



## National Advisory Council on Innovation and Entrepreneurship (NACIE)



### Official Minutes for Quarterly Meeting

Date: March 3, 2016

Location: Nashville Entrepreneur Center  
Nashville, TN 37210

March 3, 2016

### **Introductions and Welcome**

Ms. Julie Lenzer, 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) and indicated the purpose of this meeting was to continue working on finalizing the proposals, and identify initiatives that, due to the limited amount of time left in this Council's term, could be handed off to the next Council. Ms. Lenzer reminded members about the real opportunity they have to make an impact, and emphasized that although they are fast-approaching the end of their term - to keep the momentum going.

One new update that Ms. Lenzer highlighted during her opening remarks, was EDA's new role as the Economic Development Integrator. EDA was chosen by the Office of Management and Budget (OMB) to design and implement a more streamlined integration model for the delivery of federal economic development resources. The goal is to optimize resources from federal, state and local economic development programs, initiatives, and grant opportunities, to make them more broadly available, accessible, and effective for communities in need.

### **Council Discussion**

Ms. Lenzer thanked Michael Burcham, Narus Health, for hosting the Council's sixth quarterly meeting at the Nashville Entrepreneur Center (EC) in Nashville, TN. She echoed what other members had described as a "nice change of scenery" from the previous meetings, which have all taken place in Washington, D.C. She described how the Center was the perfect environment to give members firsthand experience of Nashville's entrepreneurial ecosystem and hear how they leveraged public- private partnerships to start, grow and scale the Center's operations. Mr. Burcham organized several optional activities for members to participate in while staying in Nashville. Those activities included tours of the Music City Center, Casa Azafran and Thistle Farms. For the members that weren't able to attend the extracurricular activities, Mr. Burcham provided a brief overview of each of the three tours.

The first tour took place at the **Music City Center**, Mr. Burcham described the Center as one of Nashville's newer economic development investments focused on the local cluster of music and entertainment technology activity. The venue includes 1.2 million square feet of meeting and

event space, and a 4-acre green roof. In addition to the tour of the facility, members heard brief remarks from key city leaders about the challenges and strategies that helped shape the local growing entrepreneurial ecosystem, and how that has attracted new professionals to live, work and play across the city.

Mr. Burcham described **Casa Azafran** as the gateway to Nashville's most international and socially diverse district and that it serves as an example of 'smart building and design' meets 'economic and cultural investment' through public/private partnerships. He added that it is home to a collective of nonprofits that offer services in business, education, legal, and health care to immigrants, refugees and the greater community to improve economic independence through small business ownership and entrepreneurship.

**Thistle Farms** was the last stop on the tour. Mr. Burcham described the organization as a powerful community of women who have survived prostitution, trafficking and addiction, and now employs more than 50 survivors through social enterprises -- which include a natural body care company, Thistle Stop Cafe, paper and sewing studio, and global marketplace called Shared Trade. He informed the Council that in addition to creating employment for these women, Thistle Farms offers a two-year residential program and advocacy services for up to 700 women yearly. He explained that this inspirational program is a prime example of how social entrepreneurship through innovative solutions tackles social, cultural and environmental issues.

Ms. Lenzer opened up the floor to members that attended the tours to share what they learned and how the Council can get involved. Mr. Stephen Tang, University City Science Center, expressed his strong desire to create a similar environment in his community. Mrs. MaryAnn Guerra, BioAccel, stated that what struck her the most was the strong ecosystem supporting these organizations, and how part of their success has been due to this support and the network they have created. Lastly, Ms. Marie Lynch, Skills for Chicagoland's Future, wrapped up the discussion by suggesting NACIE create a working group to brainstorm on ways to scale these programs and share the message with other communities, and queried the Council for interested volunteers to continue the dialogue after the meeting.

### **Public Comment**

Ms. Julie Lenzer Kirk opened the floor for the public comment session, but there were no members of the public in the physical meeting, or on the conference line to comment.

### **Meeting Adjourned**

Ms. Julie Lenzer Kirk, Designated Federal Officer, adjourned the meeting.

## **Meeting Attendees**

### *NACIE Members*

Brian Balasia	Digerati, Inc.
Dr. Michael Burcham	Narus Health
Lou Anne Bynum	Long Beach Community College, Office of College Advancement ( <i>via phone</i> )
Greg Cangialosi	Betamore
Steve Case	Revolution, LLC ( <i>via phone</i> )
Dr. James Clements	Clemson University
Fred Dedrick	National Fund for Workforce Solutions
Julie Goonewardene	The University of Texas System
Mary Ann Guerra	BioAccel
Lila Ibrahim	Coursera
Tiffany Wilson	Global Center for Medical Innovation
David Kenney	Oregon Best
Chauncy Lennon	JP Morgan Chase Foundation
Marie Lynch	Skills for Chicagoland's Future
Laura Powers	CODE2040
Eric Severson	Felton Institute
Rohit Shukla	Larta Institute
Dr. Stephen Tang	University City Science Center

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

Julie Lenzer	Office of Innovation and Entrepreneurship (OIE)
Craig Buerstatte	OIE

Eric Smith	OIE
Andria Fisanich	OIE
Chavarria Harris	OIE



## National Advisory Council on Innovation and Entrepreneurship (NACIE)



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Date: March 4, 2016

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Nashville, TN 37210

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### **Introductions and Welcome**

Julie Lenzer, Director of the Office of Innovation and Entrepreneurship (OIE), 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) and indicated that the purpose of this meeting is to inform the Council on the status of ongoing initiatives and to identify actionable tasks to be completed before the end of their term. Ms. Lenzer informed the Council, that the Office of Innovation and Entrepreneurship would solicit applications in early summer for the next term of NACIE.

### **Voting on NACIE Proposals**

#### *SBIR/STTR Proposal*

Following the opening remarks, Ms. Lenzer informed the Council that the next agenda item was to vote on the Small Business Innovation Research and Small Business Technology Transfer programs (collectively, the SBIR/STTR programs) proposal. The recommendation, which was distributed to members beforehand and has an attached letter to Secretary Pritzker, discusses several modifications to the SBIR/STTR program that can result in more efficient commercialization of those innovations by fostering their development into products and services, business, and jobs through a greater focus on activities that enable the transitions of research to the marketplace.

Eric Smith, OIE, praised the timeliness of this recommendation with the SBIR/STTR reauthorization being up for consideration this year. He informed the Council that the bill, to amend the Small Business Act to reauthorize and improve the SBIR/STTR program, was being reviewed and Congress was currently holding hearings. He indicated that legislators were familiar with NACIE member's recommendations and that they were well received. Although originally the Council thought the reauthorization would take place in FY 2017, it appears the timeframe has been moved up, and there is a chance the bill could be approved this fiscal year.

During the roll call vote, Council members voted unanimously to approve the proposal.

## **Council Discussion**

### *Workforce Committee Updates*

Marie Lynch, Skills for Chicagoland's Future, led the discussion on the workforce initiative updates. She stated that the workforce committee was able to make significant progress on the Free Agent Economy proposal. Ms. Lynch praised Eric Severson, Felton Institute, for all his hard work getting the *Free Agent Economy* proposal prepared and approved at the last quarterly meeting in December. The proposal offered three recommendations: 1. Define, describe and quantify the “free agent economy” and its associated taxonomy of terminology 2. Analyze data on free agency to reveal trends, patterns and potential implications to the U.S commerce, and lastly, 3. Identify potential legislative, regulatory or policy actions that have the potential to drive the competitiveness of the U.S. economy by optimizing the benefits and minimizing the deficits created by the free agency. The proposal was received favorably by Council members, and ultimately members expressed an interest in taking the proposal one step further and convening relevant parties to discuss the matter further.

### *Encyclopedia of Innovation*

Carlos Kemeny, on behalf of Julie Goonewardene, University of Texas System, informed the Council that the Encyclopedia of Innovation initiative was making great progress, and was optimistic that the Innovation Indices assessment would be complete before the end of this NACIE term. He also introduced a survey the small working group had developed to collect data on how organizations benchmark innovation, and informed the Council it was ready for distribution to key networks. He encouraged NACIE members to distribute the survey to “innovation-minded” stakeholders. Once the survey is closed, he stated that they will use the results to create a draft Encyclopedia for the Council to review and discuss at the June NACIE meeting.

The Council applauded Mr. Kemeny and Sean Williams, Clemson University, for all their hard work on the initiative. Mr. Kemeny thanked the Council and Ms. Goonewardene for the opportunity to work on such a vital project which will allow policymakers and the private sector the tools they need to support innovation where it is most needed.

### *NACIE 3.0 Transition*

Lila Ibrahim, Coursera, and Brian Balasia, Digerati, Inc., kicked off the discussion on the NACIE 3.0 transition. They expressed the importance of formalizing recommendations for the first quarter of NACIE 3.0 by identifying and documenting learnings and best practices from NACIE 2.0. Ms. Ibrahim stated that this would ensure a smooth and successful transition to NACIE 3.0, while also passing on all the great lessons learned to the next team, allowing them to get to work much faster than if they had started from scratch. Mr. Balasia added that they would

incorporate the feedback into the draft proposal and vote on the proposal at the next NACIE meeting. Several overarching themes were discussed during the session; the most significant feedback was to ensure that NACIE 3.0 members have the opportunity to organically get to know each other to better understand what everyone is working on in their professional lives, and thus, what synergies with the Council's efforts might be present. Many members expressed how helpful getting to know one another has been to their collaboration on various initiatives, and wished they had focused more time on getting to know each other earlier on. Mr. Balasia commented on the hope for the next Council to better leverage their fellow members' expertise and networks from the very start of their tenure and OIE should work to facilitate engagements that will allow the Council to do.

### *Capital Continuum*

Mr. Craig Buerstatte, OIE, provided a brief background and update on the Council's work to address the "Capital Continuum" challenges experienced across various entrepreneurship ecosystems. The Council's work has primarily focused on the "Venture the Valley of Death," where many companies struggle to bridge operations between early-stage public funding, and more traditional return-focused venture capital. To better understand the challenges today's entrepreneurs are facing in this gap, the workgroup aimed to pilot two public-private forums, designed to share information amongst key stakeholders.

The first Capital Continuum forum took place on Tuesday, March 1<sup>st</sup> in Nashville, TN. Michael Burcham, Narus Health, Tiffany Wilson, Global Center for Medical Innovation, and Craig Buerstatte, were in attendance representing NACIE's interests. Tiffany Wilson, provided a brief overview of the event, and stated that all participants seemed to gain some great insight from the collaborative dialogue. She elaborated on several of the key takeaways from the event, including how valuable it was to have representatives from distinct groups: early stage entrepreneurs and the organizations that support them (e.g. Entrepreneur Support Organizations (ESO)), federal funding organizations, and private sector funders). Ms. Wilson indicated that next steps are to prepare and host the second forum in Washington, D.C. in June and consolidate feedback from both forums into a high-level assessment of the information gathered during the two forums. This assessment would be distributed to the Council during the last meeting in October, and possibly handed off to NACIE 3.0 for them to continue their work.

### **Public Comment**

Ms. Julie Lenzer opened the floor for the public comment session, but there were no members of the public in the physical meeting, or on the conference line to comment.

### **Meeting Adjourned**

Ms. Julie Lenzer, Designated Federal Officer, adjourned the meeting.

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