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ASU TECHNOLIS ELICITS STRONG RESPONSE AND
PARTICIPATION FROM THE COMMUNITY'S ENTREPRENEURS

Overwhelming participation in ASU Technopolis, just announced in mid-October, confirms the strong demand for entrepreneurial education for early stage technology and life science companies in greater Phoenix. ASU Technopolis recently convened a "first" for Arizona by conducting a Small Business Innovation Research (SBIR) Phase II Writing Workshop that exceeded all attendance expectations.

"The course was outstanding and very timely. It enabled us to get a handle on what we need to do to win a Phase II SBIR grant," said Kevin Dooley, founder and COO of Crowdad Technologies, an advanced text analysis software firm. "We're currently executing our Phase I grant with the Air Force to implement our technology in a high-volume text streaming environment. The experts leading the course provided us with critical feedback that no doubt strengthened our Phase II proposal for \$750,000," added Dooley.

SBIR workshops provide entrepreneurs with comprehensive training on preparing award-winning proposals to submit to the federal government's Small Business Innovation Research program. A winning application could result in \$1 million or more of early stage product development funding for a proposing company. ASU Technopolis SBIR programs are offered in partnership with

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**ASU Technopolis Elicits Strong Response and
Participation from the Community's Entrepreneurs**

Page 2

the Arizona Department of Commerce and the Arizona Technology Council. Together, the three entities will offer two additional rounds of SBIR education in the first half of 2004.

ASU Technopolis' initial offering of its *Launch Pad* program – a unique mentoring process for entrepreneurs – also proved to be an instant hit. *Launch Pad* participant Chad Kennedy of Biointerface Technologies, a developer of biotechnology for research and therapeutics, remarked, “This program was essential for us to get our planning together. Without it, we would really be spinning our wheels. *Launch Pad* is forcing us to think more holistically about our technology and our business model, which in turn, will improve our positioning.”

Due to pent up demand, ASU Technopolis will deliver *Launch Pad* on a continuous basis versus holding scheduled sessions as originally planned. An early stage technology or life science company can apply at any time.

“Entrepreneurs interested in the *Launch Pad* process should consider applying sooner than later. More than half of the planned slots for this fiscal year have already been allocated,” noted Dan O’Neill, ASU Technopolis entrepreneur coach.

Alternatively, an entrepreneur can choose ASU Technopolis' program, *Technology and Life Science Entrepreneurship* – a six-week, one night per week course that will begin January 5, 2004. The course engages participants in a thorough “idea generation” process within a classroom environment. Led by ASU Technopolis coaches, Dan O’Neill and Sharon Ballard, both entrepreneurial experts, the *Technology and Life Science Entrepreneurship* program will include discussions with successful entrepreneurs, domain experts, and leading business service providers.

Interested entrepreneurs can register for all ASU Technopolis programs on its web site: www.asutechnopolis.org.

(More)

**ASU Technopolis Elicits Strong Response and
Participation from the Community's Entrepreneurs**

Page 3

“Phoenix has always had a reputation for being a great place to be an entrepreneur. We’re very pleased with the early success of ASU Technopolis which demonstrates that the region is full of excellent technology and life science ideas and, entrepreneurs that want to ‘make it happen,’” said Rob Melnick, ASU’s associate vice president for economic affairs and public policy.

ASU Technopolis educates, coaches, and mentors greater Phoenix technology and life science entrepreneurs. ASU’s Office of the Vice President for Research and Economic Affairs initiated ASU Technopolis to assist with increasing the breadth and diversity of the regional knowledge economy. For further information, visit www.asutechnopolis.org or call 480-727-6506.

(30)