



FOR IMMEDIATE RELEASE
October 16, 2003

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ASU TO ASSIST LOCAL TECHNOLOGY AND LIFE SCIENCE ENTREPRENEURS

Arizona State University's Office of Economic Affairs has launched ASU Technopolis, a new economic development initiative that will stimulate the region's technology-based economy and will help transform metropolitan Phoenix into an internationally-recognized "technology city."

ASU Technopolis will draw upon ASU's vast expertise to provide local technology and life science innovators with entrepreneurial education to create viable business plans; manage fast-growing companies; access public and private funding; and connect with other entrepreneurs, ASU programs, and business and technical experts.

ASU Technopolis' first program, *Launch Pad*, will be offered beginning November 5, 2003. *Launch Pad* is a rigorous, eight-week process that utilizes a well-established, structured methodology to coach entrepreneurs to produce a quality business plan presentation. The entrepreneur then presents the plan to a "dream team" panel of potential investors, customers and partners that the entrepreneur helps select. To participate in *Launch Pad*, entrepreneurs must apply to a competitive selection process, in which a review panel chooses eight entrepreneurial ventures.

Technopolis will also provide a series of in-depth workshops to help local entrepreneurs access federal funding programs that finance early stages of technology and life science product development. These programs, the Small Business Innovation Research (SBIR) and Small Business Technology Transfer (STTR), provide critical funding to entrepreneurs to help determine the viability of technology or life science products. Winners of these grants, typically ranging from \$100,000 to \$750,000, are not

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required to share ownership of their companies with the federal government. A hands-on SBIR Phase II proposal-writing workshop will be offered on Thursday, November 13, 2003. Additional programs to help entrepreneurs win federal funding awards will be offered throughout the year.

ASU President Michael Crow said, "Technopolis is an example of how ASU is enhancing its role as a catalyst for high-value economic development in the region. ASU Technopolis creates an environment for new ideas and technology businesses to flourish, by delivering the resources that are essential, but often out of reach for local individuals and small, entrepreneurial businesses. The program will generate substantial benefit to entrepreneurs and the community."

ASU Technopolis is modeled after the renowned CONNECT program at the University of California at San Diego (UCSD), which has been widely credited for playing a significant role in San Diego's economic transformation into a high-tech powerhouse.

"ASU contributes to the well-being of Arizona's economy in a number of ways, including research, policy analyses, workforce development, technology transfer and entrepreneurial education," said Rob Melnick, ASU's recently-appointed associate vice president of economic affairs. ASU Technopolis expands ASU's economic impact by providing non-credit, cutting-edge programs customized to the needs of science and technology-focused entrepreneurs in Greater Phoenix.

To coach participating entrepreneurs and to promote ASU Technopolis, the Office of Economic Affairs has tapped Tech Continuum Ventures (TCV), led by Dan O'Neill and Sharon Ballard. "The principals of TCV are successful technology-focused CEOs. Dan O'Neill is not only an outstanding businessman, he is extraordinarily dedicated to the long-term economic vitality of the region as evidenced by his broad-based contributions to local technology and economic development organizations. Sharon Ballard has vast

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experience successfully coaching entrepreneurs internationally and, in particular, at UCSD's CONNECT program. She has unparalleled knowledge and experience helping entrepreneurs secure funding from the SBIR and STTR federal grant programs," Melnick added.

"ASU Technopolis is exactly what this community needs. Its programs will significantly accelerate the rate at which entrepreneurs secure investment and generate revenue," said Gregg Adkin, general partner at Arizona venture capital firm Valley Ventures.

ASU Technopolis is a program of ASU's Office of the Vice President for Research and Economic Affairs. The office works with faculty researchers, campus units, community organizations, government, and businesses to increase ASU's contribution to the metropolitan economy.

For more information on participating as an entrepreneur-client, sponsor, or volunteer, please visit www.asutechnopolis.org.