



# Georgia Tech Enterprise Innovation Institute (EI<sup>2</sup>)

## University

Georgia Institute of  
Technology

## Center Director

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## Center Location

Business outreach arm of the  
Institute

## Center for >30 years

## Center Activities

- Technical assistance
- Early-stage/  
entrepreneurship support
- Economic development  
assistance
- Applied research

## Clients

- New ventures
- Faculty start-ups
- Entrepreneurs
- Communities
- Non-profits

## Assessment Techniques

- Case studies
- Program staff feedback
- Client interviews

## Contact Information

[innovate.gatech.edu](http://innovate.gatech.edu)

## Enterprise Innovation Institute (EI<sup>2</sup>)

Enterprise Innovation Institute (EI<sup>2</sup>) is Georgia Institute of Technology's EDA University Center. Supported by the grant, state money, and program fees, Lynne Henkiel leads a wide range of outreach activities that seek to promote job creation, development of high- skilled regional talent pools, business expansion in innovation clusters, and to create and nurture regional economic ecosystems in the state of Georgia. In addition, the Center seeks to conduct technology-related economic and policy research that will enhance Georgia's competitive position.

## Activities

The Center provides assistance and research to a wide client base through its support for local entrepreneurs and start-ups, the innovation culture in general, and economic development support for communities. The Center also offers services to entrepreneurs and start-ups through VenutreLab, which provides many services including mentoring, business model development, connecting new entrepreneurs with

existing entrepreneurs (specialized networking), locating sources of early-stage financing, and preparing new companies for global markets. The Center performs applied research in benchmarking university technology transfer programs, and the staff uses the results to advise others in setting up technology transfer programs. As part of its wider state economic development goals, EI<sup>2</sup> assists communities through the Center for Economic Development Research (CEDR). CEDR leverages funding provided by the grant to deliver affordable research services through the Economic Development Research Program (EDRP). EDRP is a competitive RFP process that strives to inform policy decision-making and to help local governments and economic development organizations enhance their community's competitive position. Research services provided include strategic planning, forecasting, feasibility studies, readiness assessments, economic impact analysis, and labor market studies.

### Leveraging

EI<sup>2</sup> leverages university resources such as data, analytical experience, and student talent. In addition, the Center leverages the extensive resources of the Advanced Technology Development Center (ATDC), Georgia's startup technology incubator that works with entrepreneurs to help them learn, launch, scale, and succeed in building their companies.

The Center would not be able to help as many companies through VentureLab at the level that it does without leveraging the resources of the ATDC. In addition, EI<sup>2</sup> provides assistance in support of innovation — based ecosystems for startups and entrepreneurs by partnering with entities such as universities, federal labs, research institutes, nonprofits, and companies to provide a wide range of services to meet their client's needs.

*“Center provided timely helpful assistance that helped move [our company] forward. Staff was accessible when we needed their help and input.”*

— Center Client

## Success

### VentureLab Incubator

In the present grant cycle (12 months) EI<sup>2</sup> has supported successful startups through its innovation-based ecosystem incubator, VentureLab.

Several examples include Novana Inc., which makes high-value-added, functional, polymeric composites from renewable resources, and Softwear Automation, which produces completely automated sewing equipment for use in the fabrication of military garments and other products. ST Carbice Nanotechnologies Inc., which produces thermal interface materials (TIMs) based on carbon nanotubes.

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Building on these experiences EI<sup>2</sup> has set out to transfer knowledge and best practices around innovation ecosystems to other institutions. Institutions at a certain scale receive an adequate flow of research dollars but fail to convert that flow into IP and new ventures.

**EI<sup>2</sup> has leveraged its own incubator, the Advanced Technology Development Center (ATDC), to provide technical assistance to university-based research commercialization efforts.**

### University commercialization benchmarking

Through the experience gained in supporting start-ups in the VentureLab incubator, and through applied research on the start-up yield at small universities, EI<sup>2</sup> is building a tool-box to support other institutions as they develop their own innovation-based ecosystems.

**By building on a distinctive synthesis of experience and applied research, EI<sup>2</sup> has put itself in a unique position to support start-ups directly and also to support other institutions interested in similar activities.**