New Mexico SMART Grid Center webinar series

Entrepreneurship and Innovation Resources in New Mexico

Presenter(s):
Rob DelCampo, UNM Innovation Academy
Kathy Hansen, Arrowhead Center at NMSU
Peter Anselmo, NMT Office of Innovation Commercialization

Wednesday October 28 @ noon
Why Innovation and Entrepreneurship?

• Promote technology-based economic development and innovation
• Spur job creation and fuel economic growth
Entrepreneurship Certificate Program

• Introduction to IP generation and management, commercialization and entrepreneurship
• Open to all NM SMART Grid Center participants and the NM EPSCoR community
Certificate Program Lectures

- Intellectual Property 101
- Business Model Canvas
- Market Analysis
- Success by Design: The First Five Steps to Launching a Successful
- Pitching and Presenting Your Idea!
- Collaborative Problem Solving through Design Thinking
- Sustainable Business Practices to Achieve Business Longevity


Other Opportunities

• Pitch Competition
• NSF iCorps Training
New Mexico SMART Grid Center webinar series

No scheduled webinars for November or December
THE UNIVERSITY OF NEW MEXICO’S
INCUBATOR FOR IDEAS, BUSINESSES, AND PEOPLE
WHO ARE WE?

The Innovation Academy is a metacurricular program designed to be The University of New Mexico’s (UNM) incubator for ideas, businesses, and people.

Our program is for all students, in any major, and our mission is to infuse creativity, innovation, and entrepreneurship into their degree.

We offer a variety of programs to assist students in finding creative solutions to solve problems by thinking like entrepreneurs and developing transferable skills that they can use in both an academic and professional setting.
ENTREPRENEURSHIP or “SIDE HUSTLE”

Where are we headed?

• 49% of Americans under age 35 report having a “side hustle”
• But...it is also a way to transition to an alternate career and maintain “stability”

What’s your side hustle?

- 32% Sell a service
- 30% Resell new or used items
- 15% Take online surveys
- 13% Gig economy
- 10% MLM marketing

Main goal with side hustle:

- Make Ends Meet: 33%
- Extra Spending: 45%
- Fund a Big Purchase: 22%

Making:

- Less than $50: 8.1%
- Between $51-$200: 13.2%
- Between $201-$500: 33.8%
- Between $501-$1,000: 39.5%
- Over $1,000 per month: 5.4%
STUDENT SNAPSHOT

85 MAJORS REPRESENTED

1050+ STUDENTS
>50% FEMALE STUDENTS
>65% FIRST GENERATION COLLEGE STUDENTS
>50% STUDENTS OF COLOR

243 STUDENTS RECEIVED ACADEMIC CREDIT TO START THEIR BUSINESS
148 IA AFFILIATED COURSES
217 FACULTY INVOLVED

91% PITCH COMPETITION PARTICIPANTS CURRENTLY IN BUSINESS
73 STUDENT COMPANIES IN OPERATION
ENTREPRENEURIAL CAPABILITIES
CERTIFICATE

• Community Programs-FREE!
• http://loborainforest.com/nmrainforest/
• Small Business Recovery/Launch-$17 8-week course
• https://createsellbank.com/community-fall2020/
CO-OP CAPITAL

- Microloan program
- Amounts from $500-$10,000
- No credit impact
- Relationship-based
- Funded by Nusenda Foundation, Kellogg Foundation, Small Business Administration, UNM innovation Acade
BIANNUAL COM
FOR STUDENTS TO WIN
SEED FUNDING
THEIR BUSINESS IDEA
INTO A REALITY
ANNUAL COMPETITION FOR STUDENTS TO TRANSFORM EXISTING TECHNOLOGY FROM OUR PARTNERS INTO A PRODUCT FOR THE GENERAL PUBLIC
ADDITIONAL PROGRAM HIGHLIGHTS

INNOVATION SCHOLARS

INTERNSHIP CREDIT COURSE

PITCH & PUBLIC SPEAKING COACH

Disney college program

2+1+2 PROGRAM
$404,300
AWARDED TO
STUDENTS BY IA

$1.5M
AWARDED TO STUDENTS
FROM OUTSIDE INVESTORS
NM EPSCoR Entrepreneurship and Certificate Program Webinar

Kathryn Hansen, Director, Arrowhead Center

Arrowhead Center | October 28, 2020

BE BOLD. Shape the Future.
Arrowhead Center Mission

Creating economic opportunity through entrepreneurship & innovation
Commercialization Programs

- National Science Foundation I-Corps
- Emerging technologies at NMSU
- NMSU’s student business accelerator
- Federal and State Technology Partnership (FAST)
- Accelerator programs
Aggie I-Corps

• NMSU’s National Science Foundation I-Corps Site
• Supports student and faculty research teams as they transition technologies to the marketplace
• Assistance through structured training program and by providing I-Corps teams with resources, networking opportunities, and seed funding to move their ventures towards market
Aggie I-Corps

- Trained and provided participant support awards to more than 100 student and faculty teams working on STEM innovations
- $60,000 in direct support for 30 faculty-student entrepreneur teams annually
- Seventeen faculty and student teams winning $50,000 awards for participation in the national NSF I-Corps program
- Preparation for a range of follow-on funding opportunities through local competitions, federal grants, and private investment
• Established to identify and provide commercialization support to early-stage technologies developing at NMSU

• A ten-week program teaming NMSU inventors with legal, corporate, and marketing experts to take technologies to market

• Has led to faculty- and student-led startup ventures, patents, technology licenses, and technologies better-poised for market and user impact
Studio G

- NMSU’s Student Business Accelerator
- Mission: Help Students Start & Grow Businesses
- Free to students at NMSU and participating sites
- In late 2019, Studio G ranked as one of the Top 20 University Business Incubators in the world by UBI Global
Studio G

- Curriculum based on Lean Launch and Disciplined Entrepreneurship
- Advising through Arrowhead staff and Enterprise Advisors
- Connections to funding sources
- Equipment and software
- Work and meeting spaces
- Prototyping services
NM FAST

- Free SBIR/STTR proposal development assistance (e.g., topic and agency matching, budget assistance, proposal writing assistance)
- Proposal review
- Tailored services for each client
- Micro-grants (up to $2,000) available to help with proposal development
- Free workshops and engagement activities held throughout the state
- Website: https://arrowheadcenter.nmsu.edu/program/nm-fast/
NM FAST

- Agency “Quick-Start” Guides
- YouTube Channel: Archive of prior workshops, structured video playlists for each agency, and videos on various proposal components
  https://www.youtube.com/channel/UC87WYVRONOn0t98S8A-njug
- Compliance Matrices: Bird’s-eye view of solicitation requirements
- Checklists: Final verification that all requirements have been met

- Templates: Proposal, executive summary, budget justifications, letters of support
- Solicitation Guide (updated solicitation schedule available on website)
- 96 proposal development documents created
- Documents and resources updated every release to provide the most up-to-date tools for successful proposal creation
SBIR/STTR Accelerator

Goals:
• Increase number of quality proposals being generated by New Mexico businesses
• Provide oversight and ownership of proposal process
• Drive state of innovation in New Mexico
• Provide a structured system to work on small sections of the proposal package over time
• Increase participation of historically underserved populations
• Use a cohort-based model to increase accountability
SBIR/STTR Accelerator

To-Date:

• Seven cohorts completed: DoD-focused (2), SBIR 101 (2), STTR, NSF, NIH
• 111 applicants for the program across cohorts - 25% rural, 32% women-owned small businesses, 50% minority-owned small businesses

• 14 participants in DoD cohorts led to 16 proposal submissions from businesses who would not have submitted otherwise; two were funded
• Online instruction and communication for participants from 12 communities across New Mexico (and AK, ID, MT, HI, WY, and NV for NIH)
SBIR/STTR Accelerator

- **Don Ryu, NMT** (biomechanical self-recharging device): Went through NSF Arrowhead Center SBIR/STTR Accelerator, in the process of submitting a NSF Phase I.

- **Rita Serda, UNM** (immunological response anti-cancer treatment): Went through NIH Arrowhead Center SBIR/STTR Accelerator, submitted NIH Phase I this year.

- **Yun Li, NMSU** (water filtration technology): Working with Reza Foudazi at NMSU, went through NSF Arrowhead Center SBIR/STTR Accelerator, in the process of submitting a NSF Phase I.
Sprint Accelerators

Five-to-twelve week, virtual accelerators (meet once per week) that can include the following topics:

- Product/business uniqueness, customers and competition, product/market fit, pivots and tailoring your product/business, online branding, marketing and social media, resources, funding and moving forward
- Industry-specific topics (e.g. energy regulation, agriculture funding, etc.)

One-on-one customized assistance to each participant outside of weekly classes

Access to resources like funding organizations, complementary economic development organizations

Follow-on support to include one-on-one, customized assistance and access to Arrowhead resources

Pre-recorded curriculum
Participants learn at their own pace and come to the class prepared for a group discussion

Industry experts
Industry experts are hosted on each week’s session; speakers are customized based on a survey of what participants need

Access to 40+ Advisers
Participants get access to a network of experts (Accounting, IP, Marketing, Funding, Strategy)
EnergySprint 2020

- August 14 – September 18, 2020
- 100% virtual format, eight clean energy businesses
- 18 speakers, representing three national laboratories, one venture capital fund, the U.S. Department of Energy, the NM Department of Energy, and experts across the energy spectrum, including utilities, networking, intellectual property, social media, grid systems, and Arrowhead’s network of Enterprise Advisers.

- During the one-on-one sessions, Arrowhead Center’s team was able to connect participants to advisors, programs and opportunities, leading to the following outcomes:
  - Pursuit of SBIR funding, receiving prototyping assistance through the Foster Innovation Exchange,
  - Pursuit of NMSBA assistance, and
  - Connections to potential investors in the energy sector.
Summary

• Experiential, practical learning experiences in commercialization and entrepreneurship
• Researcher- and student-focused programs with one-on-one support necessary to tailor services
• Network of enterprise advisors
• Accessible, flexible programming
Thank you and for more information

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