creation and distribution.

Hogan says that the UCFBIP has already recruited five businesses from Ireland, the U.K. and South America, and he hopes to have an additional 20 to 30 companies join the program.

A National Business Incubation Association study revealed that incubation programs have a high success rate, with 84 percent of companies still in business five years after graduating from a program.

UCFBIP's goal is to provide client companies with the experience and insight to facilitate smarter, faster startups, leading them to a successful, high-growth future.

UCF recently completed a video that details what the Orlando, Winter Springs, Apopka, Kissimmee, St. Cloud and Daytona Beach incubator sites have to offer, namely short-term office space with flexible leases and support services to help introduce businesses to the Central Florida and U.S. markets.

Cade Museum Prize Announces Sweet 16 Semifinalists

UCF Incubation Program Client a Finalist in Statewide Event

The **Cade Museum for Creativity and Invention** announced the Sweet 16 semifinalists for the Cade Museum Prize, an incentive competition for early-stage inventors and entrepreneurs in Florida.

All Sweet 16 semifinalists were asked to submit their full business plans for the third round review, in

order to compete for the grand prize which will be awarded in May. Judges will examine the creativity and innovation of each idea, what demonstrable impact the invention will make, and how close the invention is from being a commercially viable product or service.

The museum received more than 80 entries from across Florida with participation substantially growing outside the Gainesville area. imediaReach®, a startup technology company at the UCF Business Incubator – Winter Springs, was one of the 16 statewide finalists.

Founded in 2009 by a group of seasoned telecommunications and wireless professionals, imediaReach develops powerful new ways of reaching massive audiences through mobile devices. Their new imediaReachTV™ is set to debut in May 2014. This product puts HDTV in the palm of the user's hands by offering streaming game broadcasts and replays via smartphone. Live spectators will no longer need to solely rely on large LED displays to catch the big plays!

The 5th Annual Cade Museum Prize Night will be held May 8 at Santa Fe College in Gainesville. During the gala, the final four will pitch their ideas to a panel of over 30 judges that include entrepreneurs, technology transfer experts, venture capitalists and academics. The winner will be announced on stage during the ceremony, receiving a cash award of \$50,000 that is funded by a grant from the Community Foundation of North Central Florida. The winner will also receive a one-year membership and office space with the Gainesville Technology Entrepreneurship Center, provided by the Gainesville Area Chamber of Commerce and Council for Economic Outreach, through the Innovation Gainesville program.



Founder and CEO of the Cade Museum, Phoebe Miles, hosts Sweet 16 Reception. UCFBIP client, imediaReach, was recognized for their invention of HDTV in mobile devices.

The Cade Museum Prize has drawn hundreds of entries from around Florida each year since its inception in 2010, providing an excellent cross section of the state's researchers, entrepreneurs and creative thinkers. Entries are accepted in December of each year, and the winner is announced the following May.

About the Cade Museum

Based in Gainesville, the Cade Museum is an interactive museum that fosters creativity in individuals to inspire the minds of future inventors and early entrepreneurs. Founded by the family of Dr. James Robert Cade, lead scientist behind Gatorade, the Cade Museum currently offers multisensory lessons in science, art, technology and culture to all ages. The Cade Museum will continue to transform minds from around the world with its upcoming 45,000-square-foot facility, featuring exhibits highlighting the invention of Gatorade, history of great American inventors, interactions of the brain and more. For more information, visit CadeMuseum.org.

Did You Know?

Covian Consulting, a UCFBIP client, has been awarded a contract from the International Rescue Committee (IRC) to assist victims of human trafficking.

UCFBIP client **Greensleeves LLC's** chief technology officer, **Steve Hamstra** was recently named "Distinguished Lecturer" by ASHRAE, the global professional association for heating and air conditioning (HVAC) engineers.

Congratulations to the following UCFBIP clients and graduates for being finalists for the 2014 NBIA Incubation Awards: ***Greensleeves**, Outstanding Incubator Client, Technology Category. ***OptiGrate**, Outstanding Incubator Graduate, Technology Category. Winners of the 2014 NBIA Incubation Awards will be announced during the awards luncheon on Tuesday, May 20 at the NBIA's 28th International Conference on Business Incubation in New Orleans.

Geocove, Inc., the Orlando technology firm that developed the award-winning ARM360 GIS-based disaster assessment system for local, state and regional governments and NGOs worldwide, has won a major state award for the design and implementation of a disaster damage assessment reporting tool in the city of Fairfax, Virginia. Geocove is a UCFBIP program member.

Kia Ricchi, founder and owner of iCheckContractors.com, received an Outstanding Achievement Award at the National Hurricane Conference for her pro-bono efforts to help homeowners avoid rebuilding scams after disasters.

UCFBIP Advisory Board Profiles

The UCF Business Incubation Program (UCFBIP) has established an accomplished advisory board to coordinate the efforts of both UCF and the community in providing tools and resources that enhance the prospects for the commercial success of developing companies. The board serves as a liaison between the UCFBIP, UCF and the Central Florida community. Visit incubator.ucf.edu for the full board list.



Kim C. King

Business Development,
City of Orlando Economic
Development

Kim C. King currently serves as business development assistant manager for the City of Orlando Economic Development Department. There, she works with existing and prospective business owners and developers to ensure that local businesses have every opportunity

to succeed. King provides assistance with items related to planning, permitting and business tax receipts; assists business owners in utilizing appropriate financial resources; and provides opportunities for businesses through programs and partnerships. King also championed the 16-member Concept Team that provided recommendations to Orlando Mayor Buddy Dyer and the Orlando City Council for the Creative Village mixed-use project. She also served as interim business development division manager.

Before joining the city of Orlando in 2004, King was a National Urban Fellow with the San Jose

Redevelopment Agency, where she worked on various economic and redevelopment initiatives.

Prior to her work in San Jose, King served as program officer for Young Citizens, a nonprofit organization in New York City, where she provided professional development, on-site support and technical assistance to teachers and youth workers implementing service-learning programs. King's first career was as a public elementary school teacher with the New York City Board of Education.

King received her B.A. in government from Pomona College and an M.P.A. from Baruch College — The City University of New York.



Rob Ehrhardt

Economic Development
Manager, Volusia County

Rob Ehrhardt has been the economic development manager with Volusia

County's Economic Development Division since May 2012, and a member since August 2008. The division is focused on business expansion and retention initiatives, and supports the business recruitment efforts of the Team Volusia Economic Development Corporation and the CEO Business Alliance.

Ehrhardt possesses almost 20 years of experience in business leadership, revenue

generation and relationship development with a major manufacturer in the telecommunications industry. He also has more than 30 years of commissioned service (active and reserve) in the U.S. Navy, retiring at the rank of captain.

Ehrhardt is a graduate of the United States Naval Academy. He and his family reside in Port Orange.

Study Shows UCFBIP's Economic Power

FROM PAGE 1

founder and executive director of the UCFBIP. "The study concludes that during the study period the UCF Business Incubation Program helped generate a fiscal return of \$6.16 for every \$1 of public investment."

According to O'Neal, the study ultimately confirmed his idea that a focused university-based incubation program can be one of the most

effective ways private enterprise can stimulate local economic development, spur job growth and help rebuild the economy.

"It's our client companies and graduate companies that create the new jobs and generate all the local community economic growth. Our sole effort is to accelerate the rate at which they attain their most productive, sustainable performance," O'Neal concluded.

According to Gordon Hogan, director of the UCFBIP, the 2013 Regional Economic Impact

Study used a highly regarded and sophisticated methodology to more precisely determine economic impacts.

"The IMPLAN methodology (IMpact analysis for PLANning) was developed by the University of Minnesota for the U.S. Forest Service more than 30 years ago, and is widely regarded today as the most reliable tool for accurately assessing economic performance," Hogan explained.

A copy of the 2013 Regional Economic Impact Study can be found online at incubator.ucf.edu.

Your Partner to Support Innovation and Entrepreneurship in Central Florida and Throughout the State



UNIVERSITY OF CENTRAL FLORIDA CENTER FOR INNOVATION & ENTREPRENEURSHIP

Tap into the diverse resources available that foster innovation and entrepreneurship at the University of Central Florida to create your opportunity.

EDUCATION



RESEARCH



STARTUP



GROWTH



INVESTMENT



Collectively, these efforts have been recognized as one of the most comprehensive and best-integrated collections of entrepreneurship initiatives in the United States. These initiatives contributed to Orlando being recognized by *Entrepreneur Magazine* as having “one of the most highly coordinated entrepreneurial engines in the country.” Come see how you can benefit from UCF’s internationally recognized entrepreneurship programs.



UNIVERSITY OF CENTRAL FLORIDA
VENTURE ACCELERATOR



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OFFICE OF TECHNOLOGY TRANSFER



UNIVERSITY OF CENTRAL FLORIDA
BUSINESS INCUBATION PROGRAM



Blackstone LaunchPad
University of Central Florida

Central Florida's Best Kept "Secret"

One Central Florida company is taking botanical skin care to the next level. **TSecret**, based in Orlando, not only manufactures an extensive line of botanical products, but also operates an esteemed skin care clinic and medical spa recognized for highly its effective acne treatments.

The company takes pride in their therapies, which use neither chemicals nor drugs. Owner Caroline Yachán inherited TSecret's unique formula from her grandmother, who acquired it decades ago from Madame Tamara, a French chemist known for her skin care products in Cuba.

Yachán's grandmother brought the formula to the U.S. in 1988, operating the company out of Miami.

"As a girl, my mother knew this was what she always wanted to do," explains Yachán. "She became fascinated with acne, a growing problem around the world, and added new products to the line she originally inherited to develop a highly effective treatment protocol designed to provide

instant relief. I have a background in science, and after seeing the life-changing results of our treatments, I fell in love with the business."

TSecret has since grown from a small family business into a skin care spa employing a staff of 11. The company plans to expand, opening more facilities throughout Florida.

TSecret has actively utilized the resources and opportunities provided by the UCF Business Incubator – Orlando. According to Yachán, "Our site manager, Melissa Wasserman, has been an invaluable resource to our company. From the first day I met with Melissa, she sought to truly understand our business and company culture."

The Excellence in Entrepreneurship (EIE) program was informative and gave us an opportunity to network with other businesses. We are doing business with another company we met in the EIE program."

TSecret has set its sights on ambitious goals for the future.



(from left to right) - TSecret's power trio Cariann Bisset, marketing and sales representative, owner Caroline Yachán and spa manager Kimberly Moore, welcome clients to their skin care clinic and medical spa, located in downtown Orlando.

"We plan to penetrate the professional skin care market by increasing our presence at industry trade shows," says Yachán. "We would like to have our acne line sold by other skin care professionals around the country."

For more information, visit TSecret.com.

Greensleeves Offers Innovative Energy Solutions

The UCF Business Incubator (UCFBIP) – Winter Springs client **Greensleeves**, which specializes in reducing energy costs for commercial buildings, is achieving great success in the green energy solutions industry.

The company recently received a prestigious industry award for its technology that helped The

University of Findlay in Ohio save \$83,000 (57 percent) in energy costs and \$7,500

in maintenance costs on their new Davis Street Building addition.

The company's patent-pending software, the GeoModule™, is an integral component of the project that won Greensleeves' chief technology officer, Stephen Hamstra, the 2014 ASHRAE First-Place Technology Award in Educational Facilities—New Construction. The award recognizes outstanding performance in the design and operation of energy-efficient buildings and is the highest achievement in the technology awards.

Since the 1960s, most buildings have utilized inefficient methods of heating and cooling. Buildings may simultaneously require heating and cooling, and in hot weather climates such as Florida, may require constant cooling.

Greensleeves' software provides intelligent energy management of retrofitted or newly constructed buildings by utilizing geothermal



Bill Bahnfleth, 2013–14 ASHRAE President (left), presents the first place 2014 ASHRAE First-Place Technology Award in Educational Facilities—New Construction to Stephen Hamstra, Greensleeves Chief Technology Officer (right).

energy, which is defined as the heat contained within the Earth. The ground maintains a relatively consistent temperature and is warmer during the winter months and cooler during the summer months compared to the outside air. Greensleeves' technology utilizes this temperature difference and a heat exchanger — a series of pipes in the ground known as a borefield — to heat and cool buildings. GeoModule predetermines a building's energy supply and demand, creating an intelligent energy network.

Under the leadership and vision of W. Michael Linn, president and chief executive officer, and

Hamstra, Greensleeves boasts a promising growth trajectory. The company, which has offices in Ohio, Michigan and Florida, is working with the U.S. Army Corps of Engineers on two new projects slated to begin in early 2014. Additionally, Greensleeves recently hired Jim Laabs as the regional sales manager for the North Central region and CPA Solan Cheng to the Florida team.

The company plans to expand into additional HVAC components. Use of Greensleeves' innovative software has the potential to drastically reduce the carbon footprint of commercial buildings by lowering electric and gas demands and leveraging local resources. The results from The University of Findlay prove this firsthand: In addition to the savings in energy costs, more than 800 tons of carbon dioxide were avoided in the first year.

According to Sharon Keeran, vice president of operations for Greensleeves, since joining the UCFBIP in 2010 the company has received valuable assistance with business plans, fundraising, patents and introductions.

"An intangible benefit is being in a facility with other entrepreneurs," says Keeran. "No matter the product or market, the companies face many of the same challenges. Ideas are often explored through casual conversations. In addition, successes are often shared — the companies become cheerleaders for each other."

For more information, visit GreensleevesLLC.com.

UCFBIP
WINTER SPRINGS

imediaReach Sets Industry Gold Standard for Mobile Marketing

Mobile communications have revolutionized the way we do business, interact with one another, promote our products and live our everyday lives. Reaching "connected" consumers is now an integral part of a sound marketing mix. One Central Florida company's groundbreaking innovations are setting the industry gold standard for effective mobile marketing solutions.

Founded in 2009 by a group of seasoned telecommunications and wireless professionals, **imediaReach®** develops powerful new ways of reaching massive audiences through mobile devices. They work with all types of companies, from small businesses to Fortune 500 enterprises, producing customized, opt-in, strategic mobile marketing programs that directly reach a specific target audience. Some of their notable clients include Tires Plus, Samsung and Bridgestone.

"In a nutshell, our integrated solutions incorporate advertising and marketing with a



imediaReachTV™ service debut at the Russell Athletic Bowl 12/28/13
"HDTV in the Palm of your Hand" by imediaReach.com

targeted text messaging and mobile communication strategy that reaches customers in a way traditional channels cannot," explains Leslie Bonner, president and CEO of imediaReach. "We then simultaneously build a database of loyal customers you can reach out to anytime. The positive return on investment is accomplished by keeping our client's brand 'top of mind' and building our client's customer loyalty."

Last year, imediaReach performed a trial run of their new imediaReachTV™ at the 2013 Capital One

and Russell Athletic bowl games in Orlando. This new product, set to debut in May 2014, puts HDTV in the palm of the user's hands by offering streaming game broadcasts and replays via smartphone. Live spectators will no longer need to solely



rely on large LED displays to catch the big plays! imediaReach is a client of UCF Business Incubator – Winter Springs. According to Bonner, the UCFBIP has provided the infrastructure to grow and develop new products, as well as hire talented employees.

"We are truly thankful to be a part of the UCFBIP," says Bonner. "Site manager Esther Vargas has been invaluable to us and we love the Winter Springs location, which is close to the interstate! We travel extensively, and Central Florida is a wonderful home base."

The company plans to continue to develop new innovations that focus on mobile marketing while expanding their clients and database.

For more information, visit imediaReach.com.

Kissimmee Company Displays "Clear" Advantage over Competitors

Dermatological problems, especially on the face, can be embarrassing at any age. The centuries-old problem of trying to find the right solution to defeat acne and rosacea has presented a challenge for both patients and dermatologists. Fortunately, a company in Celebration, Fla., has developed scientifically proven products that may revolutionize the world of skin care.

Founded in 2013, **New Paradigm Therapeutics** provides effective, safe FDA-approved skin care products under the brand Skinutrients. The company is spearheaded by former cosmetics marketing executive, David Grulich (a graduate of the Wharton School of the University of Pennsylvania), and his business partners, a board-certified dermatologist and a pharmaceutical sales executive. They launched New Paradigm Therapeutics with the goal of providing a pleasant alternative to more invasive skin therapies. According to Grulich, more than 17 million people suffer from acne and/or rosacea.

The company began developing their AcneControl™ Refreshing Face Wash in 2011. Last year, the face wash met the FDA requirements allowing it to be sold as an over-the-counter drug. Today, the product is available through select physician offices in Central Florida and online.



Grulich believes in the product so much he provided it to his own teenage daughter.

"My daughter, 15, came to me a week before homecoming," explains Grulich. "She had a minor breakout of about 13 inflamed pimples, all small but serious to her. She used the product once or twice a day for 4 ½ days, and the problem was resolved."

According to Grulich, the company's formula affords several unique benefits to the consumer:

- Fast resolution of acne and a pleasant experience
- No "sulfur" odor due to use of natural essential oils that work in synergy with the formula
- Inexpensive – costs about the same as a co-pay for similar prescriptions
- Available through professionals who patients are familiar with and trust.

New Paradigm Therapeutics is a client of the UCF Business Incubator – Kissimmee. Grulich says that the incubator has provided extensive support and guidance, including connecting them to presenters who have industry experience; legal, financial and marketing networking opportunities; potential investors; financial relationships and accountability.

The company has ambitious plans for the future. They hope to expand both nationally and overseas with 2017 sales goals exceeding \$1 million annually. They also have several products currently in development, including an herbal supplement expected to launch mid-year.

"Acne and rosacea can be psychologically devastating for any teenager or adult. Women who are 25 to 50 years old are especially vulnerable and have few safe options," says David Grulich, COO/CMO of New Paradigm Therapeutics. "It is an amazing experience to help create a great product and have fun doing it."

For more information, visit skinutrients.com.



St. Cloud Company Develops Strategies to Re-Define Struggling Companies

Small Business Development Group, Inc. is a public corporation trading on off-exchange, over-the-counter (OTC) markets under the symbol SBDG. SBDG currently has a presence in Florida, Texas, Maine, Illinois and New York. Located at the UCF Business Incubator in St. Cloud, the company operates both as a holding company and as a strategic business solutions firm. SBDG specializes in the areas of corporate growth and acquisition, business development, exit strategies, turnaround services, bankruptcy and government relations.

Founded in July 2013, SBDG had an impressive launch by acquiring a small, failing public company (Virogen) and rehabilitating it by applying their flagship strategy, The Engineering of a Public Company™. Through this process, they conducted a 50,000-to-1 reverse stock split, eliminated unprofitable activities, corrected the balance sheet, updated reports, instituted standard accounting and management practices, and restructured and built sound business fundamentals.

CEO Roy Salisbury founded SBDG to help salvage failing companies. SBDG's time-tested

model is based upon implementing a strict set of business principles, which establish sound business rules, set standards and rebuild companies from the bottom up.

SBDG's primary goal is to achieve an excess of \$100 million in annual revenue by acquiring companies that are profitable and stable, providing real value to consumers and the economy. Their secondary objective is to build a client base for advisory services, becoming a major resource for mergers and acquisitions, leverage buyouts, bankruptcy strategy, turnaround, government relations, business development companies, and of course, their flagship product, The Engineering of a Public Company.

SBDG credits the UCF Business Incubation Program for helping propel their success. "I've worked with the incubator since 2004, and the organization provides the kinds of support that growing companies normally don't have access to or can't afford," explains Doug Calaway, CFO and director of SBDG. "We are here as part of an expansion process, and the facilities and contacts



provided by the program helping us to move much quicker."

The future of SBDG is bright as The Engineering of a Public Company continues to prove successful. "This process transforms failing or underperforming OTC public companies into profitable, well-managed business entities with sound fundamentals, an experienced management team, impeccable ethical standards, and gateways toward growth," says Calaway. "We know that our model works, because we successfully used it to create SBDG."

For more information about SBDG, visit sbdgp.com.

For more information about OTC Markets, visit OTCMarkets.com/stock/SBDG/quote.

Hidden "Treasure" Makes Major Impact on Children's Clothing Market

It is always exciting when a "local" company experiences national success. **Treasure Box Kids®** is an online retailer of children's clothing joining the 'Made in USA' movement through the sale of clothing products designed in-house. The 'Made in the USA' movement began to encourage more companies to sell products made here in America.

Founded in 2006 as Treasure Box Store by designer Carolyn Bailey, the company soon took the name Treasure Box Kids in 2007. Bailey utilizes her 20 year diversified tenure in management, sales and marketing to lead Treasure Box Kids. Since childhood, Bailey had a passion for business and also for fabrics and clothing construction.

Treasure Box Kids made its start as an online retailer of imported name brand children's clothing, newborn through school age, via its website, treasureboxkids.com. They also found success in marketplaces such as Amazon, Overstock, Sears, Rakuten. In 2009, Treasure Box Kids was among the top of all Amazon sellers on the basis of net sales and highest marked customer satisfaction.

Despite their success, they never lost sight of their true vision of developing their own private

label products manufactured in the U.S. The company eventually introduced two new styles, designed by Bailey. They are also working on a line which will feature superior quality fabrics, trims and workmanship. All items will be produced in the U.S. and sold alongside other 'Made in the USA' designer clothing.

Treasure Box Kids is kicking off their newest accomplishment by hosting a Crowd Funding Campaign in June. This event will include debut and cocktail parties, as well as various community activities including a silent auction. Proceeds will help fuel their in-house 'Made in the USA' product line.

Recently accepted as a client of the UCF Business Incubator-Orlando, Treasure Box Kids hopes to make use of the valuable connections and guidance available by the program. Already, the company has made multiple appearances in fashion shows showcasing their products, and is in the process of uncovering new venues and events to expand their branding efforts.



Founder Carolyn Bailey



Treasure Box Kids participates in a local area fashion show in an effort to increase brand awareness.

Treasure Box Kids embodies the entrepreneurial vision shared by all clients of the UCFBIP. The company is excited to expand and grow to become a vital part of the Central Florida economy.

For more information, visit treasureboxkids.com.

Did You Know?

UCFBIP client **Embark Safety**, the Orlando firm that provides comprehensive driver observation, driver records and advanced driver training to businesses, government organizations and insurance carriers, announced the extension of its driver record monitoring solution to include 21 states.

Daniel Polfer was named chief technology officer for **SightPlan**, a UCFBIP client, has named Daniel Polfer as CFO. SightPlan provides resident and service management software solutions to the multifamily industry.

UCFBIP client **Ninjaneer Studios** will play a starring role when the University of Florida Opera Theater Program debuts a new opera this month (April) featuring six virtual sets with 3-D projection mapping and floor-to-ceiling screen.

Winning Identity Develops Revolutionary Software to Boost Performance

All golfers, amateur or professional, share a common goal: to improve their game. One Central Florida company is using technology to take mastering the game of golf to a new level. **Winning Identity**, a client of the UCF Business Incubator – Apopka, has developed what is arguably the most comprehensive web-based golf training and management program on the market.

A key component of the software is its ability to allow golf professionals, coaches and trainers to provide “live” online lessons and swing analysis for their clients. Now a golf pro in Florida can coach a protégé in California. The latest software version even includes an improved workout builder and player

UCFBIP
APOPKA

assessments, which help both coaches and students develop a better understanding of cause and effect in a player’s golf swing.

“Our product streamlines the business/coaching process for our clients,” explains Simon McInnis, vice



president of sales for Winning Identity. “We provide coaches tools that enable them to generate new streams of revenue. We pride ourselves on the support we offer our clients, which helps them take their business to the next level by saving them money and time.”

The Winning Identity program is customized for individual teams, coaches and academies. They recently debuted the fourth edition of the software at the PGA Merchandise Show in January. The new apps, stats program and live online lesson technology were all well received by PGA professionals.

Positive peer reviews have reaffirmed Winning Identity’s position in

the industry.

According to James Leitz, a top 100 golf instructor and club fitter, “This is the best swing analysis app on the iPhone that I’ve seen yet.”

“Our approach has been praised by everyone who tries it,” explains McInnis. “Winning Identity is a powerful program that can help a coach in the golf or fitness industry take their business to the next level.”

Winning Identity has developed and expanded thanks in part to their partnership with the UCFBIP.

“Access to our site manager, Rick Parks, has been a huge resource for us,” says McInnis. “Having someone available who is as knowledgeable and experienced as Rick has proven to be extremely beneficial.”

When asked where he sees the company in five years, McInnis replied, “Winning Identity will be the leader in golf coaching and training.”

For more information, visit WinningIdentity.com.

Accelerating Medical Writing and Regulatory Solutions

Have you ever wondered how a new pharmaceutical product makes its way from the lab to the pharmacy? The tedious process involves approval from the Food and Drug Administration (FDA), the agency that regulates drugs for widespread distribution in the U.S. One Central Florida company is helping scientific researchers present their proposed products by teaching them how to effectively communicate and submit their pharmaceutical research to the FDA for approval.

Dr. Christine Ong established **AccelaRx** in 2008 to provide full-service, high-level medical and scientific

UCFBIP
RESEARCH PARK

communication services to researchers across the globe. Ong relies on her extensive education and research in the pharmaceutical field to help clients develop clear, precise, medically proven submissions to the FDA. She



has been involved in the research and product development of over eight novel drugs and authored 30 publications. Ong earned a bachelor’s degree in molecular and microbiology from UCF and a doctorate from Nova Southeastern University. She is a board-certified pharmacotherapy specialist and licensed pharmacist with specialized interests in infectious disease and psychiatry/neurology.

AccelaRX provides much more than medical writing. The company helps biotechnology and pharmaceutical companies develop stronger value propositions of their drug products by helping them envision the future of their objectives.

Recently, Ong was able to demonstrate how labs can benefit from AccelaRx through a Thailand client conducting research on malaria. The client was having trouble connecting their research with the desired outcome,

and AccelaRX was able to establish how they could effectively reach their objective. As a result, the client was able to submit their research to the European Medicines Agency, the European Union equivalent to the FDA.

When asked about AccelaRX’s partnership with the UCF Business Incubation Program (UCFBIP) Ong says that it “completely transformed her mentality.” The UCFBIP provided the necessary space, support and resources to help fuel the company’s growth, and the networking opportunities helped AccelaRX develop a relationship with UCF’s Biology Field Research Center. And, after tracking visitors to AccelaRX’s website, she found that the majority came via the link on UCFBIP’s website.

Although the company already has an international presence, Ong has ambitious plans for its future. She hopes to expand AccelaRX’s current U.S. operations while also reaching further into Europe and Asia.

For more information, visit AccelaRx.com.

Klein-Yaney Media, LLC Provides Quality Outsourced Marketing Solutions

Klein-Yaney Media, LLC is a professional hybrid marketing company and business solution center helping small- to mid-sized businesses compete and prosper in today's ever-changing and fragmented marketplace.

Kimberly Klein-Yaney founded the company in July 2011 for the purpose of offering cohesive branding, key messaging, and targeted advertising and marketing services through a single company.

"We are locally owned and operated and support local ownership, diverse voices and a competitive marketplace," explains Klein-Yaney. "We help put our client's best image forward, over and over again!"

Klein-Yaney Media recently announced the launch of EDGEwater Magazine, (EdgewaterMagazine.com). This high-gloss, full-color periodical with a digital companion serves as the exclusive city magazine for the residents and

local businesses of Edgewater, Fla.

"Our goal is to connect local people with local business to create a community-based market and infrastructure," says Klein-Yaney. "A dollar spent locally has three times more impact on a local community than it does spent at a national chain."

Klein-Yaney Media also partnered with the City of Edgewater to introduce the First Fridays Night Market. This marketplace provides the platform for local businesses to display their offerings while serving as a community-gathering place.

According to Klein-Yaney, the UCF Business Incubation Program has been integral to the company's success.

"The incubator's endorsement has allowed us to align our company with strategic partners and provided valuable guidance throughout the process," says Klein-Yaney. "The entire Daytona Beach team has been thoroughly invested in our success."

Klein-Yaney Media has ambitious plans moving forward. According to Klein-Yaney, the company



plans to franchise their successful business model. The Edgewater office would serve as corporate headquarters, offering franchise training and support.

"As an Edgewater resident for nearly 30 years, I have seen the city grow and improve," she says. "Klein-Yaney Media is on a mission to make a difference in our community by helping businesses to grow. My belief is, and will always be, to pay it forward. We can't help the entire country, but we can help our community."

For more information about Klein-Yaney Media, LLC visit K-Ymedia.com.

Local Company Provides Innovative Risk Management Solutions

Natural disasters and other emergencies often occur unexpectedly and can cause a significant amount of damage and hardship. Preparedness is key to surviving a disaster. **Wightman & Associates** utilizes highly trained professionals to develop and deploy effective risk management programs for companies, agencies and the federal government to ensure preparedness in case of an emergency.

Company owner, Gina Wightman has more than 30 years of instructional system design and workforce development expertise in all levels of the government. Wightman envisioned a more progressive approach to traditional risk management, and as a result, she founded Wightman & Associates in 2011 as a training and organizational firm. The company's consultants are diverse experts specializing in emergency management and related fields within the federal government.

Wightman & Associates was invited to observe the damages that resulted from the devastating Hurricane Sandy. After visiting hard-hit sites, Wightman created new management and administration procedures and implemented a new operational approach to re-building.

The company also participated in a joint project with the Centers for Disease Control and Prevention and the Federal Emergency Management Agency (FEMA). The team developed three levels of curricula, known as the Environmental Health Training in Emergency Response (EHTER), to help



environmental health responders (EHRs) react to disasters in the most optimal way. The first course is the Awareness Level, a self-paced, Web-based course. The second course, the Operational Level, allows EHRs to practice their skills in a simulated disaster environment. Finally, the Planning and Management Level is comprised of a classroom course on preparedness, response and recovery activities for EHRs.

Last September, Wightman was invited to join the U.N. in South Africa for disaster risk reduction training. This afforded the company the opportunity to gain a more global perspective on how to handle disasters.

Despite the company's accomplishments, Wightman recognized the need for assistance with business tasks. Support came through Carol Ann Dykes, site manager of the UCF Business Incubator-Central Florida Research Park, who introduced Wightman to Lou Dommer.

Dommer now serves as the company's chief financial officer. Recently, Wightman & Associates



expanded to a larger office in Clermont, although they still have a presence at the Orlando incubator.

Wightman credits the UCFBIP for helping the company excel. According to her, "I do not think that I would be in business today if it wasn't for UCF's Business Incubation Program."

Wightman plans to evolve the company's services to incorporate more technology and innovation. Through training and workforce, she hopes to develop ways to assist the government in effectively performing emergency disaster programs.

For more information, visit Wightman-Associates.com.

UCFBIP
RESEARCH PARK

NanoSpective's Analysis Improves Quality of Everyday Electronics and Consumer Products

NanoSpective specializes in materials science with an emphasis on nanoscale materials characterization. The company provides analytical services and consultation to a worldwide market, offering complete solutions for intellectual property protection, failure analysis, quality control and materials research. NanoSpective sets itself apart from its competition by providing custom commercial analytical services with academic level attention to detail.

NanoSpective was founded in January 2003 by a team of UCF graduates with advanced degrees in materials science, electrical engineering and chemistry. The current management team includes Brenda Prenitzer, CEO; Brian Kempshall, CTO; Stephen Schwarz, COO; and Maureen Burns, CFO.

The company performs analysis on a wide variety of materials, including those found in consumer products. Some examples include wear coatings on mechanical and electrical parts, including computer components (processors and memory); photonics (solid state lasers found in DVD player/writers and gaming systems); LED components (consumer lighting and flat-panel displays, including those in computer screens, cell phones and televisions); and image sensors (such as those found in digital cameras and cell phones).

Recently, an LED manufacturer who observed blister-like marks on the surface of their devices approached NanoSpective about their dilemma. NanoSpective utilized advanced characterization tools to cut through the layers and electron microscopes to observe that the marks were a

disruption in the deposited layers caused by points of contamination on the substrate. By providing information about the location and composition of the contamination, NanoSpective enabled the manufacture to quickly resolve the issue.

The UCF Business Incubation Program (UCFBIP) has played an integral role in the company's success.

"The benefits have been multifold and enduring," says Prenitzer. "At the time of our inception, the incubation program provided us education, structure and accountability through its seven-week boot camp. The program also offered office space and business support services in a collaborative and energetic environment."

According to Prenitzer, one of the most significant and continuing benefits of the UCFBIP is being a part of its community. The program provides access to valuable networking opportunities and business resources in Central Florida.

"Even after graduation we continue to enjoy the business relationships that had been forged and are offered ongoing opportunities for new engagements," says Prenitzer.

NanoSpective has ambitious goals for the future, planning to take the core values and operational protocols of the company and scale



NanoSpective
Big Solutions to Small Problems

them into a larger organization. They hope to increase revenue, add staff, diversify their market and purchase capital equipment for their on-site facility.

"Achieving a dream is a difficult endeavor. It requires vision, conviction and perseverance to follow it through to fruition. Success tends to look an awful lot like failure if you stop in the middle," says Prenitzer.

For more information, visit NanoSpective.com.

Dr. Thomas O'Neal Joins NBIA Board of Directors



Dr. Thomas O'Neal

The National Business Incubation Association (NBIA), the world's leading organization advancing business incubation and entrepreneurship, has elected Thomas O'Neal, Ph.D., as chairman of their next term's board of directors. O'Neal has served as a member of the board for six years and is currently chair elect. Each year the NBIA advances the business creation process to increase entrepreneurial success and individual opportunity by providing thousands of professionals with information, education, advocacy and networking resources.

O'Neal serves as the associate vice president of UCF's Office of Research and Commercialization and is the executive director of both the UCF Business Incubation Program (UCFBIP) and the Florida Economic Gardening Institute. Under his leadership, the UCFBIP has expanded to eight locations and was named "Incubator Network of the Year" by the NBIA in 2013. O'Neal will provide leadership and strategic direction to the NBIA, and has plans to elevate the organization to becoming a world-renowned leader of incubation and entrepreneurial-related activities.

Innovation Through Modeling and Simulation

Did you know one of the nation's leading technology and simulation centers is located in Research Park? **AVT Simulation (AVT)** provides end-to-end systems integration and full-service modeling & simulation to the military, government and private



corporations. CEO Robert Abascal founded AVT in 1998. The company's multi-faceted offerings include engineering consulting, simulation and training solutions, re-host and upgrades, software engineering and visual system integration, database development, and serious gaming technology and content.

The military utilizes AVT's simulation and training solutions for both new training systems design and legacy training systems technology refresh. Their cost-effective, custom products and services improve the integration of simulator subsystems while incorporating complete training solutions for aviation and ground vehicle platforms. Examples of

some of their work includes air traffic control, weapons system, mission tactics, flight, ground vehicle, and stealth viewer applications.

Military Training Technology Magazine ranks AVT as one of the Top 100 Military Training Companies for 2007-2013. They were also a 2013 GrowFL Florida Companies to Watch awardee, and have been named a 2014 SMART Awards finalist.

The company continues to expand and grow. In early 2013, AVT employed 50 staff. Today, they are at 102 employees and counting.

AVT credits the UCF Business Incubation Program (UCFBIP) with providing the insight needed to create a strong, successful company right here in Central Florida. The company values the many UCFBIP events which have helped them stay current through an ever-changing market, remain on top of the latest trends, and propel their success through ideas and business strategies.

AVT provides valuable learning opportunities for college and high school students by inviting local schools to tour their facilities. AVT



AVT Simulation staff and a guest were treated to attend an Orlando Magic game versus the Denver Nuggets in March.

supports Operation Giveback for Wounded Warriors, Inc., an Orlando-based organization committed to helping those who have been wounded while serving our country. "Team AVT", the company's running club, participates in local charitable events which benefit organizations including Florida Hospital, Kiwanis Club, Harbor House of Central Florida, and Lone Sailor Memorial Project.

"I am humbled to look back and realize how far we have come," says Abascal. "While there have been many challenges we have had to overcome along the way, it is our staff

that has brought us through. While our growing company has helped us succeed in various ways, success is truly measured by making a difference in the lives of our employees, their families, and those we serve. This is a testament to our employees' professionalism, work ethic, and dedication. Our ultimate success is a direct result of our people first culture, which has helped us achieve great things and will continue to do so for years to come."

For more information, visit avtsim.com.

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Thomas O'Neal, Ph.D.

Executive Director, UCF Business Incubation Program, Associate Vice President for Research & Commercialization
oneal@ucf.edu

Gordon Hogan Director

gordon.hogan@ucf.edu

Editor

Christa Santos
christa.santos@ucf.edu

Copy Editor

Peg Martin

Contributors

Dianne Gross, Lauren Pacheco, Molly Pruitt, Christy Prewitt, Gina Smith, Olivia Vaughn-Flam, Michael Weiss and Jaclyn Zackowitz

Design & Creative

Matthew Bross
20/20 Media
matt@2020mediainc.com

**University of Central Florida
Business Incubation Program
University Tower/Research Park**
12201 Research Parkway, Suite 501
Orlando, FL 32826
Phone: (407) 882-0888
Fax: (407) 823-3299



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Visit incubator.ucf.edu for info