

New Mexico **SMART Grid Center** webinar series

Entrepreneurship and Innovation Resources in New Mexico



Presenter(s):

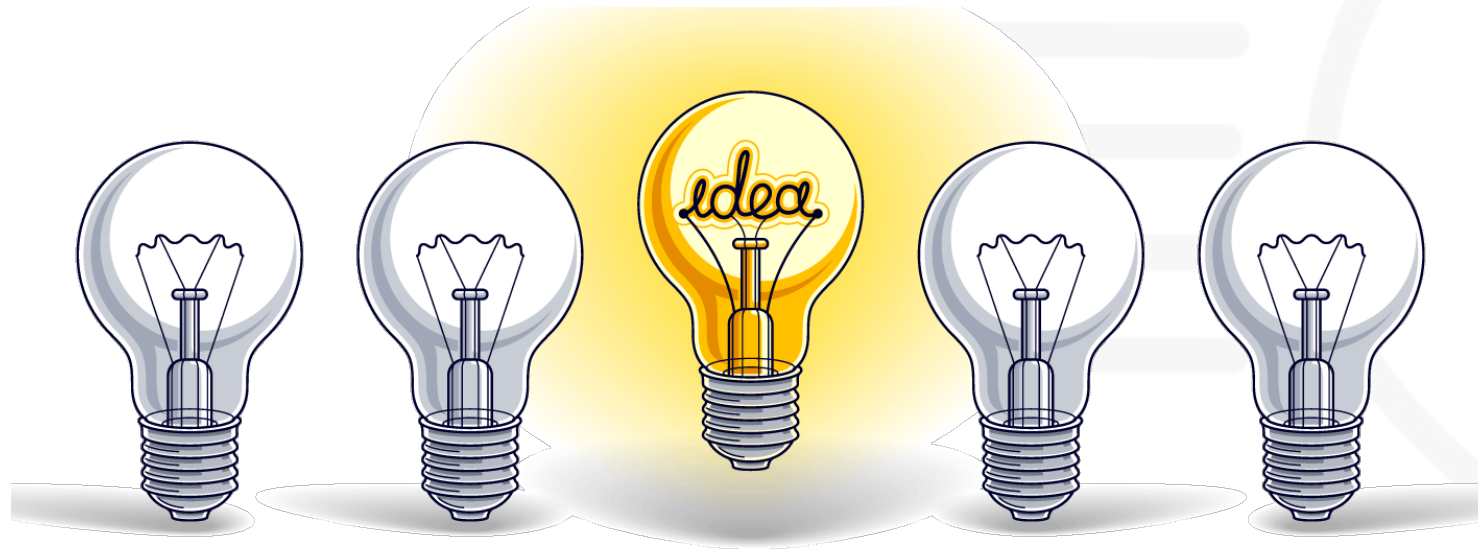
Rob DelCampo, UNM Innovation Academy

Kathy Hansen, Arrowhead Center at NMSU

Peter Anselmo, NMT Office of Innovation Commercialization

Entrepreneurship Certificate Program

- Introduction to IP generation and management, commercialization and entrepreneurship
- Open to all NM SMART Grid Center participants and the NM EPSCoR community



Certificate Program Lectures

- Intellectual Property 101
- Business Model Canvas
- Market Analysis
- Success by Design:
The First Five Steps to
Launching a Successful
- Pitching and Presenting Your
Idea!
- Collaborative Problem
Solving through Design
Thinking
- Sustainable Business
Practices to Achieve
Business Longevity

Certificate Program Enrollment

The screenshot shows the homepage of the New Mexico EPSCoR website. The browser address bar displays 'nmepscor.org'. The navigation menu includes 'WHO WE ARE', 'WHAT WE DO', 'NEWS & EVENTS', and 'RESOURCES'. A dropdown menu is open under 'WHAT WE DO', listing 'RESEARCH', 'PROGRAMS', 'FUNDING OPPORTUNITIES', and 'SUCCESES'. The main banner features a 3D cityscape with wind turbines and a 'LEARN MORE' button. Below the banner is a section titled 'ABOUT NEW MEXICO EPSCOR' with sub-sections for 'ABOUT', 'HISTORY', 'MISSION & VISION', and 'NSF EPSCOR'. The 'ABOUT' section contains text describing the program's mission to stimulate competitive research and train a STEM workforce.

New Mexico EPSCoR

WHO WE ARE ▾ WHAT WE DO ▾ NEWS & EVENTS ▾ RESOURCES ▾

RESEARCH
PROGRAMS
FUNDING OPPORTUNITIES
SUCCESES

Highlights from Year 2
our 5G future and cutting edge microgrid security

LEARN MORE

ABOUT NEW MEXICO EPSCOR

ABOUT HISTORY MISSION & VISION NSF EPSCOR

The New Mexico Established Program to Stimulate Competitive Research (NM EPSCoR) is building the state's capacity to conduct scientific research and is training a diverse, well-qualified Science, Technology, Engineering and Mathematics (STEM) workforce. We do this through multi-year, federally funded projects that include New

The screenshot shows the 'Entrepreneurship Certificate' enrollment form on the New Mexico EPSCoR website. The browser address bar displays 'nmepscor.org/what-we-do/programs/entrepreneurship-certificate'. The navigation menu is the same as the homepage. The form is titled 'Enrollment Form' and contains the following fields:

- First Name*
- Last Name*
- Email*
- Role* (dropdown menu)
- Affiliation* (dropdown menu)
- Institution*
- Discipline* (radio buttons for Biological Sciences and Computer and Information Science and Engineering)

Entrepreneurship Certificate | x +

nmepscor.org/what-we-do/programs/entrepreneurship-certificate

Enrollment Form

First Name*

Last Name*

Email*

Role*
- Select -

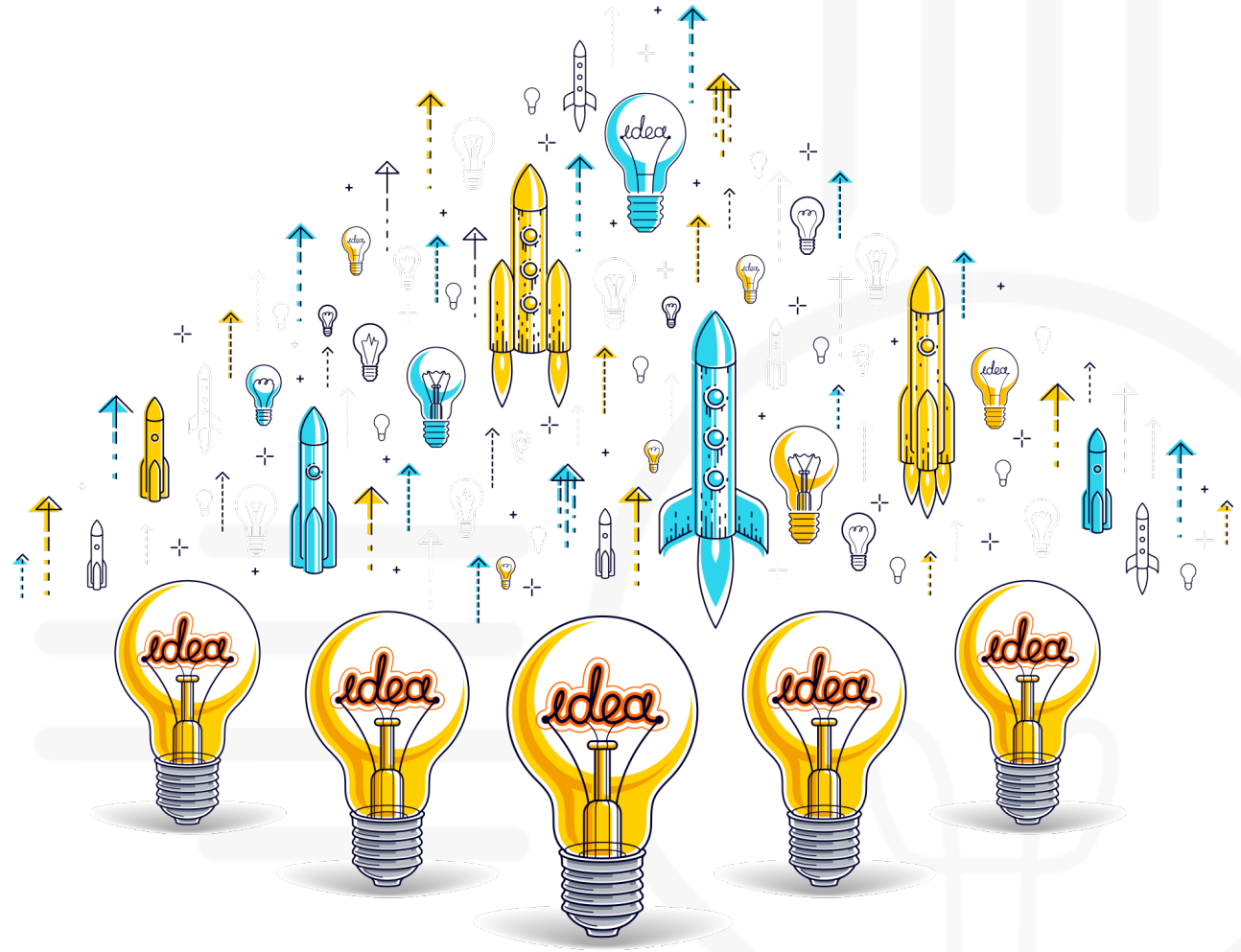
Affiliation*
- Select -

Institution*

Discipline*
 Biological Sciences
 Computer and Information Science and Engineering

Other Opportunities

- Pitch Competition
- NSF iCorps Training





New Mexico
SMART Grid Center webinar series

No scheduled webinars for November or December

The image features a large, multi-story building with a prominent glass facade, likely a university building, serving as the background. The entire image is overlaid with a semi-transparent red filter. In the center, the logo for the University of New Mexico Innovation Academy is displayed in white. The logo consists of the letters 'UNM' in a stylized, bold font, with the 'U' and 'M' overlapping. To the right of the 'UNM' logo, the words 'INNOVATION' and 'ACADEMY' are stacked vertically in a clean, sans-serif font.

UNM[®] INNOVATION ACADEMY

THE UNIVERSITY OF NEW MEXICO'S
INCUBATOR FOR IDEAS, BUSINESSES, AND PEOPLE



WHO ARE WE?

The Innovation Academy is a metacurricular program designed to be The University of New Mexico's (UNM) incubator for ideas, businesses, and people.

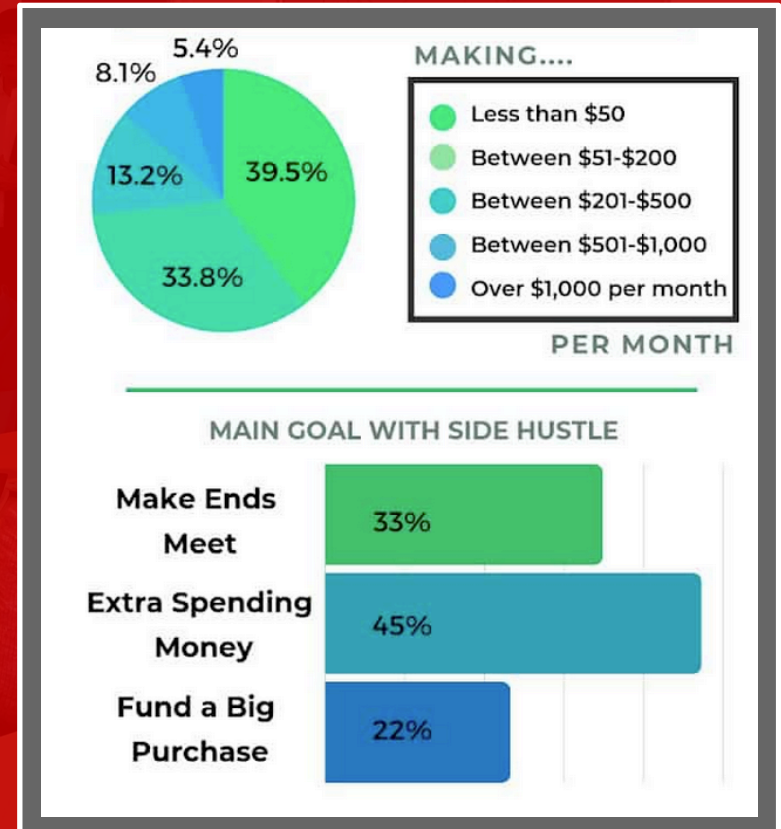
Our program is for all students, in any major, and our mission is to infuse creativity, innovation, and entrepreneurship into their degree.

We offer a variety of programs to assist students in finding creative solutions to solve problems by thinking like entrepreneurs and developing transferable skills that they can use in both an academic and professional setting.

ENTREPRENEURSHIP or “SIDE HUSTLE”

Where are we headed?

- 49% of Americans under age 35 report having a “side hustle”
- But...it is also a way to transition to an alternate career and maintain “stability”



STUDENT SNAPSHOT



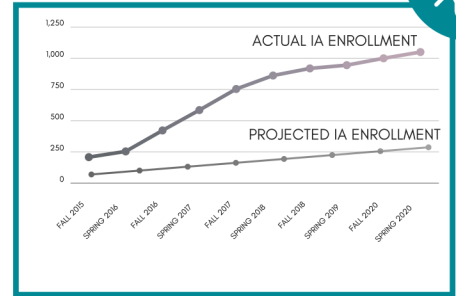
85 MAJORS
REPRESENTED

1050+
STUDENTS

>50%
FEMALE
STUDENTS

>65%
FIRST
GENERATION
COLLEGE
STUDENTS

>50%
STUDENTS
OF COLOR



243
STUDENTS RECEIVED
ACADEMIC CREDIT
TO START THEIR BUSINESS

148
IA AFFILIATED
COURSES

217
FACULTY
INVOLVED



91% PITCH
COMPETITION
PARTICIPANTS
CURRENTLY IN
BUSINESS

STUDENT
COMPANIES IN
OPERATION

73



ENTREPRENEURIAL CAPABILITIES CERTIFICATE

- [Community Programs-FREE!](#)
- <http://loborainforest.com/nmrainforest/>
- [Small Business Recovery/Launch-\\$17 8-week course](#)
- <https://createsellbank.com/community-fall2020/>



CREATE. SELL. BANK!

create. sell. bank

UNM Course to experience a variety of innovation processes to help discover products or services and launch your idea.

[Learn More](#)



upcoming seminars

seminars are free and open to the UNM community and the public, but registration is required.

[events](#)



contact us

Do you have questions or need an assistance? Reach out to a mentor to answer your questions.

[Contact a Mentor](#)

[Click Here to Access Seminar & Webinar Video Recordings on Entrepreneurial Topics.](#) [Browse Videos >](#)

CO-OP CAPITAL

- Microloan program
- Amounts from \$500-\$10,000
- No credit impact
- Relationship-based
- Funded by Nusenda Foundation, Kellogg Foundation, Small Business Administration, UNM innovationAcademy



RAINFOREST  INNOVATION ACADEMY  Rainforest Innovations

PITCH COMPETITION

BIANNUAL COM
FOR STUDENTS TO WIN
SEED FUNDING
THEIR BUSINESS IDEA
INTO A REALITY



TECH NAVIGATOR CHALLENGE

ANNUAL COMPETITION FOR
STUDENTS TO TRANSFORM
EXISTING TECHNOLOGY FROM
OUR PARTNERS INTO A PRODUCT
FOR THE GENERAL PUBLIC



ADDITIONAL PROGRAM HIGHLIGHTS



**INNOVATION
SCHOLARS**



CORPS
NSF Innovation Corps



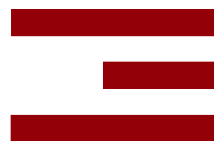
**INTERNSHIP CREDIT
COURSE**



**PITCH & PUBLIC
SPEAKING COACH**



Disney
college program



2+1+2
PROGRAM

\$404,300

AWARDED TO
STUDENTS BY IA

\$1.5M

AWARDED TO STUDENTS
FROM OUTSIDE INVESTORS







QUESTIONS?

FOR MORE INFORMATION VISIT OUR WEBSITE:

INNOVATIONACADEMY.UNM.EDU

FIND US ON SOCIAL MEDIA:

FACEBOOK: [innovationAcademy](#)

INSTAGRAM: [@ia_unm](#)

NM EPSCoR Entrepreneurship and Certificate Program Webinar

Kathryn Hansen, Director, Arrowhead Center

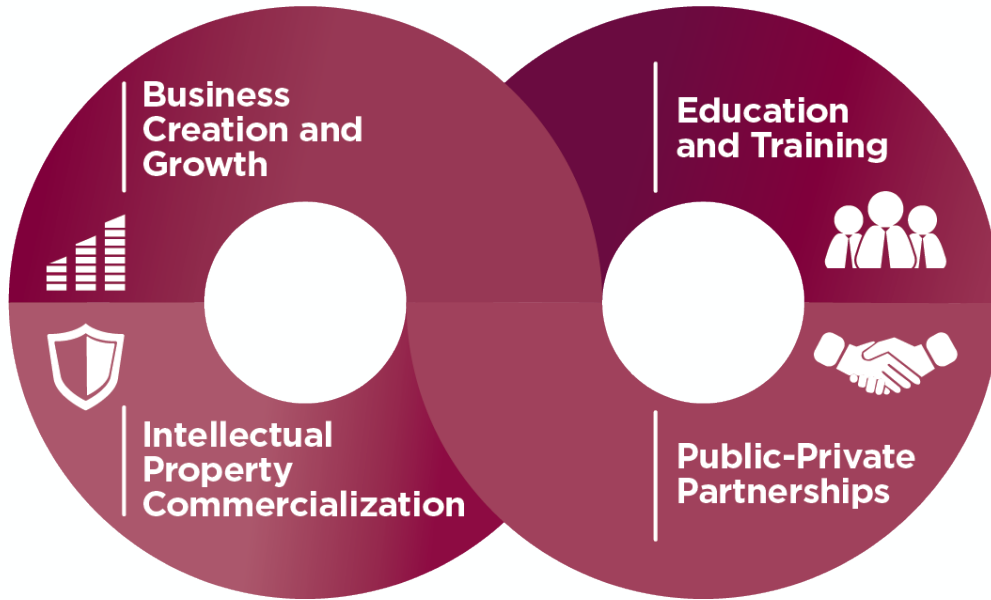
Arrowhead Center

October 28, 2020



BE BOLD. Shape the Future.

Arrowhead Center Mission



Creating economic opportunity through entrepreneurship & innovation

Commercialization Programs



LAUNCH

Studio 

NM FAST

Sprints

- National Science Foundation I-Corps
- Emerging technologies at NMSU
- NMSU's student business accelerator
- Federal and State Technology Partnership (FAST)
- Accelerator programs

Aggie I-Corps

- NMSU's National Science Foundation I-Corps Site
- Supports student and faculty research teams as they transition technologies to the marketplace
- Assistance through structured training program and by providing I-Corps teams with resources, networking opportunities, and seed funding to move their ventures towards market

Aggie I-Corps

- Trained and provided participant support awards to more than 100 student and faculty teams working on STEM innovations
- \$60,000 in direct support for 30 faculty-student entrepreneur teams annually
- Seventeen faculty and student teams winning \$50,000 awards for participation in the national NSF I-Corps program
- Preparation for a range of follow-on funding opportunities through local competitions, federal grants, and private investment

LAUNCH

- Established to identify and provide commercialization support to early-stage technologies developing at NMSU
- A ten-week program teaming NMSU inventors with legal, corporate, and marketing experts to take technologies to market
- Has led to faculty- and student-led startup ventures, patents, technology licenses, and technologies better-poised for market and user impact



Studio G

- NMSU's Student Business Accelerator
- Mission: Help Students Start & Grow Businesses
- Free to students at NMSU and participating sites
- In late 2019, Studio G ranked as one of the Top 20 University Business Incubators in the world by UBI Global



471 views | Jun 9, 2020, 08:00am EDT

Which Colleges Produce The Most Startups?



YEC COUNCIL POST | Paid Program
Entrepreneurs

POST WRITTEN BY
Jack Tai

CEO & Co-Founder of [OneClass](#).



Which colleges have the most successful business incubators?

Here are the U.S.-based incubators UBI has recognized and some of the top colleges with which they're affiliated: Startup Aggeland at Texas A&M University, [Studio G at New Mexico State University and New Mexico colleges](#), 1871 at the University of Illinois and Chicago-region colleges, Emerging Technology Centers at Johns Hopkins University and other Baltimore colleges, and Los Angeles Cleantech Incubator (LACI) at UCLA, California Institute of Technology, and other Los Angeles schools.

Studio G

- Curriculum based on Lean Launch and Disciplined Entrepreneurship
- Advising through Arrowhead staff and Enterprise Advisors
- Connections to funding sources
- Equipment and software
- Work and meeting spaces
- Prototyping services



NM FAST

- Free SBIR/STTR proposal development assistance (e.g., topic and agency matching, budget assistance, proposal writing assistance)
- Proposal review
- Tailored services for each client
- Micro-grants (up to \$2,000) available to help with proposal development
- Free workshops and engagement activities held throughout the state
- Website: <https://arrowheadcenter.nmsu.edu/program/nm-fast/>
-

NM FAST

- Agency “Quick-Start” Guides
- YouTube Channel: Archive of prior workshops, structured video playlists for each agency, and videos on various proposal components
<https://www.youtube.com/channel/UC87WYVRONOn0t98S8A-njug>
- Compliance Matrices: Bird’s-eye view of solicitation requirements
- Checklists: Final verification that all requirements have been met
- Templates: Proposal, executive summary, budget justifications, letters of support
- Solicitation Guide (updated solicitation schedule available on website)
- 96 proposal development documents created
- Documents and resources updated every release to provide the most up-to-date tools for successful proposal creation

SBIR/STTR Accelerator

Goals:

- Increase number of quality proposals being generated by New Mexico businesses
- Provide oversight and ownership of proposal process
- Drive state of innovation in New Mexico
- Provide a structured system to work on small sections of the proposal package over time
- Increase participation of historically underserved populations
- Use a cohort-based model to increase accountability

SBIR/STTR Accelerator

To-Date:

- Seven cohorts completed: DoD-focused (2), SBIR 101 (2), STTR, NSF, NIH
- 111 applicants for the program across cohorts - 25% rural, 32% women-owned small businesses, 50% minority-owned small businesses
- 14 participants in DoD cohorts led to 16 proposal submissions from businesses who would not have submitted otherwise; two were funded
- Online instruction and communication for participants from 12 communities across New Mexico (and AK, ID, MT, HI, WY, and NV for NIH)

SBIR/STTR Accelerator

- **Don Ryu, NMT** (biomechanical self-recharging device): Went through NSF Arrowhead Center SBIR/STTR Accelerator, in the process of submitting a NSF Phase I.
- **Rita Serda, UNM** (immunological response anti-cancer treatment): Went through NIH Arrowhead Center SBIR/STTR Accelerator, submitted NIH Phase I this year.
- **Yun Li, NMSU** (water filtration technology): Working with Reza Foudazi at NMSU, went through NSF Arrowhead Center SBIR/STTR Accelerator, in the process of submitting a NSF Phase I.

Sprint Accelerators

Five-to-twelve week, virtual accelerators (meet once per week) that can include the following topics:

- Product/business uniqueness, customers and competition, product/market fit, pivots and tailoring your product/business, online branding, marketing and social media, resources, funding and moving forward
- Industry-specific topics (e.g. energy regulation, agriculture funding, etc.)

One-on-one customized assistance to each participant outside of weekly classes

Access to resources like funding organizations, complementary economic development organizations

Follow-on support to include one-on-one, customized assistance and access to Arrowhead resources



Pre-recorded curriculum
Participants learn at their own pace and come to the class prepared for a group discussion

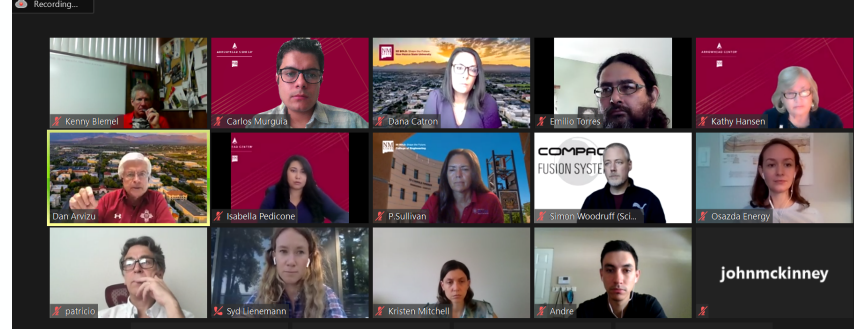


Industry experts
Industry experts are hosted on each week's session; speakers are customized based on a survey of what participants need



Access to 40+ Advisers
Participants get access to a network of experts (Accounting, IP, Marketing, Funding, Strategy)

EnergySprint 2020



- August 14 – September 18, 2020
- 100% virtual format, eight clean energy businesses
- 18 speakers, representing three national laboratories, one venture capital fund, the U.S. Department of Energy, the NM Department of Energy, and experts across the energy spectrum, including utilities, networking, intellectual property, social media, grid systems, and Arrowhead’s network of Enterprise Advisers.
- During the one-on-one sessions, Arrowhead Center’s team was able to connect participants to advisors, programs and opportunities, leading to the following outcomes:
 - Pursuit of SBIR funding, receiving prototyping assistance through the Foster Innovation Exchange,
 - Pursuit of NMSBA assistance, and
 - Connections to potential investors in the energy sector.

Summary

- Experiential, practical learning experiences in commercialization and entrepreneurship
- Researcher- and student-focused programs with one-on-one support necessary to tailor services
- Network of enterprise advisors
- Accessible, flexible programming



Thank you and for more information

- Kathy Hansen
- hansen@nmsu.edu
- 575 202 7171

