

SIU

CARBONDALE

SOUTHERN ILLINOIS UNIVERSITY

RESEARCH PARK

Advancing Innovation & Entrepreneurship

- Our mission is to enhance growth and build prosperity in the region through entrepreneurship, innovation, and community engagement.
- Expand the foundation for an entrepreneurial and collaborative culture
- Support the translation of University ideas into innovation
- Create an environment for innovation to flourish
- Coordinate and deliver programs and services in the region

Research Park Footprint



Tenants and Graduates

175 leases written since first building completed in 1990

100+ businesses graduated from program

120+ owners, managers, and employees currently

Most graduates have stayed in Carbondale or the region



XRDA—Extended Reality Development Academy

- * Eight stations including computer, software, Oculus headsets
- * Treadmill and motion chair
- * Focus on small business opportunities, job skills, and integration into training and educational activities



SBIR Catalyst

CATALYST TO DATE



- National I-Corps Program Team
 - USDA Award – Energy Storage Technology
- 2 NSF Full Proposal Invitations
 - 1 submitted/1 in progress
- 1 DoD Proposal in progress
- 1 EPA Proposal in progress
- 2 NSF Project Pitch in progress
- 1 USDA Non-SBIR in progress
- 2 Regional I-Corps teams (FA22)
- Building on Southern Illinois progress started by Growth Accelerator Fund Competition
- Continuing to raise awareness and capacity building in Western KY and West TN



SOUTHERN ILLINOIS UNIVERSITY

INNOVATION AND ECONOMIC DEVELOPMENT





AMERICAS
SBDCC®

ILLINOIS

SBDC Overview

- Assist entrepreneurs starting or growing businesses
- No-cost for clients
- Confidential
- Low-to-no cost training



SBDC Services - Business Plans



- Guide for setting up and managing a business
- Supports loan requests
- Make mistakes on paper

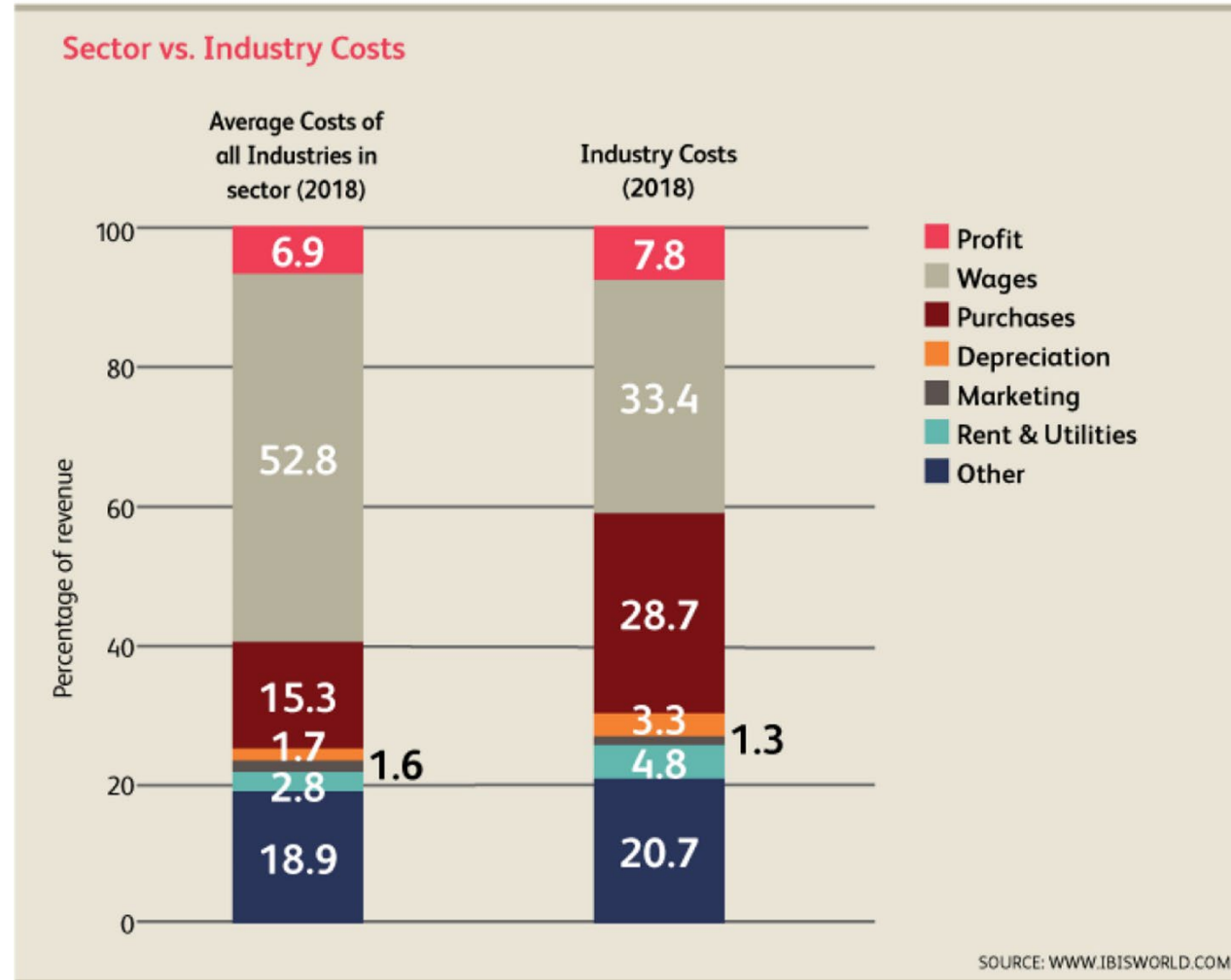
SBDC Services - Financing

- Helping obtain funding
- Practicing investor pitches
- Working with financial institutions
- Preparing for meeting with financial institutions



SBDC Services - Financial Analysis

Cost Structure



Check how a business is doing compared to others in the same industry.

Revenue

\$92.6bn

Profit

\$7.2bn

Annual Growth 13–18

5.8%

Wages

\$30.9bn

Annual Growth 18–23

1.6%

Businesses

510,816

SBDC Services - Market Research

- Customer discovery
- Researching demographics and market potential
- Finding relevant marketing channels
- Evaluating need and feasibility



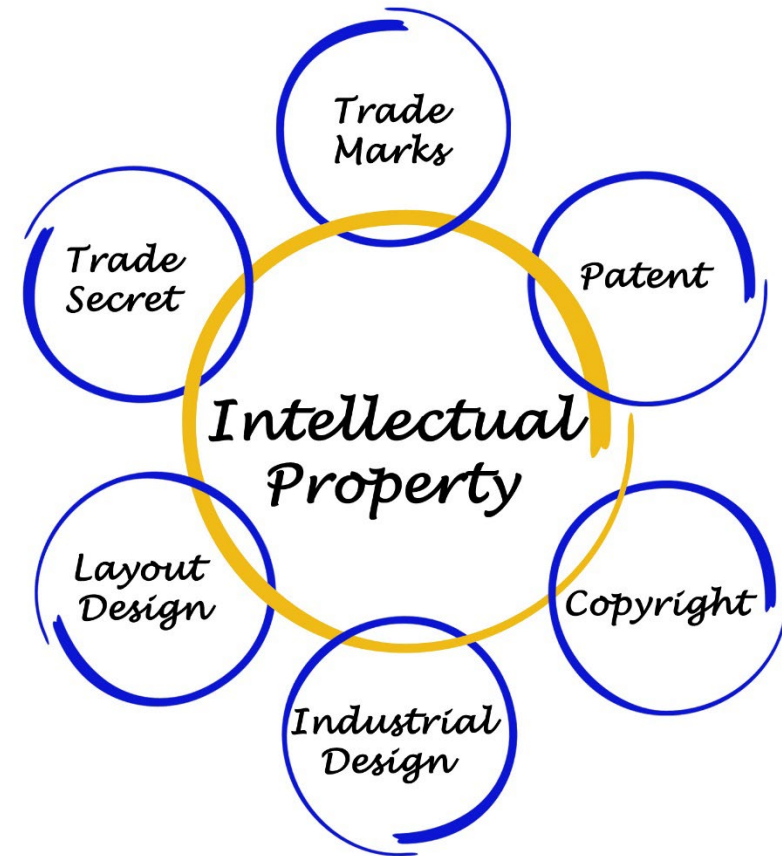
SBDC Services - Marketing Assistance



- Website audit
- Social media guidance
- Search engine optimization

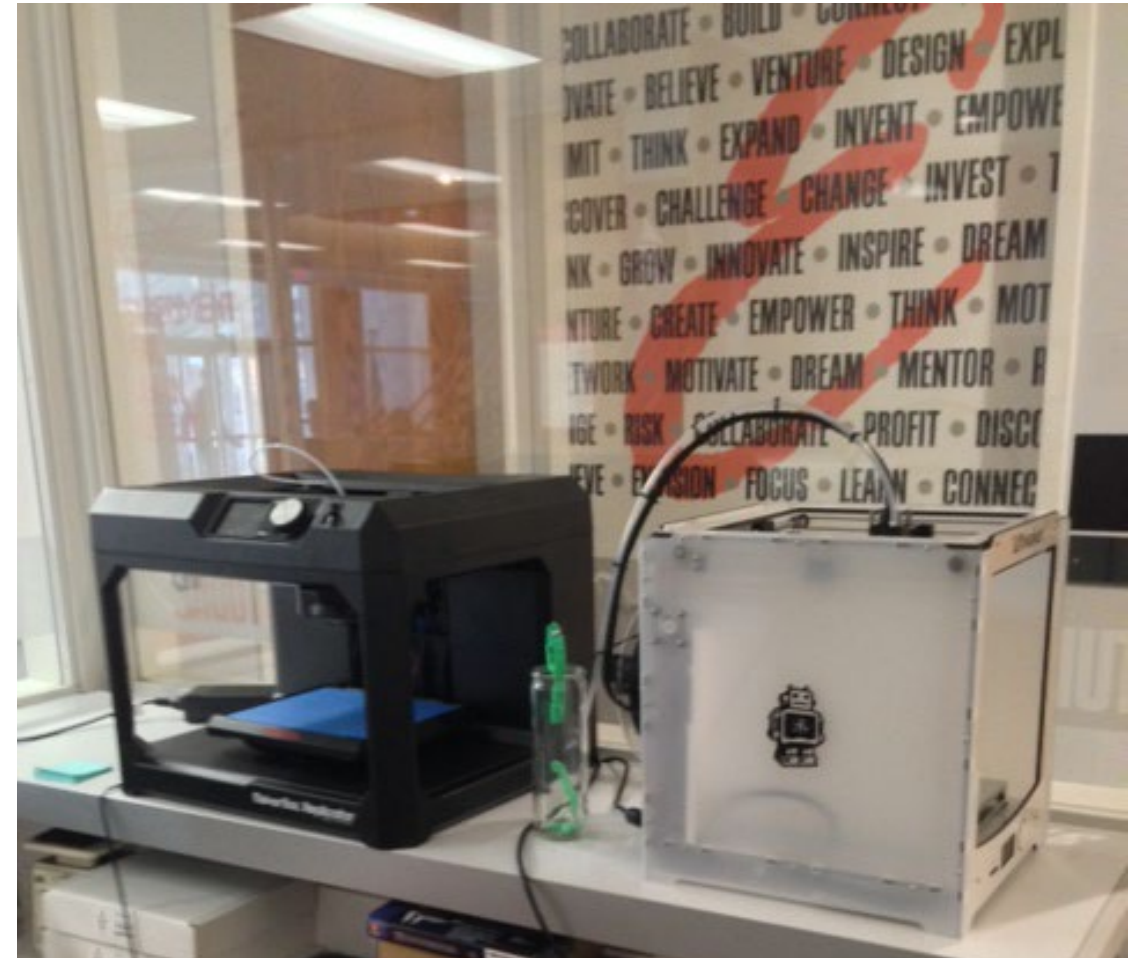
SBDC Services - Intellectual Property Assistance

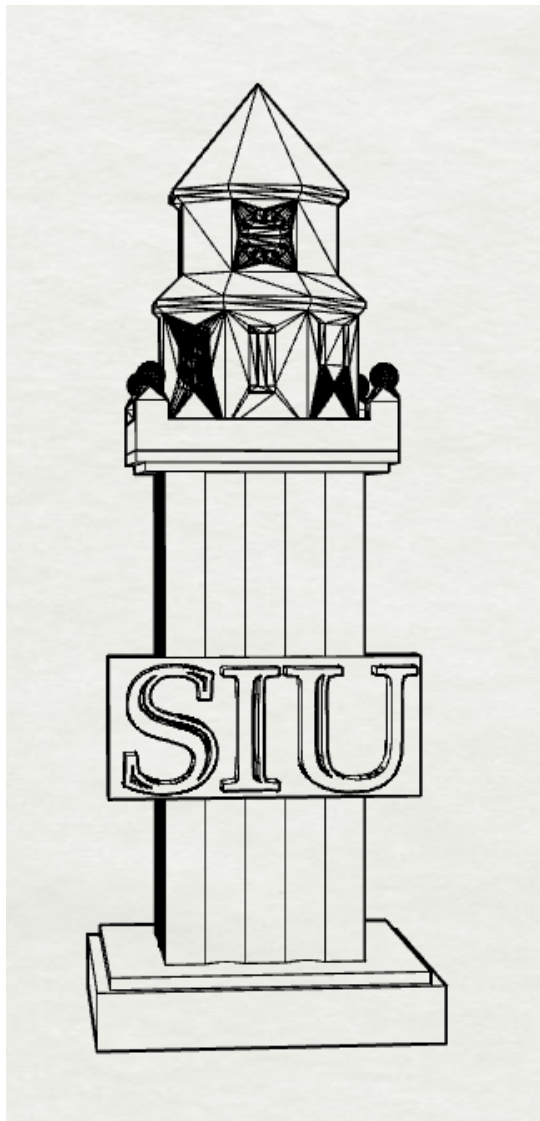
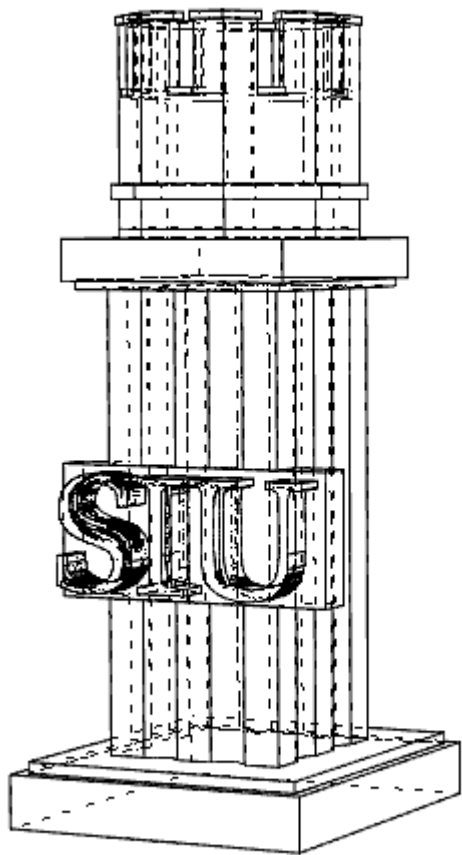
- Trademarks
 - Registered ®
 - Common Law ™
- Patents
 - Utility
 - Design
- Copyrights
 - Registered ©
 - Common Law ©



SBDC Services - Technology and Innovation

- 3D prototyping and product development
- Proof of concept
- Guidance on protecting intellectual property
- Exploratory patent research





SBDC Services - Workshops

- Boots to Business
- Starting Your Business in Illinois
- Profit Mastery
- Social Media Marketing
- Launch Your Business



ILLINOIS

PTAC®

PTAC - Services

Federal, state and local governments spend more than \$800 billion annually.

- Determining suitability for government contracting
- Understanding the language and basics of contracting
- Researching and identifying government agencies that are looking for client's products and services
- Securing necessary federal, state, and local government registrations



PTAC - Services

- Assistance in applying for small business certification programs including:
 - 8(a)
 - HUBZone
 - Small Disadvantaged Business (SDB)
 - Minority Business Enterprise (MBE)
 - Women Business Enterprise (WBE)
- Assisting with preparing competitive bid proposals

SBDC/PTAC Impacts - 2021

- Advising 657 clients
- Providing 3,206 hours of consulting
- Helping 11 entrepreneurs create new businesses
- Assisting 5 business expand
- Helping create 33 new jobs and retain 155 jobs
- Loans and investments totaling \$6,641,975
- Held 48 business workshops, training 622 participants

IMEC



Illinois Manufacturing Excellence Center

IMEC works with organizations to become more effective and efficient.



MANUFACTURING



HEALTHCARE



EDUCATION



SMALL BUSINESS



NON-PROFIT

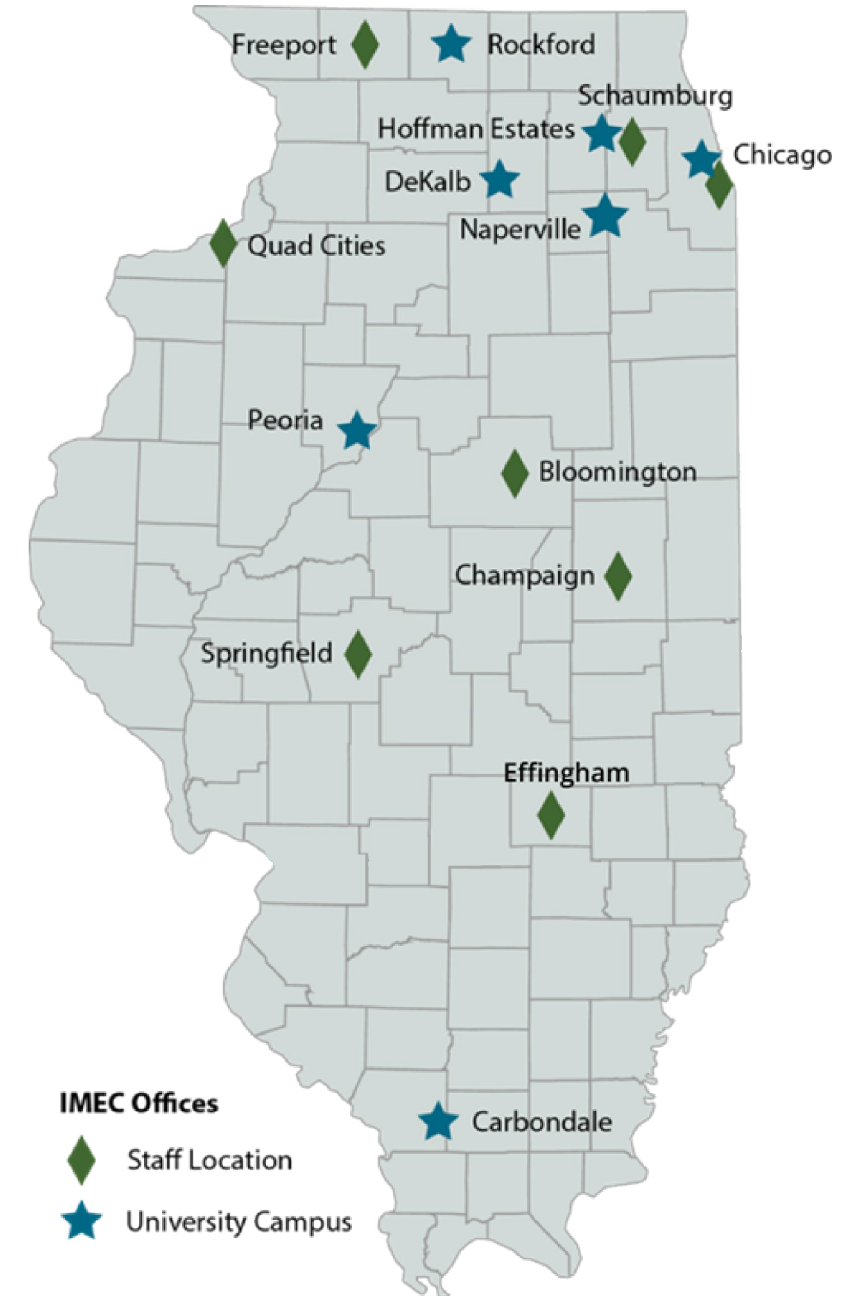


GOVERNMENT

Assist with critical business improvements in the areas of **Leadership, Strategy, Customer Engagement, Operations, and Workforce.**

Expertise Across Illinois

50 full-time staff and partners
assist more than 750 companies
each year with successful
improvement and innovation
projects.



IMEC Impacts

2021 Client-Reported Impacts



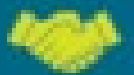
5,679

Jobs Created and Retained



19:1

Return on Investment



1617

Companies Assisted



\$967,314

*Average New and Retained Sales
per client/project*



\$65,662

*Average Cost Savings
per client/project*

\$450,502,048

Aggregate Impact to the Illinois Economy

IMEC

Plan. Implement. Excel.

SIU

CARBONDALE

SOUTHERN ILLINOIS UNIVERSITY

BUSINESS INCUBATOR

Small Business Incubator

Business support for start-ups

Proving ground for university research
“spin-outs”

Landing place for businesses with
special needs (new market, product
development, or scientific lab space)



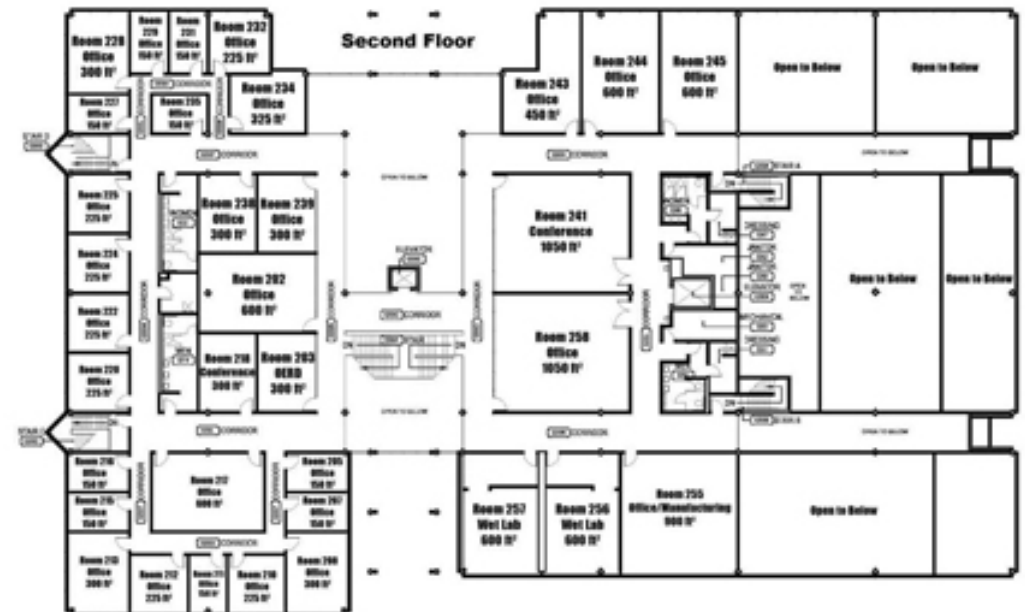
Incubator Space

Flexible Space

Internet and Telecomm

Shared Services

Conference Space



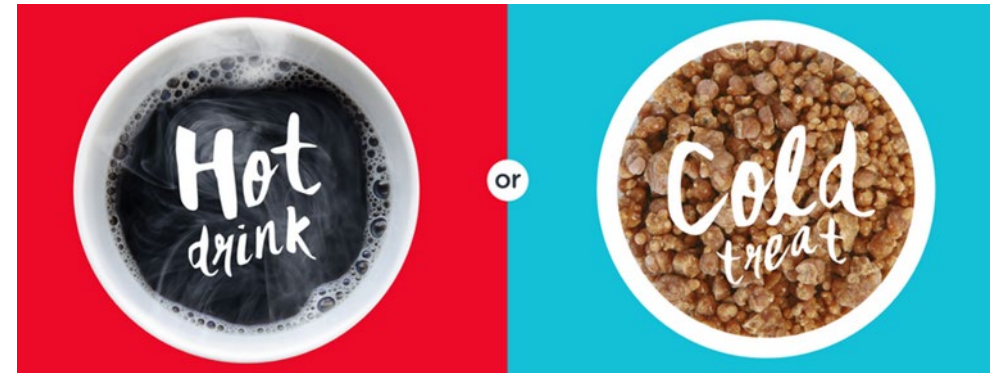
Incubator Space

Laboratory Space
Saluki Innovation Lab
Affiliate Office Space
Student Incubator
(Saluki Ventures)
Light Manufacturing
Office Space
Ranging in Size from
150 to 1050 ft²



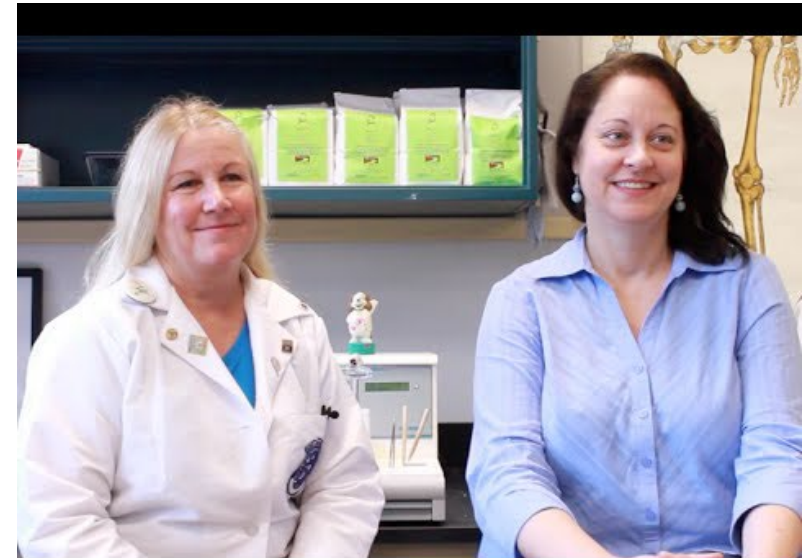
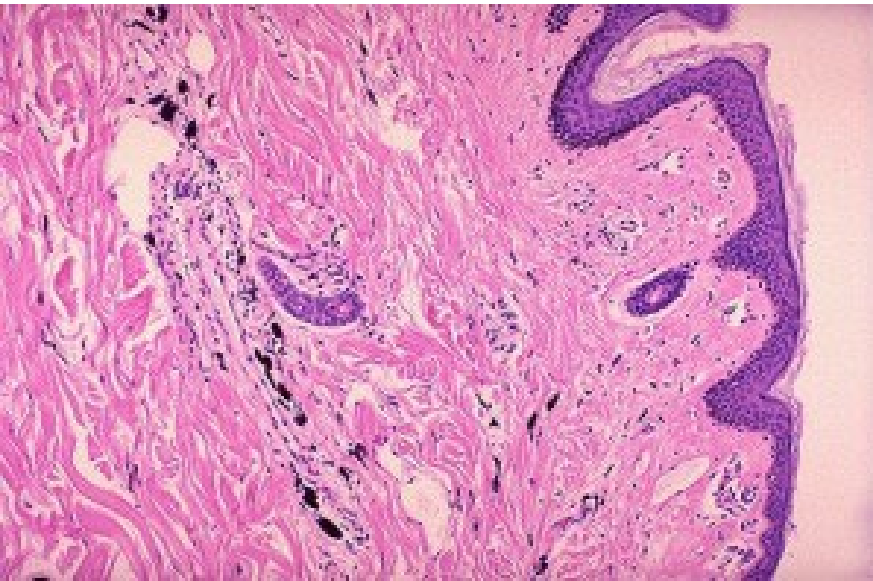
Incubator Tenant: Beaded Distribution

- Based on Dippin' Dots Technology – Frozen coffee, cocktails, whey
- Principal is Curt Jones, SIU Alumnus & Dippin' Dots founder/inventor
- Market research activities – College of Business
- Student internships and employment



Incubator Tenant: Saffron Scientific

- Provides histology services – research, veterinary, physician, hospital, and surgery center clients
- Animal, human and plants tissues from medical or research sources are grossed, fixed, processed, embedded, sectioned, and stained
- Principals are former SIU employees



Incubator Tenant: Success Story



Ben Weinberger started Digitalsmiths from a dorm room at Thompson Point in 1998.

Digitalsmiths was developed around the idea of contextual advertising (using algorithms to link relevant advertising content in videos).

Acquired by Rovi Corporation (TiVo) for \$135 million in 2014.



Meet-up Space

Place for entrepreneurs to meet to discuss business and make connections



Innova*ship

Innova*Ship is a program with focus on commercializing innovative ideas, technologies and research.

4-week training class

- Developing your idea
- Raising investment
- Defining the market
- Testing the business model
- Building the team
- Protecting your idea
- Pitching the idea



SUMMER 2020 INNOVA-SHIP

WHERE INNOVATION AND
ENTREPRENEURSHIP COLLIDE


4-WEEK TRAINING INCLUDES:

- DEVELOPING YOUR IDEA
- IDENTIFYING FUNDING AND INVESTORS
(WITH EMPHASIS ON SBIR/STTR GRANT FUNDING)
- DEFINING YOUR TARGET MARKET/MARKET RESEARCH
- TESTING YOUR BUSINESS MODEL
- ENTERING AND CAPTURING THE MARKET
- PLANNING FOR FINANCIAL SUCCESS
- BUILDING YOUR TEAM
- INTELLECTUAL PROPERTY
- IDEA PITCH DEVELOPMENT

STARTS THURSDAY, JUNE 25, 2020
VIRTUAL SESSIONS WEEKLY FROM 12 - 1:30 P.M.
(ADDITIONAL SESSIONS ON TUESDAYS, JUNE 30 AND JULY 21)

OPEN TO SIU FACULTY, STAFF, STUDENTS, AND ENTREPRENEURS OR
'WANTREPRENEURS' THROUGHOUT SOUTHERN ILLINOIS

FOR MORE INFORMATION OR TO APPLY,
VISIT [RESEARCHPARK.SIU.EDU](https://researchpark.siu.edu)



Operation Mousetrap

SIUC faculty, staff & students learn about commercializing their research and innovative technologies

12-week class held once per week
Entrance into program by invitation

Workshops and discussions include:

- Marketing research and analysis
- Identifying funding sources
- Legally protecting businesses
- Intellectual property
- Defining the target market
- Testing business concepts, etc.



Operation Mousetrap Graduate

Thermaquatica 

University spin-out – Bio-mass liquification
CTO and founder is Ken Anderson — Geology
and Advanced Energy Institute Director



Experts in Residence

Experienced professionals work with faculty, alumni and high-potential community businesses to provide intensive mentorship and support.

Examples of EIR involvement includes:

- Refine business models and strategies
- Develop branding and marketing tactics
- Prototype and product development
- Protect and commercialize technologies
- Evaluate vital funding needs
- Assemble the ultimate team
- Complete technology assessments
- Conduct market assessments

Regional High School CEO Programs

- Creating Entrepreneurial Opportunities in southern Illinois and lessen the youth “brain drain”
- Promote regional activities with Franklin, Jackson, Jefferson, Randolph, Saline, and Union counties.



JACKSON CEO

HackSI

The hackers get 24 hours to come up with their idea, build a working prototype and then present it to a room full of geeks that actually understand what they have built.





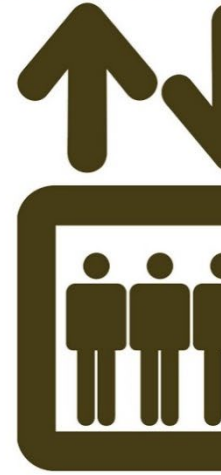
**SALUKI
ENTREPRENEUR
CORPS**

Saluki Entrepreneur Corps

SIU chapter of the Collegiate Entrepreneur Organization RSO connecting innovative, entrepreneurial-minded students?

- WHAT CAN MEMBERS EXPECT TO GAIN?
 - Learn from successful entrepreneurs
 - Collaborate with other student entrepreneurs
 - Gain real-world, innovation and entrepreneurship experience
 - Compete in SIU's elevator pitch contest and represent SIU at the national competition each October

2019 ELEVATOR PITCH CONTEST



SEP. 24 @ 6:00 P.M.



REGISTRATION
THROUGH SEP. 7 AT
INCUBATOR.SIU.EDU

WORKSHOPS:

TRAINING:
SEP. 10 & 12 @ 5:00 P.M.
MOCK PITCHES:
SEP. 17 & 19 @ 5:00 P.M.

\$3000 IN PRIZES

INCLUDING A TRIP TO THE CEO GLOBAL
CONFERENCE IN TAMPA, FLORIDA

[VISIT INCUBATOR.SIU.EDU](http://INCUBATOR.SIU.EDU) FOR MORE INFO

HOSTED AT SIU'S DUNN-RICHMOND
ECONOMIC DEVELOPMENT CENTER
1740 INNOVATION DRIVE, CARBONDALE, IL 62903



SALUKI
ENTREPRENEUR
CORPS

Support system for a dynamic, engaged, and creative class of student innovators and entrepreneurs.

Work alongside like-minded peers and build relationships with people that will help accelerate their business.

SALUKI VENTURES

YOUR STUDENT
BUSINESS
INCUBATOR

ONLY
\$30 PER
SEMESTER

GAIN ACCESS TO:

- SHARED, COLLABORATIVE OFFICE SPACE
- EXPERIENCED BUSINESS PROFESSIONALS
- OTHER DRIVEN, YOUNG ENTREPRENEURS

iFERM Hub @McLafferty



iFERM Hub

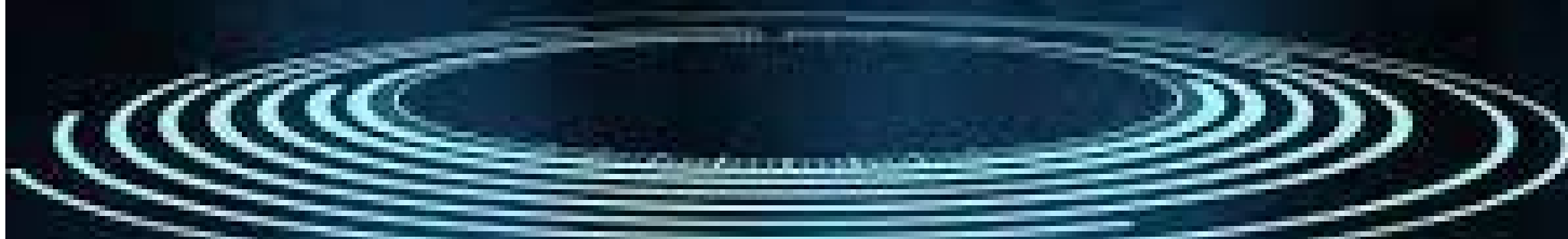


iFERM Hub

- *Solving food, nutrition, agriculture, and health challenges through transdisciplinary research, innovation, and education.*
- Enhancing and supporting businesses and producers with unique economic development opportunities; increasing public health by supporting and creating new and emerging value-added healthful food and medicinal products; and providing job training for those new and emerging workforce opportunities.
- The iFERM Hub will facilitate new economic and entrepreneurial opportunities, research, and development in value-added products, including food, beverage, and biotechnology.



RESEARCH
ENABLED



Research Enabled

- University of Missouri System (4 campuses) and Southern Illinois University (3 campuses) funded by the
- Addresses technical, business, and other research needs of industry and organizations
- Easy to use portal that captures faculty/researcher expertise and interests
- Industry can review who's in the portal or post a specific opportunity
- Standardized service agreements



CARBONDALE

SOUTHERN ILLINOIS UNIVERSITY

RESEARCH PARK

Lynn Andersen Lindberg

Executive Director

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