THE UNIVERSITY OF ARIZONA

CENTER FOR INNOVATION

THE UNIVERSITY OF ARIZONA
TECH PARKS
ARIZONA

THE UNIVERSITY OF ARIZONA
TECH PARK

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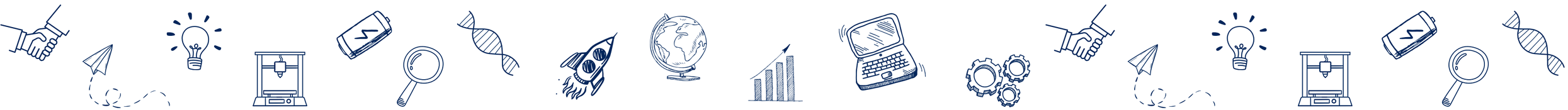
CENTER FOR
INNOVATION

THE UNIVERSITY OF ARIZONA
TECH PARK
at The Bridges



1. Coworking Space

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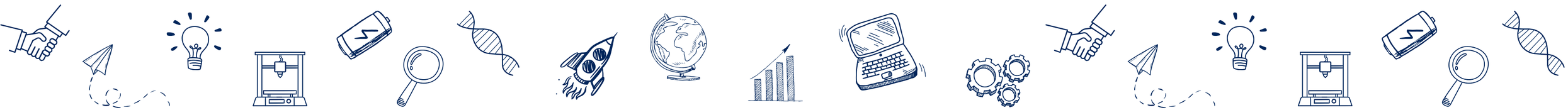
20 Years



1. Coworking Space

Coworking spaces offer open, collaborative, community-based workspace for like-minded individuals or early-stage companies

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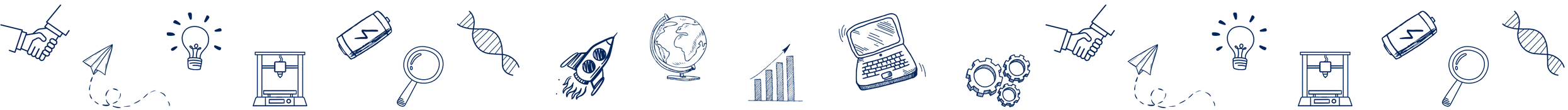

2. Accelerator

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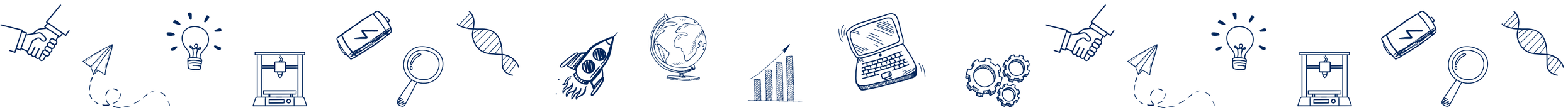
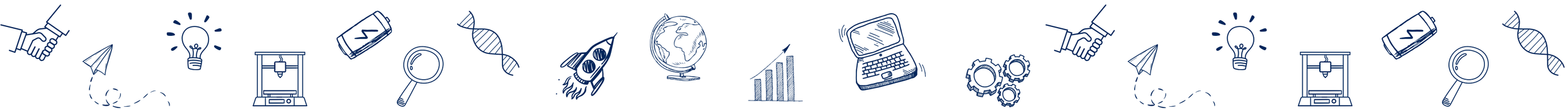


2. Accelerator

Accelerators have a highly competitive application process and will invest equity capital in selected companies. Accelerator programs are typically short-term, ranging from 3-6 months.



3. Incubator

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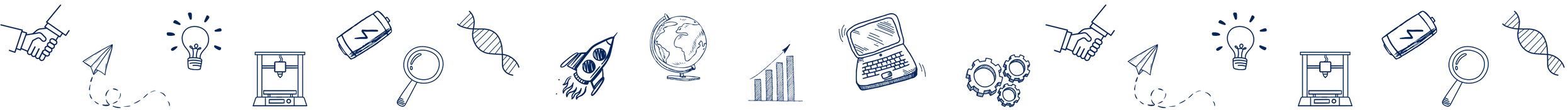
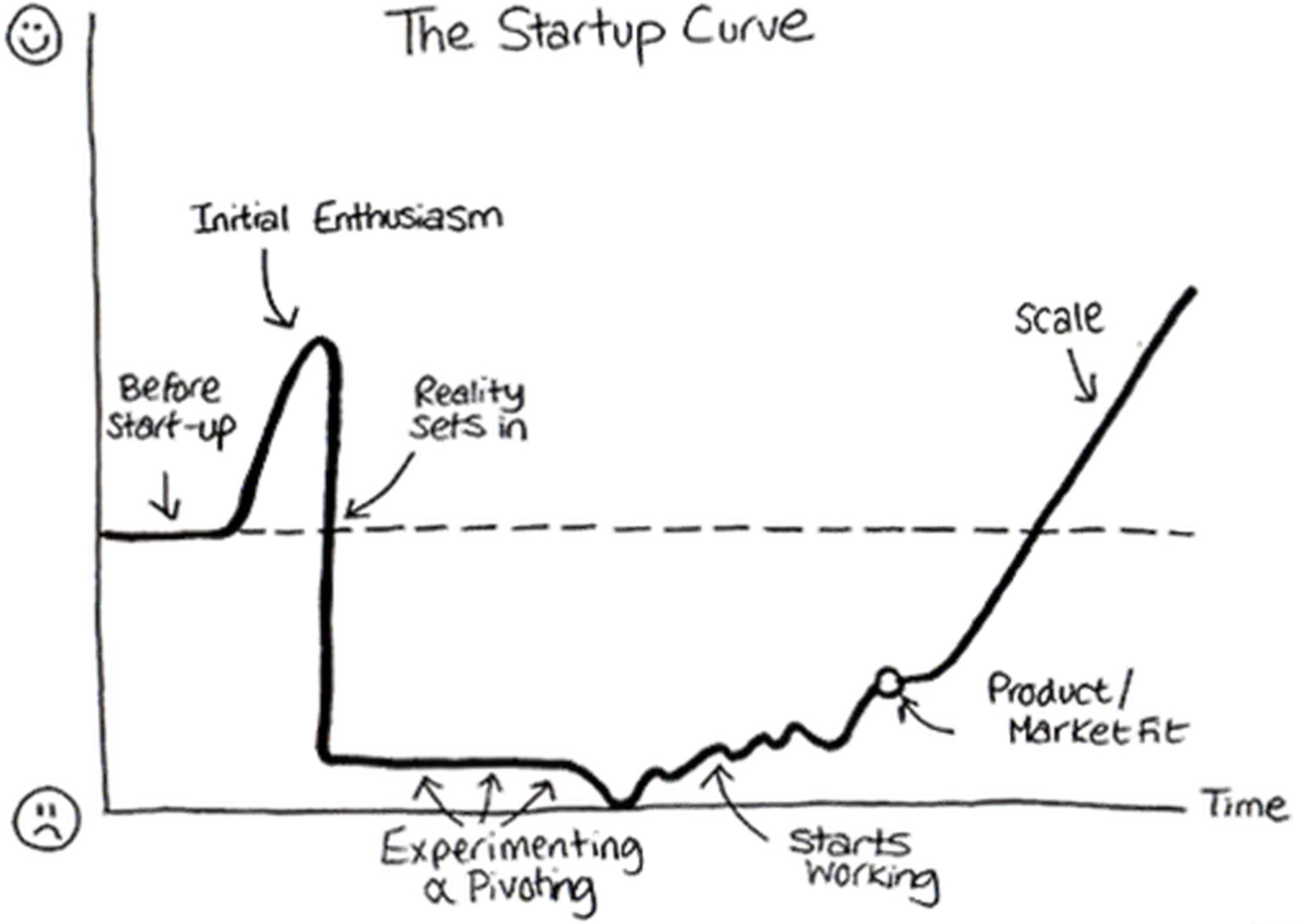


3. Incubator

Incubators typically charge monthly program fees or membership dues in exchange for office/desk space and access to program offerings. Incubators offer programs to member companies that typically include mentoring, education/training, and informal learning opportunities.



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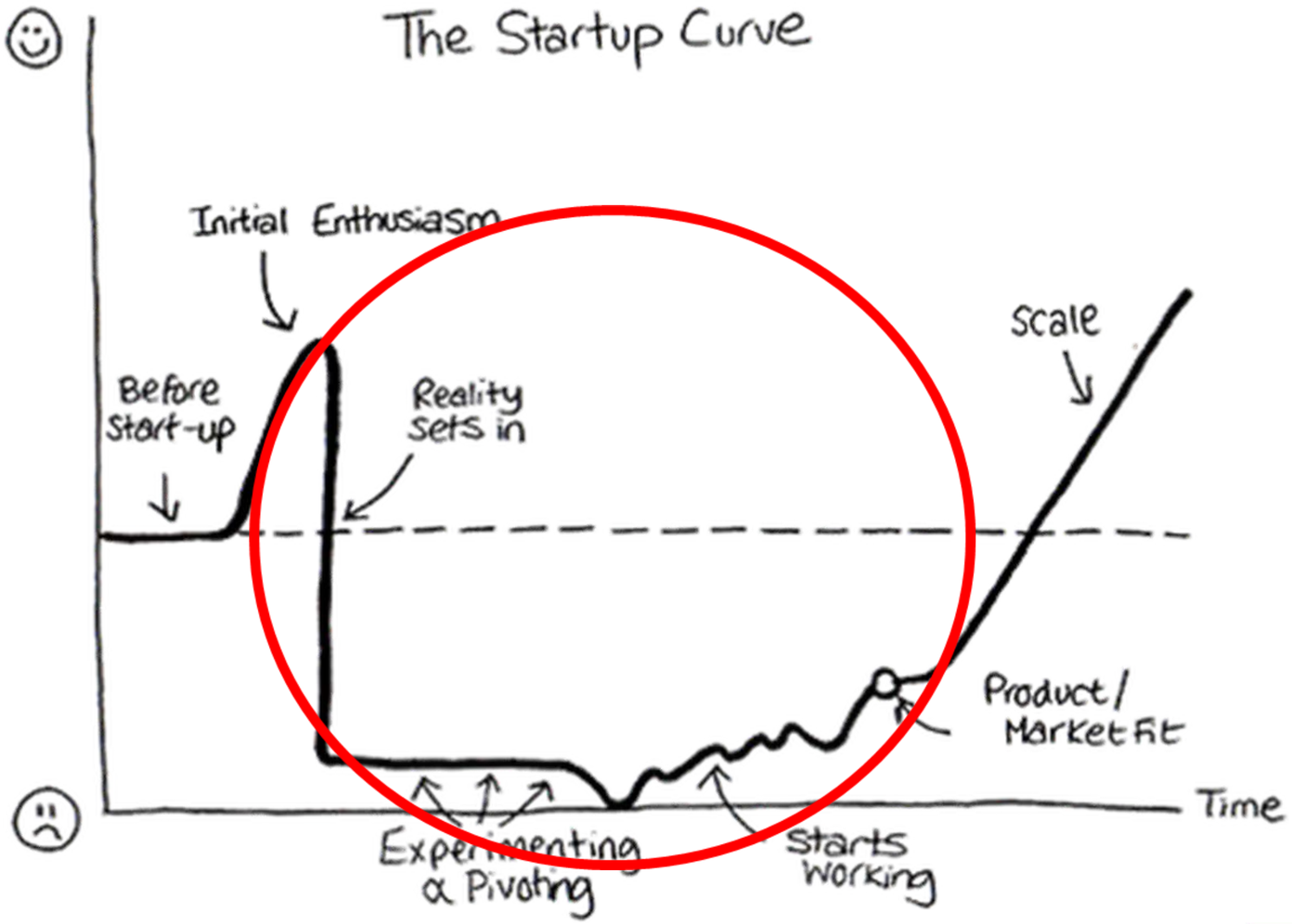

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20 Years

PROGRAM ROADMAP

THE UNIVERSITY OF ARIZONA
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LAN LPN

	1 PROBLEM IDENTIFICATION	2 ENTITY FORMATION	3 FINANCIALS	4 BUSINESS MODEL	5 CUSTOMER DISCOVERY	6 ACCOUNTING SYSTEM	7 PRODUCT VALIDATION	8 EXIT STRATEGY	9 REGULATORY REQUIREMENTS	10 MILESTONE DEVELOPEMENT	11 CUSTOMER SEGMENTS	12 CUSTOMER RELATIONSHIPS	13 MARKET ASSESSMENT
EXPOSURE													
IN PROGRESS													
WELL DEVELOPED													

	14 MARKETING COLLATERAL	15 TEAM DEVELOPMENT	16 BOARD DEVELOPMENT	17 DILUTIVE FUNDING	18 NON- DILUTIVE FUNDING	19 MARKETING STRATEGY	20 PITCH	21 FORMULATIONS OF VALUE PROPOSITION	22 IP PROTECTION STRATEGY	23 EXECUTIVE SUMMARY	24 OPERATIONS	25 COMPETITIVE ANALYSIS	26 BUSINESS PLAN	27 COMMUNITY INVOLVEMENT
EXPOSURE														
IN PROGRESS														
WELL DEVELOPED														

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LAN LPN

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EXPOSURE	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓		✓
IN PROGRESS			✓	✓	✓	✓	✓	✓	✓		✓		
WELL DEVELOPED				✓		✓	✓				✓		

	14 MARKETING COLLATERAL	15 TEAM DEVELOPMENT	16 BOARD DEVELOPMENT	17 DILUTIVE FUNDING	18 NON-DILUTIVE FUNDING	19 MARKETING STRATEGY	20 PITCH	21 FORMULATIONS OF VALUE PROPOSITION	22 IP PROTECTION STRATEGY	23 EXECUTIVE SUMMARY	24 OPERATIONS	25 COMPETITIVE ANALYSIS	26 BUSINESS PLAN	27 COMMUNITY INVOLVEMENT
EXPOSURE		✓		✓	✓		✓	✓	✓	✓	✓	✓		
IN PROGRESS								✓		✓	✓	✓		
WELL DEVELOPED														

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20 Years

FUELING SOUTHERN ARIZONA'S INNOVATION ECOSYSTEM

The University of Arizona Center for Innovation (UACI) is a startup incubator network with outposts across Southern Arizona.

Our mission is to enrich and fuel Southern Arizona's innovation ecosystem by helping grow scalable startup ventures. We do this by connecting entrepreneurs with the people, programming and places they require to move ideas from concept to market.

Since our inception in 2003, the program has proudly served more than 120 companies and impacted thousands of entrepreneurs.

The UACI is part of Tech Parks Arizona which brings together university, industry and community creating interactive ground to advance technology innovation.

Connect with us to see how we can help achieve your innovation goals.
Phone: (520) 382-3260
Email: info@uacenterforinnovation.org

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1. Problem Identification

2. Entity Formation
Corp / LLC
Operating Agreement
Equity Structure
Management
Voting Interests
Indemnification
Books and Records
Anti-Dilution Protections
Restrictions on Transfer
Confidentiality
Liquidation and Dissolution

3. Financials
Capitalization Table
Fin Model (5-year Projections)
Financial Statements
Valuation

4. Business Model
Go-to-Market Plan
Pricing Strategies (Asset Sales, Usage Fees, Subscription Fees, Renting, Licensing, Brokerage, Advertising)
Customer Payment Preferences
Fixed vs. Dynamic Pricing
Revenue Models (SaaS, Direct, HaaS)

5. Customer Discovery
How to Establish and Test Hypotheses
Finding Customers to Interview
Conducting Customer Interviews
Implementing Customer Discovery
Information Received

6 Accounting System
Payroll / Payroll Tax
Accounting Software
Bank Accounts
Tax Rates based on Size and Entity Type

7. Product Validation
Product Development
MVP (Minimal Viable Product)
POC (Proof of Concept)
Design for Manufacturability
Quality Assurance

8. Exit Strategy
Types (M&A, Lifestyle, IPO)
Identifying Potential Acquirers

9. Regulatory Requirements
Requirements Based on Industry
Working with Regulatory Consultants
Reimbursement
Cost / Time Estimates

10. Milestone Development
KPI Development
Milestone Tracking and Adjusting

11. Customer Segments
Personas
Customers vs. Influencers vs. (End)Users
B2B vs. B2C
Mass Market, Niche Market, Segmented, Multi-Sided Platform

12. Customer Relationships
Strategic Partnerships
Customer Preferences
Get, Keep, Grow Strategies

13. Market Assessment
Market Data Sources
Market Opportunity (TAM, SAM, SOM)
Industry Trends
Market Growth / CAGR

14. Marketing Collateral
Logo
Website
Brochures, Banners, Other Written Materials
Digital / Social Media Presence
Pictures / Video

15. Team Development
Entrepreneurial 'Aptitude'
Identifying Gaps
Team Formation / "Org Chart"
Finding Potential Team Members
Recruiting Potential Team Members
Equity Holders vs. Employees vs. Contractors
Compensation
Building Company Culture

16. Board Development
Advisory Boards VS. Boards of Directors
Number of Members
Role Identification
Transitions
Conducting Board Meetings

17. Dilutive Funding
Investor Development
Funding Rounds (FFF, Seed, Series funding, etc)
Investor Personas (Seed, Venture, Individual, Accredited)

18. Non-Dilutive Funding
Grant Strategy
SBIR/STTR Identification
Proposal Development
Timelines
Debt Strategy

19. Marketing Strategy
Mission / Vision Statement
Target Audiences
Collecting Data
PR Plan
Internal Teams vs. Contractors

20. Pitch
One-Sentence Descriptors
Elevator Pitch
Pitch Deck
Stage Presence
Investor vs. Pitch Competition
Q&A Prep

21. Formulation of Value Proposition
Vale Proposition by Customer Segment
Value Proposition Canvas (Gain Creators, Pain Relievers)
Value Propositions vs. Features

22. IP Protection Strategy
Vocabulary: Patents, Trademarks, Copyright, Trade Secrets
Strategy Development
IP Timelines and Cost

23. Executive Summary
Components
Visual Structure

24. Operations
Make vs. Buy
Supply Chain
Distribution Channels
Facilities
Production

25. Competitive Analysis
Direct Competition
Indirect Competition
Benchmarking
SWOT

26. Business Plan
Components and Ordering
Uses
Business Model Canvas

27. Community Involvement
Working with Service Providers
Interaction with Trade Organizations
Local Events
Conference Attendance

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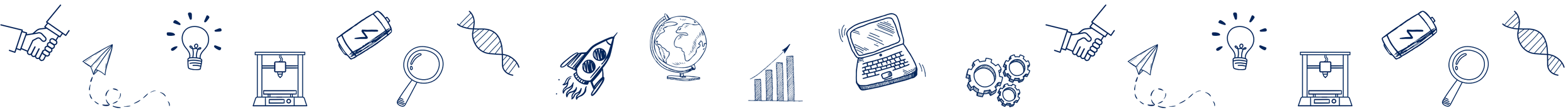

People

- Mentors-in-Residence
- Subject Matter Experts
- UACI Programmatic Staff
- Interns

- Extended Network
- Other Entrepreneurs
- Community Resources
- Customers
- Investors
- Sponsors
- Municipalities

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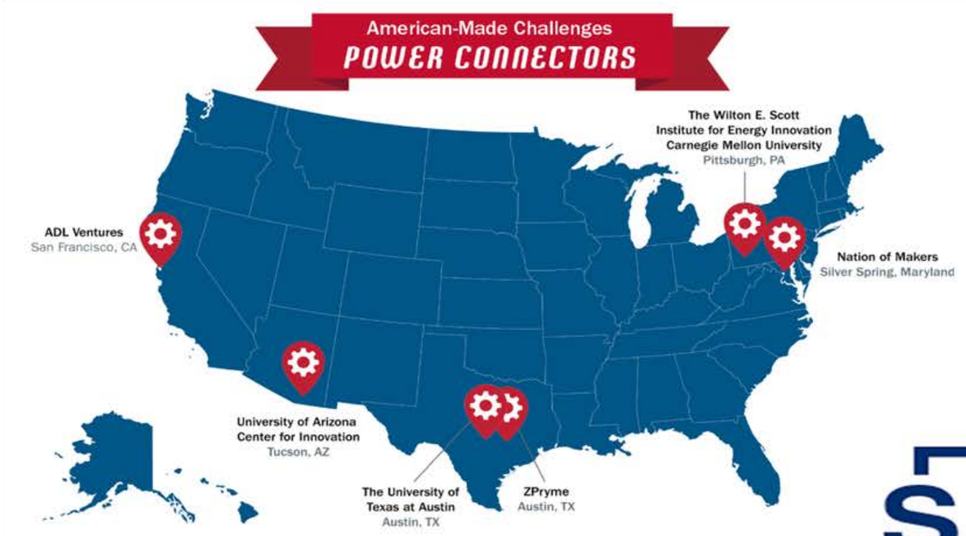

US CONSULATE

U.S. Small Business Administration

WELLS FARGO

creame
Incubadora de Empresas

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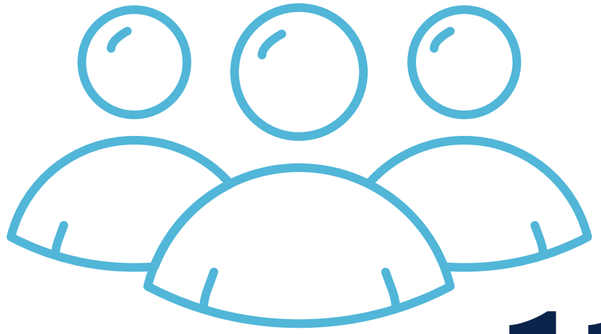
20 Years

76

>60



11

$800+k

$150+k

6

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GLOBAL
ADVANTAGE

BECAUSE BUSINESS KNOWS NO BOUNDARIES

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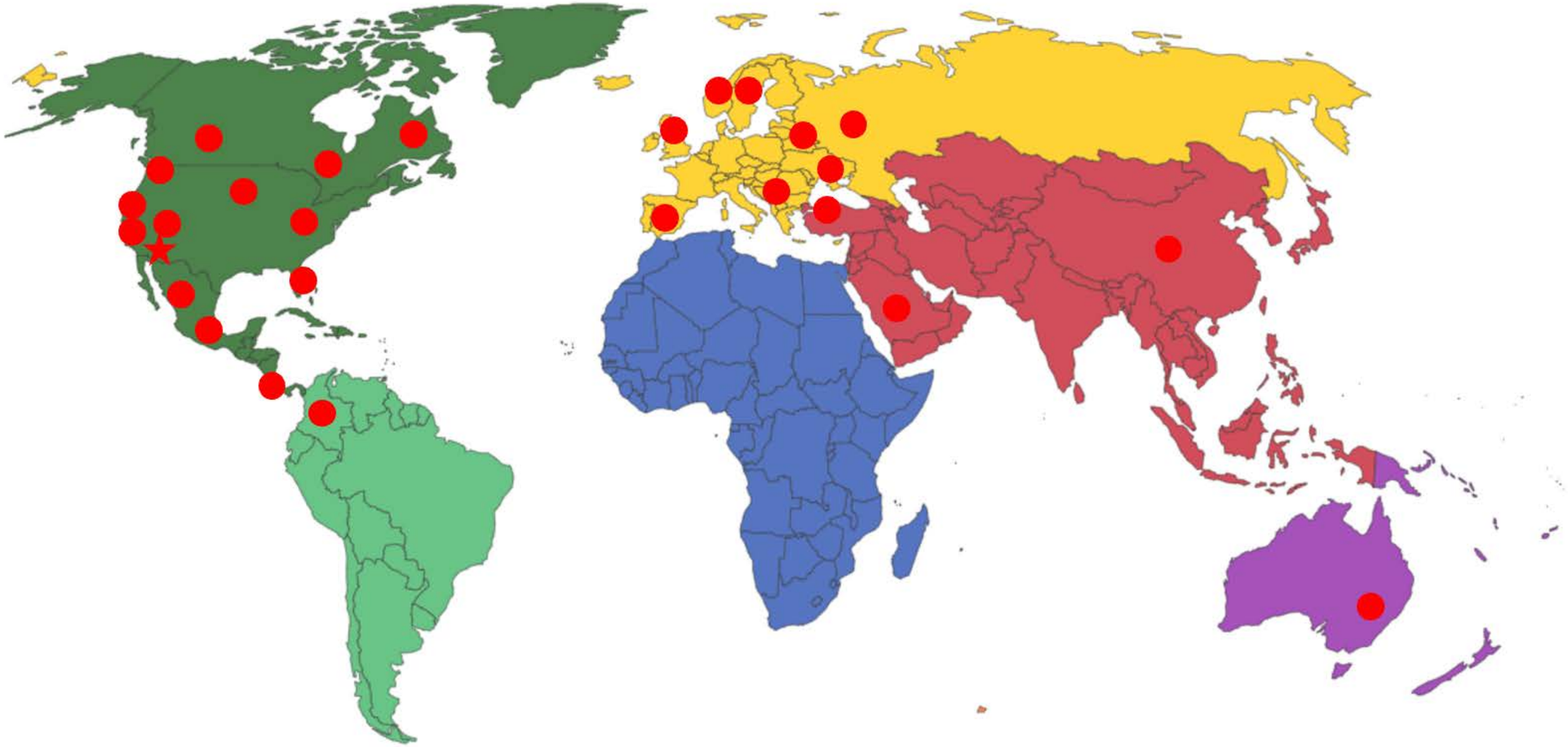

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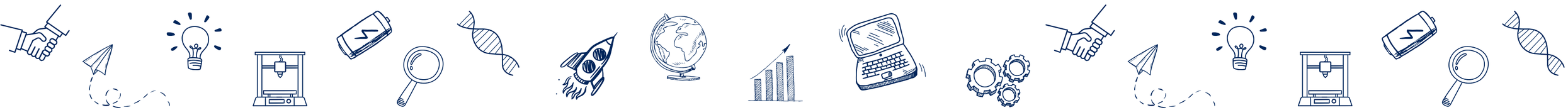

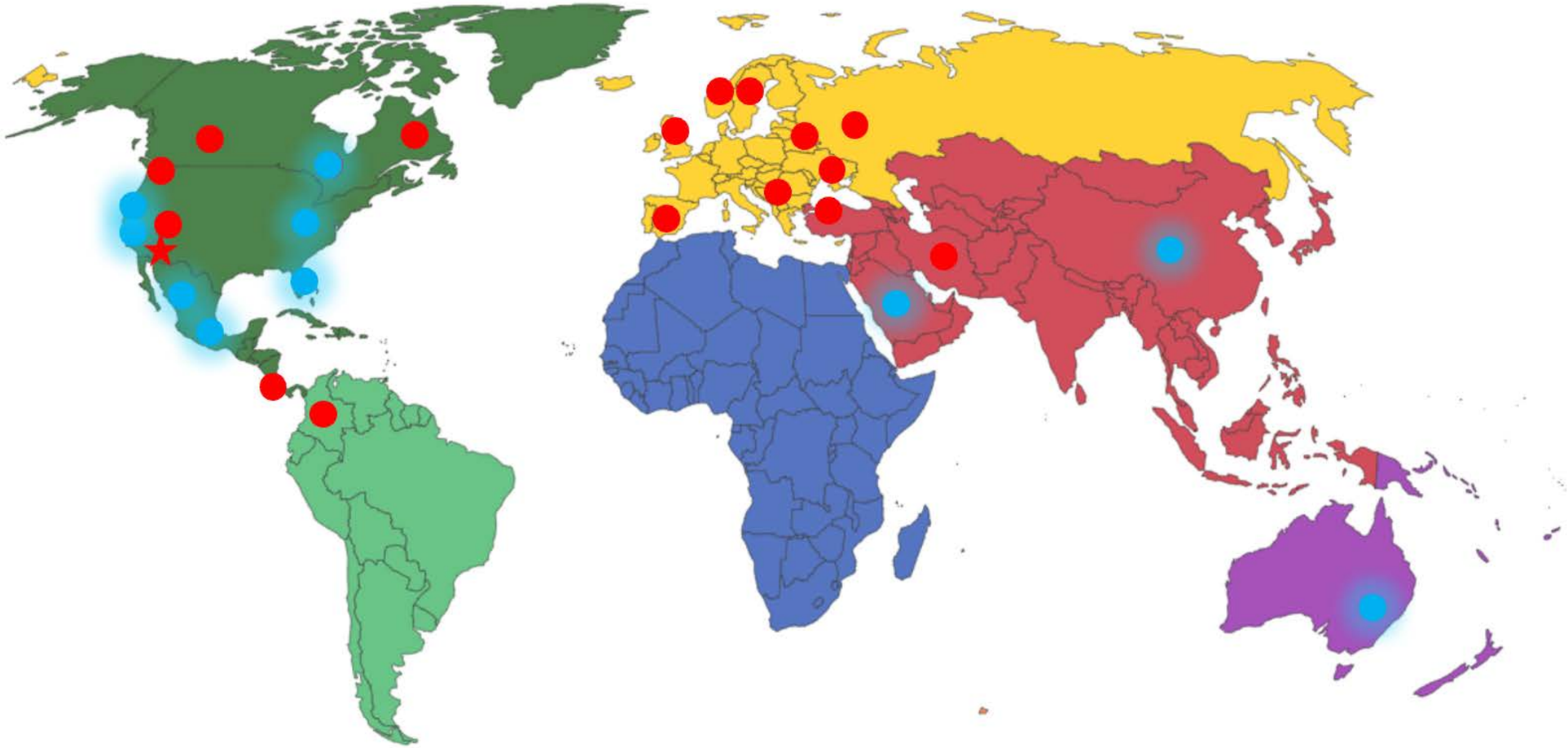

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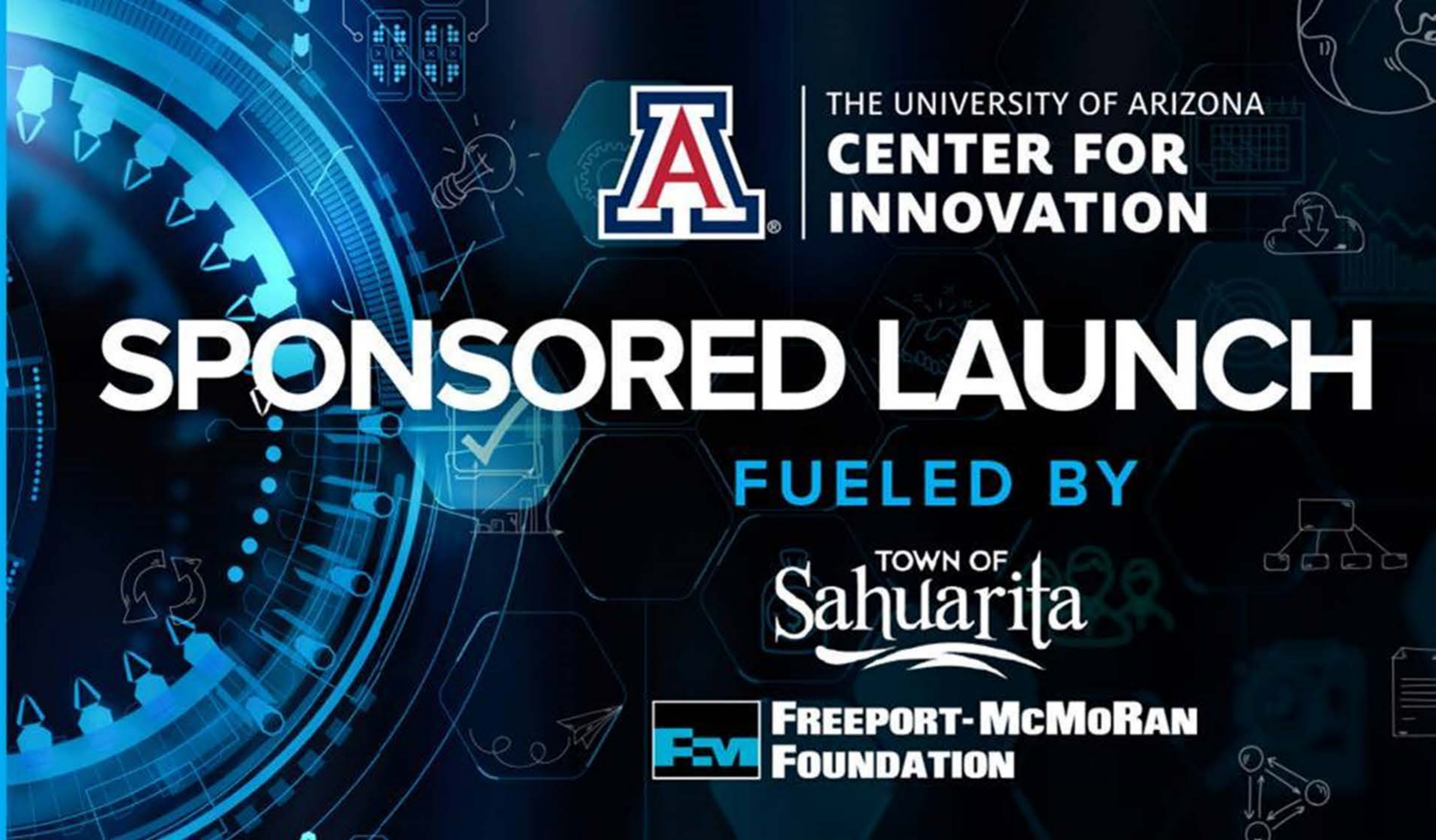
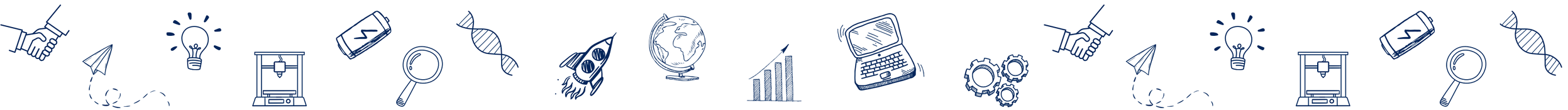

THE UNIVERSITY OF ARIZONA
CENTER FOR
INNOVATION
SPONSORED LAUNCH
FUELED BY
TOWN OF
Sahuarita
FREEPORT-MCMORAN
FOUNDATION



Overview

- The Sponsored Launch program has successfully sponsored 18 companies.
- Provided $150,000 in cash prizes, service hours, and incubation fees.
- We have worked with 13 collaborators to be able to make this impact.
- Each sponsor selects the kind of startup they would like to support and works with UACI to implement a two-month competition to find that startup.

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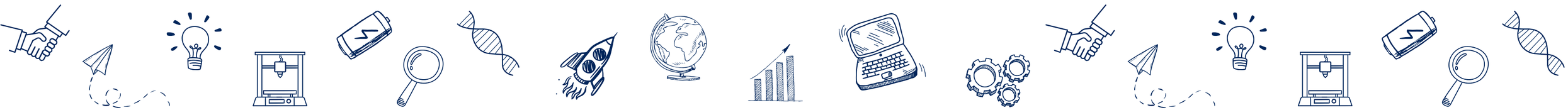
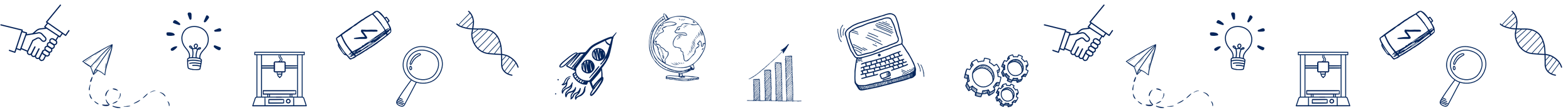


Value

- Philanthropic Community Involvement
- Marketing
- Business Development
- Brand Recognition
- Increased Value to Stakeholders
- Technology and Talent Acquisition



Process

- Develop criteria and eligibility with sponsor
- Review online application
- Prepare marketing materials
    - Ie. Press releases, social media, email blasts, etc.
- Launch application
- Identify judges to review
- Judges identify applicants they want to interview
- Identify winning startup

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20 Years

Eric Smith

Executive Director, University of Arizona Center for Innovation

TECH PARKS ARIZONA

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