

# The Accelerator

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

■ Volume 6 ■ Issue 12 ■ Summer 2013

## UCFBIP Receives National Recognition



(From left to right) UCFBIP team members Chait Rendu, Gordon Hogan, Esther Vargas-Davis, Tom O'Neal, Connie Bernal, Henriette Schoen and Essa Batarseh accept the NBIA award in Boston.

The National Business Incubation Association (NBIA), which annually recognizes the best business incubators, client companies and graduates in the industry, recently named the **UCF Business Incubation Program (UCFBIP)** "Incubator Network of the Year" during the NBIA's 2013 International Conference on Business Incubation. This is the first time that the NBIA has issued an award that specifically recognizes the achievements of organizations that operate multiple business incubators.

"We are thrilled to be recognized as

the nation's leading business incubation network," said Tom O'Neal, executive director of the UCFBIP. "Over the years, we have been very successful in systematically growing our network to meet the entrepreneurial demand of Central Florida."

The UCFBIP currently manages nine site locations, creating a network that stretches across seven cities within four counties in Central Florida.

The network sites are predominantly mixed use, with clients

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## UCFBI—Daytona Beach International Airport Celebrates Milestone Achievements

July marked the two-year anniversary of the **UCFBI—Daytona Beach International Airport**. To celebrate, the incubator hosted an open house on July 29 to commemorate its achievements and showcase the progress of its clients. The event drew more than 250 business and community leaders from the community.

The ceremony included a tour of the facility, introductions to current clients, and the launch of the Fusion Fitness Designs firm and the Daytona Incubator Research Library and co-working space initiative.

During the ceremony, Magdy Attia, president of AbM Engineering LLC, was honored as "Entrepreneur of the Year" for his success in the alternative energy industry. Most recently, Attia and his team designed an innovative gearbox, which uses a sophisticated and efficient method of rotating components that operate in compression. This translates to less wear on the gearbox and allows for higher loadings, making it a premier solution for various gearbox applications.

The incubator's site manager, Connie Bernal, was recently selected as one of the top "30 Influential Women in Business from Volusia and Flagler" counties. Bernal was recognized in the Influential Women in Business



Volusia County Chair Jason Davis speaks at the UCFBI-Daytona Beach International Airport two year anniversary. Behind Davis, (from left to right), are Connie Bernal, site manager; M. J. Soileau, UCF's Vice President of Research and Commercialization; County Council members Josh Wagner, Deborah Denys and Pat Patterson. Photo/JEFF CRUMBLEY

edition of the Volusia/Flagler Business Report, a monthly publication of the *Daytona Beach News-Journal*. Nominees were selected both by readers and staff.

"I'm honored to be selected for this award," said Bernal. "It's one of my biggest achievements, and I couldn't be prouder of the entrepreneurs in our incubator and throughout Central Florida whom we support."



## Message From The Founder



*Welcome to the summer issue of The Accelerator, the quarterly newsletter of the UCF Business Incubation Program (UCFBIP). The purpose of this newsletter is to keep*

*our clients, partners, sponsors, volunteers, and staff informed about the activities of the UCFBIP.*

The UCF Business Incubation Program (UCFBIP) has many reasons to celebrate. In March, we were awarded the “Incubator Network of the Year,” a new honor presented by the National Business Incubation Association. We are thrilled to receive the award as it is a testament to our program’s superior clients, staff, partners and supporters.

In addition, this year also marks major anniversaries for both UCF and the National Entrepreneur Center (NEC). The NEC was founded in 2003 as a collaboration between Walt Disney World Resort, Orange County government and UCF. With our entrepreneurs in mind, and in light of these joint anniversaries, I thought it would be interesting to tell the story of UCF’s beginnings.

In the early 1960’s, the citrus and aerospace industries dominated Central Florida. Few people opposed the creation of a new university that would focus on supplying engineers to NASA and

the Martin Corporation, so the Florida legislature opted to put the university (known then as Florida Technology University) among the citrus groves on the outskirts of town near Cape Canaveral.

Since its founding in 1963, UCF has grown to become the second-largest university in the country, recognized worldwide for its academics and research in fields such as optics and photonics, modeling and simulation, solar energy, materials, and of course, engineering and computer science. Today, UCF stands for opportunity not only for the students it serves, but also for the region’s economy it helps to grow and diversify.

UCF’s story is important because it shows what can happen when you combine talent, innovation, an entrepreneurial spirit and a “can-do” attitude. At UCF, we believe in entrepreneurs and the importance of providing them with guidance and support early on, to help foster stronger companies.

At the UCFBIP, our mission is to help entrepreneurs create successful companies, something that we couldn’t do without the support and partnerships of our local community. I encourage you to read about our upcoming events, expansions and milestones at [incubator.ucf.edu](http://incubator.ucf.edu).

**Tom O’Neal, Ph.D.**

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

## UCFBIP CALENDAR OF EVENTS

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

### Employee vs. Independent Contractor

August 27, 3:00-4:30 p.m.  
UCF Business Incubator—St. Cloud

### Networking Workshop & Business After Hours

August 28, 3:00-5:30 p.m.  
UCF Office of Research & Commercialization

### Leveraging Google+ For Business

September 10, 9:00 a.m.-10:15 a.m.  
UCF Business Incubator – Winter Springs

### Federal Healthcare Reform: Challenges and Solutions

September 10, 3:00-4:30 p.m.  
UCF Business Incubator—St. Cloud

### Innovation Concourse of the Southeast

MegaWatt/FL-CAN Showcase  
September 24-25, 2013  
MOSI-Tampa, FL

### Excellence in Entrepreneurship Certificate Course

October 22 - November 19, 2013  
UCF Office of Research & Commercialization

### Florida Companies to Watch 2013

October 24, 2013  
Hard Rock Live

## UCF Business Incubation Program Advisory Board Members 2013-2014

### Richard Anderson

City of Apopka

### Charles Lacey

Mayor, City of Winter Springs

### Randy Berridge

Florida High Tech Corridor Council

### Dean Monaco

MyInnoVenture

### Rebecca Borders

Mayor, City of St. Cloud

### Michael J. O'Donnell

UCF Faculty/  
Florida Angel Nexus

### Terence F. Brennan

Brennan Legal Group LLC

### Tony Ortiz

Commissioner, City of Orlando

### Rob Ehrhardt

Volusia County

### Randall E. Poliner

Antares Capital Corporation

### Tom George

City of Sanford,  
Economic Development

### Eric Ushkowitz

Orange County Economic Development

### Jeff Jones

Osceola County Strategic Initiatives

### Heather Bond Vargas

Cobb Cole P.A.

### Rick Karl

Volusia County Florida

### Ken York

Seminole County Economic Development

### Kim King

City of Orlando

### Belinda Ortiz Kirkegard

City of Kissimmee,  
Economic Development

# The Evolution of the Key – Coming Soon

Fumbling with keys will soon be an annoyance of the past. With **Kevo**, unlocking the front door will be as simple as tapping the lock with your finger.

Kevo, a mobile app that lets you send, receive and delete eKeys, is the first product by lock makers Kwikset and Weiser to implement UniKey's touch-to-open technology. UniKey, a graduate of the UCF



Business Incubation Program, developed the high-tech access control technology that will allow

residents to touch the lock to enter their home as long as they have their smartphone with them. UniKey has licensed its technology to Kwikset and Weiser, who will manufacture the lock.

The new Kevo lock uses Bluetooth low energy so the user's smartphone will need to be fairly close to the lock for it to communicate. Kevo also requires you to touch the lock before you enter, so that you don't

accidentally unlock the door as you're walking by. The lock will glow blue once it establishes a connection.

The Kevo lock will be available as a deadbolt lock replacement and has been designed for a do-it-yourself installation that takes



Phil Dumas, UniKey CEO

less than five minutes. Simply download the Kevo mobile app from the Apple App store to your smartphone, and you're done. The app will allow you to set up your Kevo lock; send, disable and delete eKeys; and manage Kevo Fobs. The Kevo Fob (included with the lock) offers the same

touch-to-open technology and convenience to users who don't have a smartphone.

Phil Dumas, a UCF College of Engineering and Computer Science alumnus, developed the UniKey

idea and founded the company in 2010. In 2012, Dumas beat out more than 24,000 applicants for a spot on the season finale of the television series "Shark Tank."

Kevo will be available in late summer 2013. When launched, it will only work on iOS-based products with Bluetooth capabilities, currently the iPhone 4S, iPhone 5, fifth-generation iPod Touch, current-generation iPad, and the iPad mini. UniKey, however, anticipates that support for Android, Blackberry and other devices will be announced in the future.

For more information, visit UniKey.com.



## Local Dignitaries Celebrate National Entrepreneur Center's 10th Anniversary

Ten years ago, community cores Walt Disney World Resort, UCF and Orange County government partnered with the U.S. Small Business Administration to establish the Disney Entrepreneur Center in Orlando to provide a central location for entrepreneurs to receive business support.

In June 2013, the renamed **National Entrepreneur Center (NEC)** held a 10th anniversary celebration to commemorate the center's milestone. Local dignitaries – including Orlando Mayor Buddy Dyer; Orange County Mayor Teresa Jacobs; UCF President John Hitt; Tom O'Neal, NEC chairman of the board and associate vice president for the UCF Office of Research and Commercialization; and Nancy Gidusko, Walt Disney World Resort director of community relations – shared the history of the NEC's evolution and their organization's role in its development and stressed their continuing support.

Tom O'Neal led the celebration by discussing the unique culture that the individual partners and sponsors in Central Florida have created, something that rarely happens in other communities. "Having been a part of the NEC from the beginning provides me with an understanding of just how



far this center has come in its first 10 years," said O'Neal. "I'm excited about the potential of what the next decade may bring."

Hitt applauded the NEC and discussed the value partnerships play. "The NEC is grand testimony to the power of partnership," said Hitt. "It was established as a driving force for creating jobs and growing a better region through economic development. Today, the NEC has become the front door of entrepreneurship in Orlando and a national model for aiding small businesses. UCF's strong belief in the value of this center is why the UCF

Small Business Center and UCF Business Incubation Program are each a part of the effort to provide entrepreneurs with the resources they need to succeed," he added.

Jacobs extended special congratulations to the NEC, proclaiming June 18, 2013 as National Entrepreneur Center Day.

Gidusko commended the NEC, citing the importance of entrepreneurship and innovation. She described Walt Disney's initial hardships as an entrepreneur on his path toward what would evolve as the No. 1 tourist destination in the world.

She painted a picture of Central Florida that no one could have imagined unless they believed in Walt's vision.

"Innovation is important. It's what makes America the country we've become," said Gidusko. "And entrepreneurialism is essential. It's what makes Americans who we are. And that's what makes the National Entrepreneur Center one of the very best ideas that Central Florida, collectively, has ever had. Because you never know, the idea you help grow tomorrow might be the one that shapes the next century."

The NEC anniversary celebration also featured networking, free business seminars and a guided tour of the 22,000-square-foot facility, located inside the Orlando Fashion Square Mall.

The NEC offers easy access to 12 independent programs that provide business assistance to entrepreneurs. This year alone, the center has coached more than 12,000 small business leaders. In its decade-long existence, the NEC has coached more than 100,000 small businesses and facilitated more than \$150 million in small business loans.

For more information about the NEC, visit [nationalec.org](http://nationalec.org).





# UCFBIP Advisory Board Profiles

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 [incubator.ucf.edu](http://incubator.ucf.edu) for the full board list.



## Randall A. Poliner

President, Antares Capital Corporation

In 1993, after four years at South Atlantic Capital Corporation, Randall Poliner founded Antares Capital

Corporation in the belief that there was a need for a venture capital/private equity firm comprised of individuals with substantial leadership experience in small, rapidly-growing companies.

Prior to his venture capital career, Poliner was a founder and chief operating officer of Macrodyne, an instrumentation and signal processing company, which he led from product definition to established revenues and eventual sale of the business. Poliner was asked to join Scientific Systems Services to effect a turn-around of this publicly held company. Scientific

Systems Services was sold to Computer Task Group, Inc., at the time a \$400 million NYSE firm serving the consulting, systems integration, and professional services needs of Fortune 500 clients. Poliner had direct responsibility for the consulting services group serving manufacturing and distribution clients and the systems integration group serving industrial automation markets. He was responsible for developing the firm's consulting and systems integration strategy, constructing a national account marketing program, and identifying and evaluating acquisition candidates. Poliner also guided Flood Data Services as president and CEO from \$4 million to \$70 million in sales over four years and provided the sales leadership for First Americans Information Services Group, which purchased the company resulting in an increase of revenue from \$147 million to \$248 million in one year.

Poliner earned a bachelor's degree in electrical engineering from Georgia Tech, an M.S. in electrical

engineering from Carnegie Mellon University, and an M.B.A. from Harvard Business School. He holds two patents for electronic instrumentation in the energy field. He serves as an advisory board member at both the College of Engineering and the School of Electrical and Computer Engineering at Georgia Tech, a capital campaign fund leader for the Harvard Business School, and chair of the current Georgia Tech capital campaign for the School of Electrical and Computer Engineering. Poliner also serves as chairman of both the trustees and the investment committee for an endowment dedicated to furthering Catholic education, and he has served as a trustee of the Georgia Tech Alumni Association.

Regarding his experience with the UCFBIP, Poliner said, "We make it a point to do what we can to foster a vibrant entrepreneurial community throughout the Southeast and Texas, so it's gratifying to be a small part of the great work that goes on at the UCF Business Incubation Program."



## Richard Anderson

Chief Administrative Officer, City of Apopka

Richard Anderson serves as the city of Apopka's chief administrative officer, where he is responsible for managing

the entirety of Apopka's operations. He began his career with the city of Apopka in 1974 as a member of the Apopka Fire Department. As a graduate of the first class of certified paramedics in Orange County, Anderson quickly established his reputation as a leader.

In his current role, Anderson's forward thinking and entrepreneurial approach to government services has allowed Apopka to provide an enviable host of services and facilities to its residents and business community. As the second-largest city in Orange County (both in population and land area), Apopka

has consistently maintained the lowest ad valorem tax rate compared to all other full-service cities within Orange County, while upholding a high standard for quality of life.

Anderson believes that partnerships prove to be the best way to leverage taxpayer resources. Under his leadership, Apopka now provides public safety dispatching services for the cities of Maitland, Eatonville and Ocoee. He also negotiated an interlocal agreement to establish the city of Apopka as the exclusive public provider of water and sewer services for most of northwest Orange County.

Apopka's partnership with UCF reflects one element of Anderson's commitment to economic development. Anderson regularly works with the Metro Orlando Economic Development Commission to ensure that Apopka is strategically positioned for opportunities. He holds an active role in the planning of the Wekiva Parkway, which will position Apopka as the single interchange between State Road 429 and Interstate 4. He also supervised the acquisition of

the runway and operational facilities at the Orlando Apopka Airport, with the ultimate goal of developing the site into a hub for the commercial shipping industry.

Anderson serves as a member of the UCF Business Incubation Program Advisory Board, where he serves as the representative for the city of Apopka. He also serves on the Safety and Security Advisory Board for Orlando International Airport. In the past, Anderson served on the Apopka Community Bank Board, the Florida Department of Health's Emergency Medical Services (EMS) Advisory Council, and the Orange County EMS Advisory Council. He is a past president of the Central Florida Fire Chiefs' Association and the Foliage Sertoma Club.

Throughout his 39-year career serving Apopka, Anderson has been the recipient of numerous community service awards, including the Boy Scouts Golden Eagle Award, which is presented for distinguished service in a community for 25 years or more.

## UCF Student Business Goes Nationwide the SMARTWAY



UCF students Taylor Cheeley and Nicole Enterlein, inventors of the **SMARTWAY Cup**, have generated considerable traction since winning the UCF College of Business Administration's 2013 Joust Business Plan Tournament.

The Joust offers entrepreneurial students the opportunity to pitch their ideas to judges for a chance to win \$12,500. As part of their winnings, SMARTWAY was awarded a year as a client of the UCF Business Incubation Program.

The SMARTWAY Cup, a disposable urine funnel, enables women to comfortably stand when using a public restroom, reducing vulnerability to contaminated surfaces and potentially harmful diseases. Previously, this female hygiene product was only available at the on-campus UCF Knight Aide Pharmacy and Convenience Store and at CVS and 7-Eleven stores on Alafaya Trail; however it will soon be available nationwide.

SMARTWAY has established its first major contract — a national distributorship with more

than 16,000 major retail locations — with CVS Pharmacy, and Walgreens. To augment their national distribution, the company is launching “I am Woman,” a 12-month national marketing campaign.

The campaign aims to drive brand and sales development by establishing an edgier personality while also serving as a voice for female unification and strength. It advocates healthier lifestyles and empowers young women with the courage to discuss embarrassing issues that may be life-threatening. The “I am Woman” campaign will consist of national and regional television commercials, full-page layouts in women's fashion and health magazines, billboards in major metropolitan areas, online advertising packages and a 20-campus college tour across eight states.

To fund their campaign, SMARTWAY must raise \$480,000 and has already raised one quarter of their goal.

For more information, visit [StandTheSmartway.com](http://StandTheSmartway.com).

## UCFBIP Recruits Program Development Manager

The UCFBIP is pleased to welcome **Michael Weiss** as its new Program Development Manager. In this role, Weiss will help develop marketing and communications initiatives for the program. He will also work with the site managers to create new support programs to help startup companies accelerate growth and create jobs throughout the Central Florida region.

“I am looking forward to the opportunities and challenges that lie ahead with this position,” said Weiss. “My goal is to develop programs that will attract more startups to grow their company at a UCF Business Incubator, and accelerate progress among our existing clients.”

Prior to joining the UCFBIP, Weiss served as the assistant director of public relations for UCF's Rosen College of Hospitality Management. Weiss also previously served as the associate director of public relations for Bonnier Corporation, one of the largest consumer-publishing groups in America.

“The UCF Business Incubation Program is under such exceptional leadership and I am excited to be working with such a talented, dedicated team, as well as a diverse array of quality clients,” Weiss added. Weiss has a bachelor's degree in communication from Florida Atlantic University and currently is pursuing his master's in communication at UCF.



Michael Weiss

## UCFBIP Receives National Recognition

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ranging from high-end technology and Internet companies to service providers, financial services companies and even a brewery. The exception within the UCFBIP network is its photonics incubator, which specializes in optical, photonic, laser and other light-related technology.

“The UCFBIP has been successful in scaling up from a one-site incubator program into a

networked program that has helped the Central Florida community adopt entrepreneurship as a key component in their economic development agenda,” said UCFBIP Director Gordon Hogan.

Since its inception, the UCFBIP network has helped sustain over 3,140 jobs, with over \$400 million in regional output. Additionally, the UCFBIP network has helped yield a return on investment of \$5.93 for every dollar invested by its stakeholders.



### Did you know?

- Plasmonics, a technology company developing tunable infrared metamaterials, announced it will contribute \$250,000 in 2013 to support UCF research efforts.



# Earthrise Space Sets Eyes on the Moon, Partners with UCF to Aid Company Goal



Earthrise Space combines the creative power of UCF student interns with the experience of seasoned industry veterans to create the company's concept of design to completion in record time.

In recent years, the idea of “NewSpace” has become popular in the technology world. This bold new concept is driving private organizations to become prominent forces in the world of space exploration and development. Hoping to fuel further growth in the space industry, XPRIZE — the organization responsible for facilitating the world’s first successful private space flight — joined forces with Google to create the \$30 million Google Lunar XPRIZE.

In 2007, UCF alumnus Ruben Nunez founded **Earthrise Space** with the mission of establishing a NewSpace company capable of making space exploration accessible to the public, while simultaneously addressing the nation’s critical need for a more economic space industry model. Nunez joined forces with more than 40 UCF students, alumni and space industry veterans to establish Earthrise Space, the only

Florida-based team competing in the Google Lunar XPRIZE. The company’s participation in the competition is part of Earthrise’s ultimate goal of establishing ongoing lunar payload delivery services for clients.

By combining the creative power of young minds with the experience of seasoned industry veterans, Earthrise Space has created a fresh approach to electrifying its workforce, and proved its merit through the company’s ability to take a design from conception to completion in record time, and at reduced costs. Interns at Earthrise gain invaluable experience and have been hired by companies like Boeing and SpaceX.

The requirements for the Google Lunar XPRIZE are difficult: The team must successfully land a rover on the lunar surface, travel 500 meters, and send high-definition video and imagery back to Earth. Late last year, Earthrise Space completed a major accomplishment in its quest

for space — the company inked its first lunar payload customer, Chile-based Angelicvm. Contracts for Earthrise Space’s lunar payload deliveries not only open the door to private and government entities interested in utilizing the unique lunar environment as a platform for scientific research, but they also pave the way for the future of space exploration.

Earthrise has established relationships with important sponsors and partners to aid in the company’s celestial goals. These partnerships have fostered invaluable teamwork across the entire industry. For goals as lofty as spaceflight, cooperation between companies and nations is a necessity to overcome the challenges of both space itself and limited finances.



Recently, Earthrise Space partnered with Research Park-based CAMCAD Technologies, an award-winning provider of innovative manufacturing solutions and a client of the UCF Business Incubation Program (UCFBIP). CAMCAD donated use of its SURFCAM five-axis CAM programming software to Earthrise to help streamline manufacturing processes. It is also providing training and additional support to help streamline the company’s manufacturing processes. Additionally, the UCFBIP has partnered with Earthrise to donate workspace and other valuable resources.

“We look forward to working with Earthrise Space, particularly the student interns,”

said Alison Wildblood, CEO of CAMCAD Technologies. “There are so few opportunities for students to get real-world experience learning CNC programming and machining in Central Florida. For more than 20 years, CAMCAD has worked with technical schools and universities to help train the next generation of manufacturing professionals. We intend to use our manufacturing expertise to help Earthrise Space achieve success in their quest for the Google Lunar XPRIZE,” she added.

Earthrise’s long list of sponsors also includes National Instruments, Mydea Technologies (a graduate client of the UCFBIP), Jarritos, and Stratasys, a 3-D printing company that donated a printer to Earthrise Space.

Earthrise has also partnered with NASA’s own Swamp Works laboratory under a federal Space Act Agreement. Swamp Works, dedicated to finding innovative new solutions for space exploration, has provided Earthrise Space with simulated lunar soil to work with as well as engineering aid. In return, Earthrise Space built and provided the use of a lunar simulant tilt



Alison Wildblood, CEO of CAMCAD Technologies

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# Breakthrough in Materials Science

**Garmor, Inc.**, a spin-off of UCF, has developed a proprietary way to produce graphene, an element extracted from graphite that is stronger than diamond, more conductive than copper and more flexible than rubber.

Richard Blair, a chemist in UCF's NanoScience Technology Center, and Ph.D. graduate student David Restrepo developed a clean method for "unlocking" graphene using a combination of chemical and mechanical processes.



The licensed intellectual property enables the production of cost-effective, mechanically enhanced graphene that can be used as an additive to composite materials to make them stronger, while maintaining lightweight characteristics. Common applications include high-strength plastics used for automotive bumpers and truck bed liners, boat hauls, bridge components and custom-molded parts.

According to Anastasia Canavan, president and CEO of Garmor, the main challenge of commercializing graphene isn't its applicability, but its productive cost. Canavan notes that commercially available graphene can be purchased via the Internet for \$100 per gram. In comparison, the price of 24-karat gold in the U.S. today is about \$42 per gram.

"With the help of researchers Blair

and Restrepo, we are able to produce large volumes of graphene at a much reduced cost," said Canavan. "By adding a small amount of graphene during the production process, manufacturers of plastic, rubber and metal can make their products far stronger and lighter."

Garmor recently received \$300,000 in funding from the Florida Institute for the Commercialization of Public Research's Seed Capital Accelerator Program. Canavan notes that this initial round of funding and maximum 1-to-1 ratio in matching funding will enable the company to move into its next phase, as well as scale up to support their production plans.

Garmor has a full-time staff of eight, recently adding Restrepo to the team. The company is moving into their new facility near the Orlando International Airport in August, where it will have the capability to produce more than 100 metric tons of graphene per year. Canavan notes that they foresee hiring close to 100 full-time researchers and production staff.

Garmor is an off-site client of the UCF Business Incubation Program (UCFBIP) and is working closely with them and the UCF Venture Lab to determine current market and sales information.

For more information, visit [GarmorTech.com](http://GarmorTech.com).



Anastasia Canavan, president and CEO of Garmor



Richard Blair, assistant professor of chemistry and forensic science at UCF, and a biofuels specialist, uses a milling process to convert raw materials to simple sugars and other useful compounds.

# Earthrise Space Sets Eyes on the Moon

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table to support Swamp Works' research. In addition to Earthrise Space's lunar mission, the company maximizes its capabilities through a variety of contracts. The company's DART (Dust Altitude Recovery Technology) project recently passed rigorous high-speed testing at Kennedy Space Center's Shuttle Landing Facility. The DART dust collection

pod will be attached to the underside of an F-104 Starfighter that will fly into the upper troposphere, where it will collect samples of African dust that travels over the Atlantic and is deposited in Florida. The dust will be examined for microbial life, yielding valuable data that may shed light on this poorly understood dust exchange.

Earthrise Space's innovative business model allows the company to operate without the restraints of larger, more

bureaucratic firms — an asset that presents a significant advantage at a time when the space industry is wholly invested in making space exploration more efficient. Woven together, these factors converge to form the unique set of opportunities that make Earthrise Space a promising new force in America's space industry.

For more information, visit [EarthriseSpace.org](http://EarthriseSpace.org) or [GoogleLunarXPrize.org](http://GoogleLunarXPrize.org).

## First Response Disaster Team When Disaster Strikes, Count on First Response

UCFBI-Daytona Beach  
International Airport

Entrepreneurs Ken and Anne-Marie Poulin founded **First Response Disaster Team** in 2010 as a full-service restoration firm providing emergency water damage restoration, mold remediation, and fire and smoke damage restoration.

The Poulins had their first experience with restoration teams when water damage from the 2004 hurricane season required they contract a restoration company. The project, which should have taken roughly one month to complete, lasted six months and left the family living in their camper.

"After our own horrifying experience, we saw the need for a restoration company with a better business model," said Anne-Marie Poulin, co-founder of First Response. "When disaster strikes, you have it rough already and using unprofessional workers with little communication does not ease the situation. First Response is here to help people through tough times."

The First Response Disaster Team rises above the competition because they are certified general contractors

that are licensed in mold remediation; therefore, they can do immediate recovery. When subcontractors are necessary, First Response has great rapport with several licensed, insured and reliable companies, relieving yet another client burden.

"Other companies can provide remediation services, but if they aren't contractors they are unable to do build-back work, leaving the client to contact a separate contractor," said Anne-Marie. "They can literally cut a hole out of your drywall and remove the damage, but then you're left with a gaping hole. We don't run our business that way."

The Poulin's business model has proved to be successful. First Response recently acquired a second restoration truck, hired a second team of two technicians, added an administrative assistant and is currently recruiting a marketing professional. According to Anne-Marie, the company is seeking to expand their reach across Florida, and eventually, nationwide. They are growing their expertise as commercial mitigation specialists to provide emergency response plans



Ken and Anne-Marie founded First Response Disaster Team in 2010 in response to their own horrifying experience with restoration services.

and become the go-to restoration firm for commercial entities, such as hotels, office buildings and hospitals.

The Poulins are especially appreciative for the publicity and exposure the UCF Business Incubation Program (UCFBIP) has helped them receive and for the connections it has generated.

The husband and wife duo owned three businesses prior to founding First Response. According to Anne-Marie, they sought assistance

from the UCFBIP to help them establish and reach long-term goals. "The Excellence in Entrepreneurship course was instrumental in helping us see the big picture with regard to marketing, sales and management," she said. "The program has been invaluable because it has forced us to look years into the future and plan accordingly to reach our goals."

For more information, visit [TheDisasterTeam.com](http://TheDisasterTeam.com).

## Freshorize - Soft Landing Program Gives Freshorize Fresh Start in the U.S.

UCFBI Kissimmee

After having the misfortune of sitting next to the lavatory during a long flight to London in 2000, Aziz Patel, owner and CEO of **Freshorize**, was inspired to create a solution for airline passengers and flight attendants.

Patel created Freshorize, a line of soap dispensers that includes an aerosol air freshener that is automatically triggered when soap is dispensed. The product was designed for consumer use; however, Patel never forgot his original inspiration – airplanes. The Freshorize Airline Edition went through almost two years of development before it was finalized. In 2005, Freshorize won the International Travel Catering Association's Mercury Award for the best onboard product, which led to more airlines wanting the innovative product.



The rise in interest prompted Patel to remodel the line to make it more eco-friendly and efficient for commercial use. The redesigned Freshorize products use 26 percent less plastic, dispense foam more efficiently, and incorporate Wikidex, a new method of dispersing fragrance at a linear rate that increases the product's shelf life and maintains consistent freshness.

Freshorize is currently used by 90 percent of British airlines, and the company wants to extend its business to the U.S. Freshorize was recommended to participate in the Soft Landing Program, a UCF Business Incubation Program (UCFBIP) application that assists foreign for-profit companies in high-growth fields entering the U.S. market. The Soft Landing Program has provided Patel with an office, meeting space and a connection

to its first potential major U.S. airline client.

"The site managers and staff have made this an absolutely wonderful experience," Patel said. "Although I came here by myself, I do not feel alone. The program makes everyday life easier and is helping my company move at a great pace. If I did not have this resource at my disposal I would probably still be in the startup stages instead of creating new products and commercial contacts."

When Patel brought Freshorize dispensers into his UCFBIP office, he discovered that the vortex air-conditioning system, which is not used in the United Kingdom, resembles that of an aircraft cabin, causing his products to release fragrance. Freshorize has since developed the first version of its product for use on air-conditioning vents and, with the UCFBIP's assistance, hopes to make an impact on the hotel industry by late 2013.

For more information, visit [Freshorize.com](http://Freshorize.com).



## ALTR - Impacting Fashion Design with Customizable Button Covers

UCFBI Orlando

After a year of working in a downtown Orlando restaurant, Alexandra Gramatikas was persuaded by her father to expand her horizons and attend the UCF Joust Business Plan Tournament. "I was inspired by the entrepreneurial talent at the event and started filling out my application for the UCF M.B.A. program the next day," said Gramatikas.

Not long after, Gramatikas and her friend Tripp Driskell found themselves in a deep discussion over a relatively small topic: buttons. "We were at a nautical-themed wine tasting and started talking about how great it would be if blazers and other articles of clothing could be more customizable. A light bulb went on. After we discussed it with family and friends, we realized we were really on to something," she added. Thus, **ALTR** was born.

Inspired by the Joust, Gramatikas entered the competition in Spring 2012 and won first place for her

creative idea and well-written business plan. Gramatikas was awarded \$10,000 and a one-year residency in the UCF Business Incubation Program (UCFBIP). She used the winnings to create their first round of inventory.

Currently, ALTR sells UCF and University of Florida (UF) button covers. The UF buttons were added to their Collegiate Covers line this July, after ALTR was approved for a trial run by the UF Licensing Department.

"This is a thrilling time for us because football season is coming up, and students love to represent their team at games," said Gramatikas. "We're really excited to see how the product takes off within the UCF and UF communities," she added.

The company is also partnering with Susan G. Komen to sell pink buttons for breast cancer awareness. For every unit sold, ALTR will donate \$1 of the proceeds to Susan G.



Komen. ALTR will also be working with

UCF in the upcoming 2014 Cure Bowl, where they hope to sell special button covers to benefit breast cancer research foundations. "It's the first time that the event will be held at UCF," said Gramatikas. "We're really excited to participate and show our support of breast cancer research."

Gramatikas is grateful for her experience with the UCF Joust. "Winning the Joust competition has been one of our greatest

accomplishments," she said. "We are so thankful for all the opportunities it has provided and for opening the door to the UCFBIP. We've felt supported every step of the way — we couldn't have made it to this point without the assistance we've received from the UCF community."

In Central Florida, ALTR's button covers can be found at Gray's College Bookstore near UCF and at Siegel's Clothing Co. in Winter Park. For more information or to purchase, visit [MadeToALTR.com](http://MadeToALTR.com).

## VGlobalTech - Simplicity and Certainty in Web Design

UCFBI Orlando

When Vb Joshi was unable to find a good online Web design company for his first online tutoring business in 2009, he decided to put his computer programming experience to work and start his own Web design company, **VGlobalTech**. "I was amazed that there was so much abstraction in the industry," said Joshi.

"Too many times I saw good people getting taken advantage of because they were intimidated by the technical jargon of Web design and too focused on running their own business."

Founded in 2010, VGlobalTech provides Web design services, content management solutions, search engine optimization, graphic design, online marketing, media development and social media optimization. The company's clients range from medical practitioners and lawyers

to hospitality and tourism providers. "Our aim is to take the abstraction out of Web design, online marketing and social media marketing by employing scientific techniques, innovation



Vb Joshi

and experience and providing simple, transparent and proven results," said Joshi.

"Most of our customers have had a prior bad Web design experience," he added. "We publish exactly what we do for our customers and even teach them how to do it themselves eventually — people really appreciate that." Joshi's business outlook is proof that honesty pays off — VGlobalTech has managed to retain 85 to 90 percent of their customers.

Under Joshi's leadership, the company has been very successful. Recently, they just completed a new website for esteemed Central Florida florist Lee James. James is the floral manager for The Ritz-Carlton Orlando, Grande Lakes, and the owner of Lee James Floral Designs. Joshi also spoke at the Orlando Business Journal's 2013 Business Growth Expo about the importance of blogging. He is scheduled to speak at another Orlando Business Journal event in July.

Joshi is seeking to make a difference with the impact of his company in the marketplace. He will be designing a new website for local nonprofit REBUILD Globally pro bono. "I met Julie Colombino at a business function and was inspired by her work in Haiti," said Joshi. Just 10 days after the 2010 earthquake, Colombino left her home in Winter Park, Fla., to aid in disaster response.



REBUILD Globally provides opportunities for Haitians to make shoes and handbags from tires and other materials found in the city's rubble. The shoes are sold in Haiti, at Ron Jon Surf Shop in Cocoa Beach, Fla., as well as online at [RebuildGlobally.org](http://RebuildGlobally.org).

The company credits the UCF Business Incubation Program with providing guidance and business support, but most importantly, opening the doors to what was possible. "I heard about the program after taking one of Dr. Tom O'Neal's classes when I was getting my M.B.A. at UCF," said Joshi. "It has been the best thing to ever happen to me — I wish we had met the incubator years ago!"

For more information, or to view some of VGlobalTech's recent work, visit [VGlobalTech.com](http://VGlobalTech.com)



## Plasmonics Inc. - Bright Future Lies Ahead

UCFBI Photonics UCF Campus

The future is bright for **Plasmonics Inc.**, a spinout company from UCF College of Optics and Photonics Professor Glenn Boreman's infrared systems research group. Founded by Boreman and David Shelton, Plasmonics is currently developing cutting-edge technology associated with infrared systems and nanotechnology primarily for the U.S. Department of Defense.



David Shelton

"Until recently, we've mainly focused on research and development," said Shelton. "The Small Business Innovation Research Program [SBIR] has played a key role in some of the core technologies developed to date. As a company, we are now faced with transitioning from solely research and development to manufacturing and pursuing commercial markets."

According to Nathan Post, chief operating officer of Plasmonics, the company was recently selected for an SBIR Phase II award. Traditionally, the goal of a Phase II program is to develop a field-ready prototype with intentions of mass production.

One of the Phase II programs involves thermal management for space systems. "A major problem that existing satellites have is heat management," said Post. "Since satellites produce heat while in a vacuum, the only way for their electronics to emit heat is through radiation. So unless a satellite is actively orienting itself away from the sun, it will overheat and melt. We're currently working on developing a material that will be a zero-power consumption passive solution that can control the

direction that heat is emitted. The end product will be a foil fixed to the outside of a satellite." Plasmonics' material is scheduled for a test flight in 2015.

Another Phase II project that Plasmonics is working on involves developing an unattended ground sensor (UGS) with the capabilities of detecting specific profiles. The UGS will effectively be a motion detector that only alerts when something of interest is detected. "A major problem with motion detectors are the high number of false alarm rates," commented Post. "Our technology will enable the sensor to detect when a person or truck goes by versus a deer, for example."

A third project is attempting to redefine the limits of optical technology. "Since the time of Galileo, all optics have required both lenses and sensors," said Shelton. "Recent advances at Plasmonics have proven the possibility of lensless imaging, allowing cameras to be just about any size or shape. Imagine a camera that has the same dimensions as a credit card."

Plasmonics currently has a full-time staff of nine, including four Ph.D. engineers and material scientists, though they are expecting to grow to 14 by the end of the year. To fit the growing team, the company is moving to a new office in Central Florida Research Park in August.

In July, Shelton was invited to speak at the Eighth Annual Night Vision Systems Conference in



The Plasmonics team faced with transitioning from solely research and development, is now focused on manufacturing and pursuing opportunities in commercial markets.

Arlington, Va. Shelton joined several distinguished lecturers at the conference, including Nibir Dhar of the Defense Advanced Research Projects Agency, Bernd Gerhardt of the German Ministry of Defense, and Michael Thomas of Johns Hopkins University.

According to Post, future growth for Plasmonics involves transitioning into the commercial industry. The company is working with the UCF Business Incubation Program (UCFBIP) to determine the best markets for its technology. "Right now, we have a toolbox full of innovative core technologies that can be used for a wide variety of applications," said Post. "We are currently identifying problems in the marketplace to focus our efforts. We are fortunate to have the assistance of the UCFBIP to help us with this transition."

For more information, visit [Plasmonics-inc.com](http://Plasmonics-inc.com).

## Ready CPR - Empowering Others to Save Lives

UCFBI St. Cloud

Recognizing a great need for cardiopulmonary resuscitation (CPR) and basic life support (BLS) training in Kissimmee and St. Cloud, Fla., Christina Arbogast founded **Ready CPR** in 1997 while attending East West College of Natural Medicine for her master's degree.

"I was surprised that our region lacked quality CPR training," said Arbogast. "High-quality CPR means providing compressions at proper depth and rate, with correct release and with limited interruptions. Ready CPR educates people on proper CPR techniques, in addition to basic first aid, so that people are equipped to not only take care of others, but also themselves in the event of an emergency."

Ready CPR offers classes for adults and children on proper CPR training. Depending on the age group, Arbogast utilizes catchy ways to help participants remember the steps of CPR and first aid in the midst of an emergency.

Ready CPR also offers BLS training and a



special baby-sitting boot camp course for preteens and teenagers. "Our course is designed specifically with young adults in mind," Arbogast said. "We teach our students the basics of pediatric first aid and provide them with the tools necessary to run a baby-sitting business. This includes everything from using social media to résumé writing, to teaching students how to determine if they have the proper supplies at a home when they start babysitting."

Ready CPR offers private classes at five of the UCF Business Incubation Program (UCFBIP) sites. They also provide CPR and safety training on site at larger companies, hospitality organizations and restaurants through CPR to You, a subsidiary company that Arbogast

recently co-founded with Space Coast CPR.

"Many larger companies have made CPR training mandatory for their employees," Arbogast said. "The victim's chance for survival is greatest if CPR is started as soon as the medical emergency occurs; however, a number of people are reluctant to administer CPR even if they have prior training for fear of doing it wrong," she added. "Our classes ensure employees have the proper skills to administer aid confidently in an emergency situation, no matter the scenario."

Arbogast credits the UCFBIP for providing guidance and important business tools. "I was looking for places to hold my classes in St. Cloud and heard about the incubator through word of mouth," Arbogast recalled. "The incubator has provided me with valuable networking and business training to help take my company to the next level."

For more information, visit [ReadyCPR.com](http://ReadyCPR.com).



## Carter Solutions, Inc. - Problem Solved

UCFBI Central Florida Research Park

Tony Carter is a problem solver. "After years of working in the industry, I found that roughly 85 percent of information technology issues can be solved by configuring existing software," he stated. "Then, where existing platforms don't work, we go in and write the code. We've found that to be the most effective, low-risk approach to solving problems."

Carter is president of **Carter Solutions, Inc.**, a full-service IT solutions company specializing in highly effective Web development on the DNN content management platform, successful enterprise content management with Microsoft SharePoint, and mobile application development on the iPhone and Android platforms. He founded the company in 1995 after 15 years of working as a commercial collections agent and began focusing on the company full time in 2008.

"In 1995, I realized that the Internet was on the verge of changing the way people and companies communicate," said Carter. "I was intrigued and wanted to learn everything there was to know. Since I didn't have a formal education in technology, I spent countless hours teaching myself networking systems and software development, eventually mastering program languages such as C, C++ and HTML."

After a successful career working as the director of engineering for an anti-spyware company, Carter focused on providing companies with practical solutions to their information technology problems



and objectives through his company. He credits his success to his ability to understand business problems from a high level and subsequently figure out what needs to be solved on a technical level.

"I have a pragmatic approach when it comes to my work, and I try to find the quickest low-risk method to solving a problem," he explained. "Over time, I developed best practices for software development. It's not about selling a platform or a specific technology. There are ways to solve problems that don't cost \$100,000."

Carter's approach has proven to be successful. "We were contacted by an insurance marketing company that focuses on seniors in the Tampa Bay area," he said. "They had tons of products, groups and websites to maintain and were having difficulty managing them because they needed their lawyers and other entities to be able to log in. We put the DNN content management system in place, and immediately they were able to log in and work simultaneously on all their sites."

He was also contacted by the U.N. to build a global system for the United Nations Development Fund for Women (UNIFEM), an agency established in 1976 to provide financial

and technical assistance aimed at fostering women's empowerment and gender equality. "We set up a global contract management system for UNIFEM so people across the globe could have access to the information," said Carter.

Carter Solutions employs 10 full-time employees, four part-time employees and six contractors. He has applied to work with UCF's Young Entrepreneur and Scholar program, a project funded by the National Science Foundation and U.S. Department of Labor to prepare students to enter the workforce by providing internship opportunities in science, technology, engineering and mathematics fields.

When asked about future plans, Carter explained that the company is working on a new project that will revolutionize the way property managers monetize their websites. "We're really excited about this project, but we can't let the cat out of the bag just yet," he laughed.

Solving problems is Carter's passion and something that he says he'll do for the rest of his career. "Just last year I had two customers contact me who I hadn't talked to in more than 10 years. They came to me needing help with a problem, even though they could have contacted someone else. I think that says something about our work and the way we do business."

For more information, visit [CarterSolutions.com](http://CarterSolutions.com).

## H2 IT Solutions - Hard Work, Creativity Pay Off

UCFBI Central Florida Research Park

**H2 IT Solutions (H2 IT)**, a customer-oriented company that provides professional engineering, software programming, gaming development and logistics support, is quickly making a name for itself in military and commercial industries.

Formerly employed as software developers and government contractors, husband and wife Alice and Patrick Hayden founded H2 IT (coined for the duo's name) in 2005, due to a need they identified in the industry to provide honest, effective consultation.



Alice Hayden, founder

"My husband and I both come from a strong work ethic background that we learned from our families and the private industry," explains Alice Hayden, president of

H2 IT. "In the private industry,

you'd be terminated on the spot if lack of effort existed. Our reputation for dependable, quality service soared from that point moving forward."

H2 IT landed their first major contract with Maxwell Air Force Base in Montgomery, Ala., to develop virtual environments in Second Life, an online virtual platform where users can create their

own avatars and interact. These simulations were used to introduce leadership concepts, build teamwork and simulate the stress and critical thinking aspects of officer training.

"Officer training is pretty aggressive," said Alice. "Participants have five minutes to review the mission and 15 minutes to play the game. There are 20 to 30 staff instructors and an EMT on standby in case of emergency."

In April, H2 IT won first place out of a dozen entries from across the country in a gaming contest tied to the Defense GameTech Users' Conference. H2IT won \$10,000 for Compound, one of the virtual team-building games the company developed for the U.S. Air Force University's Squadron Officer College. In the game, students learn how to lead a team, delegate and communicate tasks, and most importantly, work together to analyze and adapt to a situation. H2 IT also won first prize in the critical-thinking and adaptability category of the Federal Virtual Challenge, sponsored by the U.S. Army Research Laboratory's Simulation



**H2 IT Solutions, inc.**

and Training Technology Center in Orlando. The company was the only local winner in the contest.

H2 IT attributes their success to their dependability, meticulous work ethic and strong team. One of the company's goals is to be named the "No. 1 Best Place to Work in Orlando" by the *Orlando Business Journal*.

"We feel that providing a stable, challenging and team-oriented atmosphere helps promote a positive attitude and sense of pride in the work that we do for our clients," explained Alice. "We also believe that in order to provide quality service, our employees must be equipped with the right tools: we provide them with the latest hardware and software to do their jobs efficiently and effectively."

H2 IT's next step is to take the products they have developed for the government and turn them into commercial games for both PC and mobile platforms.

"This industry can be very difficult," explained Alice. "In the end, it's about the quality of work and how you run your business. We pride ourselves in doing the job right, being a trustworthy partner, and not being afraid to put a little skin in the game."

For more information, visit [H2ITSolutions.com](http://H2ITSolutions.com).





September 24-25, 2013

The Museum of Science  
and Industry (MOSI)

Tampa, FL

The Innovation Concourse of the Southeast (ICSE) kicks it into high gear late this September, so don't miss your chance to meet the up-and-coming small technology businesses, industry-leading corporations, innovative university researchers and countless regional resources that foster the perfect network for building commerce.

This newly combined event leverages the successes of U.S. Department of Energy and Economic Development Administration sponsored programs at the University of Central Florida — MegaWatt Ventures and Florida Cleantech Acceleration.

[innovationconcourse.com/2013event](http://innovationconcourse.com/2013event)

[info@innovationconcourse.com](mailto:info@innovationconcourse.com)



FBIA Bi-Annual Meeting

October 1-2, 2013

UCF Business Incubators in  
Kissimmee and St. Cloud

Visit [www.fbia-online.org](http://www.fbia-online.org) or contact Michael Weiss at  
[michael.weiss@ucf.edu](mailto:michael.weiss@ucf.edu) for more information



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**Congratulations to 2013 UCFBIP Awardees**



**October 24, 2013**  
**Hard Rock Live**

## Exam Plus FL

### Service Focused, Results Guaranteed

UCFBIP Winter Springs

Formerly employed by a drug and alcohol testing company, José Batista saw a need in the industry to provide better technology and faster response. He established **Exam Plus FL** to innovate the testing industry by providing a variety of screenings — including instant-result screenings, 24-hour mobile testing services, health information and risk management services — to immigration, clinical and business communities. The company also helps customers, companies and agencies maintain comprehensive substance abuse programs.

Founded in 2010 to assist Central Florida companies in benefiting from a drug-free workplace, Exam Plus uses management expertise to guide companies statewide. Batista's work has been successful, attracting Fortune 500 corporations, the U.S. NAVY, the U.S. ARMY, NASCAR and NextEra Energy Resources.

"It's important for business owners to realize that having a drug-free workplace can save money and, mostly in the case of small businesses, prevent them from going out of business," said Batista, Exam Plus president and CEO. "Twenty-three million U.S. small businesses reported fraudulent activity that resulted in firings, which on average costs \$11,000 to find and train replacements. An Exam Plus background check can help minimize this expense."

Batista noted that 90 percent of large corporations are drug-free workplaces, however only five to seven percent of small businesses claim this title. In Florida, drug-free companies have the advantage of receiving a 5 percent annual discount on their worker's compensation insurance, while other businesses may end up with less desirable employees, possibly resulting in an increase in insurance if more claims are made.

Exam Plus continues to expand. In the second quarter of 2013, the company began offering services in Puerto Rico and plans to continue its expansion into the Caribbean and Central and South America. Batista is also



Pictured are Jorge Rosario, Chief Operating Officer and Jose Batista, President/CEO.

seeking new state and national opportunities within government and private organizations.

Exam Plus has been nominated for several awards, including the 2012 Don Quijote Hispanic Business of the Year, the 2012 MBE Supplier of the Year and the 2013 Seminole County Regional Chamber of Commerce Small Business Award.

Batista credits the UCF Business Incubation Program (UCFBIP) with helping elevate the company's profile. "The incubator's site managers and personnel have been extremely helpful in connecting us with organizations that benefit from our services," Batista said. "I especially enjoy the use and convenience of all of the [UCFBIP] locations to meet with clients."

Batista is presenting a monthly seminar, "Safe Workplace: Employer's Responsibility," at various UCFBIP locations through November.

For more information, visit [ExamPlusFL.com](http://ExamPlusFL.com).

## After the Call of Duty: Veterans Become Entrepreneurs

The University of Central Florida Business Incubation Program (UCFBIP) and Kauffman FastTrac have joined forces to help veterans in Central Florida realize their entrepreneurial dreams.



The program, called FastTrac® NewVenture™ Veteran Entrepreneur, will be offered in January 2014, to aspiring entrepreneur veterans who have an idea for a business, but also need a plan and framework for successfully starting a company. Working alongside other veteran entrepreneurs and with the support network of experienced veteran entrepreneurs, mentors, and advisors, the course will focus on the following:

- Launching a new business
- Identifying your target market
- Understanding the true cost of operating a business

As a veteran, the commitment to excellence, attention to detail, strategic planning skills, and a keen focus, are the same traits that make business-owners successful.

FastTrac NewVenture for the Veteran Entrepreneur will provide the forum to meet other aspiring entrepreneurs, who will provide support throughout the program and extend beyond the course. After completing the course, veterans interested in joining the UCFBIP must apply to be considered for acceptance into the program. For details on how to register, visit [incubator.ucf.edu](http://incubator.ucf.edu) or call 407-882-0888.



### UCFBIP - Central Florida Research Park Success Story

**Geocove, Inc.**, the Orlando technology firm that developed the award-winning ARM360 GIS-based disaster assessment system for local, state and regional governments and NGOs worldwide, is featured in a new book that aims to teach cities and counties how to best prepare to manage local disasters. *Enabling Comprehensive Situational Awareness* was published by California-based Esri Press and is available from book retailers worldwide.

### Did you know?

According to the U.S. Small Business Administration, only 44% of small businesses remain in business after four years. However, the National Business Incubation Association (NBIA), the world's leading business incubation and entrepreneurship organization, has reported 87% of companies are still in business five years after graduating from an incubator.

## Congratulations!

**Connie Bernal**



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# UCF Business Incubator Startups, Staff Help Men's Wearhouse Reach National Suit Drive Goal

In an effort to give disadvantaged workers a fresh start, Men's Wearhouse recently held its sixth annual National Suit Drive, with the goal of collecting 150,000 gently used professional clothing items. Thanks in part to the **UCF Business Incubation Program (UCFBIP)**, the national men's apparel retailer was able to reach its goal.

The UCFBIP, which provides tools, training and infrastructure to startup companies throughout the Central Florida region, donated more than 150 articles of men's and women's business attire. "This was the single largest donation our store received," said Kent Johnson, sales associate at the Men's Wearhouse location at Waterford Lakes in Orlando. "We really appreciate the UCF Business Incubation Program's contribution."

Men's Wearhouse has partnered with more than 150 nonprofit organizations around the country to distribute the National Suit Drive donations to unemployed men and women in need. The local nonprofit partners also prepare these men and women to re-enter the job market through résumé-building workshops, interview preparation and employment training programs. Bridges of America and STAR Family Center respectively serve as Orlando and Daytona Beach's nonprofit partners for the National Suit Drive.

"I am proud to see our staff and client companies give back to the community like this," said Gordon Hogan, director of the UCFBIP. "The National Suit Drive is a great program, and I am glad that we could contribute."



Michael Weiss, UCFBIP Program Development Manager, proudly displays the donations collected by client companies and staff of the UCFBIP in support of the Men's Wearhouse National Suit Drive.



## UCFBIP Success Story

## Isabella's Bella Cucina

### Food with Passion – Bringing the Family Back to the Table



Chef Isabella Morgia di Vicari

Isabella Morgia di Vicari, better known as Chef Isabella of **Isabella's Bella Cucina**, a full-service catering company that specializes in authentic Italian and Spanish food, plans to alter the way Americans think about the family dinner table.

Chef Isabella has staged many entertaining cooking demonstrations that use food to better the community by teaching team building, innovation and self-sufficiency, as well as the joys of cooking and eating well. She's performed before corporate boards and conventions of more than

3,000 people, but soon will be expanding her reach to the Central Florida area and beyond with her latest project — her own cooking show, "At the Table with Isabella."

Premiering this fall on Good Life TV45, "At the Table with Isabella" will consist of 13 half-hour segments that will be aired weekly. This cooking show will propel Chef Isabella's plans to turn her unique blend of healthy home cooking, passion and philosophy into a food empire that will benefit everyone it touches.

Chef Isabella says it will be more than a cooking show:

"It will be about bringing the family back to the table, to family traditions and about bringing communities and America back to health at the table."

To fund production for this new series, Chef Isabella is approaching supporters who share her goal to entertain families and celebrate family values. Additionally, she has hired Rhonda Herborn, to serve as director of special events, to focus on expansion of the company's private and corporate clientele base.

For more information, visit [FoodWithPassion.com](http://FoodWithPassion.com).



# UCF's Florida Angel Nexus Set to Invest \$1 Million

Investment Group Enhances the Availability of Financial & Strategic Capital in the Southeast U.S.

UCF's burgeoning entrepreneurial support system has added a key component – an initiative dedicated to supporting qualified early stage companies with financial capital.



Over the last year the **Florida Angel Nexus (FAN)** network has been quietly lining up accredited investors and promising early-stage companies and has succeeded in closing three deals, on target to meet its goal of investing \$1million in early stage companies in FY 2013.

Michael O'Donnell, executive director for the UCF Center for Innovation and Entrepreneurship and founder of the FAN, says the initiative not only fills a significant need at UCF, it has the potential to help bring additional investment into the state.

"This is a new and exciting era for job and wealth creation. The number of growth companies and the amount of available resources are both on the rise," O'Donnell said. "There are many people working to close the known gaps. The resulting opportunities that this creates for everyone involved will be substantial," he added.

While FAN works with UCF's entrepreneurial network to identify and cultivate promising companies, it is also a member of the Angel Capital Association Southeast Syndication Network, giving it the ability

to connect its best investment opportunities to capital from South Florida to Tennessee.

The companies presented to investors are vetted by FAN advisors and are presented in a consistent format for individual evaluation. Companies do not need to have a UCF connection; however many in the early pipeline have taken advantage of UCF's suite of services for entrepreneurs, said Blaire Martin, FAN's Coordinator.

Most members of FAN's Investment Group are experienced entrepreneurs, investors or seasoned executives. "It is great to have such a diverse group of successful people, because members typically have area expertise that aligns directly with potential investment opportunities," said Martin. FAN is recruiting additional angels to enhance this strength.

FAN's largest investment to date was into AZZLY, a company based in Vero Beach, that delivers web-based patient care and revenue management services to small and mid-sized doctor's offices and health providers. AZZLY recently won best pitch at the Florida Venture Forum's 2013 Early Stage Venture Capital Conference and was a client of UCF's GrowFL economic gardening program.

"AZZLY was attractive to FAN because of the company's market and user-friendly technology platform," said Martin. FAN has helped the company



The Florida Angel Nexus is enhancing the availability of financial & strategic capital while fostering cooperation between resources across the Southeast U.S. The FAN team includes, from left, Founder Michael O'Donnell, Coordinator Blaire Martin, FAN Member and UCF Executive-in-Residence George Gramatikis, and Business Analyst Kapono Curry.

identify additional markets and develop a strong sales strategy.

FlexReceipts, another FAN investment, participated in the Igniting Innovation (I2) Capital Acceleration Network, as part of the 2012 Cleantech to Spacetechn multi-showcase event, in partnership with the Florida Cleantech Acceleration Network (FL-CAN). The company offers consumers and vendors an online receipt management system that eliminates the need for paper. Retailers are interested in the product because it also offers analytic data on customers' buying patterns and targeted direct marketing options.

The latest FAN investment was with ConvergeTV, a UCF Business Incubation Program client. ConvergeTV offers consumers the ability to choose customizable television content created by independent producers seeking to monetize their quality content through the company. ConvergeTV recently announced

a partnership with Vidora, a mobile video aggregation service, to offer programming live and on-demand on mobile devices.

Early-stage companies that have revenue and aggressive plans to scale can learn more and apply to FAN through the website. Once a company begins the application process, they can potentially gain access to the UCF Mentor Network. FAN's advisors and community partners can also assist companies to research their markets, refine their plans, align pro forma financials, define their financial/intellectual capital needs and perfect their pitch, as well as to develop a cohesive presentation to potential investors and/or strategic partners.

In addition to qualified scalable companies, FAN is seeking accredited investors, mentors, and investment groups. For more information visit [floridaangelnexus.com](http://floridaangelnexus.com), email [info@FloridaAngelNexus.com](mailto:info@FloridaAngelNexus.com) or call (407) 716-8563.



# Technology Anywhere, Anytime

America is facing a crisis in the lack of individuals seeking careers in the fields of science, technology, engineering and mathematics (STEM). In an age when technology has become an integral force with today's learners, America's STEM problem can be addressed by training teachers on how to better engage students.

21st Century Learning Solutions (21CLS), a graduate of the UCF Business Incubation Program (UCFBIP), is working hard to combat this issue.



Founded in 2003 by Randy Gunter, Ph.D., and Vicki Rath,

Ph.D., 21CLS is a premier online course design and development company. The company's featured course, Technology Driven Classrooms (TDC): Engaging the iGeneration, is an eight-week online instructor-led, graduate-level course for educators seeking to fundamentally change the way they teach and their students learn. As participants explore the "Always On" mentality, they gain a concrete understanding and appreciation for how mobile devices, specifically the iPad, can supplement and dramatically enhance students' learning.

"With the presence of today's technology, students no longer learn the way they did in the past," said Rath, president and CEO of 21CLS. "Because technology is highly customizable and motivating to students, it is well suited to expand student learning experiences. Our course can equip teachers to use mobile technology to help students become active learners instead of simply being passive recipients of

information."

TDC utilizes the latest in "iLearning" technology. Through the use of applications and activities, TDC empowers teachers to incorporate technology in the classroom to improve student achievement in all STEM curriculum areas.

Since 1999, 21CLS has conducted both quantitative and qualitative research on thousands of teachers and administrators who have utilized TDC. Recently, 21CLS contracted with Notre Dame College to offer the TDC course to 171 teachers across four course sections. A pilot study was conducted whereby teachers completed a pre- and post-test. The results revealed that participants felt more favorable about their ability to effectively use and integrate mobile technologies inside and outside of the classroom, and that mobile technology could have a positive impact on student learning. As one teacher stated, "It is refreshing to depart from stale thinking of the one-size-fits-all mentality and to discard the labels that many children wear due to the teacher's inability to meet them as individual learners. The educational system is in need of drastic changes, and the best part is ... the answer is available right now."

In addition to their flagship course, 21CLS also has an innovative and highly skilled media team that creates cutting-edge and cost-effective products, specializing in developing interactive media using HTML5. "Not only do we surf the wave of innovation in media, we also drive it," said Rath. "We constantly monitor new developments in media, as we relentlessly pursue our own."



Team members of 21st Century Learning Solutions work on their latest creative project at their new office in Oviedo.

21CLS employs a full-time staff of 20, all of which, Rath noted, have a tie to UCF. They moved to their new office in Oviedo in January, complete with its own production studio. In August, 21CLS was announced as a winner of the 2013 class of Florida Companies To Watch.

"Our future growth is being driven by a change in society and education," added Rath. "This is an exciting time for us, as this change influences our product lineup. We are creating more proprietary online courses for educators, which is opening up a new market and revenue stream for our company. We truly appreciate our friends at the UCFBIP for the networking and for being a sounding board. The expertise we received along the way has helped catapult us to where we are today."

For more information, visit [21CLS.com](http://21CLS.com)

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