

# The Accelerator

Quarterly Newsletter of the UCF Business Incubation Program

Volume 5 ■ Issue 8 ■ Summer 2011

## Volusia County Celebrates Opening of UCF's Ninth Business Incubator at Daytona Beach International Airport

Volusia County will become the home of UCF's ninth business incubator to open in Central Florida. The Volusia County Council, economic development officials, business and civic leaders along with representatives from the University of Central Florida will celebrate at the official ribbon cutting ceremony on July 27th.

The 8,000 square foot facility, located at 601 Innovation Way at the Daytona Beach International Airport, is designed as a campus-like environment and will assist up to 20 businesses in virtually every category. It will be located next to the Embry-Riddle Aeronautical University's NextGen laboratory near the airport's main terminal

building. Approved tenants will have access to expert knowledge, shared equipment, meeting and office rooms, as well as educational programs and other support services.

Dr. Thomas O'Neal, founder and executive director of the UCF Business Incubation Program, explained that the UCF Business Incubator facility is part of an exciting new venture created to help local economic development initiatives. The City of Volusia County is committing \$2 million to fund the project, with \$1.4 million earmarked to remodel the building.

Gordon Hogan, Director of the UCF Business Incubation



Program, confirmed that there is already one approved client, Innovation Research Engineering & Development (I-RED), a company from Edgewater that specializes in alternative energy and a finalist team in the upcoming MegaWatt Ventures Clean Energy Business Plan Competition.

The University of Central

Florida Business Incubation Program (UCFBIP) is a university-driven community partnership that provides early-stage companies with the enabling tools, training and infrastructure to create financially stable, high growth/impact enterprises. For more information, visit [www.incubator.ucf.edu](http://www.incubator.ucf.edu).



**Stands For Opportunity**

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## Dr. Tom O'Neal Testifies Before Senate Subcommittee Shares Insight on Commercialization and Economic Development Efforts at UCF

Sometimes the biggest new things can come in the smallest packages. That's the thrust of testimony Dr. Tom O'Neal delivered to the Subcommittee on Science and Space of the U.S. Senate Committee on Commerce, Science, and Transportation in Washington recently.

Dr. O'Neal, associate vice president of Research in the Office of Research and Commercialization at the University of Central Florida, appeared before the subcommittee to provide insight into the commercialization and potential for NanoScience technology and share insight on his experience at UCF in creating



UCF's Dr. Tom O'Neal Testifies before the Subcommittee.

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## MESSAGE FROM TOM



A warm welcome to all.

At the UCF Business Incubation program, we are inspired to help entrepreneurs. It's what we enjoy and the best

part of our day when something we have done makes a difference to a company.

One of the more interesting statistics I've seen recently is that 91 percent of US businesses employ nine employees or less. This speaks volumes in terms of where a large focus of economic development assistance should go. We've witnessed this first hand as we're grown to meet the demand for the kind of services that we provide to this new sector of our economy.

We crossed the 100 mark in terms of the number of companies we are serving in the incubator across eight locations in central Florida. We add the ninth business incubator this summer in Volusia County at the Daytona Beach International Airport and look forward to helping new companies

grow and prosper in this community.

It really is all about entrepreneurs and it takes a village to provide the right environment for them to become successful. We are very fortunate in that regard. The level of support that we can leverage to help entrepreneurs in Central Florida makes a big difference and not something I've witnessed everywhere I go. I would like to extend my gratitude to all those that pitch in and help. I look forward to seeing a large crowd at the opening of our newest incubation partnership in Volusia County, where we also will welcome the new Daytona Beach International Airport site manager, Doris Bernal. It's a time to celebrate the entrepreneurial spirit and acknowledge the special people that come together to make our program possible.

### **Tom O'Neal, Ph.D.**

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

## DID YOU KNOW?



Since its founding in October 1999, the UCF Business Incubation Program has helped more than 200 emerging companies (including more than 100 current clients) create over \$200 million in annual total economic output and more than 1,600 new jobs with an average salary of \$59,000. With nine facilities across the Greater Orlando community, the Business Incubation Program is a collaboration in economic development between UCF and the Florida High Tech Corridor Council; Cities of: Kissimmee, Leesburg, Orlando, Sanford, St. Cloud, and Winter Springs; Counties of: Lake, Orange, Osceola, Seminole and Volusia. Visit [www.incubator.ucf.edu](http://www.incubator.ucf.edu) for more information.

Funding for research at UCF has already surpassed \$100 million, and more than 400 patents have been issued in the past eight years. It has been in the top ten in four patent ranking listings. In 2010, UCF was ranked third by IEEE, the world's leading association for the advancement of technology and eighth by the Patent Scorecard™.

## UCFBIP CALENDAR OF EVENTS - JULY THROUGH OCTOBER 2011

### **Florida's Super Region: A Strategic Asset for Your Business**

Date: July 28th, 2011  
Location: The Mezz  
100 South Eola Drive, Suite 200, Orlando, FL 32801  
Details: [www.incubator.ucf.edu/events](http://www.incubator.ucf.edu/events)

### **How Can Smart Mailing Help Your Business?**

Date: August 2, 2011  
Location: UCF Business Incubator- Sanford  
110 W. First Street, Sanford FL, 32771  
Details: [www.incubator.ucf.edu/events](http://www.incubator.ucf.edu/events)

### **Social Media Tips and Techniques Lunch & Learn**

Date: August 4th, 2011  
Location: UCF Business Incubator- St. Cloud  
3201 Budinger Ave, St. Cloud, FL 34769  
Details: [www.incubator.ucf.edu/events](http://www.incubator.ucf.edu/events)

### **Marketing Your Small Business On A Shoe String**

Date: August 4th, 2011  
Location: UCF Business Incubator- Kissimmee  
111 E. Monument Ave, Suite 401, Kissimmee, FL 34371  
Details: [www.incubator.ucf.edu/events](http://www.incubator.ucf.edu/events)

### **SEO Basics For Your Business**

Date: September 8th, 2011  
Location: UCF Business Incubator- Sanford  
110 W. First Street, Sanford FL, 32771  
Details: [www.incubator.ucf.edu/events](http://www.incubator.ucf.edu/events)

### **William C. Schwartz Industry Innovation Awards**

Date: September 14th, 2011  
Details: [www.orlandoedc.com](http://www.orlandoedc.com)

### **Florida Venture Forum 2011 Early Stage Venture Capital Conference**

Date: October 5, 2011  
Location: The Reunion Resort in Orlando, Florida  
Details: [www.floridaventureforum.org](http://www.floridaventureforum.org)

### **How To Use A Blog To Grow Your Business**

Date: October 13th, 2011  
Location: UCF Business Incubator- Sanford  
110 W. First Street, Sanford FL, 32771  
Details: [www.incubator.ucf.edu/events](http://www.incubator.ucf.edu/events)

For a complete list of UCFBIP special events and activities within the sites throughout Central Florida, visit [www.incubator.ucf.edu/events](http://www.incubator.ucf.edu/events)

## UCF Stands For Opportunity

The University of Central Florida is a metropolitan research university that ranks as the second largest in the nation with more than 56,000 students. UCF's first classes were offered in 1968. The university offers impressive academic and research environments that power the region's economic development. UCF's culture of opportunity is driven by our diversity, Orlando's environment, history of entrepreneurship and our youth, relevance and energy. For more information visit <http://news.ucf.edu>.

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

### Dean Monaco, Founder and CEO of MyInnoventure and Serial Entrepreneur

Raising cattle is a passion and a way of life for UCF alumni Dean Monaco. A successful businessman, Monaco has dedicated himself to pursuing the art of coaching, mentoring and investing in startup companies with high upside potential, rather than retire.

My Innoventure, LLC, an Orlando-based marketing and branding firm, was created by Monaco and business partner John Santo (another UCF Alumni), with the premise of helping entrepreneurs bring their products or services to market through creative branding strategies, combined with strategic business coaching. Monaco is eager to share his best practices and business acumen, developed over the past ten years as a way to give back to his community and further advance economic growth.

Monaco's informal style of interaction typically starts with meetings held at Wackadoo's, the on-campus sports-themed restaurant Monaco launched years ago, located inside the UCF Student Union. Over the past ten years, he has met with over 100 entrepreneurs and usually has several projects in development.



Serial entrepreneur Ron Eaglin (left) discusses his business venture with Dean Monaco (right).

Most recently, Monaco is celebrating the success of his phone case bottle opener, which has been featured on the DIY Network and FOX, generating soaring international sales. Be A HeadCase boasts being the first company to attach an App to a product and provides distinctive features such as counting the bottle tops and cans popped, displaying pictures, playing sounds and songs, as well as recording custom sounds to play when a bottle is opened!

Monaco began his career in banking and finance after graduating from the University of Central Florida with a degree in accounting. He worked for a number of Fortune 100 companies before venturing out on his own. In the last decade, Monaco has owned, operated and/or served on the Board of Directors for over 20

companies. Most recently, he has joined the UCF Business Incubation Program Advisory Board and serves as a recurring speaker at the UCFBIP's Excellence in Entrepreneurship course.

As an entrepreneur, his business background has been very diverse, including industries such as restaurants to technology, which has led to his expansive international experience.

Monaco remains involved in his community and has received the Jefferson Awards for Public Service for his efforts in working with Charity Challenge for 16 years. He currently sits on the Board for the charity which has raised over 5 million dollars since its inception. He is a lifetime member of the UCF Alumni Association and an active coach in youth baseball and football.

According to Monaco, "I look forward to being involved with the UCFBIP and being able to be in a position that provides for the opportunity to inspire, assist and contribute to other entrepreneurs with innovative ventures. It gives me great pride to continue to build up American companies through the support of innovation and fueling the entrepreneurial spirit."

For information on Dean Monaco's company located in the UCFBI—Central Florida Research Park, visit [www.myinnoventure.com](http://www.myinnoventure.com).

### Phil Ehlinger, Director of Economic Development, Volusia County



As the Director of Economic Development for Volusia County, Phil Ehlinger managed the County's initial business incubation facility, and has completely supported the County's sponsorship of the new UCF Business

Incubator at Daytona Beach International Airport. Ehlinger is an experienced businessman having been the CEO of a New York and London Stock Exchange Real Estate Investment trust, as well as owning his own consulting firm and building supply business. This experience has led him to great success as the Executive

Director of the Volusia County Industrial Development Authority. Ehlinger is also a member of the New York Bar and has utilized his legal and business skills to assist startup ventures and existing businesses grow in Volusia County.

In addition to recruiting targeted industries under the County's Economic Development Strategic Plan, under Ehlinger's guidance, Volusia County Economic Development has created a complete program for sustainable economic development and business growth. This program includes strong support for SCORE, the SBDC at Daytona State College as well as the new UCF Business Incubator, which will serve as an entrepreneurial academy for smaller companies to obtain mentoring and assistance from the FEGI/GrowFL program, which provides active support for economic gardening.

Ehlinger strongly believes that the world

economy has permanently changed and that sustainable economic growth will only occur through the development of local businesses and entrepreneurs who will stay in the community. Realizing this as a long term program, the Volusia County Council and Ehlinger work together and, in spite of the budgetary difficulties, agree that this is a worthwhile investment.

Ehlinger did his undergraduate work at the University of Buffalo, his legal studies at St. John's School of Law, and post graduate studies at New York University and the University of Georgia. He is a former lecturer on Financing and the Law, Chairman of the Cinnaminson, NJ Contractor's Licensing Board. Ehlinger is a licensed Real Estate Broker in the State of Florida, having actively been involved in real estate sales, and was a Right-of-Way Acquisition agent for the Florida Department of Transportation before joining the Volusia County Department of Economic Development in 2002.



# Megawatt Ventures' Inaugural Finalist Teams Announced to Compete for \$100,000 Grand Prize



## Annual Clean Energy Business Plan Competition Selects Companies Throughout Florida

**MegaWatt Ventures**, a new annual University of Central Florida clean energy business competition sponsored by the U.S. Department of Energy, selected teams to be awarded \$10,000 in their inaugural class. The selected teams will now compete for a \$100,000 grand prize in October. In addition to the \$10,000 award, the finalist teams will each be assigned professional mentors and gain access to business workshops which help to develop a commercially viable technology company. Mentorship includes coaching on business plans and strategy, presenting a technical concept to potential investors and education on additional funding sources available, such as federal Small Business Innovation Research (SBIR) grants. The teams will have access to both high-level executive business and product/technology development mentors. Many of the companies are spin-outs from Florida's university research labs and all of the companies currently employ students from these universities. The companies were selected by a panel of seasoned venture capitalists, technology experts and industry veterans.

The 2011 MegaWatt Venture's finalists include OrgSolar (Melbourne), Cyclocean (Vero Beach), RedOx Fuel Cells (Gainesville), Mud

Power (St. Petersburg), Mesdi Systems (Orlando – comprised primarily of UCF students), SenNova Inc. (Orlando – comprised primarily of UCF students), Verdicorp Inc. (Tallahassee), I-Red LLC (Edgewater – a UCFBIP client company) and NCAA Battery Corporation (Winter Park – joint UCF student/faculty venture). While some of the companies have been involved in production or research prior to MegaWatt Ventures, most were created as a result of the funding provided from becoming a finalist in this competition.

Many of the technologies are being developed in conjunction with Florida university research including programs at Florida State University, University of Central Florida, University of Florida, and University of South Florida. These technologies are come from several different renewable sources including cost effective photovoltaics (OrgSolar), vertical wind turbines for low wind zones (I-Red), wave energy turbines (Cyclocean), oceanic microbial fuel cells (Mud Power), solid oxide fuel cells (RedOx), smart grid sensor hardware (SenNova), heat sourced generators (Verdicorp), affordable utility batteries (NCAA), and large scale energy material deposition equipment (Mesdi Systems). Those companies which did

not place this year will be eligible to compete next year, and are still welcome to attend some of the workshops and services that are available to the official teams.

"We feel this competition will help not only these companies in their quest to commercialize, but will also raise awareness of the business opportunities in the renewable energy sector to many other entrepreneurs in Florida", said Tom O'Neal, Executive Director of the program. These companies will compete at the MegaWatt Ventures' showcase event, which will be held at the Florida Solar Energy Center (FSEC), a research institute of the University of Central Florida, on October 20-21, 2011. FSEC was created by the Florida Legislature in 1975 to conduct research, test and certify solar systems and develop education programs across a breadth of renewable energy technologies. Both the rigorous education program and competition the finalists will participate in are sponsored by the U.S. Department of Energy, the University of Central Florida, and other energy organizations.

For more information, please visit [www.megawattventures.com](http://www.megawattventures.com) or call 407-882-0594.

## Business Incubation Client Develops Wind and Water Turbine Generation Technology

**Innovation - Research Engineering and Design (I-Red)**, led by managing partners Mel Hall and Michael Moser, is a new company based in Central Florida that specializes in designing low velocity wind and water turbine generator technology. I-RED is one of the finalists competing in the Megawatt Ventures Clean Energy Business Competition, sponsored by the U.S. Department of Energy, scheduled for October 20/21, 2011. With increasing prices and the depleting supply of available fossil fuels, the need for more renewable energy sources is greater than ever. The vision of I-RED is to combine first-rate design and creativity with customer satisfaction in the hope of providing a solution to the need of clean alternative energy.

Leading the business operations of



I-RED are Mel Hall, CEO and managing partner, and Michael Moser, COO and managing partner, who both have extensive experience in project management and strategic business management. Dr. Kent Davey (business partner) brings a wealth of talent to the team, with a PhD from M.I.T. specializing in electromechanics and electromagnetics. Additionally, Scott Porta (business partner) specializes in structural and composite engineering and is instrumental for the design and manufacturing of the (VAWT) vertical axis wind turbine blades and power

generators. Brian Harry, a senior Marketing student from the University of Central Florida, also works with I-RED. I-RED is finished with the preliminary parts of their project and is currently working on improving the business plan and prototype.

As one of the first companies to join the UCF Business Incubator - Daytona Beach International Airport, I-Red is excited for the opportunity and seeks to expand and develop its business using the tools and resources available. For more information on I-RED or to learn more about the Megawatt Ventures Competition, please visit [www.i-red.us](http://www.i-red.us) and [www.megawattventures.com](http://www.megawattventures.com).

# Soft Landing Program Encourages Creation of New Branch Operations in Central Florida

The UCF Business Incubation Program (UCFBIP) has launched ‘**Soft Landing**,’ a special offer to businesses outside the Central Florida region to foster the growth of satellite offices in the area.

According to Gordon Hogan, director of the UCFBIP, “Soft Landing provides executive office space and business contacts for companies that want to consider opening branch operations in Central Florida. We can provide companies with the opportunity to open satellite operations here for up to 24 months at a substantial savings, with a built-in network of contacts, and a local workforce.”

Hogan further explained, “Our aim is to create opportunities for companies that will launch operations in the region that will create jobs here. We can provide them with

an easy, flexible entry into the Central Florida market coupled with an educated, enthusiastic workforce.”

Since its founding in October 1999, the UCFBIP has helped more than 200 emerging companies create over \$200 million in annual total economic output and more than 1,600 new jobs, averaging an annual salary of \$59,000. In 2004, the UCFBIP was internationally recognized for its success by the National Business Incubation Association (NBIA), the world’s leading organization advancing business incubation and entrepreneurship, as the “Technology Incubator of the Year”. With new prime locations across Central Florida, the UCFBIP is making a significant contribution to the economic development of the region and the state of Florida.



Gordon Hogan, UCFBIP Director

## Dr. Tom O’Neal Testifies Before Senate Subcommittee

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creating industry partnerships and the overall impact on economic development.

“Central Florida is in many ways a model for how governments, the university and industry can work together to grow the companies that stimulate the economy,” Dr. O’Neal said. “The committee is interested specifically in how research in nanotechnology can be developed through systems like ours.”

Dr. O’Neal is president of the Florida Business Incubation Association and serves on the board of directors for the National Business Incubation Association. He is a leading U.S. proponent of business incubation and economic gardening efforts to stimulate local economic growth.

Dr. O’Neal, who’s led UCF’s business incubation efforts for the past decade calls nanotechnology a revolutionary field of science and technology, comparable to the introduction of electricity, biotechnology, and digital information revolutions. “Science is on the verge of revolutionary breakthroughs in NanoScience,” Dr. O’Neal explained.



Florida Senator Bill Nelson and UCF’s Dr. Tom O’Neal

“We can look forward to orders-of-magnitude increases in computer efficiency, human organ restoration using engineered tissue, “designer” materials created from directed assembly of atoms and molecules, and the emergence of

entirely new phenomena in chemistry and physics,” he said.

Dr. O’Neal said the effect of nanotechnology on the health, wealth, and standard of living for people in this century could be at least as significant as the combined influences of microelectronics, medical imaging, computer-aided engineering, and man-made polymers developed in the last century.

The future is not that far away. Already, nanoscience has ‘infiltrated’ or enabled new devices or improvement in older devices, Dr. O’Neal said.

“For example, Photonic band gap materials are nano devices that enhance telecommunications,” Dr. O’Neal said. Another example is “Photo-thermal-refractive (PTR) glass, a nano structure material, that is used to bend light at different angles by using nanoparticles and Bragg gratings,” he said.

The University of Central Florida is emerging as one of the leading research centers contributing to the advance of nanotechnology. For more information visit [www.ucf.edu](http://www.ucf.edu).

READ DR. TOM O’NEAL’S FULL TESTIMONY ON NEXT PAGE



## Dr. O'Neal's Senate Testimony

July 15, 2011

Mr. Chairman, Thank you for the opportunity to speak with you and the members and staff of your subcommittee about the reauthorization of the National Nanotechnology Initiative.



I want to state from the start that I am fully in support of renewing and expanding the NNI. It has made the US the global leader in the field but we have some aggressive

followers that would love nothing better than to assume that position such as China, South Korea, and Eastern Europe most prominently.

Early on at UCF, we identified gaps between our discovery, innovation, and job creation environment. Orlando had resources that existed apart from each other and the university. Our innovation ecosystem was like a 6th grade dance where all the girls and boys showed up but no one got together. Many of UCF's incubation and entrepreneurship programs have provided the necessary introductions as a safe, neutral facilitator. The incubator was created to commercialize university technology and ended up doing much more than that. We currently are incubating more than 100 companies and have graduated 60 more that have created thousands of jobs in our community over the past eleven years. We were named incubator of the year in 2004 by the NBIA. This occurs in large part due to:

- Local government support
- FHTCC matching grants program
- Industry volunteers
- Dedicated staff
- A growing entrepreneurial culture
- A university president that is committed to leading the nation in partnering with the region it serves.

I encourage the committee to consider a continued long term strategy and investment in nanotechnology research and commercialization at a level that will insure our global leadership position. An opportunity like this does not present itself very often.

To me, that means a doubling of Federal Research Expenditures to levels that clearly provide the US with the dominant supply of intellectually derived raw materials within the next 5 years.

With an ample supply of raw materials, we also need to spark commercialization efforts. Like the difficult technology issues, nanotechnology also presents unique commercialization challenges. We need industry, government, and universities to come together in unique ways that address the issues head on.

We need to develop and deploy a next generation Nanotechnology Commercialization Initiative that addresses the issues in real time, with industry and university partnering in ways that move the needle. We should consider significantly increasing the funding for the STTR portion of the Small Business Innovative Research Program that requires universities and industry to partner. This would create the kind of incentives university professors and industry need to work together.

Other things to consider that would help commercialization:

- Provide supplements on research contracts that would provide for commercialization or gap funds. Much like what is done to support graduate research assistants.
- We should consider establishing a matching grants program similar to the Florida High Tech Corridor's program that provides matching funds for universities to conduct research with industry to incentivize industry/university collaborations.
- Consider creating an open SBIR call that would provide for a way to quickly fund the most promising technologies.

We should consider creating proof of concepts centers that help move research discoveries into a commercially viable position. They would allow universities and industry to collaborate and share equipment and other resources. These centers should also include a manufacturing component that helps address the scale up and other issues related to nanotechnology.

University commercialization and entrepreneurship infrastructure needs to be enhanced. Funding for universities to support

commercialization and tech transfer activities is sparse. We consider creating supplements from research efforts for commercialization of promising technologies that could go to technology transfer offices, university incubators, venture labs, colleges of business or possibly even to companies.

In terms of compliance and regulatory issues, we should consider the burden it places on entrepreneurs. We should relax the faculty ownership regulations for the SBIR program. We should create user friendly compliance programs that help good intentioned faculty navigate the minefield of compliance.

In terms of the patent process, we do need to address the issues of how long it takes to get a patent issued. It should be months, not years and we need to do it in a way that doesn't hurt small business in the end.

Lastly, we need to consider the capital problem. It is a problem for all industries but nanotechnology has additional issues that attenuate investment.

We should consider ways to fill in this gap.

- A national fund of funds for nanotechnology funds,
- the establishment of a Nanotechnology investment fund similar to what the CIA established for their technologies, and
- incentives for angel investors to become active.

In closing, consider the analogy of the entrepreneurial or innovation ecosystem in terms of a coral reef or a rain forest. It's a complex environment with lots of activity and variables. A rain forest and a coral reef are very different just like communities and entrepreneurs are different. True partnerships at the local, state, and national level between government, university, and industry will be the key and entrepreneurs will play a major role in moving this forward. When creating our eco-systems, one needs to remember that approximately 90 percent of the companies in the US are 9 employees or less and another 8 percent are 100 employees or less.

Again, thank you Mr. Chairman for the opportunity to speak with you and your colleagues today and for your steadfast support of our nation's R&D enterprise.

## Team Up with the Nationally Recognized Leader in Cultivating Entrepreneurs



### Florida Economic Gardening Institute at the University of Central Florida, A Proven Job Catalyst Creating Robust Communities

Economic Gardening embraces strategies to grow existing second-stage businesses. It is an innovative entrepreneur-centered economic growth strategy that offers balance to the traditional economic practice of business recruitment.

The **Florida Economic Gardening Institute** at the University of Central Florida has developed a proven, results-oriented process to take companies to the next level, known as **GrowFL**. Over the past year, GrowFL has emerged as the national best practice leader of economic gardening programming



and is poised to offer a clear path for advancing economic development practices for businesses within the Florida High Tech Corridor County region and its 22 counties.

The purpose of the GrowFL Program is to serve as a catalyst to create investment in Florida's economy by providing technical assistance for expanding businesses within the state. The program is designed to grow a company's top line and in turn, stimulate jobs and generate a vibrant economy for Florida.

#### Companies seeking to participate in the program can benefit from the following:

- Access to Information and Intelligence Tools from a Team of Seasoned Business Strategists and Research Analysts that Address Core Strategic Challenges.
- Roundtable Groups Provide Opportunities to Connect with Peers in a Confidential Setting to Discuss Everyday Growth Challenges.

- Insight from the Technical Research Team Provides Rapid and Sound Solutions Necessary to Make Critical Decisions.
- Exclusive Invitations to Attend Educational Events and Networking Opportunities.

#### Learn How FEGI Can Help You:

- Implement its Advanced Suite of Economic Gardening Resources.
- Increase Revenue and Expand Business Opportunities.
- Create Jobs and Sustain Growth.
- Cultivate Stronger Companies Poised to Navigate Changing Economic Conditions.
- Develop Cost-Effective Economic Development Strategies for Communities.
- Execute Certified Local Economic Gardening Programs Customized to Ensure Results!

For more information, please visit [www.growfl.com](http://www.growfl.com) or contact 407-823-6384.

## 1.7 Million Sold - UCF Ceiling Fan Sets Record

A humble ceiling fan made energy efficient by an ingenious twist of its blades, has officially propelled into the record books as the most successful commercial product ever developed and licensed at the University of Central Florida.

On Thursday representatives from **King of Fans**, which licensed the fan's design from UCF in 1999, reported that 1.7 million fans have been sold. Now marketed by King of Fans under the Gossamer Wind trade name (with models such as the Hampton Bay Windward IV, Industrial and Eco Midway), the fan will be sold in Lowes stores and is already selling in Home Depot and through online distributors.

Danny Parker, a researcher at UCF's Florida Solar Energy Center, developed the concept for the fan in the mid-nineties. He credits his father-in-law, a retired pilot, with challenging him to explore why fan blade designs have remained unchanged over the years despite advances in aerodynamic design.

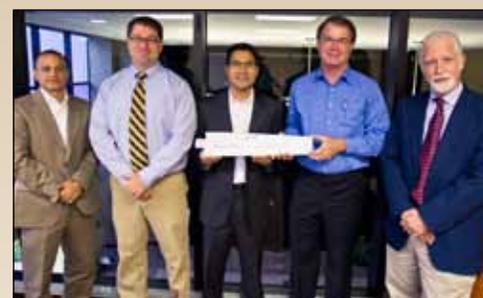
The conversation started Parker on a

quest that not only uncovered one of the great paradoxes of traditional fan design (the motors turning the blades actually add more heat to a room) to a search for a suitable model for an aerodynamic blade.

Parker partnered with AeroVironment, a firm that designed propellers for the Gossamer Albatross, a human-powered plane that which was successfully pedaled across the English Channel in 1979. Parker needed a blade shaped like a propeller, however he was constrained by UL standards that prohibited ceiling fan blades from spinning too fast.

After years of testing, prototyping, reconfiguring and retesting the Gossamer Wind line of fans, which offer 40 percent higher airflow with no additional energy use, went on sale in Home Depot stores in 2001. The fan received high praise in a New York Times story last month and manufacturers expect an uptick in sales with the placement in Lowes stores.

Tom O'Neal, UCF's associate vice president for research & commercialization, credits the



From left, Eliezer Rivera, director of product development for King of Fans; John Miner, senior licensing associate for UCF's Office of Technology Transfer; Tien Lowe, president of King of Fans; Tom O'Neal, associate vice president for research & commercialization at UCF; and Danny Parker, research associate at UCF's Florida Solar Energy Center, commemorate the sale of 1.7 million ceiling fans.

fan with doing what commercialization of research should do.

"Research conducted at our Florida Solar Energy Center led to development of a product that can save consumers money on their electric bills," O'Neal said. "The fact that this is now our best commercialized technology is a win for all."

## ALLOGY INTERACTIVE

## UCFBI Central Research Park

### Improving Affordability, Accessibility, and Accountability in Service Delivery

The four years David Rogers, CEO of **Allogy Interactive**, spent doing non-profit work in Africa opening a school led him to realize there was no way to increase the scale of their efforts without technology. There is a market



of roughly four billion people who do not have access to quality education, especially higher education, and David believes technology provides the opportunity to reach them. Upon David's return to the U.S., he enrolled in the University of Central Florida's Texts and Technology Graduate Program, where he studied and developed next generation approaches to learning. In 2009, David founded Allogy Interactive with the goal to lower the cost of education and training globally.

At its core, Allogy is a mobile software development company providing custom software for several different industries and for use on iPhone, iPad, Android, and other Smartphone devices. However, the company's first and most important responsibility is focusing on what its Mission Statement refers to as "the human architecture that lies behind the technology." This means employees must first understand the social network behind why, how,

and to whom information is being distributed. Only then can they begin to incorporate those human relationships into the digital documents they ultimately create for service providers, such as non-profit organizations. "Non-profits specialize in a specific service or specific skill," states Communications Director Colin Forward, "and they work globally and have a huge staff to train and a lot of volunteers. We want to give them tools for unified messaging across those very diverse audiences."

Allogy's talented team consists of nine full-time employees across the U.S., as well as partners and contractors throughout the world. The team includes expert engineers who have worked on their platforms (iOS and Android) since they were available, a technical director who worked at EA, and a creative director who worked at NASA. Allogy's team possesses what the company's broad scope of work demands: an extremely diverse skill set and "a passion for tackling social issues with cutting edge technology".

Although most consumers will not directly observe the benefits of the technology Allogy provides, consumers will have better access because Allogy is facilitating platforms for service providers. For example, Allogy recently

entered into an exclusive agreement with textbook publisher McGraw Hill to create the UCF Digital Press. Set to release for the Fall Semester of 2011, the UCF Digital Press will provide a portal to buy digital textbooks and provide a news aggregator free of charge to all UCF students. Another project includes the recent completion of Phase 2 in a trial for mobile learning software in Nairobi, Kenya. Having already turned a profit, it is believed to be a possible sustainable model for education in East Africa.

New to the University of Central Florida's Business Incubation Program, becoming clients at the beginning of this year, both David and Colin are already noticing the benefits the program delivers. They believe the visibility of the company has exponentially increased, as well as exposure to important issues previously unconsidered. More importantly, they are graciously utilizing the legal advice, public relations, and sales training expertise the program offers. They believe all of the above, in addition to the gained access to decision makers, has fostered the company's rise to being a leading developer of mobile applications.

Website: [www.allogy.com](http://www.allogy.com)

## CALVERT CORPORATION

## UCFBI Kissimmee

### Calvert Corporation Cleans Up Central Florida

**Calvert Corporation** is a commercial and residential cleaning service that serves Central Florida consumers, hotels, restaurants and resorts through two avenues, Solutions in Hospitality and Calvert Cleaning Services, Inc.

Founded in 2006 by Jeff and Pat Calvert, the Calvert Corporation employs 55 full-time and part-time workers and specializes in providing customers in Osceola and Orange counties quality service based on a set of established company standards. These standards include: honesty, safe cleaning service procedures, exceptional attention to detail, care for the environment, eco-friendly cleaning products, bonded and insured employees and

quick customer response time.

With a 20-year background in hospitality and property management experience, Jeff Calvert is well versed in client needs and expectations. What makes business exciting for him, however, is exceeding client expectations and asking what can be done for the client beyond cleaning. "Recently, one



Jeff Calvert, Co-founder

of our clients contacted us regarding needs that went beyond cleaning services. They were putting on a dinner for firm executives and didn't know where to start. We were able to help them quickly pull together the event and

provide solutions for a ballroom that needed darkening and catering needs."

Calvert joined the UCF Business Incubation Program at the Kissimmee Incubator in November after hearing about it during a speaking presentation at a Rotary Club meeting. According to Calvert, "Being a part of the UCF Business Incubation Program has provided many essential support resources for our company, including marketing assistance, giving our staff a central location to meet, conference and training room access, exposure to networking opportunities and the ability to meet with key people to make sure we're on track."

Website: [www.calvertcorporation.com](http://www.calvertcorporation.com)

## WORKSCHEDULE DOT NET

UCFBI Sanford

### WorkSchedule Dot Net Keeps Employees On Track

Founded in 2000 by Robert Catron, **WorkSchedule Dot Net** is an employee scheduling service based in Sanford, Florida, that provides customers with scheduling solutions. WorkSchedule Dot Net allows managers to schedule their employees online through the use of user ID and passwords. Other features of the scheduling service include: scheduling around employee availability, online time clocks and attendance, time off tracking, and telephone access to the schedule.

WorkSchedule strives to continually innovate employee scheduling solutions, making it easier for managers and employees. Anyone can access the online scheduling service from anywhere 24/7. Reminder alerts are sent out for unusual shifts and last minute changes to the schedule. Most importantly, managers can schedule around employee availability, making it easier for employees to maintain themselves and saving time for managers.

WorkSchedule provides scheduling software to a wide variety of industries, including restaurants, theme parks, retail stores,



Founder Robert Catron

emergency medical services and more. Most recently, they have solved scheduling problems for large organizations such as CNN, Hershey's Theme Park, Pearson Education and National Oceanic Atmospheric Association (NOAA). Their philosophy is to find the best software solution for the client's specific need because they understand that needs vary drastically

within different industries. In order to solve that problem, WorkSchedule offers custom software solutions to handle employee scheduling needs. Last year, WorkSchedule worked with NOAA, to provide customized scheduling solutions to workers helping clean up the Gulf oil spill.

The company is focused on producing the next major version of their software due out in beta version in August, with release set for January 2012. This updated version will make it even easier for employees and managers to keep on track with the addition of mobile access. According to Catron, founder and president, "The UCF Business Incubator – Sanford has been a great source of advice. It has been really helpful to have someone with vast business experience to help with some of the trickier decisions involving employees, acquisitions, etc. Additionally, the seminars have helped maintain the "forest" view, which can be difficult when you have to work inside the business and get stuck dealing with the "trees"!"

Website: [www.workschedule.net](http://www.workschedule.net)

## BLACK TIE REAL ESTATE & INVESTMENTS

UCFBI Leesburg

Understanding that in real estate, trust and numbers is the only way to grow your business, entrepreneur Mark Dyer, founded **Black Tie Real Estate & Investments** to make a difference



in the way he sold real estate. Dyer created Black Tie Real Estate & Investments to make sure that the process was done correctly and that homes were sold successfully. He wanted to start a business that people could trust.

Black Tie uses a model that differs from the industry, in that the professionals who work for the company are trained in selling the homes by the developers themselves. Dyer recognized that he and his team could better serve the public and solve the problems they were running into by capitalizing on a niche in the marketplace.

Black Tie Real Estate & Investments holds true to its core values – which are to become the best of the best without any sacrifice, as well as having the area's top 10 agents working together



Black Tie Real Estate & Investments Founder Mark Dyer and client.

under one roof. The company has successfully proven that when professionals are united with customers, they generate top results. Dyer wants to expand Black Tie to become a full service agency that includes more commercial and residential property management, as well as commercial sales. While working to become a larger company, at its foundation, Dyer believes that "When you hire a 'Black Tie 10' agent, you are working with a professional who has been vetted and invited to be a member of a top-tier group in a profession that some have become

viewed as skeptical."

Running daily operations including prospecting, marketing, accounting, billing and the like, Dyer knows that "slow and steady" wins the race. Looking for growth is always on Dyer's mind but, he doesn't want more than he can handle. "Low overhead and high profitability" are the key ways he runs his company and with a 90% success rate for selling properties, Black Tie is doing quite well for its customers.

Joining the UCF Business Incubation Program, Dyer knew he was given another opportunity to grow his ideas into a great concept. "I know real estate. What I don't know is the other 90% of the stuff that the incubator knows about running a business such as; human resources, payroll, insurances, projections and so much more" proclaims Dyer. The UCF Business Incubator – Leesburg has helped take care of the worries that most small business owners face. Working together with the UCFBIP, Black Tie Real Estate & Investments will continue to grow.

Website: [www.blacktierealestate.com](http://www.blacktierealestate.com)

## GOLDEN BROTHERS STUDIOS

## UCFBI Kissimmee

### Providing Faith to Central Florida's Film Industry



**Golden Brothers Studios**, founded by Ariel Santiago, Benjamin Guadalupe and Giovanni Reyes, is a faith-based production company located in the downtown Kissimmee Incubator. The company provides audio, animation, media advertisement and web video services, along with their film and video productions. With over two decades of experience, the independent film and video production company focuses on providing an uplifting and dynamic message reflected in their work.

Golden Brothers was formed because the founders were dissatisfied with the movie industry standards and wanted to stray away from Hollywood. Santiago and Guadalupe feel that being able to provide feature films and television programs that convey a positive

message is a benefit to society. With a team of creative thinkers, writers and producers, Golden Brothers strives to provide their clients with projects that deal with relatable issues.

Golden Brothers is currently working on their first full-length feature film, *365: Decision Time*, which encompasses all of the companies' values and beliefs. The project is currently in its pre-production phase and is slated to be released by 2012. The film touches on current social issues by communicating with the audience the compelling story of a family going through difficult times over the course of a year. Confronting real-world issues, the Golden Brothers is not afraid to be at the forefront of faith-based films. Additionally, the Golden Brothers have partnered with Arrowhead Productions to produce *Jasper Woods*, a faith-based film directed towards teenage audiences.

Santiago, Guadalupe and Reyes are

committed to making Kissimmee the home of their production company and employ local talent



Ariel Santiago, Giovanni Reyes and Benjamin Guadalupe

to help the region prosper. "The UCF Business Incubation program has helped us a lot by providing key resources, training and advice on how to manage business" said Santiago. In continuing to staying local, Santiago highlighted the benefit of being located in downtown Kissimmee at the beautiful new Business Incubation center and the ability to utilize the incubator's tools to operate a successful business.

Visit their website at [www.goldenbrothersstudios.com](http://www.goldenbrothersstudios.com)

## FASOLD GLOBAL CONSULTING

## UCFBI Orlando

### Fasold Global Consulting Coaches Global Client Base to Greater Effectiveness, Performance, Productivity and Profitability



Regina Fasold

Founded in 2002 in Basel, Switzerland, **Fasold Global Consulting** has grown exponentially under the leadership of Regina Fasold. Today, Fasold Global Consulting & Associates is an International Performance Coaching firm headquartered in Orlando, FL, that continues to grow organically.

"My vision is to grow the business into a large reputable global Coaching firm, offering a broad range of coaching and training services, focused on improving leadership, performance, productivity, and profitability of individuals, small businesses as well as corporations." said Regina Fasold, president, CEO and founder.

"What sets us apart from our competitors is our international and cross cultural expertise, the wide range of quality coaching and training services we offer, and our unique ability to quickly identify roadblocks that limit individual and business success."

Fasold Global Consulting partners with



each client to deliver practical, yet custom solutions to ensure scalable and sustainable results.

Armed with a revolutionary diagnostic change management system, which reveals a client's level of readiness and ability to succeed at the activity level, Fasold Global Consulting can save clients time and money for otherwise expensive assessments of their situation, and cut right to the core of a problem.

The Fasold team specializes in a wide-range of services, including: Executive Coaching, High-Performance Coaching, Leadership Training & Development, Emotional Intelligence Development, Change Management Coaching, Ex-Pat & Transition Coaching, Personality & Life Coaching, and many more.

Fasold Global Consulting & Associates has coached hundreds of C-level executives, entrepreneurs and professionals around the world, working in a broad range of industries,

and with a spectrum of company size and life cycle across the US and worldwide. Extensive geographic reach is what makes the company unique. One of her specialties is global change management dealing with the process of mergers and acquisitions.

Fasold credits her affiliation with the University of Central Florida Business Incubation Program with giving her the confidence to grow the company and to provide her with the tools to define her future. Currently, she has a staff of six but plans to grow and expand with future offices in Miami, New York and in Europe.

Founder Regina Fasold, originally from Switzerland, has advised businesses and executives from over 25 countries. With an MBA in Business & Economics from the Graduate School of Business in Switzerland, High-Performance Leadership Certification from Cornell, 13 years of senior-level global business experience and six years in her own psychology practice, Fasold's credentials stand apart from other coaching organizations. She has been a certified and accredited coach with the International Coach Federation since 2002.

Visit [www.ReginaFasold.com](http://www.ReginaFasold.com) or contact

## OSCEOLA WOMAN NEWSPAPER

UCFBI St. Cloud

### Improving the Quality of Life for Women and Those They Cherish

*Osceola Woman Newspaper*, created by Kena Blain in 2007, is dedicated to providing women with a publication that offers information on a range of topics from home and garden articles, to features on business and finance. Based out of St. Cloud, the free newspaper is distributed throughout Osceola County in health clubs, retail stores and Walgreen's locations. Blain created *Osceola Woman Newspaper* to tap into an educational niche in the market, with the goal of highlighting information on a variety of topics. Additionally, said Blain, "*Osceola Woman Newspaper* prides itself on not being affiliated with any political agenda or party, and thereby provides unbiased information. Our mission is to provide a newspaper about us, a diverse and economically powerful segment of the population, whose goals are to improve the quality of life for ourselves and those we cherish."

As Publisher for *Osceola Woman Newspaper*,

Blain works to set the tone for each issue and seeks to find relevant local information. She enjoys the opportunity to research articles by having the opportunity to meet the people and visiting the places that help Osceola County



grow and flourish. Blain was awarded in 2008-2009 as Publisher of the Year for her active role in guiding and shaping its editorial content, as well as creating an outstanding publication. This award is given by The Woman's Newspaper, an organization that woman's newspapers in the Osceola, Orlando, Seminole and Brevard County areas are a part of. This recognition has helped Blain and *Osceola Woman Newspaper*, to

grow and prosper, along with the residents of Osceola County. Currently housing 4 employees, the newspaper is looking to expand its sales area soon. In regards to expansion, "Education is a life-long experience, and to stand still and watch the world go by is not something busy women do!" added Blain.

*Osceola Woman Newspaper* is a client of the UCF Business Incubation Program at St. Cloud. The incubator opened in June 2010. This affiliation has results in its growth and they wish to recognize both site manager, Jim Bowie and program assistant Jessica Filter for the great support they received, coupled with the resources and coaching available. Not only does *Osceola Woman Newspaper* refer to the St. Cloud Incubator for these resources, but also as a partner, that offers a friendly, helping hand in their company.

Website: [www.osceolawoman.com](http://www.osceolawoman.com)

## TENTARA

UCFBI St. Cloud

### Provider of Branding Solutions with Measureable Returns on Investment

**Tentara Digital Studios**, founded in 2000 by Ricardo Bernadini, is a graphic design and multimedia studio that provides quality multimedia and creative services, including: 2D and 3-D renderings, interactive web-sites design, advertising materials, corporate identity, database driven websites, photography and motion graphics.

Bernadini, a graphic artist with over 15 years of experience in conceptual design, multimedia, and animation, works towards providing an innovative business approach focused on a more complete and personalized service for each particular client. "Instead of just creating a logo or brochure for a company, I wanted to aid in creating the entire image of the company itself", said Bernadini. This approach led to acquiring many high profile clients ranging from Siemens to Univision and the City of Miami.

Recently, the company has experienced a surge of opportunities from clients in the field of Nutraceuticals, a natural based product that can be described as a food or food product that



provides health and medical benefits. One Nutraceutical company that has grown exponentially with Tentara's services is Xymogen, which resulted in

reaching the Inc. 500 list in 2007 and 2008.

The next step for Bernadini is moving towards his true passion, story writing. This is where his new company, Cinematika, comes into play. **Cinematika** will not handle the classic company image business support that put Tentara on the map, but will actually be promoting an iPad digital book design and program that Bernadini is currently developing. The company is creating complete interactive books for this new medium, which follows a story created by Bernadini and his wife called "Angala Tentara". Once the book is complete,

the technology and book style format will be licensed for other book companies to use to transfer paperback stories into interactive iPad digital books. Bernadini's goal is "to become the Pixar of book apps".

Through its relationship as a client of the UCF Business Incubator - St. Cloud and onsite support from site manager, Jim Bowie, both Tentara and Cinematika have grown. According to Bernadini, "The networking connections, business knowledge, investor relations, accessibility to market research, and overall company growth tactics taught by the incubator have created limitless opportunities for our success." At this point, the sky is the limit for the company's future growth potential. With a highly motivated and talented team, a unique product line of customizable services, and the support of the UCFBI - St. Cloud, Tentara and Cinematika will be turning "great ideas into fantastic realities" for years to come.

Website: [www.tentara.net](http://www.tentara.net)



# GeoMotion Group Tackles Childhood Obesity and Learning

**GeoMotion Group** is an innovative fitness and learning company founded by Dr. Debby Mitchell, a retired Associate Professor and Coordinator of Sports and Fitness for the College of Education at the University of Central Florida. GeoMotion was started in 2002 due to Debby's passion for getting children more physically active after numerous research studies have shown the educational importance of integrating learning while moving.



**GeoMotion**

*Move to Achieve*

For children, physical activity is critical because it enhances fitness and ensures healthy growth and development. Children naturally learn through movement and their surrounding environment; however the problem today is that children are more often sedentary at school due to the challenge of balancing time for physical activity and academics. Consequently, evidence has shown that children who are less physically active when they are young are more likely to become overweight and obese. According to a major research study, one out of five four-year olds are obese and thirty-percent of children today are obese. "GeoMotion products are not meant



Dr. Debbie Mitchell, President and Founder

to replace physical education programs, but are instead designed to provide a solution for schools to implement physical activity without negatively impacting time for academics," said Dr. Mitchell.

All of GeoMotion's products utilize meaningful movements customized towards the age group of the child to help children develop in critical areas. The GeoMotion products and curriculum are categorized into three areas: GeoDance, designed to make learning to dance simple and fun, Learnercise, designed to get children up and moving while learning, and GeoFitness, designed to

make each person successful with fitness activities. Classrooms implementing the curriculum have found that GeoMotion is what children need to reinforce important concepts. In a study done in a third grade classroom at Bonneville Elementary, children's math scores increased by thirty-percent after the implementation of GeoMotion.

The future for GeoMotion is bright. They are currently preparing to move to a new facility in the Aloma Commerce Center. "We are hoping to open our own production studio and want to develop computer applications to reinforce learning on the iPad and other technologies," said Dr. Mitchell. Additionally, GeoMotion plans to develop an infomercial of music, movement, and learning concepts for parents and grandparents of four and five-year olds prior to entering school programs. Dr. Mitchell credits the University of Central Florida Business Incubation Program as an important factor in GeoMotion's success. "Being a part of the Business Incubation Program provided my company with a centralized location to meet, critical help with our business plan, the opportunity to network within the community and valuable leadership expertise."

For more information visit [www.geomotiongroup.com](http://www.geomotiongroup.com).

### Accelerator Publication Information

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