

# The Accelerator

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

■ Volume 7 ■ Issue 14 ■ Winter 2014

## UCFBIP Celebrates 15 Years of Helping Companies Become High-Impact Enterprises

The **UCF Business Incubation Program (UCFBIP)** has made some impressive strides since its humble beginnings in 1999. What started as a single office in Research Park has blossomed into an eight-site system building and strengthening new and emerging businesses throughout Central Florida. In fact, the UCFBIP is now considered one of the largest incubators in the world, and was named the 2013 Incubator Network of the Year in by the National Business Incubation Program (NBIA). More impressive than its growth is the significant impact the program has made over the years. To date, the UCFBIP has:

- *Helped more than 250 early-stage companies on their road toward financial stability and transformation into potential high-growth, high-impact enterprises*
- *Sustained more than 3,600 total jobs in the Central Florida region*

- *Achieved an impact of \$1.51 billion on regional sales and \$2.48 billion in regional economic output*

These economic impact outcomes are based on a study conducted by Vernet Lasrado, Ph.D., assistant director of research programs at UCF's Office of Research and Commercialization. The study, which examined UCF's incubation program from its inception in 1999 to 2014, determined the direct, indirect and induced regional impact of companies participating in the program.

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### READ ONLINE

Use your smartphone QR reader and read this newsletter online!



## National Business Incubation Association Relocates Headquarters to Orlando

### New Global Training Center to Open in Central Florida Research Park



The **National Business Incubation Association (NBIA)**, the world's leading organization advancing business and entrepreneurship, announced plans to relocate its headquarters from Athens, Ohio to Orlando this August. The organization will also open a Global Training Center for Business Incubation and Innovation designed to service 2,200 members worldwide. Both will be housed in Central Florida Research Park. The NBIA looks forward to partnering with existing incubation and entrepreneurship programs throughout the region, as well as developing additional global partnerships.

"The NBIA selected Orlando because of its reputation as being the home of entrepreneurship and innovation, making it the ideal place to expand our programs and enhance our mission," said Karl LaPan, NBIA's board chairman and interim president and CEO. "The fact that the Orlando region has one of the best business incubation

network systems in the world is icing on the cake."

Orlando's nationally recognized incubation and entrepreneurship resources have earned praise from Entrepreneur Magazine and American City Business Journals, making the city one of the top places in the country to start or grow a small business. Both the Ewing Marion Kauffman Foundation and Thumbtack ranked Orlando as Florida's top city for overall friendliness toward small businesses.

"The UCF Business Incubation Program is one of the best in the country, and Orange County has been a proud supporter and funder of this program for over a decade," said Orange County Mayor Teresa Jacobs. "Along with a number of other small business, minority development and entrepreneurial programs that are already established in our community, the NBIA's relocation of their

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## Message From The Founder



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

It has been a busy and exciting year! As we reflect back on 2014, a year that culminated with our 15-year anniversary we had much to celebrate. We were honored to be recognized by our peers internationally as one of the best programs in the world. Our success is a function of our community partners and the talented entrepreneurs in the program. In addition, we were especially honored to have representatives from our city and county partners join us for our special celebration and each proclaim October 1, 2014 as UCF Business Incubation Program Day.

The UCFBIP has made some impressive strides since opening its doors in 1999. A study of the impact of our program revealed some impressive results:

- The UCFBIP has helped more than 250 early stage companies become viable, financially stable enterprises
- UCFBIP companies have sustained more than 3,600 total jobs in the Central Florida region

- The impact totals include \$1.51 billion on regional sales and \$2.48 billion on regional economic output

I was honored to be elected Chairman of the Board of Directors for the National Business Incubation Association (NBIA). This is especially exciting considering the NBIA is currently in the process of re-locating their world headquarters and establishing a Global Training Center for Business Incubation and Innovation to Orlando. All eyes will be on our region again as the stage is set for Central Florida to become one of the most desirable and coveted areas to not only research innovations but also start and grow a business.

As 2014 comes to a close, I want to again personally thank each and every person who has worked tirelessly to make the UCFBIP one of the most recognized in the world. Our staff starting with Gordon Hogan and all the site managers epitomizes what hard work and dedication to a cause can accomplish. I especially want to recognize our dedicated board of directors who generously volunteer their time and talents toward ensuring the success of both the UCFBIP and the clients we serve. I look forward an exciting and ambitious 2015!

### 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).

### I-Corps Florida Lean Startup Events

Date: January 29th, 2015

#### Featuring Jerry Engel, Ph.D.

*A veteran of Silicon Valley, Mr. Engel is a leader in the Lean Startup movement. Collaborating closely with Steve Blank, chief architect of the Lean LaunchPad method, he helped develop the curriculum and co-authored the LaunchPad Educators Guide. He has taught the Lean LaunchPad at U.C. Berkeley and across the U.S.*

Details: visit [icorps.cie.edu](http://icorps.cie.edu)  
or email [ivan.garibay@ucf.edu](mailto:ivan.garibay@ucf.edu)  
or call 407-882-1163

### Excellence in Entrepreneurship (EIE) Courses Winter Schedule

Dates: February 3-26, 2015

Details: Courses run from 6:00-9:00 P.M.  
every Tuesday and Thursday evening

### SBIR/STTR Phase I Grant

#### Preparation Workshop

Date: February 10, 2015

### Metro Orlando EDC

#### James B. Greene Award Dinner

Date: February 19, 2015

Time: 6:00-9:00 P.M.

Location: Hyatt Regency Orlando  
The EDC's premier awards event honoring an individual who has impacted economic development in the four county Orlando region.  
Details: [orlandoedc.com](http://orlandoedc.com)

### Veterans Program Information Session

Date: February 20, 2015

### Annual SPIE Conference at the Renaissance Orlando at Sea World

Date: February 21-26, 2015  
Details: [spie.org](http://spie.org)

## UCF Business Incubation Program Advisory Board Members 2014-2015

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

**Richard Anderson**  
City of Apopka

**Randy Berridge**  
The Corridor

**Rebecca Borders**  
Mayor, City of St. Cloud

**Terence F. Brennan**  
Brennan Legal Group LLC

**Rob Ehrhardt**  
Volusia County

**Jeff Jones**  
Osceola County Strategic Initiatives

**Rick Karl**  
Volusia County Florida

**Kim King**  
City of Orlando

**Belinda Ortiz Kirkegard**  
City of Kissimmee, Economic Development

**Charles Lacey**  
Mayor, City of Winter Springs

**Michael J. O'Donnell**  
UCF Faculty/ Florida Angel Nexus

**Tony Ortiz**  
Commissioner, City of Orlando

**Randall E. Poliner**  
Antares Capital Corporation

**Eric Ushkowitz**  
Orange County Economic Development

**Heather Bond Vargas**  
Cobb Cole P.A.

## BritWeek Visits Orlando

### Event Demonstrates Importance of Global Collaboration

Tom O'Neal, Ph.D., associate vice president for the Office of Research and Commercialization, was a panelist during BritWeek's "It's a High Tech World" panel discussion in November. The program shined a spotlight on British/American collaboration in science, technology and innovation.

Dr. O'Neal was among the well-known international business leaders who assembled to showcase the collaborative nature of the Central Florida business community. Michael Schiffhauer, vice president of international trade and field operations for Enterprise Florida, moderated the session.

"Global collaboration is a critical component of a profitable and sustainable high-tech community," explained Dr. O'Neal. "Central Florida has been a leading catalyst in promoting global commerce.

Seeing representatives from various Central Florida and U.K. science, technology and innovation sectors gathered together in one room was a very invigorating and encouraging. We look forward to developing future collaboration with our ecosystem".

In addition to Dr. O'Neal, panelists represented diverse organizations including: Her Majesty's Consul General, National Center for Simulation, Freshorize, Pentaho, and UCF's College of Medicine. Each panelist provided examples of how British businesses and professionals could maximize the rich resources Central Florida offers, including the UCF Business Incubation Program's Soft Landing Program and the National Center for Simulation.

The panel also highlighted the benefits and various aspects of Central Florida's globalized business community. Jonathan Kibble,



Dr. Tom O'Neal was among the panelists selected to participate in BritWeek's, "It's a High Tech World" panel discussion last month. © Florida Leisure / Nigel G. Worrall

Ph.D., M.D., assistant dean for medical education and a professor of physiology at UCF's College of Medicine, is a British doctor and researcher who eloquently illustrated the global reach of the life sciences industry and the future of Lake

Nona Medical City's. And Pentaho - founded in Orlando - now has more than 30 employees based outside London.

For more information about BritWeek, visit [BritWeek.org](http://BritWeek.org).

## Italian Delegation Gets Soft Landing



Delegates from Italy learn about UCF's innovation and entrepreneurial ecosystem.

The **UCF Business Incubation Program (UCFBIP)** welcomed a delegation from Italy in October. The visit, sponsored by the Italy-America Chamber of Commerce, introduced the group to the UCFBIP and to programs associated with the Office of Research and Commercialization (ORC). On hand to welcome and address the delegation were Ed Schons, assistant vice president for University Relations; Francesca Lodi of the Italy-America Chamber of Commerce; Gordon Hogan, UCFBIP director; Gary Leavens, chair of UCF's Computer Science Division and Peggy Allen, UCFBIP program assistant.

"The visit of the group from Italy was especially meaningful to us due to the sincere enthusiasm shown by the group to learn about our program," said Hogan, who spoke to the delegates about the UCFBIP and its Soft Landing Program.

Leavens introduced the group to the Computer Science division. Allen conducted a "speed networking" session, matching delegates with UCFBIP clients wishing to connect with them.

"It was an awesome event and everyone who participated was very enthusiastic about it," said Allen.

Special thanks to all of the Italy-based companies who sent representatives to participate:

- beanTech Srl
- kon
- InfoFACTORY
- Info Solution
- iOSTek
- IT'S-B2B Srl
- Gruppo Semplitech
- Servizi Multimediali
- Quin

### UCF Facts Did you know?

#### PREPARING STUDENTS FOR THE WORKFORCE

More than 20,000 students annually gain practical experience through co-ops, internships and service-learning projects.

UCF awarded nearly 2,000 baccalaureate degrees in STEM fields in 2013-14, the second-largest number in the State University System.

#### GROWTH WITH QUALITY AND DIVERSITY

UCF is the nation's second-largest university with 60,810 students, including 52,532 undergraduates, 7,858 graduate students and 420 M.D. students.



# Internationally Acclaimed UCFBIP Celebrates 15 Years of Helping Companies Become High-Impact Enterprises

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"The invaluable contributions that the partners in this program make to support emerging companies, stimulate job growth and strengthen local economies enable us to fortify the region's innovation culture by providing ready access to our incubation services," said Tom O'Neal, Ph.D., founder and executive director of the UCFBIP and the chairman of the board for the NBIA, the world's leading organization advancing business and entrepreneurship. "We could not achieve the caliber of impact or generate impressive fiscal returns year after year without continued collaboration".

The UCFBIP celebrated its 15th anniversary with a special ceremony held at the Office of Research and Commercialization. UCFBIP clients, graduates,

staff and community leaders - including Mayor of Orange County Teresa Jacobs, who helped secure the program's initial funding - commemorated the momentous occasion. During the ceremony, each of the program's funding partners presented a proclamation naming October 1, 2014, as UCF Business Incubation Program Day.

"It is an outstanding economic development partnership that's producing real, tangible results," said MJ Soileau, vice president for research and commercialization. "The support provided by the program plays an important role in the success of these small companies, and this success has a significant ripple effect on our community."

In addition to facilitating and enhancing the growth and success of local companies, the UCFBIP offers a unique opportunity for domestic and international businesses headquartered

outside of the area to enter Central Florida, which is considered one of the top entrepreneurial markets in the United States. The UCFBIP's Soft Landing Program provides companies with tools, research and infrastructure opportunities to facilitate the expansion of their businesses into this market.

"The Soft Landing Program exemplifies our commitment to provide innovative programs and services to help encourage and cultivate new business opportunities for the Central Florida region," said Gordon Hogan, director of the UCFBIP. "Successful incubation programs - just as the companies they support - must continue to innovate, evolve and adapt to changing market conditions and developments to maximize their success and growth."

## 15 Year Anniversary Photos



1. M.J. Soileau, Ph.D., vice president of UCF's Office of Research and Commercialization, delivers opening remarks.

2. Mayor Teresa Jacobs, presents an Orange County Proclamation to Gordon Hogan (right), UCFBIP Director, and Tom O'Neal, Ph.D. (left), UCFBIP Executive Director.

3. Michael Pepper (left), vice president of software development for APECOR - a UCFBIP graduate, and David Lamb, founder of Invigicom, a UCFBIP-Apopka client company, discuss APECOR's product lines.

4. Sergie Albino (right), CEO of IROC Tactical - a client company of the UCF Business Incubator in Winter Springs - showcases their product line at the UCFBIP's 15th anniversary.

5. Cody Swain (right), Director of Business Strategy & Growth for Freshorize USA - a Soft Landing client of the UCF Business Incubator in Winter Springs - discusses his product line with attorney Ed Alexander (left).

6. **Top Row from Left to Right:** Rebecca Borders, Mayor of St. Cloud; Cheryl Grieb, Vice Mayor of Kissimmee; Rick Brown, Deputy Mayor of Winter Springs; Gordon Hogan - UCFBIP;

6. **(Continued) Bottom Row from Left to Right:** Tom O'Neal, Ph.D., UCFBIP; Eric Ushkowitz, Economic Development Director for Orange County; Randy Berridge, The Florida High Tech Corridor; Diane Velasquez, City of Apopka Commissioner; Pedro Leon, Project Manager for Volusia County.

7. Gordon Hogan presented Ed Alexander with an award to recognize the attorney's continued participation as partner of the UCFBIP.

8. Stacey Ducharme, VP of Marketing & Sales for Hoverfly - a graduate company of the UCFBIP - showcases their product line at the UCFBIP's 15th anniversary.

## The UCFBIP Welcomes the Following New Companies

**Strategic Artifex** provides market research data collection for Fortune 500 companies. We provide our clients with valuable and meaningful information by testing innovative consumer products before they go on the market.

**iTel Medical** is a medical device development company that has designed and plans to patent the mobile medical device, Adam 13 and Adam Connects, which it will produce and market. These products address the unanswered needs in the Mobile Telemedicine market for a device which will provide a more powerful and consistent transmission of both video and vital signs.

**SMI Corporation** is a safe problem

solving environment for clients. We offer virtual Solutions-In-Action, knowledge recovery, skills acquisition, and electronic publishing to provide solutions designed for rapid application, blogs for information exchange, focused coaching, E-books, virtual courses, and special reports for individuals and global business and government markets.

**Enersave solutions** is dedicated to the marketing sales, installations and service of technologically advance, 100% US made products to help lower energy cost in the home and business.

**The World Preview Center** offers a perennial EXPO to showcase the achievements, products and services

offered by businesses, industries and governments worldwide. Our complex will include a 33 acre light industrial park offering a foreign trade zone status, as well as an 18 acre build to suit housing our 60,000 square foot EXPO CENTER.

**Space Training Adventure Inc.** is dedicated to the mastery of fundamentals in planetary geology, earth and space sciences through the (STEM) program. By incorporating excitement and fun into the astronaut training program, we will immerse our students in Science, Technology, Engineering, and Mathematics and how it relates to earth and space sciences. We do this by incorporating mobile units that travel to your city and provide the space camp experience at your door step.



## Do You Have an Invention? Would You Like to Explore its Validity in the Marketplace?

### Introducing UCF I-Corps

#### UCF is Transforming Innovations that Impact Society

Selected as one of 15 universities, UCF will be delivering the National Science Foundation's (NSF) flagship program, Innovation-Corps (I-Corps).

- Designed to bring scientists and researchers outside of the lab to explore the potential and impact of their ideas.
- Beginning in January 2015, entrepreneurial teams will participate in a hands-on, 10-week program that will allow them to identify a business model and assess the commercial value of their research idea.
- UCF I-Corps alumni desiring to continue down the path from idea to market are provided with business, technology and management development support through the university.
- UCF I-Corps teams are also in a path to successfully receive further funding (\$50K) and other NSF funded grant programs.

#### Are you ready to drive your idea to enterprise?

We are now accepting applications from researchers, students, and mentors throughout the state of Florida. Visit our website for more details.



[icorps.cie.ucf.edu](http://icorps.cie.ucf.edu)

connect with us:    

# Live Fan Experience Transformed During UCF Football Game

Among all the excitement of pregame tailgating, the action of the game, and the postgame discussions, a group of Knights fans were treated to something extra special — and groundbreaking — during the recent University of Central Florida vs. Southern Methodist University football game.

As part of an innovative demonstration coordinated by Winter Springs-based imediaReach® in partnership with UCF Athletics, approximately 100 fans at the game downloaded a special app to their smart mobile device, plugged in a small antenna and received multichannel live, high-definition TV content from the game, along with play-by-play from both teams' radio broadcasts, statistics and other content.

The result was that these fans received more live TV action than if they had watched the game at home, and they received all these channels on their smart devices without the content digging into their data plans.

This revolutionary technology, **LiveEventTV™**, is made possible by imediaReach, a client of the UCF Business Incubation Program (UCFBIP).

## UCF Fans Experience Their Knights Like Never Before

For the fans taking part in the demonstration, LiveEventTV ensured that they didn't miss any of the on-field action, no matter where their seats were located. Replays of their favorite players making big plays, radio commentary and extra content were all possible.



**LiveEventTV™ allowed football fans to enjoy an advanced game experience when UCF took on Southern Methodist University last month at Bright House Networks Stadium.**

"LiveEventTV can transform every fan's seat into the best seat in the house," said Gary Bonner, co-founder of Winter Springs-based imediaReach®.

In a typical live venue event, if a fan happens to be sitting away from where the action is or looking the wrong way at the wrong time, he or she could miss something important, explained Bonner. In addition, fans at a live event miss all the extra commentary and stats that typically accompany a live broadcast.

"LiveEventTV can deliver all this live TV action and more," said Bonner. "Sports fans want to see and know everything that is happening on the field. Until now, they had to choose between attending the live event and watching the broadcast at home. With our technology, fans can have it all."

## A New Approach to a Mature Technology

imediaReach uses UHF rather than cellular or Wi-Fi to deliver live multichannel HDTV to fans' smart mobile devices. This well-proven and

mature technology allows LiveEventTV to handle a stadium full of users without any negative impact to network capacity and broadcast performance. This technology approach essentially provides sports and concert venues the opportunity to deliver closed-circuit live broadcasts to every smart mobile device-equipped fan.

The recent LiveEventTV demonstration at Bright House Networks Stadium received tremendous accolades from fans and the UCF Athletics team.

"We're pleased with the performance of LiveEventTV and the response we received from our fans," said Zack Lassiter, UCF senior associate athletics director. "The demonstration showed that there is real potential for LiveEventTV to change the in-venue experience for fans."

In addition to the demonstration at the UCF vs. SMU game, LiveEventTV has been tested at several collegiate sports and professional golf events, with several more live demos anticipated.

As a small company working to develop its technology into a product, imediaReach has greatly benefited from the UCFBIP, an award-winning program that has helped hundreds of local startup companies reach their potential faster by providing vital business development resources.

"Thanks to the program, we didn't have to worry about the logistics or other resource-intensive items related to setting up the physical space," said Bonner. "In addition, the program has also provided valuable contacts. This assistance has allowed our team members to concentrate on what they do best — developing the technology and launching the product."

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

# National Business Incubation Association Relocates Headquarters to Orlando

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headquarters to Orange County is a perfect fit with our focus on growing jobs by creating a robust entrepreneurial ecosystem."

NBIA Chairman and Executive Director of the UCF Business Incubation Program Tom O'Neal, Ph.D., said, "The relocation of the NBIA to Orlando puts the region in the forefront of innovation-related activity in the world. By working with the NBIA and having direct access to its expertise, we hope to further

strengthen the region's innovation culture by building stronger and more successful companies."

The NBIA considered more than 30 cities for its new headquarters before narrowing down the final list to Orlando, Atlanta, Denver and Phoenix.

"The NBIA's decision to relocate here is a great opportunity for the whole community," said Rick Weddle, president and CEO of the Orlando Economic Development Commission, which assisted the NBIA in its decision. "It will benefit UCF's currently established incubation

program, small businesses, startups and entrepreneurs."

Partners on the project include UCF, Orlando Economic Development Commission, Florida High Tech Corridor Council, Orange County government, the city of Orlando and the National Entrepreneur Center. The NBIA headquarters and Global Training Center are scheduled to open in 2015.

For more information visit [nbia.org](http://nbia.org).

## NBIA Facts

National Business Incubation Association (NBIA) is the world's leading organization advancing business incubation and entrepreneurship, with 930 organizations and 2,200 professional members in the U.S. and around the globe.

Since 1985, NBIA has provided industry professionals with information, education, advocacy and networking resources to bring excellence to the process of assisting early-stage companies.

NBIA business incubation programs catalyze the process of starting and growing companies by providing entrepreneurs with the expertise, networks and tools they need to make their ventures successful.



# Introducing the UCFBIP Pre-Incubation Program

## New CIE Initiative Helps Entrepreneurial Teams Qualify for Full Incubation Services



Faculty-led initiative that brought together over 60 researchers and technology experts representing UCF faculty, technology providers, community health care providers to explore avenues for collaboration on large federal grant opportunities.

Since 1999, the UCF Business Incubation Program (UCFBIP) has been dedicated to helping early-stage companies develop into financially stable businesses. Now the award-winning program has expanded its services to help bridge the gap between having a viable business idea and an operational company.

The UCFBIP's new Pre-Incubation Program is specifically designed to support the discovery and evolution of new commercial opportunities that have the potential to develop into companies that qualify for incubation services.

"We find there are a lot of entrepreneurs who want to start a company and hope to utilize the UCF Business Incubation Program, but they are still in the idea stage," explains Hogan. "The Pre-Incubation Program allows them to test their ideas, then helps them to establish a solid foundation based on the principles we promote through our business incubation services."

While any entrepreneur or entrepreneurial team may apply for the UCFBIP Pre-Incubation Program, one main focus of this new effort is to help encourage and support faculty in commercializing their ideas.

Consistent with UCF's mission to be *America's Leading Partnership University*, the Pre-Incubation Program helps establish and develop commercialization opportunities between faculty, community partners and incubator companies. Some

of the expected outcomes of these partnerships include grant proposals, the development of spinout companies, student projects and publications.

The health and medical sector in particular presents a unique opportunity for collaboration and funded research at UCF. The program works closely with Central Florida health care community partners, such as the Florida Department of Health in Orange County, which is actively working with UCF faculty to explore collaborations on grant proposals and publications. The program has also helped facilitate presentations by faculty to demonstrate UCF technology and discoveries.

"It has been a unique experience to work with the UCF Simulation and Training Program via the UCFBIP Pre-Incubation Program," says Sarah Matthews, M.P.H., epidemiology program



**Sarah Matthews** led the initiative to showcase applicability of UCF's research to pressing public health concerns at the annual Florida Public Health Association Conference.

manager for the Florida Department of Health in Orange County. "I have enjoyed working with the program to witness the formation of an actual product that will change the way we train our workforce."

Although it is still in its infancy, the UCFBIP Pre-Incubation Program has already gained the interest of more than 50 faculty members and resulted in six faculty or faculty-led teams taking the UCFBIP's Excellence in Entrepreneurship (EIE) course. The course

helps faculty understand various aspects of spinout company formation.

"Having personally gone through their Excellence in Entrepreneurship course, I can understand why the UCF Business Incubation Program was named the best in the country last year," says Peter Kincaid, Ph.D., CMSP, graduate research professor and director of the Modeling and Simulation Graduate Program. "The experience was enlightening, and the energy just radiated from both the entrepreneurs and instructors alike."

For more information please contact Gordon Hogan at [gordon.hogan@ucf.edu](mailto:gordon.hogan@ucf.edu) or Chait Rendu at [chait.rendu@ucf.edu](mailto:chait.rendu@ucf.edu).

## UCFBIP Client Successes

**DRW Life Skills** Institute recently launched its Coaching School Division which facilitates the process of becoming a certified professional life skills coach by offering education, mentoring and guidance based on the standards established by the International Coach Federation (ICF).

**Covian Consulting**, which helps institutions, community-based organizations and small businesses create and manage research, program evaluation, communication strategies, and staff development programs, recently earned a contract from the Osceola County School Board to provide Grant Program Evaluation Services.

**Exam Plus**, which provides administration of drug and alcohol testing programs for employers, governmental and law enforcement agencies, was featured on the Telemundo Orlando News special series "Enmienda 2, ¿Si o No?" (Amendment 2, Yes or No?) which aired recently.

**Seico Technology LTDA**, a 10-year old specialty software developer based in Bogota, Colombia, has opened U.S. operations in Winter Springs at the University of Central Florida Business Incubator facilities at 1511 E. State Road 434.

**Dicapta**, the award-winning U.S. provider of digital media aids for people with visual or hearing limitations, was recently awarded a major grant from the Colombian Department of Communications and Information Technology and the Department of Culture.

**Tony Carter**, president of Carter Solutions in Orlando, will head a workshop session for DNN developers on use of the popular jQuery JavaScript library and DNN Services Framework at this year's DNNCon, the annual conference of DNN users and developers. DNN, formerly DotNetNuke, is the leading open source web content management platform (CMS) based on Microsoft that powers more than 750,000 web sites around the world.

## Intredex Delivers New, Web-Based Export Compliance Solutions

For the U.S.-based companies conducting business on an international scale, export

### UCFBIP RESEARCH PARK

control regulations can be challenging to navigate. The U.S. government and many foreign agencies control exports of sensitive equipment, software and technology to promote national security interests, foreign policy objectives and a variety of other crucial objectives. As a result, export control rules are complex and regularly modified.

Staying compliant with export regulations can be daunting for companies, but fortunately the team at **Intredex Trade Compliance** has an answer. Intredex, a client company of the UCF Business Incubation Program (UCFBIP), has developed a software-based solution that

helps companies ensure their compliance, while increasing their efficiency and accuracy in navigating the process.

"It can be a resource-intensive undertaking for a company to stay abreast of the many export-controlled items lists, regulating bodies, classifications, licenses and authorizations," says Ozkan Erdem, Ph.D., president & CEO of Intredex. "Through my career serving in export control, customs and international trade roles for a variety of international organizations, I experienced firsthand the regulation challenges. I also believed, however, that there was a real opportunity to develop a solution to help companies with these export issues."

After several years of work, Dr. Erdem and the Intredex team now provide manufacturers, exporters, logistics service providers, universities and R&D organizations a full scope of

export compliance Web-based software services to ensure they are compliant with the ever changing and strict U.S. export control laws and regulations. Intredex assists companies and organizations to effectively comply with the U.S. EAR (Export Administration Regulations), ITAR (International Traffic in Arms Regulations) and other applicable regulations by developing processes for export transactions.

The UCFBIP assisted Intredex by providing extensive coaching and mentoring sessions, explains Dr. Erdem. The program also provided the company with an office space and helped the team collaborate with other software development firms.

The company's flagship product is GtradePro, which contains several modules. GtradePro Denied and Restricted Party Screening effectively and accurately screens customers, suppliers, consultants,



**Intredex helps companies ensure their export compliance, and increases their efficiency and accuracy navigating the process.**

employees and contractors against the U.S. and international denied or restricted party and watch lists. GtradePro Trade Content classifies products and technology while determining the export license requirement in seconds and the full set of regulations. GtradePro Trade Party Manager conducts end-use screening and maintains trade partner records.

For more information, visit **Intredex.net**.

## New Multimedia Technology Enhances First Responder Communications

During an emergency, 911 can be a lifesaver. But what if you're in a situation where you can't communicate with 911 using your voice? **NexGen**

**Global Technologies (NexGen)**, a client of the UCF Business Incubator – Winter Springs, has developed an innovative

### UCFBIP WINTER SPRINGS

technology that allows people in emergency situations to send text, photos and video directly to an emergency call center. Known as MIRS (Multimedia Incident Retrieval System), this IP-based media transfer system expands communication capabilities between emergency call centers, dispatchers, emergency

responders and the public.

"This is an ideal 911 communication platform for those who are speech or hearing impaired, and for situations where the caller must remain silent," said Michael Romano, CEO of NexGen, which is based in Winter Springs. "In addition, MIRS provides the capability to instantly forward vital video and photos to first responders before they arrive on the scene."

MIRS opens a fast, secure two-way portal allowing the transfer of text, photos and video between emergency communication centers and mobile phones across all wireless carrier networks. MIRS is compatible with all smartphones, it does not require extra hardware installation, software, or a special app. When a smartphone user

dials 911, he/she receives a link from the emergency operator via text message. After clicking the link, the caller can upload images or short videos while still on the line with the operator. The operator then disseminates the uploaded media to emergency responders.

As the migration from landline to mobile-only phone use continues, 9-1-1 call centers must keep pace to ensure seamless communication. MIRS technology is cloud-based, user-friendly and utilizes fast Web applications. Emergency call centers only require good Internet connection to implement NexGen's system.

MIRS has been tested by numerous public safety organizations, including the UCF Police Department and was successfully piloted in December 2013 in Union County,

North Carolina. According to the National Emergency Number Association, the next generation 911 technology used in Union County laid a foundation for more widespread adoption of similar systems.

"We've been developing and enhancing the technology for the past several years and we'll continue to do so as we bring MIRS to market," said Romano. "Reading technology as a product is a resource-intensive initiative. We have received significant benefit as a UCF Business Incubation Program client. Their business guidance and operational support is sharpening our strategic focus and greatly speeding up our time to market."

For more information, visit **MIRS911.com**.



## Simulation Training Gets Near-Real and Effective

On the job training has traditionally been the most reliable way to prepare someone for work, especially in military and public

UCFBIP  
**RESEARCH PARK**

safety sectors. Classrooms could be informative, however, nothing



compared to experiencing dangerous situations firsthand. Today, thanks to a number of technology advancements, computer-aided simulation now plays a key role in the training of professionals. A client company of the UCF Business Incubation Program (UCFBIP) has just made this simulation training experience more authentic and effective.

Orlando-based **Serious Simulations** provides what

could be described as the world's best virtual reality simulation training products. With some of its technology originating from the video game industry, Serious Simulations offers products directed toward training lethal force professionals, emergency services personnel, and commercial and industrial professionals in high-danger and high-complexity tasks.

"Our training systems maximize natural human motion and reduce the resources needed for the man-to-simulation interface by introducing little to no instrumentation burden on the trainee," said Chris Chambers, CEO at Serious Simulations.

Serious Simulations designs and assembles training systems using custom-made hardware and software components for specific skill-training needs, combined with motion-tracking systems, wireless communications devices, display technologies and commercial game engines.

The systems allow complete freedom of movement, with wide fields of view, high resolution, high-quality audio, and wireless virtual reality displays. Essential equipment, such as weapons or firefighting gear, is wirelessly instrumented to interact and provide data to the simulation. This total approach ensures trainees will be able to walk, crawl, kneel, lie down, and use the other natural human motions involved in their professions.

The company's management team called on its military and combat experience to ensure the most realistic and correct handling of equipment. The use of actual gear supports necessary hand-eye coordination, muscle memory and familiarity with each profession's equipment. Exterior micro-thin sensors applied to real or simulated apparatuses generate data capture while pneumatic recoil is used for realism.

Serious Simulations training



**Serious Simulations' systems maximize natural human motion by allowing trainees to have complete freedom of movement.**

systems are the most portable, easily shipped, and easily setup simulators in their class. The company is making it possible to get more systems to more professionals in more areas. This will ensure that when they encounter their next situation, it is done so with the confidence gained from near-real simulation training.

For more information visit, **SeriousSimulations.com.**

## Helping Companies Boost Their Bottom Line One Phone at a Time

Overhead can make or break a business. Companies are continually seeking viable strategies to cut costs without compromising quality. Telephone service can account for a big chunk of a business's monthly expenses. However, this is all starting to change thanks to an Orlando-based company. **VOXtell**, a client of the UCF Business Incubator – Kissimmee, offers a revolutionary and affordable Voice Over IP (VoIP) communication service utilizing superior telephone technologies to businesses throughout the U.S. and the world.

Junior Smizmaul, director of operations for VOXtell, previously worked as a consultant for companies providing IT/telecom to small- and medium-sized businesses. After one of his customers desired a VoIP solution, he found that most VoIP providers were overpriced, ineffective and complicated. As a result, he

created VOXtell in February 2014.

The technology for VOXtell's cloud-based business phone solutions was built from the ground up. This allows them to rapidly fix any issue, create new features, customize the system to each customer's needs and offer the quality and flexibility most other VOIP services cannot. The company just launched a TV commercial and has established a relationship with WorkCRM (WorkCRM.net) allowing VOXtell to integrate its phone system with their customer relationship management platform providing more advanced features for both.

"We take great pride in providing the highest quality business phone systems for any size and type of business," explains

Smizmaul. "We can save companies 70 percent on phone system and service costs. Our system comes loaded with business features, unlimited calling to the U.S. and Canada, and no contracts or hidden fees. We are committed to our customers, period."



According to Smizmaul, VOXtell saved Orlando's Pirate's Dinner Adventure 40 percent on their monthly phone bill. They are currently in the process of integrating VOXtell services for the company's other locations in California and Barcelona.

Smizmaul credits the UCF Business Incubation Program for helping jump-start the business.

"The UCFBIP is of great help to us. From research to advice, they are always ready to assist and support our continual business development."

For more information, visit **VOXTell.com.**



UCFBIP  
**KISSIMMEE**

## Always on Watch

There are thousands of satellites and airplanes hovering above us every day. Have you ever wondered how objects in flight or in orbit are tracked? **Vision Engineering Solutions**, a client of the UCF Business Incubator – Central Florida Research Park, specializes in providing advanced sensing solutions for defense, aerospace and industrial applications. The company

### UCFBIP RESEARCH PARK

collects imagery and scientific data regarding objects and other phenomenology through the use of telescopes, cameras, lasers and electromechanical tracking mounts. Vision then analyzes the data and relay's it to their customers.

Vision began operations in March 2012 with a team of seven personnel. They have since grown to employ 17 full-time staff. Ed Logue serves as Vision's CEO. He says the company is a one-stop shop with an impressive list of capabilities, including:

- *Designing, building, upgrading, refurbishing and operating electro-optical sensing and tracking systems*

- *Determining and employing the best optics, sensors, lasers, location, and time to collect data*
- *Tracking and collecting calibrated imagery and data on objects in flight and in orbit*
- *Analyzing collected data and providing actionable reports*
- *Radiometrically accurate modeling and simulation of data collection scenarios*
- *Design and development of software that controls hardware*

Vision writes all of their own software, which precisely controls the tracking systems they use, records and analyzes the data they collect, and models and simulates the objects they track. Vision's Predictive Avoidance and Safety System (PASS) is used by several defense agencies to protect satellites, personnel and assets from inadvertent illumination by high-energy lasers. It is the first such system deployed on a U.S. Navy combatant ship.

The business and technology communities are already recognizing Vision's work. The company was recently awarded a Congressional Medal of Recognition from Rep. Bill Posey's office as a "Rising Star in Technology."



Optical tracking system used by Vision for passive and active (laser) imagery and data collection

"Carol Ann Dykes, our UCF Business Incubation Program site manager, provides invaluable assistance in the professional development of our leaders along with our business planning and execution", says Logue. "Equally important, she holds our leadership accountable for the complete and effective planning and execution of our business. I cannot overstate the importance of the UCFBIP to our company's success so far. Accessing a well-led, talented team that has 'been there, done that' and helped so many other businesses 'go there, do that' is extremely enabling and encouraging to me and our company."

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

## Changing the Game in IT Services

In what the company describes in their own words as a "Jetsons"-style self-repairing computer system, **Rubicon Business Services** — a client

### UCFBIP DAYTONA BEACH

of the UCF Business Incubator - Daytona Beach International Airport - is revolutionizing the world of information technology (IT) and computer/network repair services with their groundbreaking products. Rubicon was founded in 2013 for the purpose of resolving serious obstacles in remote computer repair.

After being told by a multibillion-dollar organization

that their vision of developing an improved system was impossible, Adams and his colleagues began conducting their own research and development in a garage. This led to the advent of the ATTILA System, which eliminates the need for on-site technical personnel and radically reduces downtime in the event of system failures. The ATTILA System is best described as an "IT department in a box."

"We immediately realized our technology had just changed the rules of the game," says Adams. "The system lowered the barrier to entry for many small organizations to receive high-level support and dramatically decreased operational costs for large organizations. We

had just made the entire process of IT management better, faster and cheaper."

The ATTILA System is just the tip of the iceberg. The company also introduced their ScanOut System, a product designed for the military to improve accountability and efficiency of its existing processes. In fact, it is the only privately held system in the world that is able to scan the 2-D barcode on the front of the Department of Defense-issued Common Access Card.

Adams credits the UCF Business Incubation Program with helping fuel Rubicon's success.

"The UCF Business Incubation Program has been instrumental in developing short- and long-term plans for our organization,"

explains Adams. "They have provided resources that would not [usually] be available to a small growing organization. The quality of mentors and training has been world-class and allowed our organization to set a long-term foundation that lets us realize our potential. The lessons from other members and partnerships developed have been the single greatest catalyst for future growth."

As Rubicon continues to move forward with their vision, customers remain on the forefront of their minds.

For more information about Rubicon Business Services, visit [RubiconServices.net](http://RubiconServices.net).

# eli<sup>2</sup> Launches Maker Space Labs

UCF is the largest producer of engineers and computer science graduates in Florida, as well as the largest new graduate workforce supplier for top industry partners such as Harris Corporation. It's no wonder UCF, Harris and Texas Instruments (TI) are proud of the collaborative efforts that went into launching the UCF Engineering Leadership and Innovation Institute (eli<sup>2</sup>) Maker Space Labs.

Launched in September and located in the Engineering II Building on the main campus, the labs were built with support from Harris and Texas Instruments to offer students a dedicated space to turn creative ideas into marketable concepts. Serious about the role of creativity in innovation, UCF continues to provide students opportunities to ensure professional success.

Professionally trained advisers staff the labs and connect students with industry mentors to help with designing, creating, and problem-solving. Students who train on the high-tech equipment develop skills that employers like Harris, TI and other high-tech leading companies desire.

"The new dedicated Maker Spaces mean that UCF is providing a huge employment



Ideas are quickly built with first-stage prototypes in the TI Innovation Lab. Students engage with a flight simulation demonstration.

pool of skilled engineers who will also possess the creativity, passion and people skills employers want," says Tim Kotnour, industrial engineering professor and director of eli<sup>2</sup>.

Earlier this year, UCF was named a Maker University, joining the movement to create inventions that can be successfully taken to market and launched as new startup businesses. The four new Maker Space Labs are designed for users to move easily from one space to the next and supplement other UCF labs intended to spur innovation, creativity and entrepreneurship.

Groups of students can meet and discuss projects in the Harris Corporation Gathering Lab, which is equipped with round white-board tables designed by UCF faculty. The nearby IdeaLab is a glass-enclosed space for brainstorming, where students can sketch ideas on the walls and tables and use idea-generating technology. The Texas Instruments Innovation Lab is where students can transition their ideas to early-stage prototypes through the availability of 3D printers, laser cutters, TI components and equipment, and other high-tech machines. From there, students can build and refine late-stage prototypes in the Manufacturing Lab, which includes heavy manufacturing equipment for cutting, bolting, sanding and more.

These labs and maker spaces are part of UCF's holistic approach to student entrepreneurship from innovation to commercialization that is headquartered at the UCF Center for Innovation and Entrepreneurship (CIE). CIE consolidates and coordinates UCF's major innovation and entrepreneurship support activities.

Website: [eli2.cecs.ucf.edu](http://eli2.cecs.ucf.edu)



UNIVERSITY OF CENTRAL FLORIDA  
CENTER FOR INNOVATION & ENTREPRENEURSHIP

## The Entry Point to a Suite of Award-Winning Innovation Services

Entrepreneurs • Students • Researchers  
Corporations • Investors

UCF is committed to promoting innovation, wealth creation and economic vitality of the Central Florida region.

Over the last decade, multiple initiatives have been created to strengthen innovation and entrepreneurial success. The UCF Center for Innovation & Entrepreneurship (UCF CIE) is a university wide program that consolidates and coordinates these support activities to leverage university and regional partnerships.

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Development  
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# Helping Restructure Providers of Infrastructure

The more efficient a public entity operates, the greater the cost (or tax) savings is to its customers. One Central Florida company is helping agencies become more efficient. **EPIC Engineering & Consulting Group (EPIC)**, a graduate of the UCF Business Incubation Program (UCFBIP), offers comprehensive technology solutions that simplify business processes and enterprise information management for infrastructure agencies.

"Our solid and reliable solutions remove the technology and resource barriers of entry for small and medium utilities, public works and municipalities by delivering simple and powerful geographic information system-powered solutions," explains Prasad Chittaluru, EPIC's president & CEO. "We provide clients with comprehensive IT infrastructure to host, manage and store information in a secure environment, thus eliminating the current barriers of entry such as the need to have high-end IT infrastructure and associated technical resources."

EPIC was founded in 2006 on a single fundamental premise: "Our infrastructure is the key to the quality of life we enjoy in the United States." With this assertion as a driving factor, EPIC began designing and delivering solutions that help protect our environment, preserve public health and extend the useful life of our infrastructure.

"We wanted to focus on helping the organizations that protect our quality of life and our environment," says Chittaluru. "We assist our clients in becoming efficient, transparent and responsive organizations that can successfully adapt to the changing environment by simplifying their business



processes through workflow optimization, systems integration and capture of enterprise knowledge."

Polk County Utilities (PCU) is a premier client for EPIC. Through close collaboration with PCU staff, EPIC has streamlined its project information management processes and developed two enterprise applications that serve staff in their core business activities. These databases now track mission-critical project planning, management and compliance information while also serving as document repositories. A standardization of project nomenclature, centralized document storing and on-

demand access of information to the stakeholders have been achieved as a result of EPIC's solutions.

EPIC recently received a Small Business Innovation Research (SBIR) Phase IIB grant from the National Science Foundation to help finalize product development. They have also been selected by the Greater Orlando Aviation Authority to support various technology projects designed to enhance their organizational information management.

According to Chittaluru, the UCFBIP played an integral role in EPIC's success.

"The UCFBIP provided us with the environment to interact with other innovators and visionaries; eliminated the challenge for us finding an office space to get started; provided access to industry experts in various business domains such as legal, finance, administration and human resources; and introduced us to the world of research grants such as the SBIRs. If we were not part of the incubator, we would not have had the exposure to this excellent resource for our research and development."

As EPIC continues its success, Chittaluru has some advice for aspiring entrepreneurs.

"Perseverance is the most important trait you must have in order to achieve success. To be a successful entrepreneur, you have to believe in yourself, your dreams and your ideas. During your entrepreneurial journey, you will receive help from many individuals and organizations. Always remember the help you received and pay it forward when you become successful."

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

## Accelerator Publication Information

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