



InnovationCenter
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CENTER FOR ENTREPRENEURIAL EXCELLENCE
PORTFOLIO OF SERVICES

Resident/Affiliate Program





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Affiliate Membership Level	
Venture Qualifications for Program Admission	
Designed For Entrepreneurs / Ventures Seeking Residence with	<ul style="list-style-type: none"> ◆ High-growth business ideas with real job creation potential in targeted business clusters ◆ New product / service concepts in targeted business clusters ◆ Commercially proven business concepts in targeted business clusters, or
Membership Information	
Annual Membership Fee	\$300 / per month or \$3,600 / per year
Payment Schedule and Method	\$900 / per quarter, in advance via Major Credit Card or ACH (Automated Clearing House)
Commitment	Minimum Six months
Membership Includes	
Business Coaching Hours	up to 6 - 8 hours per month / 3 - 4 meetings per month
Other Services	Available according to schedule in Portfolio of Services
Conference Rooms Usage	up to 12 hours per quarter as available
Meetings with NIIC Staff	up to 8 hours quarter
Meetings with Coordinators	up to 6 hour per quarter
NIIC University	<ul style="list-style-type: none"> ◆ Discounted registration for Business Planning Cohort Group ◆ Free registration for Quarterly Business Roundtables ◆ Free registration for Quarterly Lunch & Learn Educational Sessions
Client Marketing	Company Logo and Description featured on IC Web site
NIIC Post Office	As Needed
NIIC Virtual Office	<ul style="list-style-type: none"> ◆ Business Mailing Address ◆ NIIC Phone Number with Voice Mail phone answering service ◆ Virtual NIIC Office Reserve ◆ Complementary coffee, water & snacks during visit to NIIC ◆ Preferred rates on Conferencing and other value added resources ◆ Building access & Complementary Conference Rooms (8 a.m.– 5 p.m./ M-F) ◆ Wi-Fi access in Innovation Center ◆ Client Marketing Services (Website, Atrium Kiosks and Plazma Screens and Print Media)



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Items	Attributes of Services
Description of Service:	Comprehensive Business Assistance (Business Coaching) Facilitated / Coached approach to address the varied needs and risks facing today's technology entrepreneurs.
Objective:	To assist the entrepreneur(s) in development of an idea and growth of an existing business. To create an environment of virtual incubation providing access IC services and resources.
Need Served:	<ul style="list-style-type: none"> ◆ Enterprise opportunity development and acceleration ◆ Technology development assistance ◆ Accelerate the entrepreneurs movement along the "Entrepreneurs Vision Continuum" from vision to launch ◆ Identification and mitigation of risks associated with business development. ◆ Personal & Leadership development
Tools:	<ul style="list-style-type: none"> ◆ CEE Growth Acceleration Model and other IC Programs ◆ Various other tools as necessary
Entrepreneurial Commitment:	<ul style="list-style-type: none"> ◆ To be determined based on preliminary needs assessment and stage of entrepreneurial development (6 months or longer) ◆ Regular meetings with the CEE (2 – 4 times per month)
Outcomes:	Determined by the specific need at that time.
Fees for Service	
Affiliate Members	Included
Notes:	<ul style="list-style-type: none"> ◆ Major credit card must be used as payment method.



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Items	Attributes of Services
Description of Service:	Vision Engineering
Objective:	To create a Three-year vision; to gain understanding of the business life cycle and transitions; entrepreneurial competencies and transition tactics for creating the business the entrepreneurs envisions.
Need Served:	<ul style="list-style-type: none"> ◆ Creation a high level transition plan for existing and new businesses ◆ Articulation of entrepreneurial /organizational vision, mission goals and objectives.
Tools:	Fast Trac Listening to Your Business Toolkit
Outcomes:	<ul style="list-style-type: none"> ◆ High-level Transition Plan ◆ Preliminary Goals and Objectives for the Venture ◆ Foundation of further organizational planning
Fees for Service	
Affiliate Members	\$50.00 (includes materials fee)
Notes:	<ul style="list-style-type: none"> ◆ For Non-Members only - Full service fee can be credited towards first months NIIC Associate / Affiliate membership fee if entrepreneur chooses to become affiliated with IC ◆ 50% rebate of cost upon successful completion and development of high-level transition plan ◆ Major credit card must be used as payment method. ◆ All fees are due in advance of service unless otherwise noted.



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Items	Attributes of Services
Description of Service:	Idea or Concept Feasibility Analysis Facilitated / Coached feasibility plan development for entrepreneurial team.
Objective:	To understand the process for analyzing the feasibility of business concepts, demonstrated by a written feasibility plan for a specific business concept. To identify the critical steps and gather information for future decisions on the business concept.
Need Served:	Structured approach to determination of whether an idea for product or service is viable.
Tools:	Fast Trac New Venture Creation
Entrepreneurial Commitment:	9 Meetings over a 6 – 9 week period
Outcomes:	<ul style="list-style-type: none"> ◆ Knowledge of whether the idea or concept is feasible. ◆ Written Feasibility Plan
Fees for Service	
Affiliate Members	Materials fee of \$150.00

Notes:

- ◆ This is an independent study program
- ◆ Includes 1 hour of intensive coaching during weekly meetings with the Center for Entrepreneurial Excellence (CEE) or Innovation Center (IC) staff in addition to the 9 meetings mentioned above.
- ◆ For Non-Members only - A portion of the service fee will be credited towards first months IC Affiliate membership fee, or Resident lease cost, if entrepreneur chooses to become an affiliate (Minimum commitment 6 months) or resident of IC or,
- ◆ 50% rebate of cost upon successful completion and development of Feasibility plan within 90 days
- ◆ Payment of full service fee can be spread over 2 months.
- ◆ Major credit card must be used as payment method.

Items	Attributes of Services
Description of Service:	Business Planning Facilitated / Coached Business Planning process and plan development for entrepreneurial team.
Objective:	To understand the planning process for successful businesses and to apply the process to the entrepreneurs vision; and to learn and grow as entrepreneurs during self evaluations process.
Need Served:	Structured approach to the development of planning as a core competency in the entrepreneur.
Tools:	Fast Trac Planning
Entrepreneurial Commitment:	11 Meetings over a 11 – 13 week period (3 – 4 months)
Outcomes:	<ul style="list-style-type: none"> ◆ Greater knowledge of the business planning process ◆ Connection to IC Partners and resources ◆ Start-up (Mini) Business Plan
Fees for Service	
Affiliate Members	Materials fee of \$150.00
Notes:	<ul style="list-style-type: none"> ◆ This is an independent study program. ◆ Includes 1 hour of intensive coaching during weekly meetings with the Center for Entrepreneurial Excellence (CEE) or Innovation Center (IC) staff in addition to the 9 meetings mentioned above. ◆ For Non-Members only - A portion of the service fee will be credited towards first months IC Affiliate membership fee, or Resident lease cost, if entrepreneur chooses to become an affiliate (Minimum commitment 6 months) or resident of IC or. ◆ 50% rebate of cost upon successful completion and development of business plan within 90 days ◆ Payment of full service fee can be spread over 3 months. ◆ Major credit card must be used as payment method.

Items	Attributes of Services
Description of Service:	Enterprise Level - Business Planning Facilitated / Coached Business Planning process and plan development for businesses in Growth or Leadership stages of their development.
Objective:	<ul style="list-style-type: none"> ◆ To develop a sound business plan for growth stage. ◆ Development of planning as a core competency within the organization. ◆ Create the ability to recreate the process in the next planning cycle.
Need Served:	Structured approach to the development of a business plan for businesses without in-house resources to deliver this result.
Tools:	Various
Leadership Team Commitment:	<ul style="list-style-type: none"> ◆ Varied based on the business' needs and timetable. ◆ Recommended commitment of 4-6 hours blocks of time every other week. Commitment could be weekly if desired timetable requires. ◆ Length of Commitment 12 - 15 sessions ◆ 100% Team Attendance commitment
Outcomes:	<ul style="list-style-type: none"> ◆ Clear business objectives ◆ Clear implementation steps ◆ Identification of critical success factors ◆ Built in accountability ◆ Written Business Plan
Fee for Service:	<ul style="list-style-type: none"> ◆ \$2,500 flat fee or ◆ Negotiated hourly rate or based on the scope of the project ◆ \$2,000 flat fee for payment in advance
Notes:	<ul style="list-style-type: none"> ◆ This service is driven by the business. ◆ Deliverables are reviewed during team meetings. ◆ Business check or Major credit card must be used as payment method in advance.

Items	Attributes of Services
Description of Service:	Enterprise Level – Strategic Market Planning Facilitated / Coached Market Planning process and plan development.
Objective:	<ul style="list-style-type: none"> ◆ To develop a sound marketing plan for growth stage. ◆ Development of planning as a core competency within the organization. ◆ Create the ability to recreate the process in the next planning cycle.
Need Served:	Structured approach to the development of a marketing plan for businesses without in-house resources to deliver this result. Including market research, analysis and penetration tactics.
Tools:	Various
Leadership Team Commitment:	<ul style="list-style-type: none"> ◆ Varied based on the business’ needs and timetable. ◆ Recommended commitment of 4-6 hours blocks of time every other week. Commitment could be weekly if desired timetable requires. ◆ Length of Commitment 9 - 12 sessions ◆ 100% Team Attendance commitment
Outcomes:	<ul style="list-style-type: none"> ◆ External market research & analysis ◆ Clear business objectives ◆ Clear implementation steps ◆ Identification of critical success factors ◆ Built in accountability ◆ Written Marketing Plan
Fee for Service:	<ul style="list-style-type: none"> ◆ \$2,000 flat fee or ◆ Negotiated hourly rate or based on the scope of the project ◆ \$1,750 flat fee for payment in advance
Notes:	<ul style="list-style-type: none"> ◆ This service is driven by the business. ◆ Deliverables are reviewed during team meetings. ◆ Business check or Major credit card must be used as payment method in advance.

Items	Attributes of Services
Description of Service:	Revenue Generation & Market Planning Facilitated / Coached Market Planning process and plan development.
Objective:	<ul style="list-style-type: none"> ◆ To develop a sound marketing plan for early stage entrepreneurial venture. ◆ Development of planning as a core competency within the organization, creating the ability to recreate the process in the next planning cycle.
Need Served:	Structured approach to the development of a marketing plan for businesses without in-house resources to deliver this result. Including market research, analysis and penetration tactics.
Tools:	Fast Trac Market Planning and various other IC tools
Leadership Team Commitment:	<ul style="list-style-type: none"> ◆ Varied based on the business' needs and timetable. ◆ Recommended commitment of 2-4 hour blocks of time every other week. Commitment could be weekly if desired timetable requires. ◆ Length of Commitment 4 - 6 sessions ◆ 100% Entrepreneur / Team Attendance commitment
Outcomes:	<ul style="list-style-type: none"> ◆ Revenue Generation Plan ◆ Written Marketing Plan ◆ Clear business objectives ◆ Clear implementation steps ◆ Identification of critical success factors ◆ Built in accountability
Fees for Service	
Affiliate Members	Materials fee of \$150.00
Notes:	<ul style="list-style-type: none"> ◆ This service is driven by the business. ◆ Deliverables are reviewed during team meetings. ◆ Major credit card must be used as payment method in advance. ◆ 50% rebate of cost upon successful completion and development of Revenue Generation plan within 90 days ◆ Payment of full service fee can be spread over 2 months.

Items	Attributes of Services
Description of Service:	Financial Planning & Plan Development Facilitated / Coached Financial Planning process and plan development.
Objective:	<ul style="list-style-type: none"> ◆ To develop a sound financial plan. ◆ Development of financial planning as a competency within the organization. ◆ Create the ability to recreate the process in the next planning cycle.
Need Served:	Structured approach to the budgeting process and development of a 1 – 3 year financial plan. External review of financial plans and functional level budgets.
Tools:	Fast Trac Financial Planning and various other IC tools
Leadership Team Commitment:	<ul style="list-style-type: none"> ◆ Varied based on the business’ needs and timetable. ◆ Recommended commitment of 2-4 hour blocks of time every other week. Commitment could be weekly if desired timetable requires. ◆ Length of Commitment 4 - 6 sessions ◆ 100% Team Attendance commitment
Outcomes:	<ul style="list-style-type: none"> ◆ Written financial Plan ◆ Clear business objectives ◆ Clear implementation steps ◆ Identification of critical success factors ◆ Built in accountability
Fees for Service	
Affiliate Members	Materials fee of \$150.00
Notes:	<ul style="list-style-type: none"> ◆ This service is driven by the business. ◆ Deliverables are reviewed during team meetings. ◆ Major credit card must be used as payment method in advance. ◆ 50% rebate of cost upon successful completion and development of financial plan within 90 days ◆ Payment of full service fee can be spread over 2 months.

Items	Attributes of Services
Description of Service:	Management Team Planning – Facilitated / Coached Management Team Planning process and plan development.
Objective:	<ul style="list-style-type: none"> ◆ To develop a sound leadership team, growth and development plan. ◆ Development of resource planning as a competency within the organization. ◆ Create the ability to recreate the process in the next planning cycle.
Need Served:	Structured approach to creation of a management team plan to transition the company from vision to reality.
Tools:	Fast Trac Management Planning and various other IC tools
Leadership Team Commitment:	<ul style="list-style-type: none"> ◆ Varied based on the business’ needs and timetable. ◆ Recommended commitment of 2-4 hour blocks of time every other week. Commitment could be weekly if desired timetable requires. ◆ Length of Commitment 4 - 6 sessions ◆ 100% Team Attendance commitment
Outcomes:	<ul style="list-style-type: none"> ◆ Clear business objectives ◆ Clear implementation steps ◆ Identification of critical success factors ◆ Built in accountability ◆ Written Management Team Plan
Fees for Service	
Affiliate Members	Materials fee of \$150.00
Notes:	<ul style="list-style-type: none"> ◆ This service is driven by the business. ◆ Deliverables are reviewed during team meetings. ◆ 50% rebate of cost upon successful completion and development of Management plan within 90 days ◆ Major credit card must be used as payment method in advance. ◆ Payment of full service fee can be spread over 2 months.

Items	Attributes of Services
Description of Service:	Operations and Growth Planning Facilitated / Coached Operations and Organizational Growth Planning process and plan development.
Objective:	<ul style="list-style-type: none"> ◆ To develop a sound growth and development plan. ◆ Development of planning as a competency within the organization. ◆ Create the ability to recreate the process in the next planning cycle.
Need Served:	Structured approach to creation of a plan to control operations, critical path management and development of contingency planning.
Tools:	Fast Trac Management Planning and various other IC tools
Leadership Team Commitment:	<ul style="list-style-type: none"> ◆ Varied based on the business' needs and timetable. ◆ Recommended commitment of 2-4 hour blocks of time every other week. Commitment could be weekly if desired timetable requires. ◆ Length of Commitment 4 - 6 sessions ◆ 100% Team Attendance commitment
Outcomes:	<ul style="list-style-type: none"> ◆ Clear business objectives ◆ Clear implementation steps ◆ Identification of critical success factors ◆ Built in accountability ◆ Written Operations & Growth Plan
Fees for Service	
Affiliate Members	Materials fee of \$150.00
Notes:	<ul style="list-style-type: none"> ◆ This service is driven by the business. ◆ Deliverables are reviewed during team meetings. ◆ Major credit card must be used as payment method in advance. ◆ 50% rebate of cost upon successful completion and development of Operations & Growth plan within 90 days ◆ Payment of full service fee can be spread over 2 months.

Items	Attributes of Services
Description of Service:	Market Assessment (Basic Service)
Objective:	To understand dynamics and trends in the marketplace and provide data to the entrepreneur for further decision making.
Need Served:	Primary data collection on identified industry and market.
Tools:	<ul style="list-style-type: none"> ◆ NERAC Retro Search Database, and the World Wide Web ◆ 16 – 24 Man-hours and the Intellectual Capital of Innovation Coordinators and Staff
Entrepreneurial Commitment:	<ul style="list-style-type: none"> ◆ Submission of an IC Market Assessment Request ◆ Review of findings to identify most critical data or information ◆ Refinement if initial search criteria and results
Outcomes:	<ul style="list-style-type: none"> ◆ NERAC Industry Analysis Report ◆ World Wide Web research results ◆ Market Assessment Report (2 – 3 pages).
Fees for Service	
Affiliate Members	Included
Notes:	<ul style="list-style-type: none"> ◆ Deliverables are reviewed during team meetings. ◆ Major credit card must be used as payment method in advance. ◆ 50% rebate of cost upon successful completion and development of Marketing plan within 90 days ◆ Payment of full service fee can be spread over 2 months.

Items	Attributes of Services
Description of Service:	Market Analysis
Objective:	To assist the entrepreneur(s) in their search for opportunities and possible threats to the success of the venture. To help the entrepreneur profitably serve and satisfy specific needs of the chosen markets.
Need Served:	Identification of the actors and forces that will affect the ventures ability to effectively and profitably interact with its target market.
Tools:	<ul style="list-style-type: none"> ◆ NERAC Retro Search Database, and the World Wide Web ◆ 40 – 80 Man-hours and the Intellectual Capital of Innovation Coordinators and Staff
Entrepreneurial Commitment:	<ul style="list-style-type: none"> ◆ 4 Meetings over a 6 – 8 week period (2 months) ◆ Review of findings to identify most critical data or information ◆ Refinement if initial search criteria and results
Outcomes:	<ul style="list-style-type: none"> ◆ NERAC Industry Analysis Report ◆ World Wide Web research results ◆ Compilation of data in a cohesive written report of relevant market information, analysis of environmental factors, customers, competitors and market opportunities and general recommendations.
Fees for Service	
Affiliate Members	\$350.00
Notes:	<ul style="list-style-type: none"> ◆ This process is driven by IC and requires the submission of a market analysis request (form provided by IC). ◆ Deliverables are reviewed during team meetings. ◆ Major credit card must be used as payment method in advance. ◆ 50% rebate of cost upon successful completion and development of Marketing plan within 90 days ◆ Payment of full service fee can be spread over 2 months.

Attributes of Services	
Description of Service:	Market Research
Objective:	To collect and understand all information that is relevant to a specific marketing problem or opportunity facing the entrepreneur.
Need Served:	A structured approach to defining the marketing issue/problem facing the entrepreneur, their marketing objectives, collecting and analyzing the information and presenting the findings and recommendations.
Tools:	<ul style="list-style-type: none"> ◆ NERAC Retro Search Database, and the World Wide Web ◆ Intellectual Capital of Innovation Coordinators and Staff
Entrepreneurial Commitment:	<ul style="list-style-type: none"> ◆ Multiple Meetings over a 4 – 6 month period ◆ Review of findings to identify most critical data or information ◆ Refinement if initial search criteria and results
Outcomes:	<ul style="list-style-type: none"> ◆ NERAC Industry Analysis Report ◆ World Wide Web research results ◆ Compilation of data in a cohesive written report of relevant market information, including determination of market characteristics, market potentials, market share analysis, sales analysis, identification of business trends, forecasts, and competitive products analysis.
Fees for Service	
Affiliate Members	\$550.00
Notes:	<ul style="list-style-type: none"> ◆ This process is driven by IC and requires the submission of a market analysis request (form provided by IC). ◆ Deliverables are reviewed during team meetings. ◆ Major credit card must be used as payment method in advance. ◆ 50% rebate of cost upon successful completion and development of Marketing plan within 90 days ◆ Payment of full service fee can be spread over 2 months.

Items	Attributes of Services
Description of Service:	<p>New Product / Innovation Assessment Facilitated / Coached assessment process.</p>
Objective:	To assess the market potential of a new product or innovation.
Need Served:	Assist the inventor / innovator in assessing the status and potential of a new product idea prior to a huge investment in new product development.
Tools:	<ul style="list-style-type: none"> ◆ Innovation Center New Product Assessment & Development Process ◆ Cross functional new product development team
Entrepreneurial Commitment:	◆ Varied based on the business' needs and timetable.
Outcomes:	<ul style="list-style-type: none"> ◆ Preliminary Technical Assessment ◆ Preliminary Market Assessment ◆ Manufacturing & Operations Assessment ◆ Assets & Capabilities Assessment ◆ Preliminary Feasibility Assessment ◆ Quality of execution in product development process ◆ Sharper focus, better prioritization ◆ Strong market orientation ◆ Greater speed to market
Fees for Service	
Affiliate Members	\$350.00
Notes:	<ul style="list-style-type: none"> ◆ This process is driven by IC and requires the submission of a market analysis request (form provided by IC). ◆ Deliverables are reviewed during team meetings. ◆ Major credit card must be used as payment method in advance. ◆ Payment of full service fee can be spread over 2 months.

Items	Attributes of Services
Description of Service:	New Product Development Project Management Assistance Facilitated / Coached new product development process.
Objective:	<ul style="list-style-type: none"> ◆ To increase the likely hood of a new product / innovations success in the marketplace. ◆ To accelerate the speed at which it takes new products and concepts to get to market.
Need Served:	To help the inventor / innovator through the stages of the new product development process and understand the impact of the process on new product success.
Tools:	<ul style="list-style-type: none"> ◆ Innovation Center New Product Assessment & Product Development Process ◆ Cross functional new product development team
Entrepreneurial Commitment:	◆ Varied based on the complexity of the idea or concept or the business' needs and timetable.
Outcomes:	<ul style="list-style-type: none"> ◆ Quality of execution in product development process ◆ Competitive Analysis ◆ Market Analysis ◆ Technical Assessment ◆ Concept Testing ◆ Financial / Business Analysis ◆ Further Action Plans
Fees for Service	
Affiliate Members	\$350.00
Notes:	<ul style="list-style-type: none"> ◆ This process is driven by IC and requires the submission of a market analysis request (form provided by IC). ◆ Major credit card must be used as payment method in advance. ◆ Payment of full service fee can be spread over 2 months.