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University of Central Florida  
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The Accelerator


Center for Innovation & Entrepreneurship

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Winter 2009

## The Accelerator, Volume 2 Issue 3, Winter 2009

Christa Santos  
*University of Central Florida*

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# The Accelerator

Quarterly Newsletter of the UCF Business Incubation Program

■ Volume 2 ■ Issue 3 ■ Winter 2009

## UCF Business Incubation Program Expands Economic Gardening is New Initiative for Economic Development

A new initiative for economic development is gathering steam in Central Florida and nationwide referred to as “Economic Gardening.” According to Dr. Tom O’Neal, executive director of the University of Central Florida Business Incubation Program, economic gardening is a set of tools and resources that targets second stage companies that show good potential for high growth. Second stage companies refer to companies that typically have 10 - 99 employees and are generating \$1 – \$50 million in revenue under the economic gardening guidelines.

“The Economic Gardening initiative supports promising companies with high growth potential at a specific stage of their development in a very cost-effective way,” Dr. O’Neal explained. Very specific tools have been developed and tested that help these companies reach their full potential quicker, creating high

paying jobs and generating wealth for the companies and the region overall. The second stage companies that economic gardening targets are usually at a stage where they would be graduating from an incubation program.

The “grow your own” strategy that incubation and economic gardening are a part of is winning hearts and minds one community at a time. What began in 1999, as the UCF Technology Incubator – now counts for more than 65 current and 34 graduated companies that are earning accolades and employing better paid employees in the region. The program has expanded to encompass a wider variety of companies moving from its prior exclusive technology focus. Currently, it has six facilities in Central Florida: Winter Springs, downtown Orlando, on Colonial Avenue near the executive

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## Plans to Develop Two New Incubation Facilities are in Progress

The Lake County Board of County Commissioners recently entered a partnership agreement with the City of Leesburg and University of Central Florida (UCF) Business Incubation Program to strengthen a business incubator at the Leesburg Business & Technology Center, located at 600 Market Street.

The agreement will provide tools, training and infrastructure to start-up companies at the incubator that was created by a partnership between Leesburg, Lake-Sumter Community College Business Resources Center, Leesburg Chamber of Commerce and SCORE. Under the new partnership agreement, space for the incubator is provided by the City and Lake County is supplying funding for staffing the



incubator.

“Business incubation is a critical element of economic-development strategy,” said Dottie Keedy, Director of the Lake County Department

of Economic Growth & Redevelopment. “Studies show that 95 percent of companies stay in the community where they are established. Incubator support greatly reduces the risk of failure and 87 to 91 percent of companies that graduate from an incubator program are still in business five years later.”

With five other incubators throughout Central Florida, this will be UCF’s first incubator in Lake County. The UCF Business Incubation Program will provide a variety of services to companies at the Leesburg incubator, such as networking, business counseling, finance & accounting, education, intellectual property, technology, legal services, marketing, office

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### MESSAGE FROM TOM

Welcome to the winter 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.



As we celebrate a New Year, we look ahead to opportunities for continued growth and success. The UCF Business Incubation Program continues to do its part to nourish and

strengthen Central Florida's economy with new opportunities. There is a wealth of talent and blazing spirit of entrepreneurship that continues to grow and flourish in this region.

We gratefully acknowledge 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. They continue to partner with us to provide the valuable resources needed to foster entrepreneurship in an unstable economy.

Members of our advisory board, which consists of business leaders from various organizations and industry, provide excellent insight into developing and enhancing our program. Read more about these invaluable volunteers in this issue.

UCF continues its commitment to serve as a community partner in economic development through the Business Incubation and other entrepreneurial programs to support business. Read more about UCFBIP's expansion efforts, learn about our exciting upcoming events, and read about the latest updates and milestones from our current clients and graduate companies on UCFBIP's webpage: [www.incubator.ucf.edu](http://www.incubator.ucf.edu). Our expansion efforts and the role that UCF plays in creating tomorrow's opportunities.

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

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

## 23 INCUBATOR CALENDAR AND EVENTS

### UCFBIP Lunch & Learn Series

Lunch is provided

- March 12 - sponsored by nPerspective
- April 9 - sponsored by Different Perspective
- May 14 - sponsored by tCreative

For complete details and to register, visit

[www.incubator.ucf.edu](http://www.incubator.ucf.edu) or call Renee at 407-882-0202.

### UCF Innovation Showcase

April 16, 2009

Location: Fairwinds Alumni Center  
Cost: \$50 per person until March 15,  
after rate is \$75 per person.

The UCF Innovation Showcase will feature the most promising emerging growth companies affiliated with UCF's Business Incubation Program, Venture Lab and Office of Technology Transfer, as well as related key areas of research activity at UCF.

For more details call 407-882-1576  
or visit the Innovation Showcase page at  
[www.incubator.ucf.edu/events/2009Events/innovationshowcase.html](http://www.incubator.ucf.edu/events/2009Events/innovationshowcase.html)

## UCF Business Incubation Program Expands Economic Gardening is New Initiative for Economic Development

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airport, two at the UCF research park, and finally one at the UCF campus. Expansion efforts are underway to open facilities within the year in Osceola County, in partnership with the City of St. Cloud and Osceola County; Lake County; and Winter Park.

The St. Cloud/Osceola County Incubator will consist of a 14,200 square foot facility, run by UCF. It will house approximately 20-25 companies. The Lake County Incubation Center will serve as a partnership with the Small Business Development Center (SBDC) and consist of approximately 4,000 sq. feet. This incubation facility will nurture companies on site and in the community. The Winter Park Incubation Center will be a virtual incubator offering companies, housed in their own locations, business incubation program support services.

"Traditional economic development efforts tend to focus on improving community

infrastructure and luring large employers with incentives," Dr. O'Neal said. "That approach is still effective, but it results in little net economic growth for America. It's a game of musical chairs, when what we really need is more chairs," he said. Dr. O'Neal, who was recently named '2008 Business Incubation Advocate of the Year' by the Florida Business Incubation Association and was appointed to the National Business Incubation Association Board of Directors says "Incubators are good at creating more chairs through partnerships with surrounding communities".

Incubation is an effective economic development tool that primarily focuses on early (or first) stage companies, typically with 1-10 employees. According to Dr. O'Neal, there is no secret formula for success in incubation, and it's also not for every company. The UCF Business Incubation Program accepts less than half of the companies that apply to the program. "We look for scalable companies that can grow and create jobs that typically pay higher salaries. They have

to want to grow and must be willing to be helped. We're not interested in people who just want an address at the Incubator for other reasons. They have to fully participate in the process with clear intentions to graduate from the program - then we can help them," Dr. O'Neal said.

"We aren't trying to over complicate what our goal is," O'Neal added. "We're trying to improve the economy by creating successful companies that create new, better-paying employment opportunities." O'Neal's next goal is to help this community establish a life-science incubator. "That would help to commercialize some of the new technologies that will emerge from the Burnham Institute, the UCF College of Medicine, Burnett Bio-Medical, Nemours and all the other life-sciences facilities that will start opening their doors within the next year," O'Neal said. For more information visit [www.incubator.ucf.edu](http://www.incubator.ucf.edu).

Contributing writers – Larry Vershel, Beth Payan & Henriette Schoen.

# UCF Business Incubation Advisory Board – Spotlight

**Terence F. Brennan, Partner,  
Roetzel & Andress**



**Terry Brennan** is a partner at the national law firm of Roetzel & Andress, where his practice focuses on advising emerging and established business entities and investors on business entity selection,

governance and shareholder agreements. Brennan specializes in mergers, acquisitions and equity transfer transactions, corporate and partnership restructurings and reorganizations, as well as private offering of securities, private equity and venture capital transactions.

Brennan also advises established and emerging companies on all forms of technology and biotechnology related transactions, including: product development joint ventures and strategic alliances; Internet, digital media, and simulation transactions; copyright and trademark issues, private equity and venture capital financing, and regulatory matters involving the FDA, FCC and other federal agencies.

Brennan is an active participant in programs sponsored by University of Central Florida Business Incubation Program, the Technology Research Development Association Business Innovation Center in Melbourne, the Florida Venture Forum, the Metropolitan Orlando Economic Development Commission, and many other organizations providing services to emerging companies.

Brennan received his law degree from Georgetown University Law Center, where he served as Editor of the Georgetown Law Journal. He came to the practice of law indirectly, having previously worked for the U.S Justice Department, and as a Teamster, auto worker and steel fabricator.

According to Brennan, “I have been involved with the emerging technology company community since 1995, shortly after I relocated to Central Florida. Although it now seems implausible, at that time, there was scant support in this community for the development of a vibrant

technology economy. But the ‘epicenter’ of that support, then as now, was the UCF Technology Incubator and its predecessors, and I am pleased to have witnessed the astonishing growth that has occurred.”

Brennan adds, “I have represented clients in Boston, Raleigh Durham, Silicon Valley and other technology centers, and none of these areas has an incubation program that compares to the standard of excellence which Tom O’Neal, Carol Ann Dykes and their team have nurtured and developed at UCF.”

## **Kim King, Economic Development Coordinator, City of Orlando**



**Kim C. King** currently serves as Economic Development Coordinator with the City of Orlando Business Development Division. In this role, she works with existing and prospective

business owners and developers to ensure that businesses within our community have every opportunity to succeed. King specifically provides assistance with items related to permitting, occupational licenses, helps business owners utilize appropriate financial resources and provides avenues and opportunities for businesses to achieve success through programs and partnerships. King also championed the 16-member Concept Team that provided recommendations to Mayor Dyer and City Council for the Creative Village mixed-use project in Downtown Orlando. In addition, King also served as the Interim Business Development Division Manager during the transition.

Before joining the City of Orlando, King was a National Urban Fellow with the San Jose Redevelopment Agency in San Jose, California, where she worked on various economic and redevelopment initiatives. Prior to that position, King worked as a Program Officer for Young Citizens, Inc. (formerly National Helpers Network, Inc.), a non-profit organization in New York City, where she provided professional development, on-site support and technical

assistance to teachers and youth workers implementing service-learning programs.

King received her Bachelor of Arts degree in Government from Pomona College and a Master of Public Administration from Baruch College, City University of New York.

“As sponsor of the Orlando Business Development Center, District 2, the City of Orlando is committed to working in partnership with UCF to create opportunities for local entrepreneurs to grow thriving companies, create jobs and contribute to our economy,” said King.

## **Brian Steinberger, Law Offices of Brian S. Steinberger, P.A.**



**Brian S. Steinberger** has over 20 years experience and is a former primary patent examiner with the U.S. Patent and Trademark Office. He is a member of the Florida, Pennsylvania

and Federal bars and is a registered patent attorney. He has authored many articles for newspapers, technical journals, and teaches at the University of Central Florida’s Small Business Development Center.

Steinberger has degrees in Industrial-Mechanical Engineering from the University of Michigan and a JD degree. He has prosecuted hundreds of patents, trademarks and copyrights in all areas of technology in the U.S. and foreign countries, written licensing agreements and has litigated in many intellectual property cases.

Steinberger has been involved with the incubation program for many years and has been a volunteer intellectual instructor for the small business development center since 1995.

According to Steinberger, “Most jobs in the U.S. are being created by small businesses and individuals, and they need all the help they can get. So, helping entrepreneurs and small businesses is extremely rewarding since I am helping them to achieve their dreams.”

## Benchmarking the Interactive Experience

Immersyve, Inc. has developed a model to measure and benchmark the quality of the user experience when engaging video games, virtual worlds, training simulations, or any interactive application. Immersyve's tools and methodology enable developers to objectively and accurately create and predict sustained enjoyment and engagement by the user.

Through its ongoing program of research into the psychology of gaming, Immersyve offers



resources to anyone interested in understanding the psychological dynamics and impact of games. In addition to its work with developers, the company offers consultation to parents, teachers, clinicians, and policymakers who wish to gain a greater knowledge of why games can provide such compelling and meaningful experiences.

Immersyve has already worked on projects with some of the biggest names in game development, including Electronic Arts, Activision, Eidos, and Warner Brothers. They have worked on a wide range of projects, including small developers building games for health as well as some of the most highly

anticipated video games in the world, such as the leisure game "Spore."

Immersyve offers a next-generation player experience model along with usability and playtesting methods that far surpass the predictive value of most current approaches in measuring how well design/development choices are hitting the mark. The rapid evolution of the industry creates a constant challenge for developers to keep pace and make the right choices while juggling more and more expectations on the part of customers and greater competition. Immersyve's approach and tools help developers put their finger directly on the pulse of the user experience and achieve greater success in enhancing that experience and winning a critical commercial advantage.

Immersyve completed an eight month longitudinal study in March 2007, examining the ability of its model to predict sustained subscriptions and continued play of MMOs (massively multiplayer online game). The results showed that the P.E.N.S. ("Player Experience of Need Satisfaction") measures, based on a next-generation playtesting model, significantly predicted sustained subscriptions over the period, despite the fact that player's self-report of enjoying a game did not predict sustained play. The implications for this result are that the Immersyve model can significantly

decrease MMO churn and increase the ROI in customer acquisition.

The Immersyve approach significantly predicted a wide range of commercially relevant variables, including a customer's willingness to pay more for the game, recommend the game to others, and desire to buy more games from the developer. By implementing the Immersyve solution during the development process, developers can quickly and accurately assess whether their choices are likely to sustain their customer's interest in their project, with tremendous implications for the bottom line of any subscription game or application.

Scott Rigby, Founder and President of Immersyve has been invited to present a lecture on Immersyve's PENS model and their research at the upcoming Game Developers Conference in San Francisco in March, attended by 15,000 game developers worldwide. Immersyve is also focusing beyond the entertainment gaming market and Rigby added, "What we are now doing is expanding the depth of our methodology and its application – not just in games but to web sites and other interactive applications – to bring validated motivational science to understanding sustained engagement and customer value and loyalty."

For more information visit [www.immersyve.com](http://www.immersyve.com), or via email at [info@immersyve.com](mailto:info@immersyve.com).

## Plans to Develop Two New Incubation Facilities are in Progress

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operations and public relations.

"Incubators are important because statistics show that within the first three years of a new business there is a significant amount of businesses that don't make it," said Ken Thomas, Director of the Leesburg Economic Development Department. "In a business incubator, 85 percent of clients make it within the first three years."

The City of St. Cloud and Osceola County are also developing a mixed-use incubator and will provide funding over a five year period. The St. Cloud/Osceola County Incubator, which will be located in St. Cloud at the Stevens Plantation's Corporate Campus, will consist of 14,000 sq. feet and could potentially support 20-30 high growth companies and would be located near the Lake Nona area.

"Once the incubator is built, it will allow Central Florida to grow, and new jobs will be created. Because it creates diversity in the economy, it will often generate higher paying jobs. Not only were we really excited, but we realized the council was as well when their decision to fund the incubator was made so quickly. We expect the overall impact on the area to be great," said Ernie Gearhart, the Economic Development Consultant for the City of St. Cloud.

"Osceola County is working hard to bring together key partners to make things happen in our County. The UCF Business Incubation Program is a great example of this effort," said Commissioner Fred Hawkins, Jr. "This program will not only allow Osceola County to grow its own, but will also help generate good, high wage jobs for our community."

The goal of the UCF Business Incubation



St. Cloud/Osceola County Incubator

Program and its community partners is to facilitate smarter, faster startup and growth of emerging companies so those companies will become financially successful, high-growth companies in the community. For more information, visit [www.incubator.ucf.edu](http://www.incubator.ucf.edu).



# Incubator Client Profiles



## TECHNOLOGY INCUBATOR AT RESEARCH PARK - Making Waves in a Holographic Sea



in Optic and Lasers (CREOL) at the University of Central Florida, **OptiGrate Corp.** has grown rapidly as a designer and manufacturer of a full range of volume Bragg gratings in photosensitive silicate glass for defense and commercial applications.

After setting records in various grating parameters, OptiGrate has been able to sell their technology commercially. The privately-owned company also supplies custom build and volume orders of diffractive optical components to many government contractors and key academic and industrial players in the optoelectronics, analytical, and semiconductor industries. OptiGrate's technology is protected by numerous issued and pending patents.

With the goal of commercializing high-efficiency holographic elements, OptiGrate has generated tremendous success by making holographic breakthroughs and garnering industry awards. In 2008, Dr. Leon Glebov received the Dennis Gabor Award from SPIE, an international society advancing light-based research, for discovery and practical

Spinning off from the Center for Research and Education

implementation of photo-thermo-refractive glass as a new medium for recording high-efficiency volume holographic gratings. In November, he was elected to the 2008 Fellow Membership of the Optical Society of America (OSA) for pioneering studies of photo-ionization physics of pure and doped glasses. Dr. Leon Glebov's work has been celebrated as one of the top 100 technological breakthroughs by the Association of University Technology Managers (AUTM) for pioneering a method of writing microscopic pathways - holograms - into glass.

In September 2007, OptiGrate received the Florida High Tech Corridor's first-ever "Award for Innovation in Central Florida" at William C. Schwartz Industry Innovation Awards Banquet.

OptiGrate recently appointed Dr. Alexei Glebov as CEO and President. After starting his industrial career at Bell Laboratories' Lucent Technologies, Dr. Glebov moved to Silicon Valley in the late 1990s. He continued to work in various engineering and management positions with key optoelectronics manufacturers such as Fujitsu and Finisar Corporation. Dr. Glebov's experience ranges from development of photonics and microelectronics integrated circuits to production of numerous cutting edge high-speed optoelectronic devices. It's

anticipated that his background with a large photonics industry and "Silicon Valley spirit" will drive OptiGrate to even greater success.



CEO Alexei Glebov

Dr. Alexei Glebov earned his M.S. in Physics from the University of St. Petersburg, Russia, and Ph.D. in Applied Physics from the Max Planck Institute in Goettingen, Germany. He filed more

than 30 patents in the field of photonics and has more than 50 publications in technical journals.

"I am fully convinced that OptiGrate has a great future and we will lead the market of volume holographic elements," says Dr. Alexei Glebov. "We have a unique position in the industry with full vertical integration of OptiGrate's manufacturing and a unique licensing agreement giving us access to the R&D potential of scientists at UCF's prestigious College of Optics and Photonics - Center for Research and Education in Optics and Lasers (CREOL). We have already licensed and marketed technologies developed at CREOL."

For more information visit [www.optigrate.com](http://www.optigrate.com) or contact: Dr. Alexei Glebov, President and CEO, OptiGrate Corp, [aglebov@optigrate.com](mailto:aglebov@optigrate.com) or call 407-381-4115.

## TECHNOLOGY INCUBATOR AT RESEARCH PARK - Measuring The Human Experience



providing customized software solutions to meet time and attendance and access control needs via recognition and verification of unique human characteristics. The company makes it possible for people to open doors with nothing more than a finger, removing the worry of misplaced or stolen keys. In addition, its systems have the capability to record when people use the terminal.

BioTraits is the result of a collaborative effort between Peter Wengert and Ricardo Aguilar that began in 1989 on a rugby field at University of Central Florida, but it wasn't until 2003 that the duo started their own team

**BioTraits** is a biometric technology company

with the creation BioTraits, Inc.

Since its inception, BioTraits has been a part of the UCF Technology Incubator at Research Park and has benefited greatly from a generous investment of time and university resources. As its growth continues, the BioTraits is focused on innovation to meet clients' changing needs in the areas of access control, asset protection, and intellectual property protection and labor management. Receiving consistently high marks for customer service, BioTraits consistently delivers an excellent return on investment.

In Jan. 2009, BioTraits was awarded a contract from Merrimac Industries, a New Jersey-based leader in the design and manufacture of RF Microwave signal processing components, to install their new program Time

Manager. BioTraits will provide new biometric and smart card readers and integrate system software to track facility access and employee time and attendance at Merrimac's principal manufacturing plant. After the installation of the new system, Merrimac will reduce 5 to 20 percent of their payroll expense by only allowing authorized workers to clock-in.

In addition to the recent contract, BioTraits has had another impressive business gain, a partnership with Oasis Advantage, Inc., the largest Professional Employment Organization (PEO) in the U.S. By installing biometric clocks, BioTraits will help Oasis Advantage improve its service to clients and save the company money.

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# Incubator Client Profiles



## TECHNOLOGY INCUBATOR AT RESEARCH PARK - Measuring The Human Experience

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BioTraits has recently released BioTraits Time Manager 3.6, which allows for administrators to schedule shifts and view employees' punch information, all linked to biometrics devices. Its extensive suite of software solutions for biometric readers was created in cooperation with several security industry manufacturers.

Wengert says, "Joseph's Classic Market currently budgets two full days of work each week to process its payroll," said Wengert.

"With our systems, the same accounting person can accomplish the task in about two hours." He adds, "The success of our systems here will likely lead to many more contracts worth several million dollars."

Continuing to show its commitment to community and focus on providing safety and security to its clients, Biotraits is the official time and verification company of The Fireball Run, the transcontinental car race from Orlando, Florida to Los Angeles, California to raise awareness of missing children across America.

"The incubator program is the finest

professional support I have experienced and been blessed to have the opportunity to work with in my career," Says Wengert. "We are constantly allowed access to people, events and press that normally would not pay attention to us. The incubation team is always there to help from investor meetings, to advisory board advice, to just helping out when money is tight. We are very fortunate to be part of the UCF Business Incubation Program."

For more information contact Peter Wengert, BioTraits CEO, 866-609-4711 or [peter@biotraits.com](mailto:peter@biotraits.com).

## DOWNTOWN INCUBATOR - Improving Therapy, Enhancing Lives



Therigy is a leading source of information, resources

and advisory services in the area of specialty pharmaceuticals and costly chronic disease therapies. Therigy experts provide trusted knowledge and resources to organizations that invest-in, manufacture, dispense, pay-for, and administer specialized therapies, ensuring the latest advances are adopted quickly, appropriately, and economically with the best possible outcome for patients. Therigy's seasoned experts provide hands on engagement and consulting services.

In 2006, Joseph Morse and Russell Allinson co-founded Therigy. Morse's knowledge of patients, payors, pharmacies and providers comes from his executive experience with organizations such as Accenture and Priority Healthcare. With 12 years of healthcare experience, Morse mainly supports Therigy clients in the areas of strategy, business planning and development, and project management. Allinson has extensive expertise in the industry and has held executive positions at Shadyside Hospital, Priority Healthcare, Stadtlanders, and start-up operations for Aetna Specialty Pharmacy. Allinson is responsible for Therigy's product development and provides advisory services for clients.

Consultants at Therigy advise clients on the best practices for specialty management

programs through the planning and implementation phases. Currently Therigy is engaged in a variety of new consulting projects for 2009. These projects vary from assisting a national PBM owned specialty pharmacy with its accreditation to working with a leading drug manufacturer on a product launch project.

Therigy is also focused on its online products which consist of the Resource and Research Centers for Pharmacy and Payor customers. Since Therigy's May 2008 launch of the Pharmacy Resource Center, the company had been diligently researching, developing, and publishing new content for the launch of a second online center – the Pharmacy Research Center. The official launch to the public was announced on September 11, 2008, showcasing Therigy's Pipeline Analysis Reporting Series. Currently 10 therapeutic pipeline reports are published and each quarter new reports will be available as a la carte items or included in a premium subscription.

According to Anetra Francisco, Therigy's Marketing Manager, "We [Therigy] greatly benefited from the incubator's business advisory expertise during our early formation. We have received valuable support and advice relative to investor considerations. Also, we have been pleased to serve as a site for the UCF student intern program."

For more information, contact Joseph Morse: (407) 992-8752 or [joseph.morse@therigy.com](mailto:joseph.morse@therigy.com).

## PHOTONICS INCUBATOR - UCF Startups Win Grants

The Small Business Innovation Research (SBIR) has awarded Phase II grants to three UCF Photonics Incubator companies. The three winning companies are bdDisplays, SD Photonics, and PICO Technologies. Funding for research and development will help the companies compete in today's marketplace.

Combining semiconductor light sources and up converters, **bdDisplays** is developing microdisplays providing extremely high resolution and brightness for a variety of commercial and military applications such as training, personal entertainment and gaming devices.

**SD Photonics** is a UCF faculty startup that provides innovative micro-displays for a range of applications. The Venture Lab is assisting the faculty in the creation of SBIR grant commercialization plans.

**PICO Technologies** provides an innovative design for a high performing backlight in the LCD displays of military vehicle cockpits.

To qualify for SBIR grants small businesses must be the following: American-owned and independently operated, a for-profit company, the principal researcher must be employed by the business, and the company size will consist of 500 or fewer employees.

After being awarded the Phase I grant for degree of innovation, technical merit

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# Incubator Client Profiles



## ORLANDO BUSINESS DEVELOPMENT DISTRICT 2 INCUBATOR - Helping Organizations Increase Funding

**OC Grant Consulting Associates, LLC** is a local grant consulting company founded in 2005, to provide grant writing, training and grant related services for local grassroots, faith and community-based organizations and government entities for the purposes of enhancing their ability to identify, secure and retain funding to serve their clients and customers. In 2008, the company established an office in the Orlando Business Development Center, District 2 (OBDC2).

OC Grant Consulting Associates provides non-profit start-up services including, preparing articles of incorporation, 501C3/ tax exempt applications, Bylaws and other start-up related documents. The company specializes in prospect research, grant writing, grant reviewing, grant related training, and post-grant services. Additionally, the company assists clients in obtaining funding from



Olivette Carter

Associates, LLC. Carter has a Master's Degree in Public Administration from Troy State University and Bachelors Degree in Social Work from the University of the Virgin Islands. She has more than 15 years experience in social services planning and coordination and has worked in many areas of social services.

Her work experience with the local United Way and as an Independent Grant Reviewer gives her the unique insight into the grant process from both perspectives (applicant and funder). Carter currently serves as a Grant Reviewer for several federal agencies including

foundation, corporations, local, state and the federal government and boasts a 90% success rate with funded grants.

Olivette Carter is President and Owner of OC Grant Consulting

the U.S. Department of Health and Human Services, U.S Department of Juvenile Justice and the U.S. Department of Education.

When asked about the UCF Business Incubation Program, Carter said, "The UCF Business Incubation Program resources and networking opportunities that are made available are invaluable – especially workshops offered at the Disney Entrepreneur Center. The counsel I receive from the UCF Advisors and Management Staff help with my growth and success. Since my involvement in the program, I have increased my clientele by implementing the marketing strategies I have learned. I am also more focused on setting goals for my company. I would highly recommend the incubation program to anyone who is serious about starting their own business – its resources are vital for small businesses." For more information visit [www.ocgrantconsulting.com](http://www.ocgrantconsulting.com) – or contact Olivette Carter at [ocgrants@obdc2.fdn.com](mailto:ocgrants@obdc2.fdn.com).

## SEMINOLE COUNTY/WINTER SPRINGS INCUBATOR - Need a Patent?



Paul Royal with robot

When inventors and start-up companies finally get that "aha" moment and feel they've come up with something they feel is novel and useful often the next question is "Is it patentable?" that's where **The Patent Guild** comes in. The

Patent Guild was established in 2006 to provide patent services and product development support to inventors, engineers, government agencies, law firms, corporations, researchers, and universities.

Paul Royal founded the company with "the vision of providing patent services and intellectual property education, while expanding the number of patent professionals by training and deploying a corps of Patent

Specialists and Patent Agents." Royal is a Registered Patent Agent, and a former Patent Examiner at the US Patent and Trademark Office (USPTO), where he examined over 500 patent applications. Additionally, he holds a Bachelor's Degree in Mechanical Engineering, a J.D. in Law, was a Product Development Engineer at 3M Company, and became an Avionics Master Training Specialist while serving in the US Marine Corps.

The services of The Patent Guild range from assisting inventors and start-ups with capturing their initial ideas in writing, and extend to helping inventors who choose to prepare their own patent applications. The company also provides education services, such as teaching employers and employees how to document ideas, how to perform patent searches, and how to file initial patent documents.

The Patent Guild is working to develop a State of Florida approved Apprenticeship Program to train Patent Specialists and Patent

Agents. Plans are also in development to create a curriculum which will teach patent basics to students in K-12, community college, and university level technical programs. The Patent Guild established its office in the UCF Incubator – Seminole County in April of 2008. According to Royal, The Patent Guild's objective is to make obtaining patent protection a cost-effective method for start-up companies, especially those affiliated with the incubation program, to get proprietary ownership of their technical developments and add recognized value to their business. He added "The Patent Guild and the UCF Business Incubation Program relationship provides a unique combination of resources that I hope will be duplicated across the state and across the nation."

For more information visit [www.thepatentguild.com](http://www.thepatentguild.com) or contact Paul Royal at [paul.royal@thepatentguild.com](mailto:paul.royal@thepatentguild.com) or via phone 407-610-2097.

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and future market potential, small businesses may be considered for the Phase II grant. For up to two years, Phase II will award up to \$750,000

while research and development is performed. At that time, the developer will evaluate the commercialization potential. Phase III, the final phase, is reserved for small businesses that have moved out of the laboratory and into the

marketplace. SBIR doesn't fund Phase III.

For more information contact Gordon Hogan at 407-882-1577 or email him at [bizdev@mail.ucf.edu](mailto:bizdev@mail.ucf.edu).



## INCUBATION PROGRAM GRADUATE

### Innovation without Limitation

Productivity Apex, Inc (PAI) is a Florida-based technical research, development, and consulting firm dedicated to increasing productivity and efficiency, founded in 2001 by Dr. Mansooreh Mollaghasemi. Specializing in development of tools



that increase productivity and efficiency in private and public organizations, the company uses sound principles of industrial engineering and operations research to help commercial enterprises and government agencies improve their productivity and maximize their efficiencies. PAI focuses on simulation modeling and analysis, supply chain management, data mining and artificial intelligence, and process optimization.

Not only is Dr. Mollaghasemi chairman of the board and CEO of Productivity Apex, but she also serves as an Industrial Engineering professor at the University

of Central Florida. In 2006, The Orlando Business Journal recognized Dr. Mollaghasemi as one of the top five Woman Business Owners in Central Florida.

GEM-FLO (Generic Simulation Environment for Modeling Future Launch Operations) is PAI's principal product that was originally developed for the aerospace industry. As a generic simulation environment, GEM-FLO is designed to accept design characteristics and operational inputs from a user and automatically generate a simulation model.

PAI boasts an impressive clientele such as NASA, US Department of Transportation, Greater Orlando Aviation Authority (GOAA), Walt Disney Company, Universal Studios Orlando, Lockheed Martin, Science Applications Information Corporation (SAIC) and others. Most recently PAI led the 'Red Team' in support of EADS-North American Defense Company's successful pursuit of the United States Navy's Jet Engine Test Instrumentation Suite - Performance Based Logistics support program.

Using a unique combination of skills and services to meet PAI's clients' needs, the company has a diverse group of engineering, scientific, business, and information technology professionals. The company's

associates pride themselves in being solution-oriented, quantitative and service oriented.

The Florida Association of Public Purchasing Officers awarded GOAA their 2008 Best Practices Award for the innovative use of PAI's PurchaSIM tool that dramatically improved the efficiency of the Purchasing Department.

PAI announced in November 2008, its selection by SAIC, as a major subcontractor, for the newly awarded Ground Operations Support Contract at the Kennedy Space Center. The contract, comprised of a base two-year period and three one-year options, is scheduled to start on January 31 2009. With this contract, PAI will be a key factor in the success of NASA's Constellation Program.

Since graduating from UCF's Technology Incubator at Research Park in 2006, PAI has grown to almost 20 people. Dr. Mollaghasemi said, "Although we came in five years old, the Incubator helped in getting visibility and exposure to different resources." Though graduating has taken the company to new heights, PAI is still located in the Central Florida Research Park, close to the Technology Incubator.

For More Information: 407-384-0800 or via email at [info@productivityapex.com](mailto:info@productivityapex.com).

#### Accelerator Publication Information

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**Stands For Opportunity**

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