

The Accelerator

Quarterly Newsletter of the UCF Business Incubation Program

■ Volume 4 ■ Issue 6 ■ Summer 2010

UCF Business Incubation Program Expands

Rapid growth is occurring across Central Florida - the UCF Business Incubation Program (UCFBIP) is having a tremendous impact on the region, helping more than 140 emerging companies since its founding in 1999, creating more than \$200 million (*based on 2009 study) in local annual revenue and generating more than 1,600 new jobs with an average salary of \$59,000.

In early June, officials announced a partnership between Volusia County and the UCFBIP to open a new incubation site at the **Daytona Beach** International Airport Complex, set to open by the end of 2010.

Construction for the new UCF Business Incubator in **Kissimmee** started on June 24, where officials from UCF, the City of Kissimmee and Osceola County hosted a groundbreaking ceremony. The incubator is located at the City Centre Kissimmee building, at 111 East Monument Avenue.

The new site will open in approximately two months, with 8,000 square feet of the fourth floor in the City Centre Building, according to Gordon Hogan, director of operations for the UCFBIP. "The UCF Business Incubator-Kissimmee



Officials from Osceola County, Kissimmee and UCF prepare for the development of a new UCF incubator in Kissimmee. (Back row from left) Mark Durbin, Kissimmee city manager, Kissimmee Mayor Jim Swan, Mike Steigerwald, deputy city manager, Kissimmee Mayor Pro-Tem Cheryl L. Grieb, Don Fisher, Osceola County manager and M.J. Solieau, UCF's vice president for research & commercialization. (Front row from left), Tom O'Neal, founder/executive director, UCFBIP, Brandon Arrington, vice chair Osceola county commission, Art Otero, Kissimmee city commissioner, Gordon Hogan, director of operations, UCFBIP and Michael Harford, Osceola County commissioner.

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In-depth Incubator Client Updates and News.

Left: Sabalcore Computing founders Kevin and John Van Workum.

Legislation Supports Small Business Incubators

Congresswoman Suzanne Kosmas (FL-24) introduced legislation to support small business incubators so they can foster innovation and reduce costs for early-stage businesses. The Early-Stage Business Investment and Incubation (ESBII) Act (HR 5411) will create a national incubator grant program administered by the Economic Development Agency (EDA) to provide grants for incubators that support the development of early-stage small businesses in targeted, high-growth industries.

"I cannot express how important this bill is in terms of enabling growth and expansion of the companies that incubators serve," said Dr. Tom O'Neal, University of Central Florida Associate Vice President

and Incubation Program Executive Director. "I can think of nothing that will better stimulate the kind of sustainable job growth this country needs than filling the capital gap for our most promising innovative companies."

The Early-Stage Grant Program established by this legislation will provide grants for incubators that support the



Rep. Suzanne Kosmas addresses attendees at the NBIA Conference with news of her proposed legislation.



Stands For Opportunity

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MESSAGE FROM TOM

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

Since the last issue of the newsletter, the UCFBIP has rapidly grown – generating a tremendous impact on the region. We broke ground to open an incubator in Kissimmee on June 24, held grand opening ceremonies for incubators in both Leesburg and St. Cloud, hired a new site manager in Kissimmee, expanded two incubators in Sanford and Orlando, and just recently agreed to create a ninth incubator in Volusia county at the International Airport.

It is certainly evident by the interest,



programs.

Additionally, we gained international exposure by hosting the National Business Incubation Association's (NBIA) annual international conference on business incubation in Orlando with over 500 attendees from over 40 countries. Read more about this exciting opportunity!

As always, we wish to thank our partners, whose financial and other investment support enables our efforts. Thanks to the following: The Florida High Tech Corridor Council, Cities of Kissimmee, Leesburg, Orlando, St. Cloud, Sanford, Winter Springs, and

support and visibility of the program, that there is a need to stimulate the economy and create jobs by creating and strengthening new businesses through business incubation

Counties of Lake, Orange, Osceola, Seminole and others. These partners continue to provide valuable support such as time, effort, investment and resources needed to foster, strengthen and cultivate entrepreneurship in a volatile economy.

UCF continues its commitment to serve as a community partner in economic development through the UCFBIP and other entrepreneurial activities that support business. I encourage you to read more about our ribbon cutting celebrations, expansion efforts, exciting upcoming events, and the latest updates and achievements of our current clients and graduate companies at www.incubator.ucf.edu.

Tom O'Neal, Ph.D.

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

Legislation Supports Small Business Incubators

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development of early-stage small businesses in targeted, high-growth industries. The \$250 million program will be administered by the Economic Development Agency and will supply incubators with access to a maximum of \$5 million to use within no longer than a five-year period.

Congresswoman Kosmas, a former small business owner, is focused on supporting small businesses so they can continue creating jobs and investing in our communities. She has introduced or sponsored numerous bills to provide tax relief to small businesses, to cut taxes for entrepreneurs, and to help small businesses afford health insurance.

Other elements of Kosmas' plan would eliminate capital gains tax on small business investments, provide a capital gains tax waiver to spur long-term investment in residential and commercial properties, and expand tax credit opportunities for private investment in areas of high unemployment.



Rep. Suzanne Kosmas

"Small business incubator programs in Central Florida and across the country have a proven track record of helping new businesses develop," said Congresswoman Kosmas. "This

legislation will ensure that entrepreneurs and emerging businesses are able to access the tools they need to innovate, grow, and create jobs throughout our communities."

The Early-Stage Grant Program established by this legislation will provide grants for incubators that support the development of early-stage small businesses in targeted, high-growth industries. The bill is supported by the National Business Incubation Association and the National Association of Seed and Venture Funds. To learn more about this legislation, contact Congresswoman Suzanne Kosmas' office at 407-208-1106 or visit www.kosmas.house.gov

UCFBIP CALENDAR OF EVENTS

Excellence in Entrepreneurship Certificate Course

Start Date: July 20, 2010

End Date: August 12,
2010, Time: 6-9 p.m.

Location: Disney Entrepreneur Center
315 E. Robinson Street,
Suite 100, Orlando FL, 32801

Registration: Please visit the UCFBIP
website at www.incubator.ucf.edu. A
max of 16 companies may participate.

Disney Entrepreneur Center 5th Annual Entrepreneur Fair

Date is August 26, 2010

Location: Sheraton Orlando Downtown
(formerly Orlando Downtown Marriott)

Details: Contact Julie Matthews at
407-428-4848 or visit www.disneyec.com

UCF Incubation Program Advisory Board – Spotlight

The UCF Business Incubation Program has established a strong Advisory Board to coordinate the efforts of both the University 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 Incubator, the University, and the Central Florida community. Visit www.incubator.ucf.edu for the full board list.

Maria Grulich Toumazos - Osceola County

Maria Grulich Toumazos is the key contact when it comes to work and play in Osceola County government. She is the senior level administrator for economic development, as well as for tourism marketing and development. She also oversees the operation



and maintenance of a diverse group of event and sporting venues in the county, and the communities of Kissimmee, St. Cloud, Poinciana, Harmony, and Celebration.

Toumazos has been an Economic Development veteran for nearly two decades. Her responsibilities include assisting business prospects with property searches, incentives, and fast track permitting. Since beginning her duties with Osceola County in 2000 as the first-ever Economic Development Department Director, she has been instrumental in creating and/or assisting in the relocation of several businesses that resulted in more than 4,000 new jobs for the community. Business incubation programs are great catalysts to create these jobs and start new companies.

Research has shown that 87 percent of those companies who graduate from an incubation program are still in business five years after graduating. "In these tough economic times, it is essential to grow our own companies. The UCF business incubators in Kissimmee and St. Cloud are not only a great resource for our entrepreneurs, but also great tools to add to our economic development toolbox," said Toumazos.

A graduate of the University of South Florida, Toumazos is the recipient of many awards and honors, such as the American Business Women's Association Business Woman of the Year. She was appointed in 2007 by Florida Governor Charlie Crist to serve on the Valencia Community College Board of Trustees. Former Florida Governor Jeb Bush appointed her in 2004 to the East Central Florida Regional Planning Council. She is also the state representative to the Southern Economic Development Council

as well as serving as Secretary for the Osceola County Industrial Development Authority. Additionally, she serves on the advisory boards of the following: Florida Extension Services; the Kissimmee Chamber of Commerce, and the UCF Business Incubation Program.

Jeff Triplett - United Legacy Bank, Sanford Community Redevelopment Agency and Seminole County Port Authority



Jeff Triplett has served in leadership roles in Sanford and Seminole County for more than a decade and has spent over 15 years as a banker. Triplett is currently the Senior Vice President of United Legacy Bank and also serves as the Chairman of the Downtown Sanford Community Redevelopment Agency (CRA) and the Seminole County Port Authority.

Triplett played an integral part in bringing a first class UCF business incubator to the City of Sanford's downtown district. After only a few months of opening, it was apparent that additional space was needed due to the overwhelming demand. Triplett, along with Bob Tunis, Executive Director of the Downtown Sanford's CRA, pushed to open additional incubator space after only three months of operation and which was unanimously approved for funding. "I believe that this project was one of the most successful in the organization, not to mention that it has brought five new businesses, and counting, to a district that has seen many vacancies over the last few years," Triplett stated, "Definitely a win-win for all those involved."

Jeff Triplett's leadership resume includes acting as vice-chairman for the Sanford Airport Authority and being a member of the Seminole County Charter Review Commission. He has also served as the president of the Sanford Chamber of Commerce and on the board of directors of the Sanford Rotary, Sanford Main Street, the Seminole County Small Business Advisory

Board and the Sanford River Rats baseball team. He is a graduate of Missouri Southern State University.

Robert Tunis - City of Sanford and Sanford Community Redevelopment Agency



Robert "Bob" Tunis is the Sanford city official who orchestrated the recent creation of the UCF Business Incubator - Sanford. He serves as the Economic Development Director for the City of Sanford, Florida, as well as Executive Director of the Sanford Community Redevelopment Agency (CRA), which provides the funding for the incubator. Tunis has over 20 years of economic development experience at the federal, state, and local government levels.

The UCF Business Incubator - Sanford resulted from an initial meeting between Bob, Tom O'Neal, Executive Director of the UCF Business Incubation Program and Ed Schons, UCF's Director of Economic Development, in December 2008. Planning for the incubator started immediately with the Sanford CRA agreeing to cover operational costs for the facility. The UCF Business Incubator - Sanford, located in the historic Welaka Building in downtown Sanford, was up and running in record time, opening its doors officially on September 10, 2009. Within three months the facility was fully occupied with eight companies. In January of this year, the Sanford CRA Board voted to expand the facility by 50%, to further its present size of 6,000 square feet.

Before arriving in Florida, Tunis was Executive Director of the Lincoln County Economic Development Council in Montana. During the 1990's, he worked for the Alberta, Canada government as the European Trade and Investment Director. Prior to that, Tunis spent 12 years as a Canadian Foreign Service Officer in Germany, Thailand, Trinidad, and Jamaica. He has dual citizenship in the United States and Canada. Tunis received his bachelor's degree from McGill University in Montreal.

UCF Business Incubation Program Expands

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will offer a wide range of support services to help promising enterprises accelerate their growth and generate new jobs in the Kissimmee area,” Hogan explained.

The UCF Business Incubator-Sanford recently hosted local business leaders and city and county officials during an open house to showcase its newly expanded facilities at 110 W. First Street in Sanford. Rafael Caamano, with the UCFBIP, said the facilities have grown from 3,800 square feet of office space to 5,700 square feet and is currently housing five client companies with room for several more in the future.

On April 28, the UCFBIP hosted a formal dedication and grand opening for its new site in **St. Cloud**. Nearly 200 people attended the ribbon cutting ceremony event, which was held at the new 14,000 square foot facility, located at 3201 Budinger Avenue.

Already, four incubation client companies have been accepted to the new facility. METSI, Team Energy, Inc., Going Green Savings, Inc. and IndieFest are scheduled to move in during the month of July. Eventually, the St. Cloud incubator can accommodate up to 20 client companies.

James M. Bowie was hired as the site manager of the UCF Business Incubator - St. Cloud. “The UCF Office of Research & Commercialization has laid the foundation for business development with the new business incubator,” said Bowie. “This was made possible by the financial & leadership commitment by both the City of St. Cloud and Osceola County. The incubator, which has four client companies moving in this summer, will flourish as the word spreads of this first-class facility and the place to be to grow a business.”

Bowie has over 20 years of experience in business development and is a “Certified” Incubator Director by the National Business Incubator Association (NBIA). He has previously worked in business development at AT&T, Orkin and four entrepreneur start-ups. He also served as director of the Columbus State University Technology Incubator in Columbus, GA from 2006



(From L to R) Mickey Hopper, St. Cloud City Council; Donna Hart, Mayor of St. Cloud; Gordon Hogan, UCFBIP; Chad Pert, Snow Construction; Fred Hawkins, Jr., Osceola County Commission Chair; Dr. Tom O’Neal, UCFBIP; Maria Grulich, Osceola County and Randy Berridge, Florida High Tech Corridor Council, dedicate the new UCF Business Incubator - St. Cloud facility.

through 2009. Bowie earned his BBA and MBA Degrees at Texas Christian University, a school that U.S. News & World Report reported as having one of the highest ranking Business School Entrepreneurship Centers

“Business incubation is a young industry and Jim Bowie is one of the most experienced incubator administrators we have recruited,” Hogan said. “We expect him to play a big role in the growth of the UCF Business Incubation Program in St. Cloud,” he added.

In February, an open house was held for the UCF Business Incubator - **Leesburg**, which houses both the Small Business Development Center (SBDC) as well as the UCF Business Incubation Program. This incubator is a partnership between UCF, Lake County Government, the City of Leesburg and the Florida High Tech Corridor Council. The SBDC at UCF has assisted entrepreneurs in creating 1,827 jobs, win awards worth \$31.4 million, and increase sales by \$31.7 million in the past year as well as providing services to eight different counties.

The Leesburg incubator provides tools, training and infrastructure to start-up companies. Five client companies have already joined the UCFBIP in Leesburg and the facility currently can accommodate seven client companies. The companies include Green Solar Solutions, LLC, Mr. Handyman, Hometown Health TV, LLC, Evergreen Construction Management, LLC, and a virtual UCF company called The Imagination Shop.

“Our job is to help grow local businesses to create more local employment and improve the local economy,” said James Spencer, site manager of the UCF Business Incubator-Leesburg.

Spencer is a Certified Business Analyst (CBA) and the area manager for the Lake County office of the Small Business Development Center at UCF. With over 17 years experience as a high-tech executive in engineering and business, he excels at guiding and mentoring new and small businesses, having had success in raising first round venture capital. Spencer is a graduate of Brown University with a Bachelor of Science in Electrical Engineering.

Early this year, the UCFBIP hosted an open house at the recently expanded **Orlando** site where opening remarks were given by Dr. Tom O’Neal, associate vice president, UCF Office of Research & Commercialization and executive director of the UCF Business Incubation Program and Tony Ortiz, commissioner for the City of Orlando, District 2. Initially, the UCF Business Incubator - Orlando was 2,400 square feet, but after the expansion it grew by 4,000 square feet. The site is now full.

With eight facilities across Central Florida, the UCFBIP is a collaboration in economic development between UCF, the cities of Kissimmee, Leesburg, Orlando, Sanford, Winter Springs, as well as the counties of Lake, Orange, Osceola, Seminole and Volusia, along with the Florida High Tech Corridor Council. Visit www.incubator.ucf.edu for a full list of UCFBIP sites and details about program information and services.



James M. Bowie

NEW CLIENTS

Research Park

- StatPath
- H2 IT Solutions
- Plasmonics
- NovaComm

Orlando

- GreenPath Energy Solutions
- GroundFlights
- The Vak Shack
- UniKey Technologies

Winter Springs

- Greensleeves, LLC
- iMedia Reach™

Sanford

- CAMAlogy

St. Cloud

- Going Green Savings, Inc.
- IndieFest
- METSI
- Team Energy, Inc.

Florida Economic Gardening Institute (FEGI) Accelerates Growth of Second-Stage Companies

While incubation programs and innovation centers facilitate growth and success for new and small businesses, the Florida Economic Gardening Institute (FEGI) aims to provide “second stage” companies, those businesses that have passed the entrepreneurial stage, with the tools and assistance to accelerate their growth and increase employment throughout Florida.



FEGI was established late last year at UCF receiving its funding from the Florida Legislature. By the end of June, over 100 companies had already enrolled in GrowFL, FEGI's Technical Assistance Program. Companies working with the GrowFL program have created 327 new jobs since

November of 2009.

About 5,000 companies in Florida meet the qualifications to enter the program. Those who qualify must be engaged in manufacturing, finance and insurance services, wholesale trade, information industries, professional, scientific, and technical services, management services, or administrative and support services.

“Many of the companies that qualify are past graduates of incubator programs around the state,” says O’Neal. “Providing access to these tools and resources is a continued benefit for any incubator program.”

With more than 24 years of experience in corporate management, **Fran Korosec** has been appointed the director of client services for the FEGI.

“Fran Korosec is a seasoned executive with a unique combination of business development/sales, program management, and technical expertise. We expect him to play a major role in the growth and success of the Economic Gardening Institute,” said



Fran Korosec

Dr. O’Neal, executive director of the Florida Economic Gardening Institute.

Korosec has previously held executive positions at Bell & Howell, Lockheed Martin, and IBM. He earned his undergraduate degree from Clarkson University and received his master’s degree from the State University of New York at Binghamton.

The Florida Economic Gardening Institute is a joint venture of the University of Central Florida, the Florida Development Council, Enterprise Florida, Workforce Florida, Florida High Tech Corridor Council and others working to identify and cultivate hundreds of growth companies. FEGI encourages companies to research and apply for the program at www.GrowFL.com.

NBIA Celebrates 25th Anniversary



On May 16th, the **National Business Incubation Association (NBIA)** kicked off its annual International Conference on Business Incubation in Orlando, Florida. More than 500 people from over 40 countries attended the event. Because it was the NBIA’s 25th anniversary, the conference provided an opportunity to recognize the organization’s accomplishments over the years.

The three-day event provided attendees with the opportunity to attend in-depth workshops on international issues, various funding sources, strategies for helping clients, the nuts and bolts of incubator management, the future of the industry, and much more. Professionals working in the industry from around the world came

together to discuss incubation, learn, share ideas and network with colleagues.

Highlights of the conference included a tour of the Disney Entrepreneur Center and incubation sites from the University of Central Florida Business Incubation Program, as well as keynote addresses from both Jerry Ross, executive director of the Disney Entrepreneur Center, and Alan Ladwig, deputy associate administrator for public outreach in the Office of Public Affairs at NASA headquarters. Additionally, the event featured a panel of global incubation leaders discussing challenges and opportunities facing the industry and concluded with the highlight of the annual awards luncheon.

The conference was sponsored by Florida High Tech Corridor Council and was co-hosted by the University of Central Florida Business Incubation Program (UCFBIP). The NBIA is the world’s leading organization advancing business incubation and entrepreneurship. Each

year, it provides thousands of professionals with information, education, advocacy and networking resources to bring excellence to the process of assisting early-stage companies. An elected, voting board of directors representing the world’s leading incubators governs the association. Log onto www.nbia.org for more information.



Jerry Ross, executive director of the Disney Entrepreneur Center kicks off the NBIA International Conference with a luncheon keynote on the fundamentals of entrepreneurship



Incubator Client Profiles



UCFBI - Leesburg

Mr. Handyman Sponsors 'Healthy Home' Segment

As a client of the UCF Business Incubator - Leesburg, Marc Robertz-Schwartz, president and executive producer of **Hometown Health TV, LLC**, has many opportunities to establish connections with many other business professionals, who can contribute to his monthly broadcasts. A casual conversation with Dennis McGee, President of **Mr. Handyman of Leesburg** and a fellow client of the incubator, about his recent EPA certification for lead-based paint safety led to a partnership between both of their companies.

"We are very pleased at the synergy created between Hometown Health TV and Mr. Handyman. Marc and Dennis are both model entrepreneurs each with a passion for excellence and customer service," said James Spencer, the site manager for the incubator. "It is personally and professionally rewarding to know that within our incubator, two client companies are not only growing their own businesses successfully, but have also found a way to collaborate and help each other."

Every month, HHTV produces a video that educates, informs, and entertains viewers on a variety of health-related issues. The videos feature several local physicians and healthcare professionals that share the different ways one



can improve their health. As the new sponsor and host of Hometown Health TV's "Healthy Home" segment, Mr. Handyman of Leesburg will be sharing tips and advice to educate their audience on different ways to keep a safe and healthy home. Power tool safety and ways to decrease the amount of allergens in the home are just a couple of the topics that will be discussed during the segment.

"'Healthy Home' has been an important part of the Hometown Health TV commitment to educating our viewers. Dennis now brings a high degree of experience and expertise to the segment with a shared desire to educate, inform and protect members of our local viewing community," said Robertz-Schwartz.

Mr. Handyman is a national franchise that offers its customers premium repair, maintenance and improvement services for their homes or businesses. The company's

"handymen" provide qualified labor to handle several exterior and interior tasks, including maintenance, repairs, and small remodeling projects where the owner can choose their own materials. All of Mr. Handyman technicians are managed as direct employees and are screened with detailed background checks. The technicians' level of quality and reliability allows the Mr. Handyman franchise to differentiate itself from other companies.

In 2003, the American Medical Association released a study that determined that the average American sits in a waiting room for about 20 minutes. HHTV was founded with the goal of taking advantage of those 20 minutes in the waiting room and transforming a patient's waiting time into a much more valuable and dynamic experience. In 2009, HHTV won the International AVA Award and the Gold 2009 Marcom Award for their feature "Cancer and a Life-Changing Weekend." The videos are broadcast at 11am on Saturday mornings and Sundays at noon in Lake County and The Villages. HHTV is also featured on Heartbeat Radio for Women - 1410AM in Leesburg - during the "Apple-A-Day" Wellness Report weekdays.

For more information on Hometown Health TV and access to the video program, visit www.HometownHealthTV.com or e-mail Marc Robertz-Schwartz at Marc@HometownHealthTV.com.

Contact Mr. Handyman at www.mrhandyman.com or call 352-435-4568.

UCFBI - Research Park

Preparing Others for Lifelong Success

Powerful Education Technologies develops and markets workbooks and technology-based tools used by teachers, parents and students to enhance character development and life skills formation in the K-12 educational environments. Extensive research validates



Dr. Lesia Crumpton-Young

that character building and life skills development greatly enhance students' behavior, academic performance, decision making and life-long success.

Powerful Education Technologies began from president & CEO, Dr. Lesia Crumpton-Young's desire to strengthen students' life skills. She recognized that there was no

company or product currently available that taught life skills in a systematic way. After observing behavioral problems at schools in her community, Dr. Crumpton-Young realized she wanted to teach students not only the basic academic skills like Math and English, but also life skills like character, decision-making and confidence.

According to Dr. Crumpton-Young it appeared that very often, behavioral problems

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Incubator Client Profiles



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were caused because a child did not learn the correct fundamentals on how to interact and communicate with his/her peers. She noticed a lot of students simply did not have the knowledge, skills, attitude and tools necessary to become successful.

PowerfulEducation Technologies addresses this need by giving students the necessary tools for success. The "You've Got the Power!" Workbook Series was created to improve student performance, modify behavior, improve decision-making, and enhance preparation for lifelong success. The company also has a Power Learning Community, which allows the connection with other group members in various programs or courses and affords the opportunity to ask questions, or join discussion groups for learning support.

Given the success of her mentoring strategies and workshops, Dr. Crumpton-Young has

POWERFUL*Education* Technologies, LLC

been working with organizations that want to create mentoring programs. The programs and services which PowerfulEducation Technologies has developed can reduce teen violence, teenage pregnancy, school dropouts and suicides, said Dr. Crumpton-Young, who is also a human factors engineering professor at UCF.

Additionally, Dr. Crumpton-Young provides workshops across the country, where she teaches faculty what they can do to be successful in their careers. She has developed principles that include how to balance a family and career, how to teach successfully in the classroom, and how to achieve personal dreams and aspirations. "I think a good mentor is someone who knows how to listen and really understand what that person is grappling with

before they start trying to give advice," she said.

Dr. Crumpton-Young was recently awarded the Presidential Award of Excellence in Science, Mathematics, and Engineering from the White House and National Science Foundation. She serves as a professor of Industrial Engineering at UCF and is a role model to many, because she is the first African-American female to earn a Ph.D. in Engineering at Texas A&M University.

Powerful Education Technologies is a client of the UCF Business Incubator - Research Park, and is very grateful for the help received in growing the company. Being a part of UCFBIP has helped tremendously, by creating many networking opportunities with key community officials, which has led to new client relationships. For more information, call 407-823-8388 or visit www.powerfuleducation.com.

UCFBI - Leesburg

Leesburg's First Green House



With the price of natural gas and electricity skyrocketing in recent years, more and more residents and professionals in Florida are turning to clean, renewable energy sources. **Green Solar Solutions** can help with just that. Green Solar Solutions focuses on the growing need for innovation, identification and application of clean technologies capable of leveraging renewable energy sources.

Founder and President, Robert "Bobby" P. Rhodes is a licensed building contractor and innovator in terms of bringing renewable energy solutions to the Central Florida area. Rhodes plans to help create the first Green

House in Lake County, and with that, Green Solar Solutions will be able to provide individualized energy saving solutions for even more of their clients. Harnessing the sun's power is a solid investment, one that will continue to pay off year after year, potentially saving thousands of dollars and creating a cleaner, safer world today and for generations to come.

One of Green Solar Solutions' most popular innovations is Photovoltaic technology, which utilizes rooftop and ground-mounted panels to provide power. Enough kilowatts can be generated to drastically reduce, and oftentimes eliminate, local utility bills.

Rhodes has earned certifications from, and/or is a member of, many respected green organizations such as Certified Green Professional, Florida Green Building Coalition, and the Central Florida Chapter of the United States Green Building Council. His business also recently had an article published in Lake Magazine, "Going Green Saves Consumers Some Green."

Green Solar Solutions is also partnering with Encap Systems, Inc., a full service, Flor-

ida State certified, minority owned, manufacturer and Construction Company, and a client company of the UCF Incubator - Sanford. Encap Systems has become an established leader in the fields of manufacturing and designing of abatement coatings that can be used on the exterior and interior surfaces for new and existing buildings, commercial and residential construction, and most recently, for marine environment. The product's various properties include adhesion to substrates, impact resistance, compressive strengths, tensile strengths and bridging abilities.

Green Solar Solutions utilizes the most efficient and durable green building materials on the market today, and is only the third home to be certified by the Florida Green Building Coalition in Lake County. Whatever needs exist for the home or business, Green Solar Solutions has the quality products and exceptional service to help save money and protect the planet. Visit www.greensolarsolutions.com for more information.



Incubator Client Profiles



UCFBI - Sanford

Creating Award Winning Software Systems

Compendium Software Systems, LLC was started as a software consulting and web application development firm in October 2009. After completing the Excellence in Entrepreneurship class in February 2010, they joined



the UCF Business Incubation Program. Compendium is currently working to commercialize its award-winning driver improvement technology which monitors driving behaviors, and helps organizations realize cost-savings and risk reduction opportunities.

Compendium's main objective is to help create safer, smarter and more fuel-efficient drivers. Compendium software helps fleet owners save money, track and reduce CO2 emissions, and create safer roads for all of us. This is achieved using technology that measures driver behavior by collecting real-world driving data for analysis. The data is then used to create accurate and easy-to-understand reports to identify areas in which there can be gains in efficiency and reductions in risk.

Compendium's web site, FuelClinic.com, is a proof-of-concept website that has helped over 3,400 people manage their fuel economy, learn better driving habits, and save money. Last summer, the website was entered in the Intelligent Transportation Society of America's "Congestion Challenge", and took 2nd place from a field of 119 different start-ups.

When asked how being part of the UCF Business Incubation Program has benefited Compendium, company founder and president Michael Bragg commented, "The UCF Business Incubation Program has provided critical advisory resources, access to research capabilities, market research help, affordable

office space, and access to people and organizations I would not have had access to on my own."

He added that, "It is a 'commitment to entrepreneurship' that helps keep the companies it works with motivated, encouraged, guided, and supported in what is a very tough economic landscape for startups. With my fellow business owners at the incubator there is also a 'community of entrepreneurs' that learn from one another, help each other find opportunities, and provide a needed peer group who can 'relate' with one other – even if our businesses are much different in field, size, or scope."

Compendium is currently completing several strategic agreements with best-in-class providers of hardware, training, fuel-purchase management, and fleet risk mitigation. At the same time the company is completing R&D efforts for its basic commercialized version of the driver-behavior reporting software, it has reached an agreement with the City of Sanford to test the software on a number of the city's fleet vehicles. For more information visit www.compendiumusa.com or call 407-545-2200.

UCFBI - Research Park

A Customer Focused High Performance Computing Service

Sabalcore Computing Inc. is a company that provides High Performance Computing (HPC) services to a wide range of customers in many industries, including Oil and Gas, Biotechnology, Manufacturing, Aerospace, and Finance. Their primary service is providing online access to large computational resources to their customers. Additionally, they also provide software support and technology integration to help customers more easily use their HPC infrastructure.

Sabalcore Computing was founded in February of 2000 by Kevin Van Workum



and his brother, John. Kevin's background in Computational Physics and Algorithm Design, coupled with John's experience in Computer Simulation and Training provided them with the expertise needed to create such a business. They founded the company because at the time they saw an increasing need for HPC resources across multiple industries. Traditionally, a company would have to purchase and manage these large scale computer systems, which can be very expensive and difficult. Also, many companies did not realize the valuable return on this investment because they rarely have predictable capacity requirements. Using an On-Demand service rather

than owning their own HPC resources allows Sabalcore's customers to reduce costs by paying only for what they need and eliminating the overhead associated with maintaining a large computer system.

In November of 2009, the company completely re-branded. Sabalcore Computing was formally known as Tsunamic Technology. The company claims that their new name and brand more clearly convey their primary service and position as one of the leading providers of On-Demand HPC services. Sabalcore Computing is where data becomes discovery. They have also recently begun providing commercial software-as-a-service, making it easier for software vendors to showcase their products and for customers to use their software on Sabalcore's systems.

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Incubator Client Profiles



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Last year, Sabalcore won a government contract to provide high performance computing services to the Naval Air Warfare Center Weapons Division Geophysics Branch at China Lake. This customer uses Sabalcore's services to provide real-time and accurate weather forecasting for their weapons testing range. Sabalcore was the only company capable of providing the services they needed within the required time frame.

Currently, Sabalcore's main focus is on bringing in more customers and adding value to their services. They are doing this by providing new technologies and

working with commercial software vendors and open source developers to attract more clients by providing a wide array of preinstalled, easy to use software packages.

According to Kevin Van Workum, "Being part of the UCFBIP has been tremendously beneficial to Sabalcore Computing because of the business contacts we have made and the great educational resources provided. Although we are experts in our field of business, we are not business experts. But the folks at the incubator are the business experts and have guided us along a successful path."

For more information, visit <http://www.sabalcore.com> or call 1-877-492-8027.



Kevin and John Van Workum

UCFBI - Orlando

Taking Businesses to the Next Level



Advancing businesses' brands through innovative marketing is David Brim's goal for his new company, hence the company name, **Brand Advance, LLC**. Brand Advance was created in September 2009 and has been established as a full service web-design, development and marketing company based in Orlando. The company has the perfect mix of talented designers and developers as well as marketing professionals to help you grow your business. Brand Advance's account executives, creative and development teams, and project managers are personable, knowledgeable, skilled, and work as one in order to ensure that every client's needs are not only met, but exceed their business objectives.

Brim explains that the company evolved



David Brim

from the initial idea that there needed to be a launching pad for businesses and start-up ventures to grow. Brand Advance works with businesses, large and small, to refine their marketing message, develop their corporate identity, and increase their brand awareness through social media, SEO, and web-design services.

Recently, Brim turned to the UCF Business Incubation Program for support in Brand Advance's own advancement. The UCF Business Incubation Program (UCFBIP) has provided a fertile environment for the company to grow and prosper, featuring an extensive network of professional service providers that are very helpful and reasonably priced. "We are now able to have professional office space at an affordable rate equipped with conference rooms, office equipment, and a lease flexible enough to meet our expansion needs", said Brim. He added, "I'm very thankful to be a part of the UCF Business Incubation Program and would recommend it to any new business."

Brim, CEO and founder of Brand Advance, is a noteworthy business consultant and marketing strategist. This young entrepreneur is also the co-founder and board director of GroupTable, a collaborative software tailored for student group projects and study groups. Over the course of his career, Brim has worked with brands such as Sears, Armani Exchange, SeaWorld and more. He graduated from UCF with a degree in Marketing and was also the winner of the UCF Joust Business Plan Competition for two consecutive years in 2007 and 2008.

Recently, Brim was selected to be the social media and SEO consultant for GrowFL, the Florida Economic Gardening Institute's (FEGI's) Technical Assistance Program. The FEGI is a joint venture of UCF, the Florida Development Council, Enterprise Florida, Workforce Florida, Florida High Tech Corridor Council and others working to identify and cultivate hundreds of growth companies. Visit www.GrowFL.com for more program details.

For more information, visit www.brandadvance.net or contact David Brim at david@brandadvance.net.



Incubator Client Profiles



UCFBI - Orlando

Youth & Wisdom Combine for 800% Growth in Nine Months

With today's economic status and market competition, business consultation and online business marketing are two services a company needs in order to grow and become successful and **InBusiness, Inc.** provides its clients with both services under one roof.

InBusiness was developed from two unique companies who found a great degree of synergy between offering complimentary services together. In 2009, InBusiness purchased OrlandoSearchEngineMarketing.com in order to provide an avenue for growth for its clients. The idea was built on the concepts of giving a business a strong foundation for success and to prepare them for the inevitable growth stage that occurs when a torrent of new business occurs from the laser-accurate targeted marketing that the OrlandoSearchEngineMarketing.com was able to provide. InBusiness is separated into two distinct divisions that work together to create a complete business growth solution: Business Consulting and Internet Marketing.

InBusiness, Inc. is a client of the UCF Business Incubator – Orlando, which has



InBusiness, Inc.

proven to be essential to the growth and success of the company.

"The incubation program at UCF has been instrumental in achieving an 800% growth in our first nine months of business," said David Wolf, vice president of Internet Marketing Strategy. "The connections, low overhead, and advice that is provided by the program has made it much easier to focus on the factors that are key to success. We wouldn't be anywhere close to where we are now if we had not joined the program."

Rod Vargas, CEO of InBusiness, Inc., is a successful entrepreneur and Business Consultant, who worked as CEO and President of one of the fastest growing companies in the U.S. according to Inc. Magazine. For the last 12 years, he has helped both emerging and in operation companies achieve higher levels of business productivity and income. Through InBusiness, Inc., Vargas continues to be engaged in the development and success of many companies by providing business options and solutions. He currently serves as the Chair of the Disney Entrepreneur Center Advisory Board, a Board Member of the Small Business

Development Center Advisory Board, Business Advisory Committee Member of Valencia Community College, and is a member of the Technical Assistance Committee at the Hispanic Business Initiative Fund. For his achievements and support to the business community, Vargas was named the U.S. SBA Small Business Person of the Year for the State of Florida in 2007.

Wolf possesses over four years of continued education, research, and application in all fields of Internet marketing. His past clients include NurseTogether.com, Filta Group, Southern Insurance, Two Becomes One Dating, The Consumer Advocacy Group, The Practice of Fox Expert DUI Attorney Rober Malove, and many more. After two years of affiliate marketing selling products for other companies, Wolf founded OrlandoSearchEngineMarketing.com in 2008 and quickly raised the website to the top of the search results for Internet marketing in the Orlando area. www.OrlandoSearchEngineMarketing.com has since been acquired by InBusiness, Inc. along with the marketing expertise of its founder. Wolf possesses the unique ability to combine technical aspects of Internet marketing and sound business finance principals with the creativity of top advertising and marketing agencies. For more information, visit <http://inbis.us> or call 321-281-8353.

UCFBI - Winter Springs

Transitioning From Software Consulting Firm to Product-Driven Business

For over 20 years, Mark Gardinier's expertise has been in real-time safety critical embedded software development. His company, **Advanced Technologies, Inc. (ATI)**, is a small corporation that develops embedded military software applications. They specialize in developing Ada object oriented systems using Open Source toolsets.



ATI engineers are responsible for the design and implementation of systems used for missile guidance, redundancy software for flight control, the middleware of a satellite communications system, the run-time execution of a weapons tracking device, and black box interface software for missile guidance. In addition, they occasionally perform government research projects. ATI can either work side by side with its clients' engineers at their site or independently at each facility.

In May 2009, Advanced Technologies was accepted into the UCFBIP and is receiving assistance transitioning from a software consulting firm into a product-driven organization. ATI is strong in engineering and is receiving much-needed guidance in growing the company and supporting the Signal Control Program Environment (SCOPE), which they are under SBIR Phase II contract to deliver to the U.S. Department of Transportation.

ATI has been a client of the UCFBI – Winter Springs for a little less than a year

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and plans to remain a part of the program throughout product development and into the marketing and support phase. The goal is to graduate from the incubator having a complete support structure in place.

According to Gardinier, working with the incubator has been a rewarding experience. He states, "The incubator has provided ATI with low cost professional office space, valuable monthly business health reviews, and free business classes. The incubator has assisted us in presenting our work at a venture capital conference and has given us valuable industry connections. We plan to expand and stay in the Central Florida area."

Gardinier, founder and co-owner of ATI, has over 27 years of experience in developing software systems and tools for the military, aerospace industry, and NASA. For the past eight years, he has been concentrating on shipboard missile defense systems and missile trajectory management as a consultant to Raytheon Integrated Defense Systems. Gardinier has been a successful project lead and software developer on flight control systems for Boeing, navigation systems for Honeywell, communication systems for Raytheon, software tools for NASA, submarine tracking systems for the British Ministry of Defense, autopilots for Sweden, transaction processors and operating systems for Honeywell Bull, and many other military and commercial projects. He was the lead software engineer and the principle in-

vestigator on ATI's SBIR Phase I Signal State Transition Software effort. Gardinier's areas of expertise include safety critical systems, UML, distributed systems, multi-processor real time software, control systems, and CORBA networks.

Gardinier graduated from the Florida Institute of Technology in Melbourne, Florida with a Bachelors of Science in Computer Science. He has continued his studies in Computer Science at Arizona State University and more recently, at the University of California in San Diego.

For further information, please contact Mark Gardinier at 407-588-7199, 858-401-3535 or e-mail contact@advancedtechcorp.com or mark@advancedtechcorp.com.

NACCE Hosts Annual Conference in Orlando In October

The **National Association for Community College Entrepreneurship (NACCE)**, is coming to Orlando on October 10, 2010 to host its 8th Annual Conference themed "Entrepreneurship: The Community College Role in Economic Vitality" at the Loews Royal Pacific Resort at Universal Orlando.

Innovative community college faculty, administrators and CEOs of business support organizations, interested in infusing entrepreneurship throughout their campuses will gather together to learn how their community college can make an impact in their region's economic future.

Take advantage of this opportunity to meet with local education/economic partners at state colleges and see what's happening elsewhere in two-year entrepreneurship education. Opportunities are available for one-day and full conference registrations. For details on the NACCE Conference or to register, visit www.nacce2010.com.

NACCE is an international network consisting of more than 300 public and non-profit community, technical, vocational and state colleges in 47 states and several other countries, with many leading members in Central Florida. Since 2003, its members have been sharing best

practices, ideas and formulas for successful programs and fundraising.

According to Trish Truitt, NACCE Special Projects Manager, "We believe entrepreneurship education has many different levels and potential pathways. Our member colleges understand the key factor it plays in local economic development and believe in working with their local community partners to fulfill common goals."

For more information, contact Trish Truitt, Special Projects Manager, truitt@nacce.com, 413.306.3131x302 or via the web site at www.NACCE.com.



Student Essay Contest Winner: Chevan Jessamine



NACCE, Executive Director, Heather VanSickle



John G. Pappajohn receiving Lifetime Achievement in Entrepreneurship Award

INCUBATION PROGRAM GRADUATE

Helping Companies Think Strategically About New Technologies

Technology Assurance Labs is a full-service lab for technology verification and interoperability testing headquartered in Research Park, Orlando, Florida. The founders have over 30 years experience in the telecommunications industry, having worked for giants AT&T Bell Laboratories, IBM, NORTEL, EPIK Communications, and several other notable companies before starting Technology Assurance Labs. Founded in March 2003, Technology Assurance Labs was created to provide consulting, design, and testing on networking technology for companies that do not have or cannot afford a testing lab or Chief Technology Officer (CTO). In co-founder,

Ken Stauffer's words, "Networks are not static, they grow over time and we help companies think strategically about new technologies and how to use them and incorporate them into their business solutions."

Technology Assurance Labs already has a rather large list of customers including government and non-government business and has had many business successes including architecting, designing, and testing a new 10G fiber optic IP/Ethernet toll network for the Florida Turnpike Enterprise.

Their most recent success is a rail industry solution that they developed for CSX which will be announced soon. It is a rail car Radio Frequency Identification tag reader solution used in rail yards. Until now, rail companies were able to read RFID tags cars only on the open track, but not in rail yards.

Technology Assurance Labs is a graduate client company of the UCFBIP. According to Mr. Stauffer, "Being a part of the UCF Business Incubation Program allowed us to get started at a lower cost and provided us with the ability to scale up over time, due to the resources and the flexibility the incubator provided. We've known Carol Ann Dykes and Gordon Hogan since we started in 2003 and they have provided us with encouragement, support, and insight throughout the years—can't say enough good comments about them."

For more information visit www.talabs.com or call 407-382-5992.

****TRIBUTE - Doug Peebles, a Co-Founder of Technology Assurance Labs, passed this May. He was well known by the UCFBIP staff and will be greatly missed.**

Accelerator Publication Information

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