

The Accelerator

Quarterly Newsletter of the UCF Business Incubation Program

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Apopka Marks Tenth Location for UCFBIP Expansion



The City of Apopka and the University of Central Florida Business Incubation Program recently held opening ceremonies in Apopka for its 10th Incubator. On hand to cut the ribbon at the facility were (left to right) Randy Berridge, Florida High Tech Corridor Council; Dr. Tom O'Neal, UCF Office of Research and Commercialization/founder of the Incubation program; J. William Arrowsmith, City of Apopka commissioner; Richard Anderson, chief administration officer, City of Apopka; Mayor John H. Land, City of Apopka; Joe Kilsheimer, Apopka city commissioner; Gordon Hogan, director of the UCF Business Incubation Program; Marilyn Ustler McQueen, City of Apopka commissioner; Richard Parks, site manager of the UCF Business Incubator in Apopka; and State Rep. Brian Nelson. (Photo credit: Mafer Montezuma Photography)

The City of Apopka is home to the newest location for the UCF Business Incubation Program. Expanding to ten sites across Central Florida, the Apopka site is located at 325 S. McGee Avenue, providing easy access to major arterial highways, with the goal to attract promising startup companies that will generate new jobs and fuel new economic activity.

"We are happy to have the University of Central Florida Business Incubator - Apopka program in our community and look forward to exciting things happening in Apopka," said

Mayor John H. Land.

The facility is equipped with a state-of-the-art training room that seats 40, with a large computerized presentation board and modern facilities as well as plenty of parking to accommodate training events and small seminars.

Gordon Hogan, director of the UCF Business Incubation Program, said Compendium Software Systems LLC, a woman-owned, high-tech small business, is the first client company to operate from the 8,000 square foot facility.

"We were previously working

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Stands For Opportunity

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Dr. Tom O'Neal Recognized as One of the Top Florida Newsmakers

Florida Trend Magazine recognized Dr. Tom O'Neal, associate vice president of Research in the Office of Research and Commercialization at UCF, as "One of the Top Florida Newsmakers in 2011". Dr. O'Neal was hailed as a "Job Farmer" and profiled as an exceptionally notable political and governmental figure for the year, due to his outstanding leadership with the GrowFL program.

GrowFL, managed under UCF's Florida Economic Gardening Institute, was created by the state of Florida in 2009, to provide assistance to "second-stage" businesses that have demonstrated potential for growth in targeted industry lists. The program provides technical and educational assistance



Photo credit: Brook Pifer

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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).



A warm welcome to all. It is an exciting time for everyone at the UCF Business Incubation Program as we celebrate the opening of the

tenth location in Apopka while expanding to more than 130 current client companies. It is fitting that UCF also celebrates the twentieth anniversary of President John C. Hitt's tenure at the university. The mission of the Business Incubation Program is really all about

helping entrepreneurs, something which cannot be done without the support and partnerships from the local community. President Hitt's goal to make UCF the leading partnership university has helped establish UCF as a place for growth, progress and prosperity for both the local community and the State of Florida. The level of support that we have helped to assemble for local entrepreneurs in the Central Florida community is truly amazing, and I would like to extend my sincere gratitude for everyone who has helped pitch in. I encourage you to read about our expansions, milestones and upcoming events at www.incubator.ucf.edu. Sincerely,

Tom O'Neal, Ph.D.

Associate Vice President

Office of Research & Commercialization

Executive Director, UCF Business

Incubation Program

UCFBIP CALENDAR OF EVENTS

The UCFBIP hosts many educational programs, seminars and events at each site. For details on these activities, please visit www.incubator.ucf.edu and click on events or view the events sidebar.

Social Media Marketing Strategy for Small Business

July 11, 2012
www.incubator.ucf.edu

Coffee or Coke: A New Taste for Diversity

July 12, 2012
www.incubator.ucf.edu

Excellence in Entrepreneurship Certificate Course

July 17 - August 9, 2012
www.incubator.ucf.edu

Sales Process Seminar: Strategies and Tactics for Consultative Sales

July 19, 2012
www.incubator.ucf.edu

UCFBIP-Daytona Beach International Airport "One-Year Anniversary"

July 27th, 2011 from 4:30-6:30 pm
Details/RSVP: 386-872-3100

Metro Orlando EDC

William C. Schwartz Industry Innovation Awards

September 12
www.orlandoedc.com

CleanTech to SpaceTech

September 20 & 21, 2012
Florida Hotel
www.CleanTech-to-SpaceTech.com

Florida Companies to Watch

October 19
Rosen Shingle Creek
www.florida.companiestowatch.org

For a complete list of UCFBIP events, please visit www.incubator.ucf.edu

UCF Business Incubation Program Advisory Board Members 2012-2013

Richard Anderson
City of Apopka

Randy Berridge
Florida High Tech Corridor Council

Scott Blankenship
Lake County

Rebecca Borders
Mayor, City of St. Cloud

Terence F. Brennan
Hutchison Law Group

J. Douglas Drymon
City of Leesburg

Phil Ehlinger
Daytona Beach Economic Dev.

Rick Karl
Volusia Co. Aviation & Econ. Resources

Kim King
City of Orlando

Charles Lacey
Mayor, City of Winter Springs

Nicolas Mcray
City of Sanford Economic Dev.

Bill McDermott
Seminole Co. Economic Development

Dean Monaco
MylInnoVenture

Michael J. O'Donnell
UCF Faculty / MOD Ventures LLC

Belinda Ortiz
City of Kissimmee Economic Development

Tony Ortiz,
Commissioner City of Orlando

Randall E. Poliner
Antares Capital Corporation

Jay Robinson
Enterprise Florida

Maria Grulich Toumazos
Osceola Co. Economic Development

Eric Ushkowitz
Orange Co. Economic Development

Heather Vargas
Cobb Cole

UCF Factoid

Located in Orlando, Florida, UCF and its 12 colleges provide opportunities to 58,587 students, offering 177 bachelor's and master's degrees and 30 doctoral programs. Students come from all 50 states and 145 countries.

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.



Heather Bond Vargas

Heather Bond Vargas joins the UCF Business Incubation Program as a new member of the Advisory Board. Vargas is a shareholder at Cobb & Cole P.A., where she has practiced since 1999. Her intellectual property practice focuses on trademarks, copyrights, and licensing and administrative dispute proceedings. She has written several articles about intellectual property issues for local publications, and has regularly presented

at symposiums to the local community about intellectual property protection.

Vargas is a native of Daytona Beach. After receiving her undergraduate and law degrees from the University of Richmond, she practiced law in California before returning to Florida in 1999. She is Board Certified by the Florida Bar as an IP attorney, where she is only one of about 150 in the State of Florida and the only one in the Volusia-Flagler community.

In addition to her intellectual property practice, Vargas was actively involved in the development and fundraising effort to build the STAR Family Shelter in Daytona Beach for homeless families with children.

She served as president of the Board for the first three years of their operation, and the STAR Center's medical center is named for her and her family.

Having worked with owners of start-ups for most of her career, Vargas is passionate about helping owners of small businesses protect their ideas. According to Vargas, "Owners of startups are passionate about their ideas and brilliant in what they do, but unfortunately they don't always know the business side of things. I look forward to being involved with the UCFBIP. It's a phenomenal program for the clients to develop a solid business foundation, as well as assist in the economic development of the community."



Rich Karl

As a fourth generation native of Daytona Beach, **Rick Karl** – Director of Aviation and Economic Resources for Volusia County – knows the importance of supporting the local economy to help a city grow. As a part of the Medical Manager Corporation from 1988 through 2000, Karl became part of the business development and economic growth movement. The experience he gained through his time with the company, moving from being a start up through to IPO, was quite valuable to him.

Karl, now intimately involved with Volusia County as a part of its senior management and as Director of the Daytona Beach International

Airport, is promoting the synergy with the airport and the County's growth. Karl is currently trying to develop the airport in hopes to enhance the region, "This effort goes hand-in-hand with the economic development efforts in our region, with our focus being in the aviation and aerospace sector," said Karl.

The recent decision in Volusia County to support the University of Central Florida's Business Incubator at the Daytona Beach International Airport, as part of an effort to develop and retain talent as well as intellectual capital from the five universities in the county, has brought Karl to the Advisory Board of the Business Incubator. Believing in the innovation of the Business Incubator at the airport, Karl commented "The placement of the incubator at the airport also allowed the county to promote the synergies between the UCF incubator program and the FAA's NextGen test bed that is located in the same complex with the

incubator." The NextGen program, transforming the national airspace system, is a multi-billion dollar initiative to move from ground based radar technology to satellite-based technology. This technology is bringing industry leaders from all over the country to the test bed at Embry-Riddle Aeronautical University.

Understanding that we are in a dynamic and challenging economic time, Karl fully believes that every sector of the economy has something to offer to the community in an effort to solve the issues with the economy of this region. Supporting the Business Incubation Program Karl comments, "I believe the best way to help our small businesses grow is to continue to support innovative programs that have a proven track record such as the UCF Incubator and the GrowFL programs."



Eric Ushkowitz

University of Central Florida graduate, **Eric Ushkowitz**, has been working in the Central Florida area and in business development for over twenty years. After working for Verizon Wireless in the Central Florida area as the Director of Business Sales, Ushkowitz joined the Metro Orlando Economic Development Commission focusing on technology-based economic development, serving as its Director of Life Sciences.

Currently, Ushkowitz is the Economic

Development Administrator for Orange County Government, developing the overall economic development strategy for Orange County. In this role, he focuses on providing companies with an environment that propels growth for existing and startup companies. Orange County Government supports many programs that invest resources into these companies such as, the UCF Business Incubation Program, GrowFL, Venture Lab, the Small Business Development Center and the National Entrepreneur Center, along with many other economic development organizations.

Ushkowitz is proud to join the UCFBIP Advisory Board, commenting "Just being involved with companies at this stage is very exciting. I've

always enjoyed working with others and helping them achieve their goals in any way that I can. The results we've seen have been tremendous and we are always keeping our eyes open for new and innovative opportunities to continue to grow and strengthen our local companies".

Ushkowitz is a new member to the advisory board this year, but has been involved in many Central Florida organizations. He serves on the boards for the following organizations: Workforce Central Florida, the National Center for Simulation (NCS), the Manufacturers Association of Central Florida (MACF) and the Florida Photonics Cluster.

NBIA's 26th International Conference Highlights Best Practices UCFBIP Graduate and Client Honored During NBIA Awards Luncheon

The National Business Incubation Association (NBIA) recently held its 26th annual International Conference on Business Incubation in Atlanta, Georgia. The event, which took place at the Sheraton Atlanta Hotel from May 6-9th, drew in nearly 600 attendees from across 28 countries and offered attendees the opportunity to learn, network and collaborate on new ideas to help entrepreneurs succeed.

The NBIA Business Incubation Conference offered attendees an exclusive look at the best practices of business incubation from industry veterans, executives and leaders in business incubation. The conference showcased a unique panel discussion of managers of incubators and their clients who made the 2011 Inc. 500/5000 list of the fastest-growing companies in the United States. The event featured sessions on sustainability and how other incubators manage their programs through a tour of three incubators. The NBIA conference also showcased presentations from keynote speakers Ani Agnihotri, founder and president of Illrd Millenium Technologies, and Michael J. Coles, executive chairman and president of Global Onboard Partners. Attendees also had the opportunity to collaborate and network with peers about the best incubation practices through the Opening Reception, NBIA Expo and the Vendor Mixer.

BDG Construction Services, a graduate of the UCFBIP, and Hometown Health TV, a client of the Leesburg incubator, were both honored for their excellence during the NBIA Awards Luncheon. The awards

ceremony highlighted the individuals and incubators who best exemplified excellence in their respective industry.

BDG Construction Services was awarded the "Outstanding Incubator Graduate, Nontechnology Category". BDG Construction Services is a general construction firm located in Maitland, FL that focuses on retail, medical, office and public construction projects across Florida. A graduate of the Winter Springs UCF Business Incubator, BDG Construction Services strives to provide clients with exceptional customer service through all stages of the construction process. Recent clients of BDG include: Wal-Mart stores in Bentonville, AR, Lillibridge Healthcare in Kissimmee and the City of Winter Springs. Founders Jay Brown and Kevin Guffee joined the UCF Business Incubation Program in 2009. Since then, BDG's reputation across Florida quickly grew and the company saw a steady increase in success. Between 2009 and 2011, BDG Construction Services quadrupled their revenues.

Hometown Health TV was honored as the "Outstanding Incubator Client, Nontechnology Category". The company was founded in 2009 by Marc Robertz-Schwartz to help make the wait time for patients to see a doctor a better, more educational experience. According to a study done in 2003 by the American Medical Association, the average wait time for a patient to see a doctor is 20 minutes. Schwartz partnered with several physicians from Central Florida to launch "Hometown Health: Good Things for Those Who Wait", a monthly hour-long program that provides health information to a network of medical organizations, local



From left to right: James Spencer, Site Manager, UCFBI- Leesburg, Marc Robert-Schwartz, President of Hometown Health TV, and Gordon Hogan, Director, UCFBIP, are pictured at the NBIA's Awards Luncheon.



From left to right: Esther Vargas-Davis, Site Manager, UCFBI-Winter Springs, Jay Brown and Kevin Guffee, Founders of BDG Construction Services, and Gordon Hogan, Director, UCFBIP, are pictured accepting an award at the NBIA Conference.

cable network, Internet and county health departments. The exclusive, educational TV program is used by area physicians and healthcare professionals to create loyalty and trust with new and existing patients by sharing information about health issues.

NBIA's 27th International Conference on Business Incubation will be held April 7-10th, 2013 at the Sheraton Hotel in Boston, Massachusetts. Visit www.nbia.org for more details.

International Speedway Corporation Donates Furniture & NASCAR Memorabilia to UCF



UCFBI-Daytona Beach International Airport clients meet in the new ISC conference room.

The UCF Business Incubator - Daytona Beach International Airport now features a small taste of the reason why the city is so famous: NASCAR racing. The Incubator recently recognized a generous office furniture donation from the International Speedway Corporation ("ISC") through the naming of one of its conference rooms.

The new "ISC Room" features dozens of NASCAR logos, posters and autographed memorabilia. The International Speedway Corporation donated 18 pieces of office furniture, including: chairs, cabinets and desks, which came from their old building that was demolished to build the International Motorsports Center in 2009.

Doris "Connie" Bernal, the incubator's site manager, is thrilled with the generosity of the International Speedway. "We are very grateful and pleased to know that our incubator has a little piece of International Speedway Corporation, which is a great example of what a Volusia company can accomplish. Volusia entrepreneurs will be inspired and motivated when they see this room and reflect on the fact that one of the world's most successful companies started right here in Volusia County."

The incubator opened in July 2011 and currently has eight on-site clients, with one more scheduled to move in soon. The UCF Business Incubator - Daytona Beach International Airport is a partnership between the University of Central Florida, Volusia County and the Florida High Tech Corridor Council.

Shining the Spotlight on Florida's Companies to Watch

The future of Florida's economy will be shaped by an elite group of privately owned companies recognized in the second annual **Florida Companies to Watch** awards program scheduled for **October 19, 2012** in Orlando at the Rosen Shingle Creek Resort. This statewide event

lauds the success of business leaders who have taken their operations to the "second-stage" of growth and hold the potential to continue to create new jobs in their communities and industries, thereby making a difference in regional communities.

Florida Companies to Watch is presented by GrowFL in association with the Edward Lowe Foundation and title sponsor SunTrust. Additional sponsors for the event include the Florida High Tech Corridor Council, Bright House Networks Business Solutions, Fowler White Boggs, Gulf Power and ACG Florida.

Since its inception in 2005, Companies to Watch has evolved from an event in a single state to a recognition program with national scope. Created by the Edward Lowe Foundation, CTW celebrates high performing, second-stage companies that demonstrate high performance in the marketplace, exhibit innovative products or processes, or otherwise make those companies "worth watching."

"Many second-stage businesses fly under the radar screen of typical awards programs," notes Dr. Tom O'Neal, executive director of the Florida Economic Gardening Institute and associate vice president for the University of Central Florida's Office of Research and Commercialization.

The economic impact these companies generate is significant. The combined impact of the 50 companies chosen as the inaugural winners of 2011 Florida Companies to Watch is \$419 million in total annual revenue, 1,972 fulltime equivalent employees and 510 new net jobs created compared to 2009. From 2006 through 2010, these companies generated \$1.4 billion in revenue and added 1,153 employees (both in Florida and out of state), reflecting a 162 percent increase in revenue and 141



percent increase in jobs for the five-year period. That translates into a 32 percent annual revenue growth and 28 percent annual growth in employees. A look at one of the second-stage winners of Florida Companies to Watch shows the incredible potential for Florida's economic rebound. *Data compiled in December 2010.

"Companies to Watch differs from other award programs and showcases a diverse group of businesses that reflect the economic makeup of our state. What's more, second-stage companies are introducing new products, services and technologies that give the United States a competitive in the global arena," says Dr. O'Neal.

A selection panel of judges representing areas of economic development, banking, entrepreneurship and small business look for evidence of fast and/or high growth in employment rates and revenue. In addition, Florida Companies to Watch award recipients also demonstrate special strengths and traits that stand out from the competition including entrepreneurial leadership, product innovation, social/community responsibility and competitive business practices. Winners will be announced July 19.

In addition to the recognition of being named a Florida Companies to Watch award winner, companies have the opportunity to participate in a leaders retreat attended by former Companies to Watch award recipients from other states at the Edward Lowe Foundation's Big Rock Valley retreat facility in southwestern Michigan.

For additional information or sponsorship details, visit www.CompaniestoWatch.org or email FloridaCTW@lowe.org or contact **Patrice McKay** at (407) 823-6384.

Did you know?

UCF saved \$3.8 million in energy costs during the past three years.

UCFBIP Staff Update

Sanford Program Assistant Promoted as New Administrative Assistant to Gordon Hogan

Congratulations to **Peggy Allen** on being selected for the position of administrative assistant to Gordon Hogan. Prior to this position, Peggy worked as a Program Assistant for the UCF Business Incubator in Sanford.



"I am thrilled to have the opportunity to work with all the sites and help our clients grow from behind the scenes. Anything I can do for Gordon and the site managers can only help them do their jobs better, which in turn helps the clients. We have such an incredible staff with wonderful talents and great ideas, that over time, this program will only get better. Dr. O'Neal's vision has inspired us all to see the benefits of the business incubation process and the support of all the sponsors will only enhance that

inspiration. I am indeed very honored to be part of the whole process!"

Rick Parks, Site Manager UCF Business Incubation Program – Apopka



Rick Parks is the Site Manager of the tenth UCF Business Incubator located in Apopka. Prior to his new position, Parks worked as an Entrepreneur in Residence with the UCBIP and as an Entrepreneur Coach with the Venture Lab.

Parks brings to the table experience as a technology entrepreneur with a proven history of building and selling software companies. His early career included senior technical positions with companies like Chrysler Corporation and Abbott Laboratories. Rick's first start-up, Intec Systems Corporation, was a break-through concept for sales automation, capturing marquee customers including

American Home Products, Kimberly Clark, Bristol-Myers and Digital Equipment Corporation. Intec was acquired by Symantec in 1994 to integrate features into its best-selling ACT! software. In 1995 Rick founded Endeavor Software, Inc., to develop a sales process management system incorporating Solution Selling® and endorsed by Solution Selling® author, Michael T. Bosworth. In just two years, Endeavor was acquired by a publicly traded consulting firm as the platform for its sales process reengineering practice. Soon after, Rick started his third company, SalesWare Corporation, which was acquired in 2000 by Front Range Solutions (Goldmine). In following years, he created and exited two additional companies; Elemental Surfaces, LLC and Neulio, Inc. Most recently, Rick was interim CEO of NurseTogether, LLC, an on-line community for nurses.

When asked about his goal to grow the new UCFBI – Apopka, he stated, "My focus will be growing jobs in Apopka. The UCFBI – Apopka is partnership focused – it's all about economic development and diversification for the city."

Expanded UCF Business Incubation Program Increases Economic Impact

Updated FHTCC Study Shows Increases

A recently updated study of the University of Central Florida's Business Incubation Program (UCFBIP) demonstrates the program's impact on the regional economy, showing a total economic output from client and graduate companies that exceeds \$360 million annually. Since 2009, when the Florida High Tech Corridor Council originally commissioned a similar study, the UCF Business Incubation Program has grown to include five new facilities around the region which have produced additional jobs and increased the level of employee earnings.

"In the past two years – 2009 through mid-2011 – in the midst of the most severe national and statewide economic downturn in decades, the UCF Business Incubation Program has proven instrumental in the creation of almost 1,500 new jobs with earnings in excess of \$62 million annually in the Metropolitan Orlando region," reported William H. Owen, CRE, president and CEO of the research firm that conducted the study, WHOwen Consulting.

The updated analysis of UCF's Business Incubation Program also shows that the program's success rates have increased significantly since the 2009 study. Specifically, the incubator has increased the number of active client companies from 70 in 2009 to 118 in 2011, and the aggregate number of employees of these companies increased from 303 in 2009 to 721 in 2011 – an increase of 138 percent. Using an industry standard 'multiplier effect,' these additional employees generated an additional 672 jobs within the Metro Orlando region, compared to 313 jobs in 2009.

"The explosive growth of UCF's Business Incubation Program in just two years has been matched by an equally impressive impact on our regional economy," said Randy Berridge, president of the Florida High Tech Corridor Council. "This study reveals the true power of incubation using UCF's

proven formula for success."

Since its inception, the UCFBIP has serviced and housed more than 200 emerging companies, including 130 current clients as of February 2012. To date, more than 69 companies have graduated from the incubation program, more than doubling the 30 graduates noted in the 2009 study. Of those 66 companies that had graduated when the report was prepared, 50 have remained in the Metro Orlando Region, providing 845 jobs, representing an 85 percent retention rate from the five incubators studied in 2009.

The total direct economic output of the graduated companies that have remained in the Metro Orlando region is estimated to be \$94 million annually, a 70 percent increase over the 2009 estimate of \$54.7 million. Additionally, the total jobs created by graduated firms equals 1,717 jobs with earnings of \$69.8 million, compared to 1,000 jobs and earnings of \$40.6 million in 2009.

"By helping emerging companies in their early years, we are making a significant impact on the Central Florida economy and creating high-wage jobs that benefit our region," said Tom O'Neal, UCF's associate vice president for Research & Commercialization and executive director of the UCFBIP. We look forward to helping more companies become successful, and we are very excited about adding the tenth incubator, located in downtown Apopka to the program."

Following the 2009 study, local and county government partners funded the opening of five additional UCF incubators in Kissimmee, St. Cloud, Leesburg, Daytona Beach and Sanford, bringing the total to nine sites, and expanding the reach and accessibility of services to entrepreneurs throughout the Central Florida region.

Total annual funding for all nine current



facilities topped \$1.8 million in 2011 from city and county governments; however, the study estimated an annual return on investment of \$9.1 million in the form of property, school and sales taxes from client and graduate companies. As well, the study calculated a separate ROI only looking at the facilities that were originally studied in 2009. The ROI of the original incubator sites in 2011 rose to more than \$10 for every \$1.00 invested, compared to a \$5.25 return in the 2009 study.

Over the past 10 years (2002-2011) public government funding commitments for the UCF BIP have reached a cumulative total of \$6.45 million provided by the University of Central Florida, Orange County, the City of Orlando, Seminole County, the City of Winter Springs, the City of Sanford, Lake County, the City of Leesburg, the City of St. Cloud, and the Florida High Tech Corridor Council.

To view the entire study, visit www.floridahightech.com/publication/study/ucf-incubator-impact-study-update.pdf.

Apopka Marks Tenth Location for UCFBIP

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from the Sanford Incubator, which we loved but when we learned about the Apopka Incubator opening this year, we knew we needed to move to the more convenient location for us," said Rachel Bragg, president of Compendium, providers of professional software system consulting and development.

Compendium is the creator of BrightFleet.com, a service that provides award-winning driver improvement solutions that help fleet owners save money and reduce risk by proactively identifying and mitigating risk among their drivers.

Hogan and Rick Parks, site manager at the UCF Business Incubator in Apopka, said they expect to add at least five more client companies this year once the companies complete the University's Excellence in Entrepreneurship training program.

Dr. Tom O'Neal, founder and



Photo credit: Mafer Montezuma Photography

executive director of the UCF Business Incubation Program, said the UCF Business Incubation Program has helped more than 200 companies. In a recent study updated in 2011 by an independent firm, the UCFBIP, accounted for more than 1,600 jobs in the Central Florida area that year.

The UCF Business Incubation

Program operates business incubation facilities in Orlando on the UCF Campus, at Central Florida Research Park near UCF and on East Colonial Drive, and in Kissimmee, St. Cloud, Daytona Beach, Sanford, Winter Springs and Leesburg, in addition to Apopka. Visit www.incubator.ucf.edu for more information.

Dr. Tom O'Neal Recognized as One of the Top Florida Newsmakers

FROM PAGE 1

to companies with \$1 million to \$25 million in revenue and 10-50 employees, including workshops, market research, CEO Roundtables and assistance with business strategy. In a study conducted last year, GrowFL was credited with creating 1,400 direct jobs at a rate nearly 11% faster than similar companies that did not receive GrowFL assistance.

In a year when "jobs, jobs, jobs" was the dominant catchphrase, one group delivered. In 2009, the state set up the Economic Gardening Technical Assistance pilot program, now known as GrowFL.

Did you know?

The University of Central Florida, founded in 1963, is the second-largest university in the nation. Located in Orlando, Florida, UCF and its 12 colleges provide opportunities to 58,587 students, offering 177 bachelor's and master's degrees and 30 doctoral programs. Students come from all 50 states and 145 countries.

UCF - A Leader in Central Florida's Innovation Economy

Growing the Economy Through Research, Commercialization and Company Formation

From **Ideas**

To **Innovation**

To **Realization**

- **\$1,160,100,000** in research funding in last 12 years
- **500** patents since FY00
- UCF Venture Lab provides business development assistance to over **150** clients annually
- Ranked third in U.S. for strength of patent impact (*IEEE University 2010 Patent Power 2010*)
- Over **130** companies in UCF Business Incubation Program with **78** graduate companies
- The UCFBIP assists clients in multiple industries
- UCFBIP now in ten locations across Central Florida
- UCFBIP clients/graduates accounted for more than **3,420** direct and indirect jobs in 2011
- **\$363 million** in annual total economic output (clients and graduates from 2010-2011)
- GrowFL, administered by UCF's Florida Economic Gardening Institute, has helped more than **400** companies. GrowFL companies created over **1,400** jobs (November 2009 through August 2011).



UNIVERSITY OF CENTRAL FLORIDA
RESEARCH & COMMERCIALIZATION

Florida Economic Gardening Institute/GrowFL program

UCF Business Incubation Program

UCF Office of Technology Transfer

UCF Venture Lab

www.research.ucf.edu

UniKey Technologies President Phil Dumas Gets "Bite" on ABC's "Shark Tank"

Phil Dumas, President of UniKey Technologies Inc. (UniKey), recently beat out more than 24,000 applicants for a spot on the May 18th episode of the ABC hit-series, "Shark Tank". Dumas skillfully pitched his business concept to five investors on the season finale of the nationally televised show, landing deals from all five investors.

"Shark Tank" features entrepreneurs from across the country in need of capital who pitch their business ideas to a panel of elite investors. The investors (also referred to as "sharks") then ask a series of rapid-fire questions to the entrepreneurs, sometimes causing them to sweat bullets, about the risks and benefits of their business ideas.

Dumas, a UCF College of Engineering and Computer Science (CECS) '05 alum, developed the UniKey idea and launched UniKey Technologies in 2010. UniKey Technologies is a mobile applications and security services company founded on the concept of bringing today's wireless, mobile and internet technologies to the access control mass market.

A graduate of the UCFBIP, UniKey Technologies developed a high-tech lock that allows residents to simply touch their door to enter their home as long as they have their Smartphone with the UniKey application with them. The UniKey application is a patented "hands free" Passive Keyless Entry system that can



be easily integrated into any access control system to replace keys, codes and passwords.

"It was unbelievable to get an offer from all the sharks and get them fighting," Dumas said in the show's

closing seconds, "but I feel like I got the best – I've got the two billionaires backing me."

For more information about UniKey Technologies, visit www.unikeytech.com.

Angel Network Created to Raise Capital for UCF Commercial Initiatives

The concept of organizing accredited investors, known as "angels" into a fund modeled after successful angel funds throughout the country, is the focus of Mike O'Donnell, serial entrepreneur and currently on the faculty at UCF's College of Business.

The group, known as the University of Central Florida Angel System (UCFAS), will create a foundation to provide broader financial services and offerings for companies affiliated with the university or the Central Florida Region. The idea evolved when O'Donnell began working closely with Dr. Tom O'Neal at the Office of Research and Commercialization, and Dr. Cameron Ford at the Center for Entrepreneurship and Innovation. Realizing that there was a gap in the connections between those who have products



and those who fund companies, the Angel System concept was put into motion. "Universities are being approached more as a resource for economic development. Not just for well-educated citizens and to conduct basic research either. Universities are becoming true partners with their regions by better understanding what gaps exist in an overall eco-system and are often filling those gaps," says Dr. O'Neal.

One aspect of the system includes building a comprehensive application process for companies in need of funding, now or in the future. The UCFAS will create a way for companies to be evaluated before seeking investment. This process will help companies to become more attractive to angel investment, as well as strengthen the company's business model.

"The UCF Angel System offers these people their first chance to be recognized by the investment community or simply the guidance necessary to bootstrap a company to success," says George Gramatikis, a charter member of the UCFAS. "We are the first fundamental step for what otherwise is often a stretch for a natal business."

The application process and rating system is modeled after several successful angel prototypes throughout the United States, taking the best information and incorporating it into UCF's Angel System. One of the goals is to have all companies involved in UCF's Business Incubation Program complete the application. This will allow each company to define their objectives and goals. Dovetailing with the application is a weighted and rated survey that will be completed by outside stakeholders. The survey works to assess the commitments of time, money and information from the company. The survey then becomes part of a rating system to equip the angels and companies determine if funding is an option. This creates a 360-degree review of each company that completes the process and thereby closes the funding gap.

The UCF Angel System currently has 12 members with a goal to expand to 100 investors, providing a sound network for companies. For more information, contact **Mike O'Donnell** at modonnell@bus.ucf.edu.

CleanTech to SpaceTech Set to Unveil Exciting New Technologies and Entrepreneurial Endeavors

Florida CleanTech Acceleration Network (FL-CAN), Igniting Innovation (I2) Capital Acceleration Network, and MegaWatt Ventures proudly present CleanTech to SpaceTech: Accelerating Florida Entrepreneurship, a two-day special event designed to encourage partnerships between entrepreneurs, investors, manufacturing partners, industry veterans, and students. Participants will be introduced to the latest cleantech initiatives, programs and entrepreneurial endeavors, and \$200,000 in grant money will be awarded to promising startup entrepreneurs.

“This is the first multi-showcase event of its kind in the state of Florida,” explains Thomas O’Neal, associate vice president for research and commercialization at UCF, and the principal investigator on the FL-CAN project. “Clean technologies, Life Sciences, and Space related technologies are very important sectors to Florida’s economic future. We feel it is imperative to not only unveil what new initiatives are on the horizon, but offer participants an opportunity to connect with one another and explore

partnership opportunities that can create opportunities for the CleanTech industry as a whole.”

CleanTech to SpaceTech will take place September 20-21 at The Florida Hotel in Orlando. Early bird tickets may be purchased for only \$40 by August 31st by visiting www.CleanTechtoSpaceTech.com/ registration. Space is limited. “This is a ‘must-attend’ event for anyone who has an interest in the future of clean technologies and technology entrepreneurship in Florida.” says O’Neal.

The FL-CAN Showcase / exhibit hall will be open for the 2 days of the event. Exhibits will include exciting displays from CleanTech startup companies, intellectual property and CleanTech inventions, as well as the finalists and winners of the I2 Capital Acceleration Showcase and the MegaWatt Ventures competitions.

The I2 Capital Acceleration Showcase will feature business presentations from 10 growth-oriented and venture-ready technology companies competing for a \$100,000 prize sponsored by Space Florida. Other I2 participants will display their



Winner of 2011 MegaWatt Ventures Competition, Marlyn Colon of MudPower

business ventures in the Exhibit Hall. Applications must be submitted online at www.i2florida.com/how-to-apply by June 1, 2012.

In addition, MegaWatt Ventures will be awarding an additional \$100K grant to one of ten finalists already selected to present a prototype and business plan to judges comprised of venture capitalists, industry veterans, and technical experts. These finalist companies will receive seed funding and mentorship in the six months

leading up to the CleanTech to SpaceTech showcase.

Several levels of sponsorships are available for companies and organizations, interested in supporting the Showcase. For more information on sponsorships, email Fran Korosec at Fran.Korosec@ucf.edu. The Florida High Tech Corridor Council is leading the way as a Platinum sponsor.

For more information about the CleanTech to SpaceTech conference, or to register, please visit www.

Golden Brothers Studios Gears Up For Movie Launch *365 Decision Time*

Golden Brothers Studios (Kissimmee UCFBI Client), a professional movie studio headquartered at the University of Central Florida Business Incubator in Kissimmee, completed filming its first motion picture *365 Decision Time*, shot in historic downtown Kissimmee, and hosted a red carpet event in Puerto Rico.

This powerful drama centers around a typical, middle-class family separated by their mistakes and confronting compelling real-world issues. The twists of this captivating film emerge as five members of a family reach a crossroad in their own individual lives. The movie was released May 31st in Puerto Rico and is currently being marketed to launch its distribution in the U.S. and Canada, as well as the debut of the official movie soundtrack and supplemental teaching guides.

Golden Brothers Studios is the vision of three professionals with more than 50 years combined experience in audiovisual and multimedia. Their

focus is to convey a positive, uplifting message to a cultural society, who frequently witnesses the disintegration of the family unit and the lack of positive role models and a spiritual foundation.

The company has created Golden Brothers Entertainment to showcase a broad array of feature films, television programming, and entertainment using the latest technological advancements available, to present relatable life issues with solutions that will positively change lives.

According to Rafael Caamano, site manager at the UCFBI - Kissimmee, said the filmmakers were able to use local homes, businesses and talent, showcasing Central Florida as a premiere entertainment alternative to Hollywood. “It’s not so much a case of Hollywood has come to Kissimmee as Kissimmee has gone Hollywood, but Florida style,” Caamano said. “This is a full-fledged production,



and it’s exciting to watch its impact on our economic development,” he said.

Golden Brothers Studios was also recently awarded as finalist in the 2012 Current Client, Non Technology segment of the National Business Incubation Association’s (NBIA) annual conference on business incubation in Atlanta. The NBIA is the world’s leading organization advancing business incubation and entrepreneurship.

Each year, the NBIA Incubation Awards honor the business incubation programs, graduates and client companies that exemplify the best of the industry.

Visit www.365decisiontime.com to see feedback and clips from the most successful movie premiere in the history of Puerto Rico and how the country has embraced this entertainment company for its positive values.

Executive Director of UCFBIP Sheds Insight on Business Incubation Dr. Tom O’Neal Travels to Jordan to Speak at the Princess Sumaya University for Technology

Dr. Tom O’Neal recently traveled to Jordan to speak at the Princess Sumaya University for Technology. He was invited to Jordan by Princess Sumaya Bint El Hassan to share his insight and experience with the development of an entrepreneurship program at the University.

O’Neal, founder and executive director of the University of Central Florida’s Business Incubation Program (UCFBIP), and president of the Florida Business Incubation Association (FBIA), has a



long history as an entrepreneur and visionary at UCF. Recently re-elected to the board of directors for the National Business Incubation Association, O’Neal has been very successful with the UCFBIP, which focuses on entrepreneurship and supporting startup companies in order to create job and help the local economy.

Her Royal Highness Princess Sumaya of Jordan is spearheading efforts in her country to promote entrepreneurship and increase research and

development. She visited UCF in 2008 to meet with students, faculty and staff of UCF’s Office of Research and Commercialization, Business Incubation Program and Venture Lab.

The princess was appointed president of the Royal Scientific Society, Jordan’s leading applied scientific research institute. She is also chair of the board for the Princess Sumaya University for Technology PSUT, where research conducted will help the country’s water, energy and environmental challenges.



Convention and Visitors Bureau.

Rafael Caamano, site manager for the UCF Business Incubation Program in Kissimmee, said Cenek, Inc., is the first of the incubator’s “soft landing” companies — firms that are invited to open small regional offices at the Incubator to explore

Cenek, Inc., a major tour and travel marketing network throughout South and Central America that is locating offices in Kissimmee, has earned the official endorsement of the Kissimmee

whether major relocation efforts are viable.

“We are very encouraged that Cenek is proceeding with its expansion here so smoothly,” Caamano explained.

Cenek offers online training and orientation at visit.cenek.com for South American tour and travel operators who want to book group travel to the Kissimmee area, Caamano said.

Cenek officials set up a small office in the Kissimmee area three months ago and have been establishing links and gathering information about Kissimmee area visitor opportunities for the web-based training facility, Caamano said.

The formal launch of the web-based training facility is set for July.

“If we are successful in the endeavor, the Kissimmee

area will benefit from millions of dollars worth of additional visitor traffic over the next few years,” Caamano said.

“That translates to hundreds of new jobs and opportunities for additional growth and economic investment by the area’s hotels, restaurants, and tourist attractions,” he said.

Juan Herrera, president of Cenek, said he is pleased to receive the official endorsement of the Kissimmee Convention and Visitors Bureau and excited about the company’s web site launch in July.

“We have worked hard to become a full-fledged member of the Kissimmee-St. Cloud tourism community and we are very honored to have been endorsed by the Convention and Visitors Bureau,” Herrera said.

CHOOSE RAIN

Innovative New Way to Bottle Rainwater

Ten years ago, Larry Curran bought an empty lot to build a new home. When he looked into the use of a private well system, he was disillusioned to discover a local factory had been polluting the groundwater with ferro-cyanide, Curran looked into



alternatives to ensure his water was safe. Through his research, he discovered an innovative solution: using rainwater as an alternative to well or city water.

Curran, founder and CEO of **Choose Rain**, built his home with the capability to collect rainwater on the roof of his house. The water is captured on a conditioned roof and filtered into a large cistern, where it is injected with ozone to keep it pure. Word about the Curran’s pure, pleasant tasting water quickly spread. Neighbors came by his house frequently with five gallon buckets asking if they could take water

home. At a party at his house one evening, Curran bottled the water and gave it away for his friends. The water was a huge hit. Curran knew right away he had developed something special and couldn’t wait to start offering his product commercially.

Founded in November 2011, Choose Rain is led by Curran and his team: Debbie Berner, Director of Marketing, and Jimmy Little, Director of Operations. Currently, the company operates using rainwater manufactured from Texas Rain, a company in Texas using a similar system to filter rainwater. Choose Rain sells their rainwater in biodegradable bottles to customers at stores across Central Florida, including: Love Whole Foods, Peggy’s Whole Foods and at Gold’s Gym in Mt. Dora. They’ve even received an exclusive contract to sell their water at the upcoming New Smyrna Beach Balloon and Skyfest from 2013-2017, which expects upwards of 40,000 attendees.

Choose Rain recently acquired a 12,700 square foot facility. The company will soon utilize the 75,000 sq. ft. roof of their new building to manufacture

UCFBI Daytona

bottled rainwater on their own. Just like the process used in Curran’s home, the roof system will capture the water and filter it into a large cistern tank using ozone to keep it pure.

Choose Rain plans to expand their local presence and eventually earn the reputation of becoming the leading manufacturer of privately labeled bottled rainwater. With enough capacity to produce 16 million bottles of rainwater a year, the sky is the limit for Choose Rain.

Curran credits the UCF Business Incubation Program for their network of business resources. “The network of contacts of the UCF Business Incubation Program throughout Central Florida has proved to be invaluable to us. We received several leads for export sales by simply asking our site manager if she knew of anyone in Mexico who could assist in the distribution of our product.”

For more information about the Choose Rain, visit www.chooserrain.com or contact **Larry@chooserrain.com**.

from innovation to realization

The University of Central Florida and Volusia County Council invite you to a One Year Anniversary Celebration for the UCF Business Incubator - Daytona Beach International Airport

FRIDAY JULY 27
4:30 - 6:30 pm
601 Innovation Way
Daytona Beach, FL 32114

a partnership with
www.incubator.ucf.edu

RSVP to Arlene Wilson by July 20
at Arlene.wilson@ucf.edu or
via phone 386-872-3210

BIOWOMAN LLC

Perfecting Business Naturally

Established in Thailand in 1998, **Biowoman Co. Ltd.** has moved to North America to provide natural hair and skin care products. Pam Surinsirirat, owner, formed the company in 2010 as the United States distributor for Biowoman Co. Ltd. Biowoman uses natural ingredients to enhance hair and skin without some of the chemicals and harmful additives used to manufacture many products currently on the market. The company prides itself on a single important quality - the significant difference customers experience after just one application. Surinsirirat spearheads the company through innovation and resourcefulness, which fosters Biowoman’s continual growth. Her “can’t fail” attitude provides inspiration and motivation to the entire Biowoman team.

Recently featured on the Rachel Ray show by renowned stylist, Michael

Rose, Biowoman looks to expand their brand nationally. With success in Asia and Central Florida, Surinsirirat has no doubt they will find success in North and South America. Biowoman is on track to realize their goal of \$2,000,000 in annual revenues by the end of 2013. The company will soon expanded into the Tampa, Jacksonville and Miami markets. Although Biowoman has an aggressive expansion strategy, the company will still operate with the same personalized service which customers have grown accustomed.

With her eye on the prize, Surinsirirat has diversified by publishing *Premiere | The Beauty Expert* magazine. “It is expected that the combination of Biowoman LLC and *Premiere | The Beauty Expert* magazine will create a synergistic relationship which will lead to marked increases in growth of each business,” explains Surinsirirat. *Premiere | The Beauty Expert* magazine



From L to R: Husband Patichan Saengpet and Pam Surinsirirat at the Workforce Central Florida Entrepreneur Summit

is set to launch locally in June and will become a national publication within the next two years.

As a new member of the St. Cloud Incubator, Biowoman has benefited from the phenomenal support the network provides. Surinsirirat saw the possibilities of starting her own company and, by using the local resources provided by the Incubator, has created a successful business.

According to Surinsirirat, “Biowoman LLC is able to utilize a professional office setting with access to state-of-the-art business equipment and have a knowledgeable and helpful business advisor only a few steps away.” For more information about Biowoman LLC, please visit www.biowoman-us.com.

ADVANCED EMS DESIGNS

Keeping It Clean

As veteran firefighters and paramedics, Scott Neusch, Mark Steinert and Joe McClain spent countless hours risking their own lives to save lives. Through the course of their work, they identified a significant concern which could place their patients at risk. Although emergency workers clean and sanitize equipment between patients, the team observed that residual contamination could still linger on EMS spine backboards, potentially exposing patients to infectious disease.

In 2009, Scott, Mark and Joe founded **Advanced EMS Designs** for the sole purpose of developing a product which significantly decreases the risk of hazardous contaminants on EMS spine backboards. Through funding from the Department of Homeland Security directorate of Science and Technology, the team created, tested, patented and launched the company’s “Board Armor™” product line early this year. Board Armor™ provides a reliable, sanitary barrier to reduce the risks of potential cross-contamination of patients being placed on EMS



spine boards.

“No one would imagine being placed on a stretcher or gurney without a protective cover. So why are patients being placed on highly contaminated backboards everyday, sometimes with open wounds for long periods of time,” asks Scott Neusch, President of Advanced EMS Designs. “This is the perfect opportunity for patients to acquire an infectious disease from residual contaminants and Board Armor™ is designed to provide a defense and keep patients safe.”

Neusch cites a University of Miami Miller School of Medicine Study which tested 55 “cleaned”, in-service EMS spine backboards. 100% were found to be contaminated with several types of contaminants that can be fatal.

UCFBI Winter Springs

The UCF Business Incubation Program has played an integral role in propelling Advanced EMS Designs business success.

“The support structure that the UCF Business Incubation Program has given us has been invaluable,” explains Neusch. “The ‘Excellence in Entrepreneurship’ courses helped to point us in the right direction in terms of organization, marketing, sales and building a business plan that gives us goals and direction. The office space and access to meeting rooms have been incredibly convenient to meet with clients and business partners.”

The company plans to showcase Board Armor™ at the upcoming EMS World EXPO trade show in New Orleans. However, the Board Armor™ line is only the beginning. Advanced EMS Designs plans to develop additional innovative, high quality EMS medical products to address critical infection control concerns in the EMS community. For more information, visit www.board-armor.com.

FIDELITY SECURITY AGENCY, LLC

UCFBI Winter Springs

Providing Exceptional Security and Private Investigation Services



CEO & President
Michael Williams

Fidelity Security Agency LLC, is a full-service security and private investigation agency founded by CEO & President, Michael Williams. Regulated by the Florida Division of Licensing, and Florida Department of Agriculture and Consumer Services, Fidelity Security Agency provides clients with exceptional security services, private investigation and various training programs. Williams founded Fidelity Security Agency in 2007, after working for different security companies while attending the University of Central Florida. He managed his mother’s security company when she was in the military, then eventually decided to start a company of his own.

Fidelity Security Agency is dedicated to providing clients with high-quality security and investigative services. The company works with clients every step of the way to ensure all needs are met. They specialize in security, providing clients with an array of services including: armed and unarmed security offers, executive protection and employee and customer screening. Fidelity Security Agency also offers private investigation, including: criminal and civil cases,



workers compensation, background checks, and drug testing. Their private investigators all have prior law enforcement experience, and are licensed as a Private Investigator by the State of Florida.

In addition to security and private investigation services, Fidelity Security Agency also conducts weekly training courses for individuals seeking to “break” in to the industry. Individuals desiring a security officer position must complete a license certification and complete 40 hours of respective training. Fidelity Security Agency offers a CPR course and classes every weekend in Class D Security Training. The agency also offers AED/First Aid/CPR training, which is taught by a Registered Nurse.

Fidelity Security Agency has been recognized as a Minority Business Enterprise by the City of Orlando, Orange County Government, and the Florida Minority Supplier Development Council to provide security and training services. For the last two years they have worked as an MBE providing security for events at the Citrus Bowl, Amway Arena, and most recently, the NBA All-Star Game 2012.

Recently, FSA was designated a Program Training Site by the American Heart Association. The training designation allows the company to offer American Heart Certified Heartsaver® First Aid, Heartsaver® AED and CPR, and Basic Life Support training for healthcare providers. “Our Program Training Site designation gives us a tremendous opportunity to offer a much needed specialized service,” Williams said. “The American Heart Association strictly regulates the number of training sites within a given vicinity, and private businesses are rarely accorded the designation,” he said.

Williams hopes to continue growing his client base throughout Central Florida. As a new client of the UCF Business Incubation Program in Winter Springs, Williams is excited to work with the staff and other incubation program clients. “Beyond the resources available, the most valuable resource to us has been the business development meeting with our site manager. They have allowed me to learn different avenues to take to spark more business. I look forward to these monthly meetings as they aid and motivate me to take my business to the next phase of development.”

For more information, visit www.fsa-security.com.

UCFBI Kissimmee

LUHSE TEA

Banning Bags and Getting Luhse

As part of a military family, Mindy Ferris and Brittney Wholihan became involved in the tea culture quite some time ago. Their extensive travels afforded them an opportunity to experience how tea is produced in different countries. Providing the consumer with the ability to create their own flavoring of high quality tea, Ferris and Wholihan have created a product that is geared toward a younger demographic. Looking to be innovative with the duo’s brand, the simple idea of “Why not just call it what it is: LOOSE TEA!” brought a new light to the product; and with that, “The Dames”, as they call themselves, created Luhse Tea (with a unique twist on the spelling reference).

Positioning the company around the 1920’s-style prohibition concept, **Luhse Tea** believes in banning tea bags instead of alcohol in the 21st century. Believing that there is a better way to enjoy tea, the company decided to make a change in the tea market. “Our goal is to free people’s tea from the confines of mass-



From L to R: Tea Mavens Mindy Farris and Brittney Wholihan.

produced tea bags. Creating an experience around the imbibing of luhse (loose) teas, in addition to educating our customers is very important. We are trying to change tea’s current stodgy stereotype.” commented co-creators, Ferris and Wholihan.

Starting something entirely different from the current industry trends was extremely important, so they created their e-commerce site to sell loose tea, tea accessories and provide a place for customers to read and exchange recipes. Ferris and Wholihan understand that everyone has a different taste and they value their “Tea Gangster’s” (customers) opinion. “If you like or don’t like a tea or have a recipe idea for our spice blend, please share,” the ladies said. With

characters representing their brand, like Tommy Gunns, Lulu, and Queen Song, anyone can see that Luhse Tea is ready to “Get Luhse” and enjoy their tea!

New to the UCFBI - Kissimmee, Luhse Tea has already won quite a few awards for their innovative website as ‘Site of the Day’ by AWWWARDS in January. In addition, Luhse Tea won the ‘Tell Moo About You’ business competition’s \$1000 grand prize in April. Focused on their product, the team understands that a brick and mortar store will be an extra treat for the consumers of the loose tea; “We are going to start prohibition style Luhse Tea Bars, styled after the speakeasies of the 1920s. These will incorporate tea and accessories sales, as well as actual drink sales.” To “Dump Your Old Bag and Get Luhse,” visit www.luhsetea.com.



Geocove, Inc.

Helping Communities Better Prepare for Emergencies



Geocove, Inc. is a leading provider of scalable Geographic Information System (GIS) consulting services to government and business entities across Central Florida. Founded in 2006 to help local governments automate information and streamline mapping processes after emergencies, Geocove has grown to support emergency management and emergency operations across Florida and the southeast.

Karyn Tareen, CEO and President of Geocove, noticed after an extreme 2004-2005 hurricane season, that communities needed a mechanism to transcribe assessments after natural disasters. With a background in GIS, Tareen founded Geocove to provide special mapping and assessment tools to make emergency responses more efficient and to help communities become better prepared for weather emergencies.

Geocove now provides a software system, ARM360, to assess each structure and map and report out areas according to the extent of damage. This enables counties to better prioritize relief efforts, deploy resources, and document the information required for public and private assistance from the

Federal Emergency Management Agency (FEMA) and the Small Business Administration (SBA).

Prior to Geocove, communities were inundated with paperwork and lacked a process to help make emergency responses more efficient. “The sad thing we realized is that most communities were using the same tools for assessments that they used 20 years ago,” Tareen stated. “We’ve been very successful in raising awareness within communities about better ways of conducting emergency mapping and assessments.”

Geocove implemented their ARM360 system to assist the community after the devastating ESF4 tornado that hit Tuscaloosa, Alabama and the ESF5 tornado that devastated Joplin, Missouri. In March, Geocove was featured in an interview with Jim Cantore from the Weather Channel. Tareen was thrilled to be selected by the Weather Channel and excited for the opportunity to share the possibility of alternative emergency management systems with other communities.

Most recently, Geocove made news for winning the Public Information Award at the Florida Governor’s Hurricane Conference. They were selected for their GeoEvac system, a free program for residents to acquire evacuation information directly from

UCFBI Research Park



Geocove Inc. CEO Karyn Tareen, center, worked with Pelham Fire Department Captain Brian Cleveland (left) and Lt. Tim Honeycutt (right) in support of the Tuscaloosa tornado recovery effort. Geocove’s ARM360.

their smart phone. The system provides information detailing a resident’s zone and detects any active evacuations.

Tareen credits the UCF Business Incubation Program with valuable assistance in aiding Geocove’s growth. “Our business is run and was founded by people with technical strengths. The incubation program has been an invaluable asset to us in providing us with business advice and steering us in the right direction,” Tareen said.

For more information about Geocove, please visit www.geocove.com.

Via Response

Beyond Classroom Walls

Via Response eliminates the barriers of time and distance in 21st century learning environments. Their innovative platform transforms and energizes the classroom with integrated participation, communication and formative assessment capabilities enabling instructor and student interaction with the power of mass feedback. An instructor can prepare class activities from anywhere and anytime. Students can participate in live discussion, regardless of where they are, through their smart device.

Founded in September 2010, Via Response had the vision to create a platform which utilizes mobile technology to support assessment beyond the confines of the physical classroom.

Via Response completed solid beta trials for the Spring 2012 term. More than 1,650 students paid for access to the system. Feedback and response from instructors and students was excellent. Via Response



continues to roll out trials during the summer term and is currently expanding into a full cloud based infrastructure.

One of Via Response’s greatest successes to date was with a section of more than 1,000 UCF students. According to Holliday, “The instructor utilized our QuickPoll and Homework based platform to drive lecture capture review and enable participation down to each individual. Only Via Response can provide this level of capability and growth for universities scaling for the future with hybrid, blended and large

lecture-based classrooms.”

A client of the UCFBI – Central Florida Research Park, Holliday credits the program with connecting Via Response with valuable resources and support.

“The UCFBIP allows access to people and resources. They helped us acquire our amazing student-staff and recent graduates, conducted market research, opened doors to business professionals on and off campus, the list goes on.”

Via Response’s ultimate goal is to revolutionize the way education is delivered and consumed by automating assessment and engaging learning anywhere, anytime and on any device.

For more information visit: www.viaresponse.com.



Turning Tomorrow's Technology into Today's Innovations

ApECOR, founded in 2001 by a UCF faculty member and Ph.D. students, develops revolutionary power electronics technology and products for government, corporate and private sectors. ApECOR has a successful track record working with NASA, U.S. Navy, U.S. Air Force, U.S. Army, and the U.S. Marines. Most recently, ApECOR has created state-of-the-art commercial offerings including portable



solar powered battery chargers, high-powered DC/DC converters for hybrid electric vehicles and medium power battery chargers for industrial vehicle applications. In fact, ApECOR's high-power bidirectional DC-DC converter and portable solar

battery charger have become so commercially popular they are being utilized and integrated throughout the world.

Initially, ApECOR relied heavily on Department of Defense (DOD) and Small Business Innovation Research (SBIR) funding. Today, 80% of the company's funding is through commercial sales. ApECOR's goal is to fund next generation research and development through the success and earnings of its current products.

ApECOR credits the UCF Business Incubation program for helping turn their ambitious vision into reality.

"I would say that we had the engineering knowledge for developing products, but needed guidance to determine the best path for commercialization and building a strong company," explains Antione I. Khoury PE, President of ApECOR. "I believe that being a member of the

incubator has helped us develop the business sense to more effectively develop and commercialize products from our technology."

ApECOR actively seeks and anticipates the needs of their market, then develops advanced technology products to fulfill those needs. Customers can expect to see new products featuring innovations and advancements not currently present in existing technology. Simply put...ApECOR engineers are experts at what they do and they do it well.

"If you find your passion and what you can be the best at in life, financial security will follow," says Khoury. "We are very grateful for all of the assistance we have received from the UCF Business Incubation Program, as well as numerous other individuals and organizations over the years. It has been an invaluable and critical component of our success."

For more information, visit ApECOR's website at: www.apecor.com.

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