

# Wyoming

# WTBC

## Wyoming Technology Business Center

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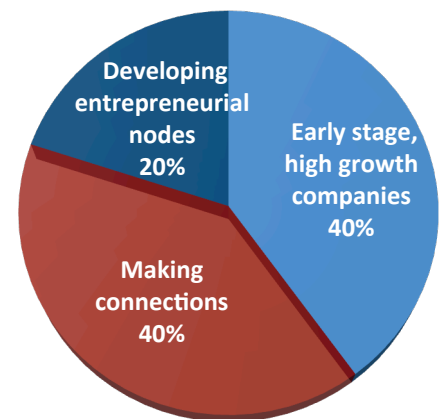
Wyoming Technology Business Center (WTBC) is University of Wyoming's University Center. WTBC's goal is to develop early stage, technology based, and high growth companies throughout the state of Wyoming and to improve the climate for the start-up and growth of entrepreneurial companies. The Center is supported by the EDA grant, university funds, and state government funds.

### Activities

The Center focuses on developing "entrepreneurial nodes" throughout the state made up of a number of technology-based, high-growth companies through its e2e program, which is a networking and educational group that matches entrepreneurs and people interested in entrepreneurship in order to help them get to know each other and learn about issues related to starting and growing a high-growth company.

The Center supports many types of conferences. One type identifies technology companies within the area (such as biotechnology companies); a

second type strives to help stimulate entrepreneurs by showing them how to develop a technology business. A third type targets individuals who might not be interested in attending a general networking event. At these conferences the WTBC brings in entrepreneurial companies as well as large, established corporations, to talk about the start-up process and share their experiences.



Beyond the conferences, the Center provides one-to-one counseling programs to early stage, high growth companies. The Center determines first the stage of the company and conducts a needs analysis. Next, the Center provides an appropriate mix of business advising (strategic planning,

### University

University of Wyoming

### Center Director

Christine Langley

### Center Location

College of Business

### Center since 2007

### Center Activities

- Entrepreneur coaching
- Business plan support
- Networking
- Feasibility studies
- Incubator services
- Applied research

### Clients

- Entrepreneurs
- Start-ups
- Existing businesses
- Local/regional economic development organizations

### Assessment Techniques

- Feedback from staff
- Client interviews
- Case studies
- Client economic impact studies

### Contact Information

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financial planning, business plan) and executive coaching. Some of these clients are residents in the partner incubator, though residency is not a requirement.

### Leveraging

The Center extensively leverages its connections to local economic development groups, which are essential to establishing new e2e groups around the state. In addition, the Center leverages its connection with the University of Wyoming

incubator. The Center provides services while the incubator provides space. The Center also leverages university data sources and the technology transfer office and utilizes student labor through a variety of internships.

## Success

### Supporting and keeping entrepreneurs

By building a local entrepreneurial culture, the Wyoming Technology Business Center (WTBC) helps ensure that local start-ups stay local. The WTBC provides incubation services to many small companies and entrepreneurs. One recent graduate is Firehole Composites, which specialized in design software for composite parts. The company was based on an idea that originated at the University in the Department of Engineering. After several years in the incubator as an original client, the company moved to the local downtown area in 2008. In 2013, Autodesk, a Fortune 350 company that focuses on 3-D design, engineering, and entertainment, acquired Firehole Composites.

Though Autodesk is based in San Francisco, this new division will remain in Laramie, WY. The former CEO of Firehole has stayed with the new division and participates in WTBC's e2e entrepreneurial node education networking program.

**WTBC makes connections in the community between entrepreneurs to nurture an entrepreneurship atmosphere in rural America and help successful entrepreneurs stay in the region.**

