



## Jump Start Committee

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### Meeting #4 Agenda

**Date/Time:** January 17, 2017, 3:00pm-5:00pm

**Location:** Knight Administrative Centre, 1736 W. Paul Dirac Drive.

**Agenda:**

- 1) Call to order
- 2) Introduction of guests
- 3) Modifications to the agenda
- 4) Public comment
- 5) Approval of draft meeting minutes, December 15, 2016 (*Attachment A*)
- 6) Updated Lean Business Model Canvas review/discussion (*Attachment B*)
- 7) Key partners discussion (*Attachment C*)
- 8) Sales & marketing
  - a) Branding
  - b) Sales & Marketing Plan discussion (*Attachment D*)
- 9) Architectural and engineering study update
- 10) Economic Development Administration visit update
- 11) Next steps
- 12) New business
- 13) Adjourn

**Next Meeting TBD**

**Leon County Research and Development Authority  
Jump Start Committee Meeting**

Thursday, December 15, 2016  
Knight Administrative Centre  
1736 W Paul Dirac Drive, Tallahassee, FL 32310

**Minutes**

**Members in Attendance:** Kristin Dozier, Reis Alsberry (joined the meeting at 3:10pm), Dustin Daniels (joined the meeting at 3:18pm), Domenick Eanniello, Eric Holmes, Wendy Plant (left the meeting at 4:43pm), David Ramsay, Mary Jo Spector, Lawrence Tinker (left the meeting at 3:58pm), Barbara Wescott.

**Members not in Attendance:** None.

**Guests:** Ron Miller, Denise Bilbow, Peggy Bielby (LCRDA staff)

1. Call to Order

Chair Kristin Dozier called the meeting to order at 3:05pm

2. Introduction of Guests

None.

3. Modifications to the Agenda

None.

4. Public Comment

None.

5. Approval of the draft minutes

*Dave Ramsay offered a motion to approve the October 11, 2016 and November 1, 2016 Jump Start Committee meeting minutes. Eric Holmes seconded the motion which passed unanimously.*

6. Updated Lean Business Model Canvas

Ron Miller explained the LBMC has been updated based on discussions with potential clients and the survey results, and the Target Client (2) and Key Activities (3) components have been revised accordingly.

7. Survey and Prospective Client Interview Review/Discussion

Ron Miller reported that there were 21 respondents to the survey, 11 of whom are prospective clients, and reviewed and discussed the results. Ron Miller stated that the survey responses regarding shared equipment generally corresponded to the prior findings of the 2015 Feasibility Needs Assessment Report. An advisory board and admissions committee will use admission standards, oversee and enforce benchmarks, and maintain graduation requirements. Program management will help with planning, space availability, and recruitment. Approximately 12-20 volunteers will be needed to mentor, and to provide services and program support.

8. Shared Equipment Requirements Discussion

A list compiled by Lawrence Tinker sets forth the general needs for all labs, as well as specifically for biotech and engineering labs. The next steps are determining the core equipment needs and the purchasing options, including available university resources. Cost, demand, use, space: all determine what will be useful for the minimum viable core equipment product.

9. University Resources Requirements List and Access Procedures Discussion

Ron Miller presented a list of existing FSU labs, facilities, and other resources, and discussed the relationships with FSU and FAMU, plus the other items to consider, such as library/database/web access, rates/fee structure, scheduling, and marketing.

10. Facility Space Plan Concept Discussion

Mary Jo Spector presented an overview of the Collins Building planning process: conditions assessment and building capabilities determination. The conditions assessment includes the building's current condition, how much is reasonable to spend, code and regulatory compliance needed, and site assessment: hardscaping, landscaping, drainage, signage, exterior, structure, systems. The building capabilities determination includes assessing the overall goal, cost, flexibility, usage, space, renovation concepts and possible phasing. Cost, quality, and square footage are the three primary objective components to balance.

11. Architectural and Engineering Contract Discussion

A full building assessment by an architectural and engineering firm can be initiated with the information gathered to date. The AE firm will take the concept and provide a study with several variations that capture the intent, allow phasing, and provide a cost estimate. Four to six months is reasonable to finalize the AE assessment and concept drawings. Finalizing the specifics of the space needs and allocation should occur simultaneously by the committee. The committee will then use the AE assessment and determine the final option to implement. Once the concept is finalized, the construction drawings will be completed within 3-6 months, and then permitting process begins, followed by construction. A total of 18 months is likely needed achieve to the finished product. It will be an iterative process to reach the optimal desired result. Ron Miller explained that using a Leon County continuing service contracted AE firm will avoid the necessity of doing an RFP.

12. New Business

Ron Miller reported he is still receiving inquiries regarding donations or sponsorships. Creation of a 501(c)(3) foundation is underway.

13. Adjourn.

The meeting adjourned at 5:05pm.

**Next Meeting: Tuesday, January 17, 2017**

3:00 – 5:00pm

Knight Administrative Centre, 1736 W Paul Dirac Dr 32310



## JUMP START -- LEAN BUSINESS MODEL CANVAS (LBMC)

<b>Key Resources (4)</b>	<b>Key Activities (3)</b>	<b>Program Objectives (1)</b>	<b>Sales Plan (6)</b>	<b>Target Clients (2)</b>
<p><u>Facility</u></p> <ul style="list-style-type: none"> <li>• Wet labs</li> <li>• Dry/Engineering labs</li> <li>• Light Assembly/Mfg</li> <li>• Large classroom</li> <li>• Client/flex offices</li> <li>• Collaboration space</li> <li>• Amenities</li> </ul> <p><u>Shared equipment (TBD)</u></p> <ul style="list-style-type: none"> <li>• All labs</li> <li>• Biotech labs</li> <li>• Makerspace/Engineering labs</li> <li>• Telephone/office/data</li> </ul> <p><u>University resources</u></p> <ul style="list-style-type: none"> <li>• Identification</li> <li>• Catalogue</li> <li>• Coordination</li> </ul>	<p><u>Education</u></p> <ul style="list-style-type: none"> <li>• Business basics</li> <li>• Funding</li> <li>• Pre-incubation</li> </ul> <p><u>Engagement</u></p> <ul style="list-style-type: none"> <li>• Goal setting</li> <li>• Tracking progress</li> <li>• Coaching</li> <li>• Mentoring</li> <li>• EIR's</li> <li>• Funding advocacy/access</li> </ul> <p><u>Expertise</u></p> <ul style="list-style-type: none"> <li>• Advisors</li> <li>• Local service providers</li> <li>• Experts (IP, Export, etc.)</li> </ul> <p><u>Environment</u></p> <ul style="list-style-type: none"> <li>• Specialized space: Wet/dry lab, makerspace/prototype development, manufacturing, light assembly, offices, meeting</li> <li>• Below market space</li> <li>• Basic/customizable /expandable space</li> <li>• Shared services and equipment</li> <li>• Reduce isolation/ increase collaboration</li> <li>• Affiliate program</li> </ul> <p><u>Evaluation</u></p> <ul style="list-style-type: none"> <li>• Application/vetting Process</li> <li>• Graduation/exit process</li> <li>• Program metrics</li> </ul>	<p style="text-align: center;"><i>Value Proposition</i></p> <p>The business incubator will help create successful high growth companies through:</p> <ul style="list-style-type: none"> <li>• Quality <u>Education Programs</u></li> <li>• Effective Client <u>Engagement</u></li> <li>• Access to Valuable <u>Expertise</u></li> <li>• A Unique and Supportive <u>Environment with Specialized Spaces and World-Class Resources</u></li> <li>• A Commitment to Continuous Improvement through ongoing <u>Evaluation</u> of its Clients, Partners, Programs, and Resources.</li> </ul>	<p style="text-align: center;"><b>Marketing Plan (5)</b></p>	<p><u>Disciplines/Industry Cluster</u></p> <ul style="list-style-type: none"> <li>• Magnetics</li> <li>• Materials</li> <li>• Aero propulsion</li> <li>• Mechatronics</li> <li>• Energy</li> <li>• Biochemical</li> <li>• Biomedical</li> <li>• NOT principally IT</li> </ul> <p><u>Development stage</u></p> <ul style="list-style-type: none"> <li>• Imaging/basic education</li> <li>• MVP/Customer validation</li> <li>• Market entry</li> <li>• Early market growth</li> </ul> <p><u>Funding stage</u></p> <ul style="list-style-type: none"> <li>• Seed/Friends and Family</li> <li>• Angel</li> <li>• VC/Strategic Investor Rounds</li> </ul> <p><u>Needs (all/some)</u></p> <ul style="list-style-type: none"> <li>• Education</li> <li>• Engagement</li> <li>• Expertise</li> <li>• Environment</li> </ul> <p><u>Environment Impact Considerations</u></p> <ul style="list-style-type: none"> <li>• Noise</li> <li>• Vibration</li> <li>• Fumes</li> <li>• H&amp;S risks</li> </ul> <p><u>Number of Employees</u></p> <ul style="list-style-type: none"> <li>• TBD, but generally less than 15</li> </ul>
<b>Key Partners (7)</b>				
<ul style="list-style-type: none"> <li>• FSU</li> <li>• FAMU</li> <li>• TCC</li> <li>• Leon County</li> <li>• City of Tallahassee</li> <li>• DOMI Education</li> <li>• FICPR</li> <li>• AERO</li> <li>• SBDC</li> <li>• Chamber of Commerce</li> <li>• OEV</li> <li>• Private companies?</li> <li>• Federal Agencies?</li> </ul>				
<b>Expenditures (9):</b>			<b>Revenues (8):</b>	
<b>Organization Structure (10):</b>				



Jump Start Committee  
Key Partners Discussion

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To be most effective in the delivery of programs and services, the incubator will need to create “partnerships” with other organizations. To facilitate discussion, review the Key Activities and other elements included in the draft Lean Business Model Canvas and consider what support will be needed and what organizations might be possible partners the help meet these needs. For example:

1. Education & Training
  - a. DOMI
  - b. FAMU SBDC
  - c. Jim Moran School of Entrepreneurship
  - d. Local volunteers
  - e. TCC
2. Engagement (In addition to incubator manager)
  - a. Volunteer mentors
  - b. University entrepreneurs in residence
  - c. Capital sources
    - i. Angel networks
    - ii. FICPR
    - iii. FSU GAP
    - iv. SBIR/STTR advisors
3. Expertise
  - a. Professional advisors/experts
    - i. Lawyers
    - ii. Accountants
    - iii. PR firms/sales & marketing
    - iv. Investment capital experts
    - v. Production assistance
    - vi. Product development expertise
  - b. Other local service providers
    - i. Insurance agents
    - ii. FAMU SBDC
    - iii. e-Commerce
    - iv. Administrative services and office equipment
    - v. AERO
  - c. Networking
    - i. Chambers of Commerce
4. Environment
  - a. Equipment providers
  - b. University resource providers
5. Incubator sponsors and other funding sources
  - a. Private companies
  - b. Economic Development Administration
  - c. OEV/Blueprint 2020



Jump Start Committee  
Sales & Marketing Plan Discussion

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These questions can help us get started on the incubator's marketing plan by encouraging you to see the program the way clients do. These questions focus on potential clients, but can easily be altered to apply to partners, sponsors, and stakeholders.

1. Who is your most likely client?
2. How is that potential client different from the general population?
3. What events trigger the need or desire for incubation services?
4. When does this trigger occur? Can it be predicted?
5. How does that potential client go about deciding whether to enter an incubator?
6. What are the potential client's key decision factors?
7. How do you compete with other service providers on these factors?
8. Are these differences known to the potential client?
9. Are these differences meaningful to the potential client?
10. How can your incubation program be exposed to your most likely customers?
11. What other noncompeting organizations share this target market?
12. How can you promote your incubation program to existing clients?
13. What other new services could you sell to existing clients?
14. What is your competition doing to lure potential/current clients away?
15. What are other incubators doing to increase their client base?
16. What can your partners or sponsors do to help you improve your current services/awareness/occupancy?
17. What emerging social economic or technological trends can be turned into new client opportunities?
18. How can you make your incubation program easier to enter or use?

Excerpted from Colbert, Corinne, *A Practical Guide to Business Incubator Marketing*, NBIA Publications, 2007, p. 30.