

# University of Illinois University Center and IUIN

Illinois Association of Regional Councils

May 31, 2018



# UIUC EDA University Center & Illinois University Incubator Network Technical Assistance Program

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The EDA University Center and IUIN continue to provide outreach and technical assistance programming to startups, small businesses, and entrepreneurial ecosystems across the state of Illinois.



ILLINOIS UNIVERSITY  
INCUBATOR NETWORK

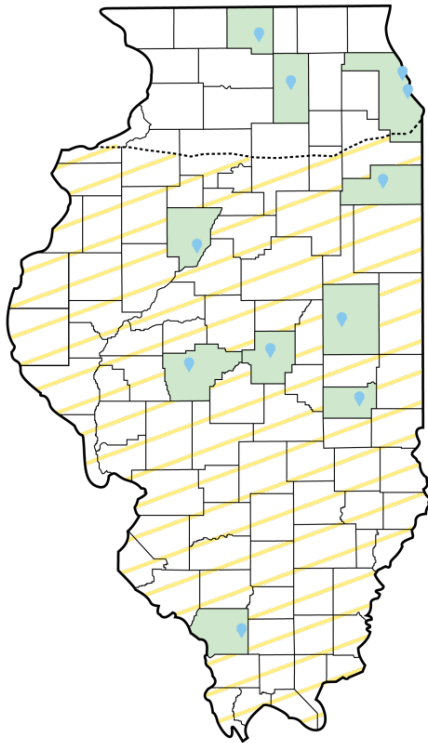
**Since June 2017, we have positively impacted 119 small businesses and startups.**

- The EDA University Center technical assistance program has created websites, logos, and provided business assistance and research for 20 small businesses, 9 since February.
- IUIN has supported SBIR educational workshops and one-on-one consulting for 99 startups and entrepreneurs.
  - 3 workshops hosting a total of 76 companies
  - 2 SBIR consultants providing 1-on-1 consulting for 23 companies

The EDA University Center and IUIN connects incubators across the state providing mentorship, assistance in development, organization, and strategy. We have been focusing our efforts in **Peoria, Springfield, and Bloomington – Normal**

# UIUC EDA University Center & Illinois University Incubator Network Technical Assistance Program

Illinois Entrepreneurship Support Programs  
Supported by US. EDA at EnterpriseWorks



• - Economic Adjustment Assistance Grant  
• - EDA University Center

- The EDA University Center Grant supports small businesses located south of I-80.
  - ✓ Communities seeking assistance in planning and developing entrepreneurship programs.
  - ✓ Provides business and technical assistance provided by University of Illinois students.
  - ✓ Entrepreneur in Residence resource to support incubator clients.
  - ✓ Supports SBDC, PTAC, ITC, or higher education incubator clients
- The EDA Economic Adjustment Assistance (EAA) program supports university incubators



# IUIN & UIUC EDA University Center Outreach

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**AMBASSADOR VISITS & PLANNING ASSISTANCE:** Through the IUIN and EDA University Center we've been meeting & assisting the leadership of established and emerging university and community incubators in Peoria, Springfield, and Bloomington – Normal (among others).

- **Peoria Entrepreneurial Ecosystem:** assisting with development of the entrepreneurial pipeline for community, university, and healthcare sectors. Providing SBIR and shared services programming to entrepreneurs, inclusive SBIR workshops through their SBDC, and incubator mentorship for OSF, U of I COM, Bradley University, and Greater Peoria Economic Development.
- **Innovate Springfield:** assisting with reviewing models, structures, and operations while providing resources to companies and programming for the I-SPI incubator.
- **Bloomington – Normal:** assisting Illinois State University as they outline plans for a new community and university facing incubator in Bloomington. Providing shared services to startups in their community.

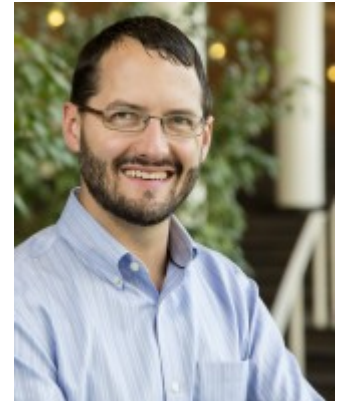


# IUIN & UIUC EDA University Center Research

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**RESEARCH:** Professor Marc Doussard Assistant Professor of Urban and Regional Planning at the University of Illinois Urbana Champaign completed the intake of data for his research on university incubators across Illinois. His incubator research will show trends in university incubators and be beneficial to established and emerging incubators.

- Prof. Doussard and his graduate student completed 6 incubator surveys and profiles to help assess incubator parameters in Illinois associated with universities
  - Eastern Illinois University - CENCERE
  - University of Chicago - Polsky Center
  - Southern Illinois University – Carbondale, Research Park incubator
  - Innovate Springfield iSPI (UIS)
  - Greenville University Incubator
  - Northern Illinois University – Eiger Lab
- In 2018, Prof. Doussard will be completing economic impact reports on university incubators in Illinois using IMPLAN software and benchmarking impact from jobs, construction, and operations
- Projections for new incubator projects can be provided based on these benchmarks



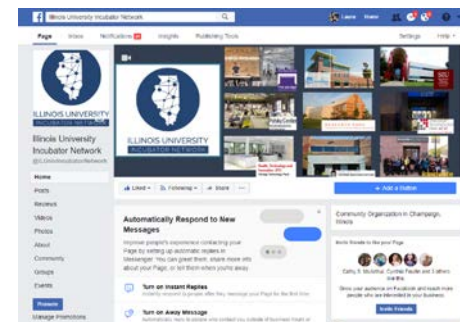
# Early Insights from Incubators

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- Student entrepreneurship growth
  - Student IP ownership policies vary among universities
  - Cross-campus leadership vs. college level
  - Proximity to students for incubator space
  - Incubator funding support for non-paid clients
- Employment agreements for physicians and corporate employees that hinder entrepreneurial activities
- Graduation space after incubation within the community, retaining programming ties
- Best practices in programming offerings, events, inclusion, community building
- Community role vs. university objectives



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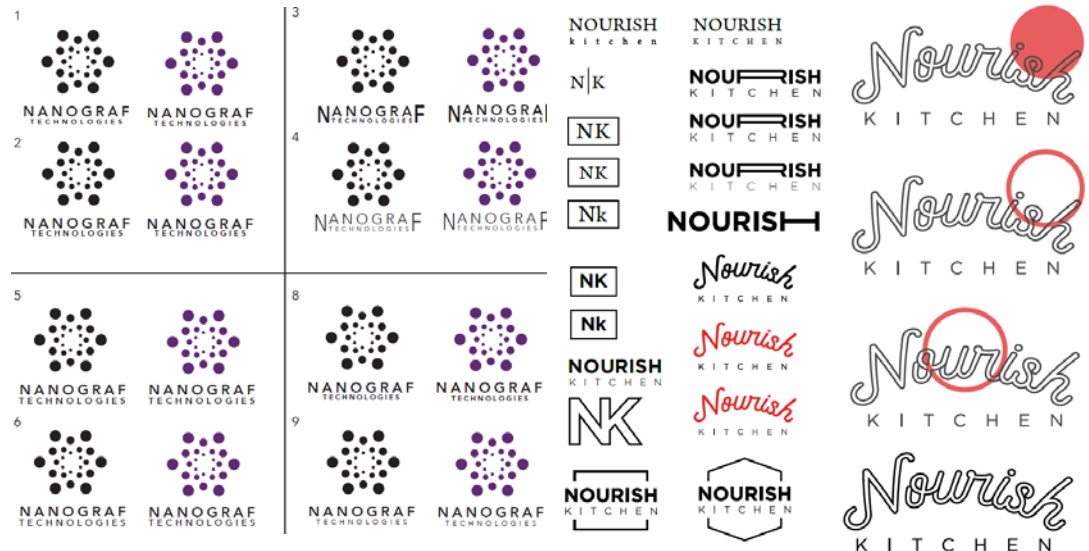


# Shared Services & Technical Assistance

**Shared Services & Technical Assistance:** Through the EDA University Center we have provided assistance to 20 small business and entrepreneurs located south of I-80.

- Graphic Design Assistance: new logos, branding, website design, marketing one pagers
- Website Development: new custom website builds
- Business Strategy and Business Research: provided assistance to small business owners through market validation surveys , product validation surveys, business plan review, market research.

Examples of custom logo designs for a logistics company, a battery technology startup, & food hall / kitchen co-op.

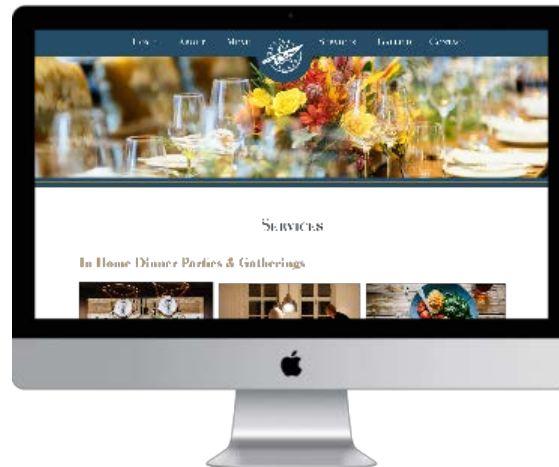




# Artisan & Company

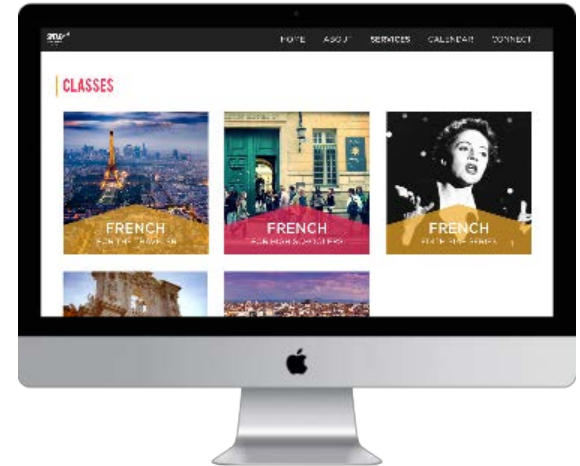
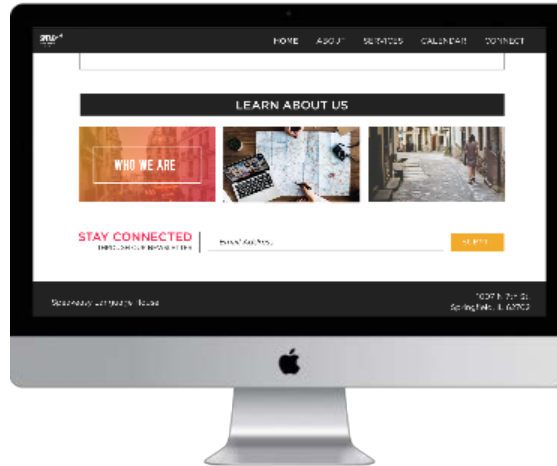
Artisan & Company is a high end catering company based in Springfield, IL. They offer private and executive catering services with a custom menu for charity fundraisers, political functions, and in-home cooking demonstrations.

[www.artisanandcompany.net](http://www.artisanandcompany.net)



# Speakeasy Language House

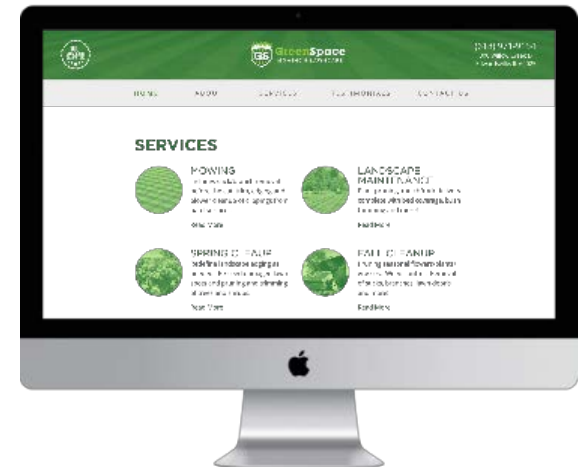
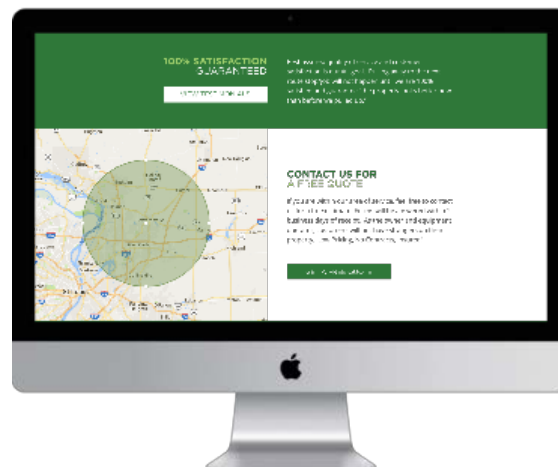
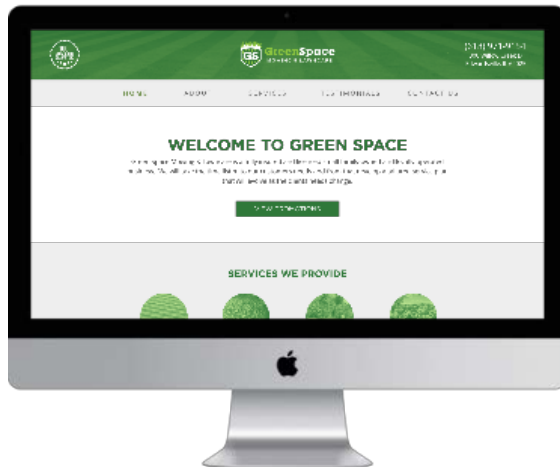
Speakeasy Language House is a cultural house based in Springfield, IL. The business aims to heighten cultural understanding in Springfield through both education and experience.



# GreenSpace Mowing & Lawncare

Green Space Mowing & Lawncare in Edwardsville is a fully insured and licensed small family-owned and locally operated lawn care business.

[www.greenspacemowing.com](http://www.greenspacemowing.com)



# Path-2-Gene

We designed a branding identity for Path-2-Gene



# Requesting Small Business Technical Assistance

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University of Illinois EDA University Center Request Form can be found at:

<http://go.illinois.edu/SmallBusinessHelp>

## Application Guidelines:

- Please submit one request at a time.
- Projects are short term with specific deliverables and a clear scope. All projects are expected to be completed within a 30 day window.
- Projects must have a referral source; SBA, SBDC, PTAC, U of I Extension Office, Higher Education Incubator in Illinois
- Projects for physical product companies or technology companies will be given priority.

The University of Illinois EDA University Center program provides quality services at **no cost to the entrepreneur**, startup, or small business.

- The services will be completed by University of Illinois undergraduate or graduate students.



# Requesting Small Business Technical Assistance



## Step 1:

Entrepreneurs / small business owners located south of I-80 meet with their local entrepreneurship partners such as the; SBDC, EDC, SBA, PTAC, ITCs, Higher Ed. Incubators, University of Illinois Extension Offices.

## Step 2:

Entrepreneurs / small business owners and their referral partner complete the University of Illinois EDA University Center Small Business Assistance Application online and submit to EnterpriseWorks.

## Step 3:

Enterprise Works will receive and review all applications. The project scope will be reviewed and University of Illinois student(s) will be matched with applicants based on availability and fit.

## Step 4:

University of Illinois student(s) will work with the entrepreneurs and small business owners to complete the requested business assistance to support business growth. All projects will have a hand-off at final completion.

# Small Business Innovation Research Assistance Program (SBIR)

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Through the Illinois University Incubator Network (IUIN) we have **served 99 companies across Illinois**. The SBIR Assistance Program has provided educational workshops and one on one consulting through two consultants to and one nationally recognized speaker.

- Our SBIR consultants have **provided one-on-one consulting to 23 companies**.
- We have already seen a return on this programming in that one of the companies has recently been awarded a Phase I SBIR Award from the National Science Foundation. We look forward to hearing back from the other 9 submissions.
- Our one on one consultants will be presenting SBIR 101 workshops in Peoria in the upcoming months to provide basic education about the SBIR and STTR program.
- Jim Greenwood has hosted three SBIR workshops in Springfield, Chicago, and Champaign, speaking to a total of 76 companies. We look to have Jim back for additional workshops this academic year.

The SBIR Assistance Program has assisted companies from Northwestern University, University of Illinois Urbana Champaign, University of Chicago, Innovate Springfield, Bradley University, University of Illinois Springfield.





# Contact Information:

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The link to the Shared Services Application can be found: <http://go.illinois.edu/SmallBusinessHelp>

University of Illinois Urbana – Champaign Enterprise Works at Research Park

## **EDA University Center**

can be sent to:

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