



### 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.**