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University of Central Florida  
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The Accelerator


Center for Innovation & Entrepreneurship

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Fall 2009

## The Accelerator, Volume 2 Issue 5, Fall 2009

Christa Santos  
*University of Central Florida*

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# The Accelerator

Quarterly Newsletter of the UCF Business Incubation Program

■ Volume 2 ■ Issue 5 ■ Fall 2009

## UCF Adds Newest Incubator to Program City of Sanford Hosts Grand Opening Celebration



From L to R - Bob Tunis, Director, City of Sanford Economic Development; Michael McLean, Vice Chairman, Board of County Commissioners; Mayor Linda Kuhn, City of Sanford and Dr. Thomas O'Neal, Executive Director, UCF Business Incubation Program cut the ribbon to celebrate the opening of UCF's newest business incubator.

The newest addition to the UCF Business Incubation Program (UCFBIP) is the UCF Business Incubator-Sanford, which officially opened its doors to the public on September 10th. Located at 110 West First Street in downtown Sanford, the Incubator represents a big boost to the economy for the City of Sanford and has already signed up several new client companies.

A collaboration between the UCFBIP, the Small Business Development Center (SBDC) and the City of Sanford, the nearly 4,000 sq. ft. facility is a proven concept – offering the services of the UCFBIP to downtown Sanford with its array of business development services and resources to help accelerate growth of young companies. Serving as a partnership, the City of Sanford is paying for the building rent and service and both partners will share in the marketing efforts. The Incubator is funded from the CRA Trust Fund Sanford, in recognition of its effect

**CONTINUED ON PAGE 4**

## SBDC Partners with UCFBIP to Support Lake County Businesses

In an effort to continue to support entrepreneurship, the Small Business Development Center (SBDC) at UCF has teamed up with the UCF Business Incubation Program (UCFBIP) to staff a new business incubator in Leesburg designed to assist small businesses in Central Florida. This collaboration has resulted in a shared staff position that provides for a half-time SBDC certified business analyst and a half-time UCFBIP site manager, resulting in cost-savings for both organizations.

The UCF Business Incubator - Leesburg will offer a variety of business development services, training and resources that will enhance UCF's community outreach in Lake County. Its goal is to provide early stage companies with the enabling tools, training and infrastructure

to create financially stable high growth/impact enterprises. The incubator is located at the Leesburg Business & Technology Center at 600 Market Street in Leesburg, Florida.

“Our college continuously explores innovative ways to increase entrepreneurship opportunities in our region. This alliance will enhance economic development in Lake County. We are pleased to be included in this partnership,” said Thomas L. Keon, Dean of UCF College of Business Administration.

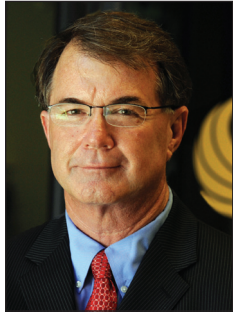
“We're excited about this new initiative with Lake County,” said Tom O'Neal, Executive Director of the UCF Business Incubation Program. This partnership allows us to support the growth of new and existing small business in Lake County. We believe that a 'growing

your own' strategy is an important part of a community's overall economic development program,” said O'Neal. Visit [www.incubator.ucf.edu](http://www.incubator.ucf.edu) for more information about UCF's Business Incubation Program. For further information regarding the SBDC at UCF, visit [www.sbdcorlando.com](http://www.sbdcorlando.com) or call 407.420.4850.





## MESSAGE FROM TOM



*Welcome to the fall issue of The Accelerator...the quarterly newsletter of UCF's Business Incubation Program. The purpose of this newsletter is to keep our clients, partners, sponsors, volunteers*

*and staff informed about the activities of the UCF Business Incubation Program (UCFBIP).*

So much has happened since the last issue of the newsletter. We have added a new incubator to the program – the UCF Business Incubator – Sanford. Additionally,

we opened the UCF Business Incubator – Leesburg in conjunction with the Small Business Development Center, hired a site manager and appointed and added new staff to the program.

Our efforts over the years have been validated by the results of a new report commissioned by the Florida High Tech Corridor Council. In a time of economic uncertainty, one thing is constant, the return on investment made in incubation. Read through the issue to learn more about this informative report.

As always, we wish to thank our partners, of whom without their financial support, we could not continue our efforts. Thanks to the following: The Florida High Tech Corridor Council; City of Orlando; Orange County Government; Seminole County Government; The City of Winter

Springs, The City of Sanford, The City of St. Cloud, Osceola County and Lake County; and others. These partners continue to provide valuable resources needed to foster entrepreneurship in a volatile economy.

UCF continues its commitment to serve as a community partner in economic development through the UCFBIP and other entrepreneurial activities that support business. I encourage you to read more about our expansion efforts, exciting upcoming events, and the latest updates and milestones from our current clients and graduate companies at [www.incubator.ucf.edu](http://www.incubator.ucf.edu).

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

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

## Report Highlights Major Economic Impact of Incubation

The Florida High Tech Corridor Council recently commissioned a report to analyze the economic impacts, estimate the major fiscal revenues and identify other community benefits generated by current client companies and graduate clients of the UCF Business Incubation Program.

For the past few years, the UCFBIP has been recognized as one of the most effective and well-operated incubation systems in the nation, and its results in the areas of job creation, new business development and facilitation of research-based commercialization are impressive.

“Year after year, we’ve seen incredible innovations and promising businesses come out of the incubator program, and now we can quantify the impact they’ve made in the region,” said Randy Berridge, president of the Florida High Tech Corridor Council. “This study is further validation of what we’ve been touting all along: incubation works.”

Between 1999 and 2009, the UCFBIP facilitated the growth of and development of at least 100 new high-tech companies in the Central Florida region. A total of 34 companies have

graduated from the program and 80 percent of these graduate companies remain located in Central Florida.

The UCFBIP is responsible for facilitating the creation of over 1,600 jobs in the region (based on multiplier assumptions).<sup>\*</sup> These 1,653 jobs are responsible for more than \$70K in earnings and nearly \$200M in annual economic output.

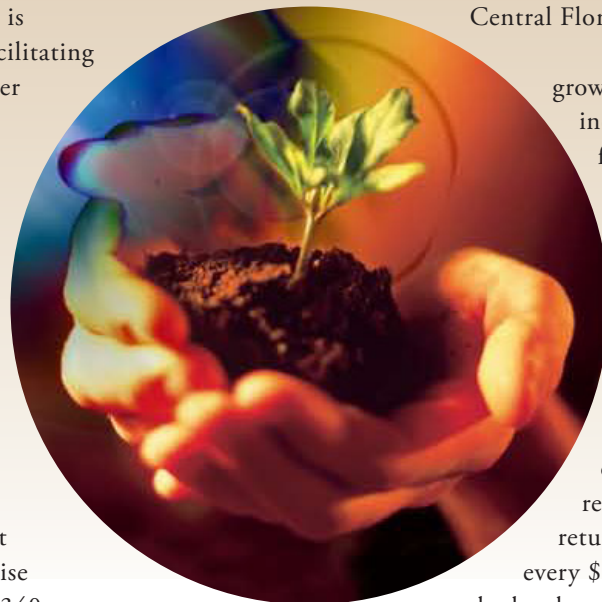
Current client companies comprise of approximately 340 employees. Using multipliers, these employees generate the need for an additional 313 jobs in the community.

The 492 employees within the 27 graduate companies remain in Central Florida, and create a need for an additional 508 jobs in the community.

In effect, for each job created within the incubation program or by a graduate company, another job is created in the Central Florida community.

Business and job growth also generate increased revenue for impacted local governments. For 2009, the UCFBIP will generate at least \$4.5M in public revenues within Orange and Seminole counties, representing a return of \$5.25 for every \$1.00 invested by local governments.

Over 20 years for both Orange and Seminole counties, the current output of the UCFBIP could generate almost \$60M in ad valorem revenue and more than \$8M in sales tax revenues.



**CONTINUED ON PAGE 5**

# UCFBIP Expands Staff Talent Pool

## Gordon H. Hogan Named Director of Operations



### Gordon H. Hogan

Gordon H. Hogan has recently been named Director of Operations for the UCF Business Incubation Program, which currently serves nearly eighty client companies. He brings an extensive background in matching technologies to markets, preparing technology startups for first outside investment, resolving complex business issues and serving as an interim executive for technology startups. As the Director of Operations, Hogan will be responsible for managing the day-to-day operations of six sites that are in full operation and two in the startup phase. Site managers will report to Hogan, who reports to Thomas O'Neal, Ph.D., Executive Director of the UCF Business Incubation Program.

Hogan was previously President of the Central Florida Innovation Corporation (CFIC), a firm dedicated to creating and building technology companies in the region. Additionally, his background includes 30 years experience as an executive, entrepreneur, and business consultant. Hogan has assisted over 130 companies in the past 12 years. Two thirds of the companies were early stage technology startup companies and the remaining companies have been second stage companies that needed assistance in moving to a new level of sales and profit.

Hogan has a BS in Chemistry from Fort Hays Kansas State University, as well as graduate courses at the University of Kansas.

### James Spencer



James Spencer joined the UCFBIP as site manager at the UCF Business Incubator – Leesburg, located at 600 Market St. in Leesburg. Spencer has more than 20 years of experience working with small companies.

The effort at the UCF Business Incubator - Leesburg is a joint venture or partnership that includes the UCF Business Incubation Program and UCF's Small Business Development Center (SBDC). This partnership provides more resources and programs for Lake County entrepreneurs than would typically be available at most incubators or SBDC offices alone.

### Rafael Caamano



Rafael Caamano is a Program Coordinator for the UCF Business Incubator – Winter Springs and point of contact for the UCF Business Incubator – Sanford. In addition, he served as an Interim Manager for the Orlando Business Development Center the past six months.

Prior to joining the UCF Business Incubation Program, Caamano was actively involved in a successful startup company, but after seven years, he felt the passion to begin assisting other entrepreneurs with their startups. Before becoming an entrepreneur, Caamano spent five years in the Direct Marketing Industry and nine years in the United States Army. Caamano holds a BBA in Management from the Polytechnic University, Puerto Rico and is currently pursuing his MBA in International Business.

When asked about his recent appointment, Caamano commented, "Being part of the development team for the UCF Business Incubator – Sanford has been a very rewarding experience both personally and professionally. I am thrilled with the amount of positive feedback we are already receiving from citizens and local entrepreneurs regarding our presence in the City of Sanford Downtown Historic District and look forward to adding three client companies to the program."



### Henriette Schoen

Henriette Schoen has been named Program Development Coordinator for the UCFBIP. Schoen holds several master degrees and is currently in the PhD program at UCF, focusing on Optimization of Business Incubation, at the Industrial Engineering & Management Systems Department.

Schoen brings a background of project engineering management experience in alternative energy and environmental engineering, as well as focus on international business development management. Schoen is a native of Denmark and speaks seven different languages. Since 2007, she has served as a graduate research assistant in the UCF Office of Research, under the guidance of Dr. Tom O'Neal, and together they have published several papers.



### Melissa Wasserman

Melissa Wasserman has been named permanent site manager at the UCF Business Incubator – Orlando, located at 3218 E. Colonial Drive, in Orlando. The Orlando Incubator is a partnership with the City of Orlando and serves as a general business incubator to support high growth potential startup companies.

Wasserman earned her MBA Degree from the University of Central Florida in 2007 after completing undergraduate work at the University of California at Davis. She also earned a certificate in Technology Commercialization from UCF.

Wasserman joined the UCF Department of Research and Commercialization two years ago. Previously, she served as a program assistant for the Office of Research and Commercialization and the UCF Business Incubation Program. Additionally, she was also a part-time site manager of the UCF Business Incubator – Orlando for the past six months.

# UCF Venture Lab Offers Help to Grow or Start Your Business

The UCF Venture Lab offers an array of business advisory services to help students, faculty, and entrepreneurs gain the business skills needed to commercialize research or launch a firm.

Founded in 2004, the UCF Venture Lab helps technology entrepreneurs transform their innovative ideas and intellectual property into high growth businesses by actively mentoring the next generation of entrepreneurs in Central Florida.

Working in partnership with the UCFBIP, the UCF Venture Lab serves as the key Entrepreneur in Residence (EIR)/coaching resource, assisting over 25 client and graduate companies in areas of business coaching and mentoring, business plan development, intellectual property and idea assessment, elevator and business plan pitches, as well as identifying funding sources.

Led by Kirstie Chadwick, Director, the UCF Venture Lab is comprised of an experienced team of entrepreneurial executive “coaches” who have founded or held executive positions in over 20 early stage startups and have directly raised over \$200M in venture capital. For more information, please visit <http://www.venturelab.ucf.edu> or call 407-823-1442.



From left to right, back to front: Adam Hill, Michael Wolsonovich, Cody Swain, Sean Christiansen, Rob Bernath, Kristen Milhoan, Kirstie Chadwick, Jack Henkel, Sultana Haque and Narasimha “Raju” Nagaiah.

## UCF Adds Newest Incubator to Program City of Sanford Hosts Grand Opening Celebration

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of downtown Sanford’s redevelopment: the rehabilitation of an historic building, and the revitalization the historic tourist district.

According to Bob Tunis, director of the City of Sanford’s Economic Development division, “They (Incubators) are put together to help an entrepreneur start a successful business without the worry of setting up an office; hiring staff, getting a phone and internet, or even buying furniture. The Incubator offers an intensive counseling service, series of seminars and access to an expert Advisory Board of very experienced business people.”

The UCF Business Incubator - Sanford will draw prospective clients from a number of sources: new entrepreneurs wishing to develop ideas and concepts, university technology that is being commercialized, and graduating university students who want to put their research to practical use. In order to qualify an applicant has to pass a rigorous screening and undergo a 21-hour course, titled ‘Excellence in Entrepreneurship’ organized by the UCFBIP.

The goal of the UCFBIP and its

community partners is to facilitate smarter, faster startup and growth of emerging companies. The formal incubation process takes place through a series of strategic and tactical working sessions. Regular education and networking programs also are designed to address the shared needs identified among UCFBIP clients. Graduation takes place when a client has achieved a level of financial and corporate growth that enables them to leave the incubator and enter the second stage of corporate growth.

Dr. Tom O’Neal, founder and executive director of the UCFBIP, said the new facility will create new jobs in Sanford and Seminole County. “Successful business incubation has proved to be the most cost-effective strategy to stimulate the local economy,” Dr. O’Neal said. “By providing expert support to qualified startup and small business enterprises, we can help them grow faster than the economic curve, and that means more and better jobs sooner than we might otherwise expect.”



Rafael Caamano, point of Contact, UCF Business Incubator - Sanford and Henriette Schoen, UCFBIP Program Development Coordinator celebrate the opening of the incubator at the Sanford After Hours Expo.

With the addition of the Sanford facility, the UCFBIP now includes seven locations (six opened sites and one in building phase). More than 100,000 square feet of space at Central Florida Research Park, the UCF Campus, the City of Orlando, the City of Winter Springs, Leesburg and Sanford, and an additional site currently under construction in St. Cloud. For more information, please visit [www.incubator.ucf.edu](http://www.incubator.ucf.edu).

# Report Highlights Major Economic Impact of Incubation

## FROM PAGE 2

Additionally, almost \$43M could be generated for the public school systems in both Orange and Seminole counties.

Employees of the client and graduate companies located in Orange County as well as their related spin-off employment will generate about \$1.75M in ad valorem

revenue for the county in 2009. These businesses and employees will also generate at least \$190,000 in sales tax revenue for the county in 2009.

The nature of the incubation process not only promotes business development and job creation for companies within the UCFBIP, this process generates a significant downstream impact on the local economy

in the form of increased sales, service jobs and jobs in related industries. The continued contribution of the UCFBIP to the business life cycle should be recognized and nurtured. Dollar-for-dollar no other form of public investment has the same economic impact as incubation.

*NOTE \*At the time of the analysis conducted by Real Estate Research Consultants, 70 companies were in the program.*



## Incubator Client Profiles



### Digital Kids Need Digital Teachers



Dr. Randy E. Gunter is passionate about education. Founder of **21st Century Learning Solutions**, Dr. Gunter is changing the way teachers educate today's "digital kids" in an ever-changing technological world.

With over 35 years of experience in course development, education and training, Dr. Gunter has taught graduate and undergraduate courses (traditional and online) in Educational Technology, Educational Research, and Instructional Design at the university level. He is a nationally recognized author, course developer and has co-authored twelve educational textbooks. His extensively Web-enhanced textbooks include *Teachers Discovering Computers (TDC)*, currently in 6th edition, which has been used by over 300,000 pre-service and in-service teachers since 1999.

Dr. Gunter explains that today's students are different than students were just a few years ago. They are digital kids who learn differently by taking in and responding to rapidly transmitted sights and sounds delivered simultaneously by more than one digital media tool, such

as computers, video games, MP3 players, smartphones, and television. Digital kids require a fast-paced, multi-sensory digital environment to foster learning...and they also need digital teachers.

Current budget cuts and reduced income from the housing market have taken a drastic toll on Pre-K-12 schools. This has prompted teachers to learn how to generate and post teacher-created content (blended learning) in order to keep pace with the changing face of education. In addition and more importantly, administrators need to understand the positive economic benefits of blended learning, how to manage the changing face of education, as well as how to maintain or increase student achievement after federal stimulus funding runs out – set for September 30, 2011 (known as the funding cliff).

An answer to this problem, 21st Century Learning Solutions, Inc. (21CLS™) is a unique online course design and development company for Pre-K through 20 education that specializes in providing timely attention to its customers' needs and delivers a quality product that is proven effective and research-based. 21CLS™ markets two distinct products – custom online education courses that enrich learning environments with dynamic interactive content and digital media; as well as proprietary graduate-level education courses directed towards addressing the

diverse needs of teacher training.

To date, the 21CLS™ professional staff has created over 30 graduate courses for educators with enrollment in excess of 20,000 K–12 teachers and administrators from across the U.S., including the extensively researched flagship course *Teachers Discovering Computers – Integrating Technology and Digital Media*. The team includes experts in instructional design, digital media, digital media applications, Web development, and learning management systems including Blackboard, WebCT, and eCollege.

The Instructional Design Services division has developed over 130 online and fully accredited graduate and undergraduate courses in computer science, engineering, business, public administration, education, nursing, psychology, modeling/simulation, and digital media. Clients include world renowned for-profit institutions along with public institutions of higher education. Every year, thousands of students from across the world take courses created by 21CLS™.

Established in 2003 and headquartered in Orlando, 21CLS™ is a client company of the The UCF Business Incubator – Central Florida Research Park. For more information or to register for a Webinar on the Changing Face of Education, visit <http://www.21cls.com> or call (407) 737-9460.



# Incubator Client Profiles



## Virtual Reality Solutions to Training Problems

### Commercial Training Solutions

Meeting the needs of clients and consumers is any company's objective, but **Commercial Training Solutions™ (CTS)** maximizes the utilization of today's availability of technology to provide their consumer's with the most accurate training experience virtual reality can create. Don Quitter, founder and CEO of CTS, had been working on large scale construction projects in China, and when he returned to the US realized that many of the training needs were similar in the American industry to those in the Chinese industry. Therefore, in 2004 CTS was founded with the vision of bringing effective virtual reality simulations to compliance training.

One of the first milestones for CTS was their first client which was a mobile drilling company. They were able to develop training programs in their areas of water well and mineral drilling for mining which led to a vast amount of exposure in the mining industry. Their first projects mainly dealt with training solutions in mining pertaining to hazard recognition and New Employee Orientation for drilling companies. However, CTS has not only expanded their training materials to include simulations for construction, but they also have further developed training programs for mining to include coal mining applications, emergency preparation and crane and rigging management.

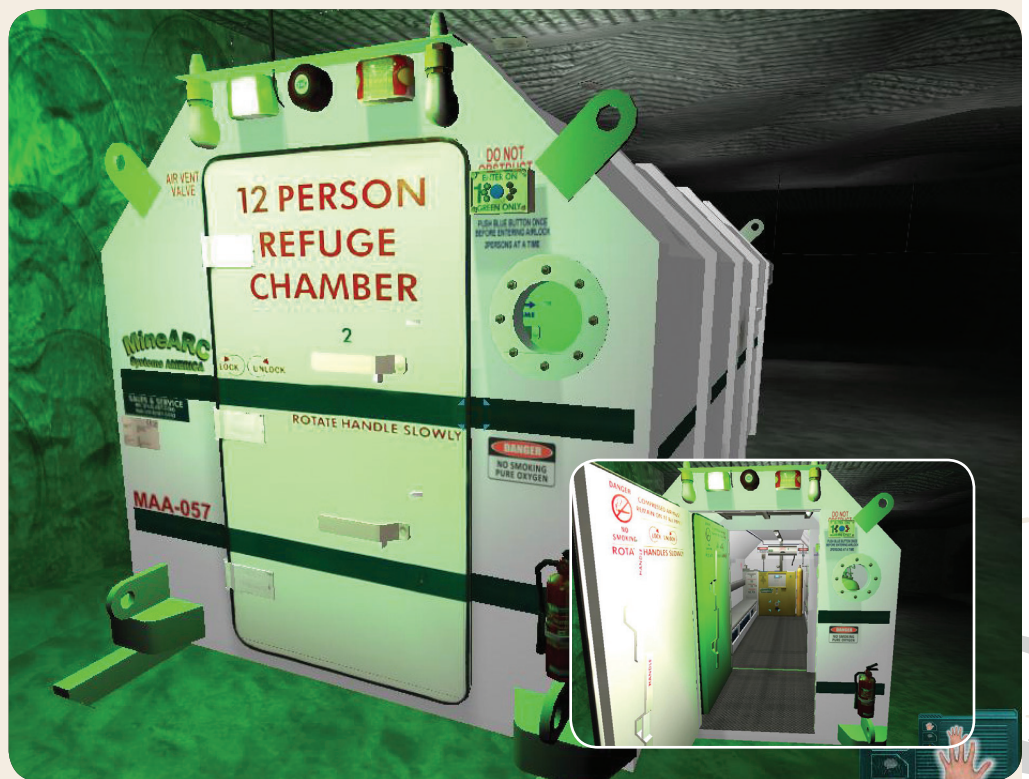
CTS doesn't stop at the development of programs; they also work with their clients to implement new solutions, consult them on pre-existing training methods and provide product marketing recommendations. CTS staff members introduce the lessons to their clients, help develop a useful implementation

program and also train each organization's trainers so they can effectively use it within the organization. By doing this, companies can cut costs of training materials and physical instructors.

CTS has been working with the UCF Business Incubation Program since its foundation. There are many benefits that have been provided to them through the Incubator, but the two highlighted by Quitter included the availability of research and data and the opportunity to connect with advisors and business leaders in the area. "The Incubation Program has connected us with the right people: clients, service providers, partners and advisors. If we were working independently, we would have spent many hours researching and performing trial and error procedures, but fortunately, all of that work had already been completed and was readily-available for our usage," said Quitter. Although the CTS has been Quitter's business and vision from the beginning, he humbly recognizes the fact that he could

not have done it on his own. "It's never one person – you need a good team of developers to be successful. The incubator has been a main component of my management team, helping to identify potential opportunities and pointing me in the right direction."

For more information, visit [www.commercialtrainingsolutions.com](http://www.commercialtrainingsolutions.com) or call 321-230-3984.





# Incubator Client Profiles



## Now Marketplace – The Difference Between Now and Never



Changing the way advertisers do business is the focus of Christy Roman's company **Now Marketplace, Inc.** Tapping the strengths of the Internet, Roman, president and CEO, is working to change the way retailers, particularly automobile dealers, buy and sell products, and providing an opportunity for smaller retailers to get their message to the marketplace.

As print media, in particular, newspapers eventually become obsolete, Roman hopes to fill the void for retailers advertising their products by connecting them to the web and transforming the retail industry. Currently, a majority of the way products are bought and sold are contingent on the next sale, which requires advanced lead-time and investment to promote. Utilizing Roman's model, advertisers can promote special deals – tailored to their customers in real-time, maximizing limited funding to move and sell products. This model removes the barriers and limitations associated with current print media formats.

In addition to the marketplace model, Roman also hopes to capitalize on point-of-

purchase data, allowing retailers to customize special deals and appeal to their customer's unique habits and interests.

A veteran of the Internet industry, Roman worked with AutoTrader.com, creating their initial online advertising presence. She developed a program, which generates thousands of dollars in revenue annually and trained the organization as an "advertising" company. After this success, she ventured out on her own and created an advertising agency called Purple Cow. As an entrepreneur she became more product-focused and capitalized on her strategic strengths, thus changing the name to Now Marketplace, which launched two years ago and has about an impressive, growing client base of 30+ clients.

Roman is passionate about giving smaller retailers, in particular "mom and pop" shops the opportunity to compete in the marketplace. She is focused on creating efficiencies in these businesses to successfully reach their customer base.

The company has recently made news announcing that Roman has been invited to speak at the prestigious 6th Annual Digital Dealer Conference on April 19-21 in Las Vegas. Her presentation on Internet Marketing will focus on how the Internet

ranks as the most cost effective advertising medium ever invented, and how to leverage its use for marketing in 2009 and beyond.

Additionally, Roman won a \$150,000 contract to manage web marketing for the Brumos Automotive Group, a 5-store group selling Lexus, Mercedes and Porsche located in Jacksonville, Florida.

Now Marketplace joined the UCF Business Incubator—Winter Springs in November 2008. Roman commented about the value of being affiliated with the UCFBIP, saying, "I found out about the Incubation Program after a friend told me about the Excellence in Entrepreneurship (EIE) Course. I took it and it really helped me to solidify my business. It was interesting taking something out of nothing. We will see where it goes."

For more information contact: Christy Roman, President, Now Marketplace, 407-667-4788 or via email at [Christy@nowmarketplace.com](mailto:Christy@nowmarketplace.com)

### DID YOU KNOW?

NR Electronics, a client company of the UCF Business Incubator - Winter Springs, has recently received an ISO 9000 Certification



### 23 INCUBATOR CALENDAR AND EVENTS

**UCFBIP The Lunch Connection (formerly the Lunch & Learn Series)**  
Lunch is provided  
January 14, 2010

For complete details and to register, visit [www.incubator.ucf.edu](http://www.incubator.ucf.edu) or call Renee at 407-882-0202.

**Excellence in Entrepreneurship Certificate Course**  
Disney Entrepreneur Center  
January 19 - February 11, 2010

This dynamic, intense \*21-hour course - (\*7 days of 3 hours) explores the realities of planning and starting a company and helps you

learn how to successfully develop and launch a business. The course fee is \$400 for the first participant from a company and \$200 for each additional participant from the same company. Location: 12201 Research Parkway Suite 201, Orlando, FL 32826

For additional information, visit [www.incubator.ucf.edu/events/2009Events/10-6\\_EIE.html](http://www.incubator.ucf.edu/events/2009Events/10-6_EIE.html)

**The UCF Business Incubation Program presents**  
**The Entrepreneur Round Table**  
Facilitated by **Eaves Consulting, Inc.**  
6:30 pm - 8:00 pm

**Dates/Locations:**  
January 27, 2010 - UCF Business Incubator - Sanford  
February 24, 2010  
\* Usually held on the last Wednesday of the month

UCF Business Incubator - Winter Springs  
December 17, 2009  
January 28, 2010  
February 25, 2010  
\* Usually held on the last Thursday of the month

Meet fellow entrepreneurs for peer-mentoring, networking, and to learn about resources that can benefit you and your business. This event is specifically designed to provide entrepreneurs with knowledge and skills essential to successful competition in the marketplace.

To RSVP, contact [chad.eaves@eavesconsulting.com](mailto:chad.eaves@eavesconsulting.com) or visit <http://entrepreneurroundtable.ning.com/> for details.

**SlingShot Quick Pitch Business Competition – presented by the UCF Venture Lab**  
Disney Entrepreneur Center

The SlingShot Quick Pitch Business Competition is a fast-paced and fun opportunity to pitch your business to experienced entrepreneurs, local executives and investors with lots of connections and real investment dollars. The competition is open to Central Florida entrepreneurs with businesses that range from the early idea stage all the way to established businesses looking for growth capital. 20 applicants will be selected to participate in the competition. \$25 participation fee for entrepreneurs that are selected to present.

For complete details and to register, visit [www.venturelab.ucf.edu](http://www.venturelab.ucf.edu) or call the UCF Venture Lab at 407-823-1442.



## INCUBATION PROGRAM GRADUATE

### Saving Lives – Providing Solutions for Tough Thermal Management



Imagine fighting a war wearing protective gear in triple digit heat in the desert of Iraq, or performing a salvage dive in the frigid cold waters of the Pacific. These are just a few examples of the types of jobs that require the unique innovative technology provided by RINI Technologies.

Founded in the spring of 2000 and a graduate of the UCF Business Incubation Program, RINI Technologies provides innovative technology and product solutions to tough thermal-management challenges. Its core expertise is in Evaporative Spray Cooling (ESC), Thermal Energy Storage (TES) and Miniature Refrigeration Systems, which are leveraged for a variety of applications for use in high-powered lasers, power electronics, and personal cooling devices.

According to president, Dan Rini, Ph.D., the company's products are in hot demand with Department of Defense (DoD) procurement projects, despite the challenging economic

climate and will provide strong growth for the next two years with big contracts. After this phase, RINI Technologies will focus on selling products, which will ultimately change the face of the company, growing to a classical well-rounded company – including manufacturing with a product sales and marketing department to work with their strong R&D component.

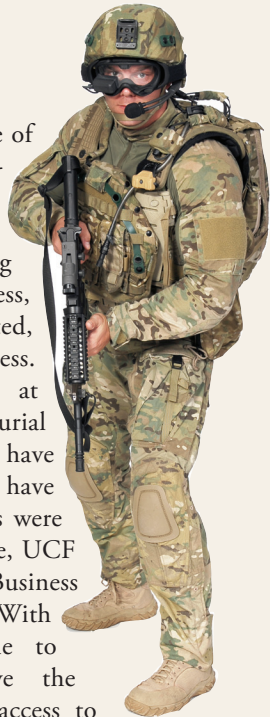
RINI Technologies developed under the leadership of Dr. Rini, has a strong track record of success winning competitive R&D contracts from the U.S. military including the Small Business Innovation Research (SBIR) program. With customers such as Army Natick Soldier Center, Air Force Research Laboratory, Office of Naval Research, the Defense Advanced Research Projects Agency, and more, RINI Technologies has become well known and respected in the advanced thermal management industry and has successfully executed over 30 contracts for thermal-management programs with the Federal government.

Located in Oviedo, FL, RINI's 12,000 sq. ft. office and research laboratory is approximately one mile from UCF. RINI Technologies collaborates with UCF partners within the Colleges of Engineering, the School

of Optics, and the Office of Research, accessing state-of-art laboratory and research facilities.

When discussing RINI Technologies success, Dr. Rini commented, "Success breeds success. As a graduate student at UCF with entrepreneurial tendencies, I would not have created the company I have today if certain elements were not in place. At the time, UCF was just starting the Business Incubation Program. With their help, I was able to streamline and remove the barriers, while gaining access to the resources and tools needed to create a successful company. It was extremely helpful and continues to be with all of the programs, mentoring and workshops that are offered. As the UCFBIP continues to expand, the support and value has increased tenfold."

For more information, visit [www.rinitech.com](http://www.rinitech.com), email [info@rinitech.com](mailto:info@rinitech.com) or call 407-359-7138.



#### Accelerator Publication Information

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#### Thomas O'Neal, Ph.D.

Executive Director, UCF Business Incubation Program, Associate Vice President for Research & Commercialization  
[oneal@mail.ucf.edu](mailto:oneal@mail.ucf.edu)

#### Christa Santos

Editor  
[christa@cksmarketing.com](mailto:christa@cksmarketing.com)



**Stands For Opportunity**

#### Office of Research & Commercialization

University of Central Florida  
University Tower/Research Park  
12201 Research Parkway, Suite 501  
Orlando, FL 32826  
Phone: 407.823.3778