



National Advisory Council on Innovation and Entrepreneurship (NACIE)



Official Minutes for Quarterly Meeting

Date: June 4, 2015

Time: 2:00 – 3:00 pm

Location:

General Services Administration
1800 F Street NW, Washington, DC 20405

Welcoming Remarks

Ms. Julie Lenzer Kirk, Director of the Office of Innovation and Entrepreneurship, opened the meeting in her capacity as Designated Federal Officer (DFO). She extended greetings to all members of the National Advisory Council on Innovation and Entrepreneurship (NACIE). She indicated the purpose of this meeting is to foster collaborative discussions on innovation and entrepreneurship and prepare presentations on NACIE proposals to Secretary Pritzker for the second day of this quarterly meeting.

Department of Commerce Initiatives Update

John Cobb, Program Analyst, Department of Commerce, provided a briefing on the Economic Development Administration's partnership with the Aspen Institute for the "Communities that Work Partnership", a regional approach to identifying employer-driven talent development best practices. Mr. Cobb also covered some of the administrative aspects of the program to encourage NACIE members to think of ways Commerce could implement innovation or entrepreneurship oriented programs in a similar way.

Chief Economist Sue Helper shared insights on her office's latest research initiatives, discussed NACIE's interests in measuring innovation, and introduced new ideas, such as conscious capitalism, to spur discussions around possible topics for the Council to explore.

Opening Remarks from NACIE Co-Chairs

Dr. James Clements, Chair, Innovation Committee, inspired the Council to "think outside the box," and stated that the concept of inclusiveness should be incorporated into all NACIE initiatives.

Marie Lynch, Chair, Workforce/Talent Committee, remarked about the exciting opportunity to collaborate with other agencies from the U.S. Census Bureau and the Bureau for Labor and Statistics on workforce training and labor issues.

Meeting Adjournment

Ms. Kirk thanked all in attendance and adjourned the meeting.

Meeting Attendees

NACIE Members

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| Brian Balasia | Digerati, Inc. |
| Lou Anne Bynum | Long Beach Community College, Office of College Advancement |
| Greg Cangialosi | MissionTix LLC |
| Dr. James Clements | Clemson University |
| Fred Dedrick | National Fund for Workforce Solutions |
| Christine Furstoss | General Electric Company |
| William Generett | Urban Innovation21 |
| Mary Ann Guerra | BioAccel |
| Tiffany Karp | Global Center for Medical Innovation |
| David Kenney | Oregon Best |
| Chauncy Lennon | JP Morgan Chase Foundation |
| Marie Lynch | Skills for Chicagoland's Future (<i>via telephone</i>) |
| Dr. Sethuraman Panchanathan | Arizona State University (<i>via telephone</i>) |
| Laura Powers | CODE2040 |
| Rohit Shukla | Larta Institute |
| Amy Stursberg | Blackstone Charitable Foundation |
| Stephen Tang | University City Science Center |

Representatives of the U.S. Department of Commerce and Its Agency Subcomponents

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| Joshua Mandell | Office of the Secretary |
| Dr. Sue Helper | Economic & Statistics Administration |
| Julie Lenzer Kirk | Office of Innovation and Entrepreneurship |

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| Craig Buerstatte | Office of Innovation and Entrepreneurship |
| Eric Smith | Office of Innovation and Entrepreneurship |
| Nathan Ohle | Economic Development Administration |
| John Cobb | Department of Commerce |
| Ashley Shuler | Office of Innovation and Entrepreneurship |
| Lynn Overmann | Department of Commerce |
| Clara Asmail | National Institute of Standards and Technology Manufacturing Extension Partnership |
| Mary Anne Pacelli | National Institute of Standards and Technology |

Representatives of Other Federal Agencies

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| Doug O'Brien | White House Rural Council |
| Nagesh Rao | Small Business Administration |
| John Williams | Small Business Administration |
| Albert Shen | Minority Business Development Agency |
| Lillian Salerno | U.S. Department of Agriculture |
| Gautam Prakash | National Institutes of Health |
| Rebecca Rust | Bureau of Labor and Statistics |
| Michael Horrigan | Bureau of Labor and Statistics |
| Van Lawrence | Census Bureau |



National Advisory Council on Innovation and Entrepreneurship (NACIE)



Official Minutes for Quarterly Meeting

Date: June 5, 2015

Time: 8:30 am – 12:00 pm

Location:

Department of Commerce

1401 Constitution Ave NW, Washington DC 20230

Welcoming Remarks

Ms. Julie Lenzer Kirk, Director of the Office of Innovation and Entrepreneurship, opened the meeting in her capacity as Designated Federal Officer (DFO). She extended greetings to all members of the National Advisory Council on Innovation and Entrepreneurship (NACIE). She indicated the purpose of this meeting is to foster collaborative discussions on innovation and entrepreneurship and prepare presentations on NACIE proposals to Secretary Pritzker for the second day of this quarterly meeting.

Remarks from Gadi Dechter, Senior Adviser, National Economic Council

Mr. Gadi Dechter discussed the importance of inclusive entrepreneurship. Mr. Dechter shared details on the White House Demo Day. The purpose of this event is to bring together a diverse set of entrepreneurs from universities, foundations, companies, accelerators or other organizations to share their success stories on how to grow a successful business.

Ms. Julie Lenzer Kirk remarked that *inclusion* should not be an isolated issue as it relates to innovation and entrepreneurship, and highlighted NACIE's previous discussion, and how important it is to consider inclusion as a pillar in all NACIE initiatives. Additionally, Javier Saade, Associate Administrator, Office of Investment and Innovation, Small Business Administration (SBA), stated that its "good" business to have openness. We need data to tell us the story on diversity. Not only do we need diversity among entrepreneurs, but we need funding to diversify other industries besides Information Technology.

Initiative Presentations and Feedback from Secretary Pritzker

During this session, representatives from the NACIE Council delivered presentations to Secretary Pritzker on measuring innovation, tax policy, and labor market data.

Secretary Pritzker provided guidance on the NACIE initiatives. On innovation and tax policy, she remarked on the importance of thinking broadly on these issues and to consider the pros and the cons. Secretary Pritzker stated, "How will the naysayers react? And what will NACIE's response be?" Additionally, Secretary Pritzker suggested NACIE should look at ways the nation can integrate innovation in K-12 education, ingraining it as a part of their lives while they are young.

On the labor market data initiative, Secretary Pritzker highlighted how the Markle Foundation is collaborating with a few states on a similar labor market data modernization project and might be a good partner for NACIE to collaborate with. She stressed the importance of building a minimal viable product that can scale to a national level. Secretary Pritzker closed her remarks by thanking the members for their dedication and commitment to NACIE's mission and emphasizing how valuable their real-world expertise is to Commerce and other government initiatives.

Remarks by Federal Co-Chairs

Michelle K. Lee, Under Secretary of Commerce for Intellectual Property and Deputy Director of the United States Patent and Trademark Office (USPTO)

Ms. Lee discussed how USPTO regional offices are critical in assisting inventors, entrepreneurs, and small businesses, and highlighted the opening of two new regional offices in Dallas, Texas and Silicon Valley – which will open later this year.

Ms. Lee spoke on the importance of defining and measuring innovation. As part of the Enhanced Patent Quality Initiative, USPTO is pursuing Big Data and Open Data initiatives, and considering the use of artificial intelligence search tools to better serve the needs of innovators. Ms. Lee believes that sharing data with the public will help everyone make more informed business decisions.

Jay Williams, U.S. Assistant Secretary of Commerce for Economic Development

Mr. Williams provided guidance on NACIE's desire to amplify community best practices by emphasizing the importance of building a talent pipeline. If we can make the talent pipeline more inclusive, communities can become more economically resilient and stable. Mr. Williams discussed EDA's growing role as a systems integrator for economic development initiatives across all federal agencies and challenged the Council to assess ways the Economic Development Administration (EDA) could maximize this opportunity within NACIE's innovation and entrepreneurship verticals. Additionally, Mr. Williams addressed the potential collaboration of EDA and the Small Business Administration on innovation and entrepreneurship.

Carroll A. Thomas Director, Hollings Manufacturing Extension Partnership, National Institute of National Standards (NIST)

Ms. Thomas provided a brief history on the Interagency Network of Enterprise Assistance Providers (INEAP). INEAP is a network of government workers whose mission is to assist small businesses through collaborations and partnerships that enable more effective service delivery and implementation of enterprise assisting programs. Ms. Thomas encouraged the Council to discuss ways INEAP and government could consolidate resources to better support

small business services. Additionally, Ms. Thomas addressed how NACIE's SBIR initiative and the Manufacturing Extension Partnership can help facilitate resources to companies.

Remarks by Javier Saade, Associate Administrator, Small Business Administration

Mr. Saade stated his enthusiasm over the NACIE initiatives and the potential collaboration opportunities with the Small Business Administration. Mr. Saade discussed the current state of Small Business Investment Company (SBIC), and informed NACIE members on the various pathways emerging entrepreneurs and small business owners might leverage some of SBA programs.

Council Discussion

SBIR and Capital Continuum Proposal Discussion

The Council voted to approve the SBIR/STTR exploratory research proposal, which gave the SBIR/STTR permission to conduct investigative research and outreach dedicated to better understanding shortfalls of the current SBIR/STTR, giving them the insight to make formal improvement recommendations by the end of NACIE's term. The workgroup team will conduct their research within three verticals; how important commercialization is during award selection and oversight, fund commercialization activities to extend market entry and access, and broadening engagement with intermediary science and technology organizations that play a critical role in the translation of science and business.

Inclusiveness

Ms. Kirk prompted the group with the tough question, "How do we make sure we are thinking about inclusiveness in all the Council initiatives?"

Council members explored ways to break through inclusiveness barriers such as funding opportunities, partnering with Historically Black Colleges and Universities, apprenticeships, and introducing the idea of entrepreneurship and innovation in early childhood education.

Additionally, Brian Balasia, Digerati Inc, presented a prototype of an online database tool that could serve as a real-time accountability tool for all community based programs – showing users metrics on population type, program outreach and impact, entrepreneurship services and type, and much more. The platform could leverage many data sets already available, but the NACIE group was uncertain about the best way to encourage programs to put their own data on the platform and how to reach critical mass. Overall, there was a lot of excitement around the utility of the platform, but NACIE agreed they needed to determine the right "go to market" strategy, and admitted that maybe government wasn't the right entity to do so – perhaps the private sector should drive this solution.

Workforce & Incubation

Mr. Craig Buerstatte, OIE, asked some of the workforce and incubation team members to discuss their best ideas and hardest questions thus far. Ms. Christine Furstoss briefed NACIE members on the value of more iterative manufacturing programs that teach entrepreneurs and small businesses the basics of manufacturing and supply chain management. Many small companies struggle to scale because they don't understand basic principles around supply chain management, and the U.S. has identified the value in coding bootcamps and startup universities, but has done a poor job at building similar resources in the manufacturing vertical. Mr. Buerstatte then challenged the team, asking members for their reaction or ideas to such a problem.

NACIE members exchanged a few ideas, but agreed they needed more time to explore this opportunity. Many of them felt current entrepreneurship fellowships, bootcamps, and technology immersion courses are having a positive influence on the economy and startup ecosystems, but were not sure how the government can help support that movement, especially in a way that will assist other business sectors where it is needed most, like manufacturing.

Mr. Buerstatte asked for volunteers to help continue this discussion – Christine Furstoss, Rohit Shukla, Chauncy Lennon, David Kenney, Greg Cangialosi, Tiffany Karp, Lou Anne Bynum, and Barbara Bry all volunteered and agreed to work toward a more defined goal to brief the rest of the council by the September meeting.

Next Steps

The Council closed the meeting to discuss workgroup action plans for the immediate weeks after this meeting. Members expressed excitement and agreement around the inclusion discussion, and many stated they would return to their organizations and networks and immediately assess ways NACIE could further the inclusion discussion, ensuring it remained a top priority.

Meeting Adjournment

Ms. Kirk thanked all in attendance and adjourned the meeting.

Meeting Attendees

NACIE Members

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| Brian Balasia | Digerati, Inc. |
| Barbara Bry | Blackbird Ventures (<i>via telephone</i>) |
| Lou Anne Bynum | Long Beach Community College, Office of College Advancement |
| Dr. James Clements | Clemson University |

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| Fred Dedrick | National Fund for Workforce Solutions |
| Christine Furstoss | General Electric Company |
| William Generett | Urban Innovation21 |
| Mary Ann Guerra | BioAccel |
| Julie Goonewardene | The University of Texas System |
| Tiffany Karp | Global Center for Medical Innovation |
| David Kenney | Oregon Best |
| Chauncy Lennon | JP Morgan Chase Foundation |
| Marie Lynch | Skills for Chicagoland's Future (<i>via telephone</i>) |
| Dr. Sethuraman Panchanathan | Arizona State University (<i>via telephone</i>) |
| Laura Powers | CODE2040 |
| Rohit Shukla | Larta Institute |
| Stephen Tang | University City Science Center |
| <u><i>Representatives of the U.S. Department of Commerce and Its Agency Subcomponents</i></u> | |
| Penny Pritzker | Department of Commerce |
| Jay Williams | Economic Development Administration |
| Phillip Singerman | National Institute of Standards and Technology |
| Michelle Lee | United States Patent and Trademark Office |
| Carroll A. Thomas | National Institute of Standards and Technology |
| Matt Erskine | Economic Development Administration |
| Joshua Mandell | Office of the Secretary |
| Julie Lenzer Kirk | Office of Innovation and Entrepreneurship |
| Craig Buerstatte | Office of Innovation and Entrepreneurship |
| Eric Smith | Office of Innovation and Entrepreneurship |
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| Mary Anne Pacelli | National Institute of Standards and Technology |

Representatives of Other Federal Agencies

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|----------------|-------------------------------|
| Gadi Dechter | National Economic Council |
| Javier Saade | Small Business Administration |
| Jodi Black | National Institutes of Health |
| Gautam Prakash | National Institutes of Health |