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The Accelerator

Center for Innovation & Entrepreneurship

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Summer 2009

## The Accelerator, Volume 2 Issue 4, Summer 2009

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*University of Central Florida*



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# The Accelerator

Quarterly Newsletter of the UCF Business Incubation Program

■ Volume 2 ■ Issue 4 ■ Summer 2009

## Florida PeerSpectives® Network Helps Second-Stage Businesses Reach Next Level of Success

As businesses endure a challenging economy, communities are advocating, developing and pursuing programs that concentrate on “fertilizing” homegrown businesses and reaping the benefits of a strong harvest. The concept of “Economic Gardening” – a set of tools and resources that targets second stage growth oriented companies, was featured in the Winter 2009 issue of *The Accelerator*.

The University of Central Florida Business Incubation Program (UCFBIP), in partnership with other economic development organizations, has been leading the way in Central Florida and statewide by creating a strong infrastructure that supports entrepreneurship, business growth and new industry development.

Part of this infrastructure development includes recognizing and supporting the specific needs of high growth/high potential second-stage companies. The Edward Lowe Foundation, a non-profit organization based in southwest Michigan, whose mission is

to enhance entrepreneurship and economic growth across the country, has teamed up with UCF to bring its **PeerSpectives®** program in Florida. Steve Quello, president of CEO Nexus, a management consulting practice that serves second stage businesses, directs and coordinates the program.

Owners of growth oriented businesses are often too busy with the daily operations of the company to step back and think about taking it to the next level. The **Florida PeerSpectives® Network** was designed as a peer-to-peer advisory group to help busy entrepreneurs take the time to think about how to boost their companies’ growth. The network brings groups of eight to twelve qualified entrepreneurs together ten times a year for collaborative sessions that address important business issues. Owners, CEOs, and presidents share their management challenges and problem-solving ideas through confidential and structured roundtables led by a facilitator, trained by the Edward Lowe Foundation. Peer



members discuss ways to overcome obstacles to growth in areas such as finance, employee relations, legal compliance, marketing and advertising.

According to Steve Quello, “The message of ‘Economic Gardening’ is to allocate resources more effectively by focusing on the specific needs of high growth/high potential second-stage companies. At the core of this is the entrepreneur, who creates the jobs and wealth

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## Two Business Incubation Program Companies Showcased at Early-Stage Capital Conference

Two companies affiliated with the UCF Business Incubation Program were invited to present at the second annual Florida Venture Forum’s Early Stage Capital Conference, held on May 15 in Orlando. **BioTraits, Inc.** and **Eginity** were exhibited among 16 emerging companies selected from across the state. The capital conference showcases early-stage, high growth, private companies to venture capitalists, investors, and investment bankers, thereby creating awareness and exposure to potential early funding.

BioTraits is a biometric technology company that provides businesses with customized software that can mandate access control and time and attendance tracking through verification of unique human

characteristics. Peter A. Wengert, President of BioTraits, believes that their selection as a presenter at the conference, depicted a significant milestone in the company’s growth. “Additional capital will enable us to ramp up our expansion and become a major market player,” Wengert said. He added that he received valuable exposure for the company and generated additional contacts.

Eginity is an Orland-based company that specializes in Wireless Sensor Network (WSN) technology. Rob Allen, President and co-founder, is confident that the company’s WSN solution and EON platform (an end-to-end WSN solution) generated attention from venture capital investors. It was the first time Eginity had presented for an audience

of potential investors. Not only did this make the experience worthwhile, but also allowed the company additional exposure for growth.

“The fact that many of the recognized Florida angel groups visited with us after the conference was a huge vote of confidence,” stated Allen. “Now we just have to move those positive words to actions and secure funding. We also received the benefit of meeting many companies that were interested in applying our technology to their solutions.”

For further information, contact BioTraits at [www.biotraits.com](http://www.biotraits.com), Eginity at [www.eginity.com](http://www.eginity.com) and the Florida Venture Forum at [www.floridaventureforum.org](http://www.floridaventureforum.org).



### MESSAGE FROM TOM

*Welcome to the summer 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).*



The Florida summer heat has arrived in earnest while we continue to forge ahead to create and strengthen a strong program

to serve new companies in the area.

The UCF Business Incubation Program continues to grow and mature the ecosystem that supports and empowers Central Florida's entrepreneurs.

This assistance is not possible without the financial and other support we receive from our partners: The Florida High Tech Corridor

Council; City of Orlando; Orange County Government; Seminole County Government; The City of Winter Springs, 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.

You can read more about members of our UCFBIP advisory board in this newsletter. These volunteers provide valuable support and insight into developing and enhancing our program.

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

## INCUBATOR CALENDAR AND EVENTS

### UCFBIP Lunch & Learn Series Lunch is provided

#### July 9

Sponsored by Gillman  
Advertising Specialties

#### August 13

#### September 10

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

### UCF Business Incubator- Seminole County in Winter Springs

#### Cash Flow Strategies for Entrepreneurs – Two- Part Workshop Series

**Tuesday, June 16 and June 23**

Location: UCF Business Incubator -

Seminole County in Winter Springs

Time: 9am-10:30 a.m.

To register, contact Rafael at  
[rcaamano@mail.ucf.edu](mailto:rcaamano@mail.ucf.edu)

## Florida PeerSpectives® Network Helps Second-Stage Businesses Reach Next Level of Success

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that drive the economy. Working with UCF, we are providing a supportive environment serving second-stage companies. PeerSpectives is one element in meeting the needs of CEOs at this stage of development."

The program is geared toward second-stage companies, or those that have passed the start-up stage but have not yet reached the size of a larger business. To be eligible for the PeerSpectives program, companies must be privately held and generate at least \$750,000 in annual revenue, or have that amount in working capital. "Second-stage companies have significant impact on the economy's growth", said Mark Lange, executive director of the Edward Lowe Foundation, which developed the concept for PeerSpectives and provides training for the facilitators.

The Florida PeerSpectives Network complements the UCFBIP, but Central Florida companies can plug in at any time along the way – creating ties to UCF. It's used as a "second stage incubation program"

offered to companies further along in their maturation, providing a missing link in their continued growth. Several clients have benefited from the program, such as Rini Technologies, GeoMotion Group, AVT Simulation, etc.

"By participating in the PeerSpectives program, it was amazing to see how different businesses face the same issues. I benefited significantly from the peer-to-peer learning and problem solving discussions, as well as the ability to learn best-practices from others, in a supportive environment," said Debby Mitchell, president and founder of GeoMotion Group (formerly known as GeoFitness), an innovative learning and fitness company located at the UCF Business Incubator at Research Park.

Dan Rini, President and CEO of RINI Technologies, a company that specializes in innovative technology and product solutions to tough thermal-management challenges, commented, "What makes the PeerSpectives program unique is that you are able to participate in a concentrated environment,

one-on-one with other CEOs sharing the same experiences. To be able to participate in this type of group, along with a trained facilitator like Steve Quello who structures the program, really adds significant value."

"The PeerSpectives model is based on a philosophy that second-stage companies learn more from their peers than other educational training", Lange said. In PeerSpectives, business owners aren't pressured to accept advice from the other members; rather they learn from others' experiences and apply that to their own decision-making.

"The cross pollination of those ideas can help business owners to advance their learning and problem-solving capabilities," said Dr. Tom O'Neal, executive director of the UCF Business Incubation Program. "Those (ideas) will help them grow their companies to contribute more to the Central Florida economy."

For more information about the Florida PeerSpectives Network contact Steve Quello at 407-590-6101 or via email at [squello@ceonexus.com](mailto:squello@ceonexus.com).

# UCF Business Incubation Advisory Board – Spotlight

## Randy E. Berridge, President Florida High Tech Corridor Council, Inc.



**Randy Berridge** has served as president of the Florida High Tech Corridor Council (FHTCC) since its formation in 1996.

In this role, Berridge supports the efforts of the three Corridor universities – the University of Central Florida, University of South Florida and University of Florida – and their presidents who serve as the Council co-chairs to further the mission of FHTCC: to attract, retain and grow high tech industry and the workforce to support it.

The unique partnership has resulted in a strategic approach to high tech economic development that involves workforce development, a marketing program and the Corridor Council's signature initiative, a Matching Grants Research Program that pairs faculty researchers with high tech companies—many of which reside in the Incubator system.

“The Florida High Tech Corridor Council has supported the UCF Business Incubation Program since its beginnings in 1999, recognizing the significance of nurturing nascent startups into full-fledged business ventures,” said Berridge. “Incubator support together with available funding from our Matching Grants Research Program creates a perfect formula for success for entrepreneurs looking to bring their ideas to fruition.”

Previously, Berridge held several positions with AT&T Corporation including chair of the Central Florida AT&T Management Council and district manager of public relations for the Florida Division. Berridge

earned a bachelor's degree in liberal arts and business from the University of Evansville in Indiana and he has completed graduate courses in marketing and finance at Butler University in Indianapolis, Indiana. He recently was reappointed to the board of directors for Workforce Florida and also serves on the board of directors of the Disney Entrepreneur Center, the Florida Chamber of Commerce, University of Central Florida Foundation, the University of Central Florida Business Incubation Program Advisory Board, the University of South Florida Technology Incubator, the Foundation for Florida's Community Colleges and myregion.org.

## John Bush, Mayor, City of Winter Springs



**John Bush**

**John Bush** graduated from Indiana State University with a B.S. in Education, M.S. in Mathematics and Ph.D. in Guidance and Psychological Services. After graduation, he

began his career in education as a teacher and coach at Niles Township High Schools in Skokie, Illinois. He then took a position at Indiana State University (ISU) in Terre Haute, Indiana, and eventually became the Director of Admissions. In 1982, he left Indiana and moved to Florida to become the Director of Admissions at the University of Central Florida (UCF) in Orlando, Florida. He served UCF as the Director of Admission and University Registrar until his retirement in 1998. Bush then worked as a higher education consultant for IBM, PeopleSoft, Ciber, and as an independent consultant at several colleges and universities throughout the country.

Bush served as Mayor of Winter Springs from 1993-1996. He was re-elected in 2002

and was reelected in November 2006 for another four years. During his tenure as Mayor, the city started the planning of the Town Center, the Fourth of July Celebration, the beautification of State Road 434, and was instrumental in keeping the taxes in Winter Springs the lowest in Seminole County. Recognized by the City Commission in 1996 for his outstanding leadership as mayor, John earned the respect of the citizens and the commission for his vision, leadership and integrity in city government. In 2006 Bush was selected as one of the five finalists for Mayor of the Year in the State of Florida.

During his tenure as Mayor, Winter Springs has grown from a population of 20,000 to 34,000 in the past 10 years and is still growing. He has quickly become one of the most respected Mayors in the history of Winter Springs and Seminole County, Florida.

Bush serves on the executive board of the Seminole Work Opportunity Program, which serves the handicapped in Seminole County and the surrounding areas. He is a member of the Council of Local Governments, Metro-Plan Advisory Committee for Central Florida, Board Member of the Tri-County League of Cities, Member of the Florida League of Mayors, Board Member of myregion.org, Mayor/Manger Committee of Seminole County and many other governmental committees. He also serves as the unpaid church administrator of the First Baptist Church of Winter Springs. Bush also serves on the Advisory Board for the UCF Business Incubation Program. “The City of Winter Springs is proud to be a partner with the UCF Business Incubator in our city. Our Commission sees the UCF Business Incubator-Seminole County in Winter Springs, as an investment in the economic development of our city and Seminole County,” said Bush.



## INCUBATION PROGRAM GRADUATE

# Creating The World's First Online Marketplace For Radio Spectrum



**Spectrum Bridge Inc.**, a privately held company headquartered in Lake Mary, is creating the world's first real-time online marketplace for radio spectrum. The company's proprietary technology simplifies and enables the untapped mass market for secondary spectrum access – making it a tradable retail commodity.

By combining the power of a real-time Internet-based market with its unique patented spectrum management technology, Spectrum Bridge gives license holders the means to unlock far more value from their spectrum assets, while providing enterprises, institutions, government agencies and other users, access to licensed, interference free wireless communications.

Spectrum Bridge's solution, called SpecEx, allows the entire wireless ecosystem of spectrum holders, equipment providers, and system integrators to profit from serving the growing demand for reliable mission critical connectivity from wireless communications system users – representing a \$1B market.

SpecEx, the online marketplace for spectrum™, enables spectrum owners and users to buy, sell and lease FCC licensed spectrum in a structured and transparent environment. SpecEx provides access to over \$200 billion of



**The Staff at Spectrum Bridge**

spectrum value that the FCC has made eligible for secondary market transactions.

To further showcase its spectrum management and mapping technologies to a broader audience, Spectrum Bridge developed and launched ShowMyWhiteSpace.com, a website where visitors can search for and find unlicensed (Known as TV White Space) Broadband frequencies made available through the recent relocation of digital TV stations.

Spectrum Bridge continually develops and commercializes technologies that make it easier to find, map, manage and transact licensed spectrum. The company has developed spectrum management, graphical information system (GIS) tools, databases, search agents and other proprietary software solutions that allow spectrum holders to better manage and monetize their FCC licensed frequencies.

Established in March 2007 by wireless networking industry veterans, Spectrum Bridge is a graduate client company of the

UCF Business Incubator - Seminole County in Winter Springs, with 28 employees. The company has successfully raised \$10M in seed funding from venture capital sources and will generate over \$2M in revenue in 2009. According to president/CEO and co-founder, Richard Licursi, future plans are to conduct an exit strategy around the middle of 2010.

"Being a part of the UCF Business Incubation Program (UCFBIP) has been invaluable. As a serial entrepreneur, we have enjoyed the ability to take advantage of the incubator's support with establishing the fundamental administrative basics of organizing a startup," commented Licursi. He added that he would like to see the UCFBIP advance to the next level by providing opportunities for vetted companies to gain access and develop relationships with institutional investors.

Members of the SBI management team have a long history of creating companies that deliver disruptive technologies to the marketplace. Most recently, they were the senior management team of MeshNetworks, acquired by Motorola in late 2004. Individually, and jointly, they have created six successful startups, each of which resulted in either an acquisition or IPO.

For more information visit [www.spectrumbridge.com](http://www.spectrumbridge.com) or call 407-792-1570.

## Recap of NBIA International Conference on Incubation

The **National Business Incubation Association (NBIA)**, the world's leading organization in the advancement of business incubation and entrepreneurship, held its



23rd Annual International Conference on Business

Incubation in Kansas City, MO on April 19-22. For over 20 years, the conference has united business incubation professionals, economic development leaders and technology specialists, to concentrate on successful incubation practices and strategies for nurturing start-up companies. Highlights of this year's conference included a speaking session with NBIA's retiring President and

CEO, Dinah Adkins, a tour of the Arts Incubator of Kansas City, and keynote addresses from other notable executives, such as Carl Schramm, CEO of the Kauffman Foundation, a non-profit organization that enhances entrepreneurship and economic growth across the country. Schramm's address reviewed entrepreneurs and their impact in the current society. The link for this speech is as follows: <http://video.kauffman.org/services/player/bcpid1811456713?bclid=1632695651&bctid=20358665001>

This year, Tom O'Neal, Ph.D., President of the Florida Business Incubation Association (FBIA) and Associate Vice President of the UCF Office of Research & Commercialization, Tonya Elmore, Co-Chair Executive Director

for STARTEC; and Esther Vargas-Davis, Site Manager of the UCF Business Incubator - Seminole County in Winter Springs, conducted a panel presentation entitled, "How to Get Your Community Involved," which discussed the culmination of several individual-functioning factors working simultaneously to create a maximum effect on business incubation involvement. The three main factors discussed were creating a good buzz around the community; welcoming new and repeat clients; and building and maintaining relationships with those entrepreneurs.

For details about the NBIA 2009 Conference or plans for the 24th Anniversary Conference, scheduled for Orlando on May 16-19, 2010, visit [www.nbia.org](http://www.nbia.org).



# Incubator Client Profiles



## Technical Staffing Experts With Winning Results



Meeting the demands of employers to identify and hire qualified technical professionals in the Modeling, Simulation and Training industry, **SimSTAFF Technical Services**, has positioned itself as a premier national provider of staff augmentation and knowledge based recruiting services.

Created in January 2006 by two simulation and training industry veterans, along with a seasoned recruiting services professional, the company has built a sterling reputation of providing highly skilled technical professionals to many of the top modeling, simulation and training companies (both large and small) throughout the United States. SimSTAFF has leveraged over 40 years of combined experience in recruiting and workforce services within the engineering and technical fields, to save their clients time, money and the frustration of identifying and recruiting qualified professionals with the complex skills required by the industry.

According to Craig Fouts, Director of

Operations, the company plans to grow SimSTAFF by branching out to other geographic regions that have a strong concentration of modeling, simulation and training companies. Recently, SimSTAFF signed its first contract with a Canadian company, which will provide global staffing services. Additionally, they signed a partnership agreement with S.A.C., a staffing company based in Nashville, TN, that provides former military personnel – many of which have very unique and specialized skills. Fouts added that they are about to launch GameSTAFF, a division of SimSTAFF focused on supporting the staffing needs of the game and digital media industries.

As a client company of the UCFBIP, located at the Business Incubator in Research Park, SimSTAFF is fully committed to doing everything it can to support the continued growth of companies in the simulation, modeling and training, as well as gaming industries - two critical technology clusters in Central Florida.

It demonstrated this by helping its client Fidelity Technologies, a Reading, Pennsylvania firm that ranks as one of the nation's largest developers of simulation technology, by identifying sublease space for

the company to rent for its satellite office in the Orlando area and by introducing Fidelity executives to the local technology community.

"The Business Incubation Program has been instrumental in supporting our business growth needs by providing marketing and public relations resources. They are great at helping SimSTAFF to develop a strategy when launching a new element of our service. In particular, Carol Ann has been extremely helpful by making key introductions with business leaders in Central Florida, as well as with the technology incubator in Hampton Roads, VA," said Fouts.

Moving forward, the company's future goals are to become the "go to" workforce services provider for simulation and training professionals and those companies that require results. Additionally, they plan to establish a Virginia office and expand their Huntsville operations. They are focused on growing GameSTAFF into a well known provider of game developers and artists throughout the US and Canada, and will continue to develop strategic relationships with several large defense contractors.

For more information, visit [www.simstaff.com](http://www.simstaff.com) or call 407-965-2596.

## Engineering Ideas into Reality



"Rapid product development", a mix of applying the latest 3-D CAD and DDM- Direct Digital Manufacturing, is quickly becoming a preferred avenue for inventors and companies to get products into the marketplace, thereby saving significant time and reducing costs, versus using conventional product development technologies in the past.

**Mydea Technologies**, founded in July 2003 and a client company of the UCF Business Incubator at Research Park, has quickly positioned itself as one of the Southeast's leading resources for small and large companies, seeking to easily and quickly design, customize and build their own product ideas – thus "Engineering Ideas into Reality<sup>SM</sup>" "faster than ever before.

Rapid product development is an emerging field that consists of combining Computer-Aided Design (CAD), along with Computer-Aided Manufacturing (CAM), Rapid Prototyping (RP) and Direct Digital Manufacturing (DDM). Mydea provides 3-D CAD design services and produces components with RP and DDM in a variety of plastic, elastomeric and metal materials, impacting industries such as: aerospace, medical, AEC – architecture engineering construction to name a few, as well as niche markets like art and jewelry.

These technologies provide great financial benefits and save significant amounts of time for applications in design iterations, prototyping, tooling and production. On average, Mydea can integrate concepts and designs into physical parts in about four weeks and in some cases within the same day

– as they did recently for a supplier to BMW. Mydea also supports companies in all aspects of product development from concept to high-volume production - ranging from widgets to simple tools and more complicated items such as simulator equipment, precisely replicating the cockpit of a fighter jet, a tank or a cruise ship.

Mydea is founded by former Disney Imagineer and UCF graduate, Mike Siemer, President/CEO, well known for his creativity and innovation in the fields of product design, development and rapid prototyping. According to Siemer, "Our goal is to help consumers build their own prototypes and products, even down to the smallest of jobs. Think of us as a 3-D Kinko's - while Kinko's can copy anything on paper, Mydea can copy

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# Incubator Client Profiles



## Engineering Ideas into Reality

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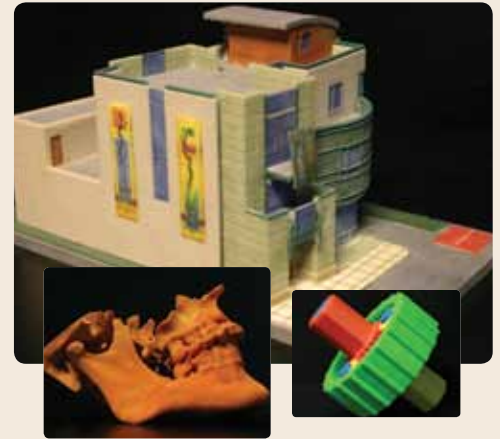
anything in 3-D.”

Siemer's goals for the company are to graduate from the UCF Business Incubation Program (UCFBIP), establish an office with a high-level storefront to communicate the Kinko's 3-D concept and expand operations with multiple locations across the U.S. He added that they plan to enter the promotional products market - customizing awards and gifts, ranging from single product needs to large quantities.

In a presentation recently given to the

Orlando Regional Chamber of Commerce's Leadership Orlando, Siemer commented on his relationship with the UCFBIP. He said the “early support he received from the UCFBIP in networking and generating external publicity and business development was key to his success”. He added that the “tactical assistance, advice and strategy support received was invaluable, and that the affiliation provided credibility in acquiring new business.”

For more information, visit [www.mydeatechnologies.com](http://www.mydeatechnologies.com) or call 407-737-1991.



## Making the World a Better, Safer Place



Working to make the world a better, safer place with the help of proprietary software technology, **Cell Phone C.O.P.S.™ (C.P.C.)**, aims to empower the average citizen that carries a cell phone or portable device.

While rising emergency situations remain as constant threats to communities worldwide, a number of law enforcement and governmental agencies have to respond in order to protect the public with limited, strained or reduced budgets and resources.

Serial entrepreneur and telecom veteran, Michael Romano, was inspired to create Cell Phone C.O.P.S. after catching a glimpse of a headline in the New York Post that read, “Mayor To Recruit Cell Phone Photographers To Fight Crime.” After further review of the article, he discovered that the technology hadn't been invented yet. Thus, the seed was planted and the concept for C.P.C. was born.

Cell Phone C.O.P.S., (C.O.P.S. - an acronym for Concern Over Public Safety), has identified and developed a unique solution using both cellular and Internet-based technologies to improve communication between public agencies and citizens. C.P.C. is an ideal resource for 9-1-1 Communication Centers, Law Enforcement, First Responders, and Emergency Management, among others. The technology enables agencies to send,



receive, forward and retrieve multimedia alerts 24/7 directly to and from citizen cell phones if there is a threat to public safety concerning emergencies, weather, and/or crime. Notification capabilities are also available for automated Severe Weather, Amber, Silver and SAVIN (Statewide Automated Victim Information and Notification) Alerts. With the C.P.C. alerting system local authorities and even citizens will have the ability to help protect not only themselves and their family, but also their community as well – serving as a digital neighborhood watch community.

The Cell Phone C.O.P.S.™ M.I.R.<sup>SM</sup> (Multimedia Incident Retrieval) module is geared toward crime prevention and reporting from public citizens. With M.I.R., 9-1-1 Operators can retrieve images from citizens if a citizen “captured” a crime or suspicious activity in the form of a picture or video (with sound) on their cell phone. A single image can often summarize the complexities of an incident, especially when timing is critical. In addition, M.I.R. establishes a legitimate chain of custody, if needed for evidence. “It's about community policing with law enforcement,”

said Romano, CEO/COO of Cell Phone C.O.P.S. “This technology empowers the average citizen to participate. It becomes a deterrent because the bad guys will start fearing the average citizen armed with a cell phone.”

Cell Phone C.O.P.S. is currently in beta testing with a number of government agencies and has secured the support of a number of key strategic partners. The solution is designed for an entity or agency to purchase and administer, but is free to citizens or members. WFTV-Channel 9 featured, Avalon Park, the first neighborhood community to capitalize on the use of this multimedia technology to aid in fighting rising crime occurring in East Orange County.

Cell Phone C.O.P.S. is also a client company of the UCFBIP at the Business Incubator in Research Park. When asked how the UCFBIP has assisted them so far, Romano replied, “We translated an idea into a product but we don't have all the answers. The incubation team has a wealth of knowledge that has been beneficial to us in establishing a corporation, addressing legal concerns, intellectual property, and sales channels. They are guiding us to success.” The company plans to focus on marketing/sales efforts within Florida and expanding internationally within five years. C.P.C. technology has connectivity and works in 210 countries.

For more information visit [www.cellphonecops.info](http://www.cellphonecops.info) or call 866-931-COPS (2677).





# Incubator Client Profiles



## Making Online File-Sharing Safe and Easy



The internet is praised as the one of the most important inventions of the 20th century. Its effects can be seen in every aspect of business. Today, having a web presence is no longer a luxury but a requirement for success.

**Cabibbo Inc.** is enabling businesses to directly control their presence on the internet by providing products and services using the latest technology at the highest quality. Specializing in Adobe and Microsoft tools, the staff at Cabibbo has been able to focus their objectives on integrating existing software programs with new, more

innovative software, providing the most comprehensive solution for clients.

Founded in 2001 by John Cabibbo, the original mission was to provide quality web sites, applications and support to small businesses. Over the years, that mission has expanded to offer services such as hosting, server co-location and remote backups. As CEO, Cabibbo has experienced that expansion first hand. "Initially, as a one man operation, I wore all the hats, as many entrepreneurs do," said Cabibbo. Currently, Cabibbo splits his time between managing daily operations and developing sales and marketing techniques.

In May 2009, the company recently released a new product called File-Trust.com. The first in a series of online tools designed to increase business productivity, this site allows users to share and store information

over a safe and secure connection. Users are able to utilize up to 50 MB of free, available storage space to share documents, images and other files with one or multiple users. File-Trust is also easy-to-use, as it does not require any additional software; users simply register online.

Cabibbo, Inc. is a client company of the UCFBIP, located at the UCF Business Incubator-Seminole County in Winter Springs. Cabibbo has found the support and guidance of the UCFBIP to be invaluable to their company. "Not only have the available luncheons and seminars been educational, but they have also served as a great networking opportunity," said Cabibbo.

For more information, visit [www.cabibbo.com](http://www.cabibbo.com) or contact [John@cabibbo.com](mailto:John@cabibbo.com).

## Building Solid Relationships and Commercial Construction Projects

**BDG Construction Services (BDG), LLC** is a Florida-based general contractor that builds and renovates a variety of commercial construction projects including retail shopping centers, multifamily properties, office space,



industrial, and public facilities. Founded in 2006, principals Jay Brown and Kevin Guffee, have over 18

years of construction management experience, combined with an impressive portfolio of projects, and an unwavering focus on customer satisfaction. Their mission is to provide their clients with the greatest possible customer experience through all phases of the construction process.

BDG unburdens their clients from the inevitable red-tape, complexities, and hassles inherent in commercial construction from permitting to completion. "We become the eyes and ears of our clients, which enable them to stay focused on their core businesses," said Guffee. "We make sure that their initial intent and vision for the project stays intact while we are 'locked in' on quality control." At the end of the day, it's not enough for BDG if their



**Opening of Splash Playground at Trotwood Park**

clients are only satisfied; they aim to stay on time, under budget, and to exceed their client's expectations, working with budgets ranging between \$20K to \$5M.

Recent projects range from simple renovations to complete ground up design/build for clients including Walmart, Jones Lang LaSalle, Things Remembered, and the City of Winter Springs Splash Playground at Trotwood Park. This project completed in May 2009, included 15 water features and unique fog system, a new pump building which houses the splash pad equipment, an expanded restroom and storage facility, as well as a new park pavilion at an estimated cost of \$425,115.

BDG has become a new client company

of the UCF Business Incubator - Seminole County in Winter Springs. When asked how the UCFBIP has helped their growing business, Guffee said, "Since our involvement in the program we have attended the lunch and learn seminars on Search Engine Optimization, Branding, and Cold Calling. It was validating to know what we were already doing right in these areas, and exciting to learn new and sometimes simple ways to improve."

There has been an unexpected benefit for BDG in regards to sharing an office in close proximity to businesses located within the incubator with similar goals. "In addition to the invaluable assistance of the advisors on staff, we have learned a great deal by exchanging ideas with other incubator clients. We have been enriched by those companies that we are surrounded by at the Incubator," added Guffee.

BDG Construction's future goals include focusing on business development in the short-term, with a long-term vision of becoming a major regional player in the commercial construction space within five years.

Visit [www.BDGConstruction.com](http://www.BDGConstruction.com) for more information or contact Kevin Guffee at 407-729-5832 or via email at [kguffee@bdgconstruction.com](mailto:kguffee@bdgconstruction.com).



# INCUBATION PROGRAM GRADUATE

## Enabling Organizations to Meet Changing Business Conditions

Helping to transform the way organizations copy, filter, change, or merge data, **ePrentise®**, LLC has developed an innovative software suite

that generates consistent data and results, reduces project duration time and maintains database integrity without requiring technical resources. ePrentise software also merges Oracle E-Business Suite systems to manage common processes and consolidate customer supply bases including all transaction activity. Selected as one of 12 Hot Technologies for Government Customers by ChannelWeb, ePrentise has used their unique approach on software consolidation and standardization to gain public interest.

ePrentise was founded in August 2006, with the focus of allowing companies to align their business software with their constantly changing company. The execution of this objective has allowed ePrentise to flourish and to help stimulate the economy by using the services of a number of different suppliers.

Recently ePrentise worked with a manufacturing firm who acquired a plant

and needed to merge the new inventory with the already-existing inventory. Not only did they need to consolidate the existing and new data, but they also needed to bring over all of the historical data from the acquired plant to forecast accurately. By implementing the ePrentise software suite, the manufacturing firm reduced their warehouse costs by 35% and their inventory costs by 25%.

Helene Abrams is the founder of ePrentise, her seventh start-up company. The company is a graduate of the UCFBIP. According to Abrams, "When I was still new to Orlando, I met Carol Ann Dykes of the UCFBIP. Both Carol Ann and Gordon Hogan mentored and introduced me to many different people, organizations, and networking opportunities in the community. The people that I met through the UCFBIP introductions took me under their wings to help me get started."

Abrams adds that one of the most valuable connections made was with the UCF Venture Lab. "Carol Ann and Gordon introduced me to Lillian Myers and the UCF Venture Lab. Lillian and the interns at the Venture Lab were able to provide me with a winning go-to market strategy for ePrentise and helped me get

my first customers in the door, as well as other advice and support. In fact, Chris Busbee, my first full-time employee, was one of my interns at the Venture Lab," said Abrams.

As a visionary for this innovative software company, Abrams' goals for ePrentise include providing quality software and service to customers and becoming the market leader in providing transformation software to Oracle E-Business Suite customers. In 2008, the company grew 350% and those numbers have already been surpassed in 2009. Not only has ePrentise been recognized for their substantial growth, but the company has also been recognized globally for their innovative products/services. ePrentise was awarded Best Exhibitor Marketing at the international Oracle Applications User Group, Collaborate09, and also placed in the top three for Best of Show. The company also earned a contract with the federal government from the United States Department of the Interior, National Business Center.

For more information visit [www.ePrentise.com](http://www.ePrentise.com) or contact [info@ePrentise.com](mailto:info@ePrentise.com).

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