



Georgia Tech Enterprise Innovation Institute (EI²)

University

Georgia Institute of
Technology

Center Director

Charles Ross

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

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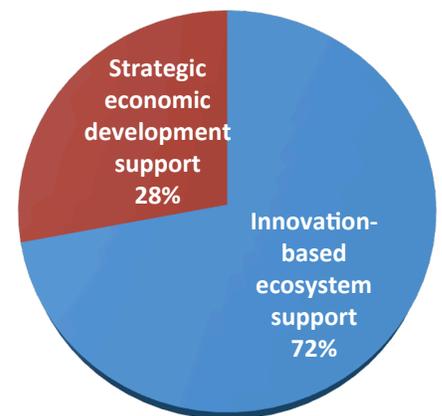
Enterprise Innovation Institute (EI²)

Enterprise Innovation Institute (EI²) is Georgia Institute of Technology's EDA University Center. Supported by the grant, state money, and program fees, Dr. Charles Ross 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 such as developing business models, connecting new entrepreneurs with

existing entrepreneurs (mentoring), helping locate 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 goal, EI² provides assistance to communities through



strategic economic development support for the development of Comprehensive Economic Development Strategies (CEDS) to help communities increase their utilization of the state's resources and to target new industries that can profitably use

those state resources.

The Center also works with nonprofits to help bring targeted industries to their communities through research on best practices of community efforts to attract the target industries.

Leveraging

EI² leverages university resources such as data, analytical experience, and student labor. In addition, the Center leverages the extensive resources of the Advanced Technology Development Center, a

start-up accelerator that helps technology entrepreneurs in Georgia launch and build successful 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 accelerator.

In addition, EI² provides assistance in support of innovation-based ecosystems for start-ups 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) EI² has supported successful start-ups through its innovation-based ecosystem incubator, VentureLab. One example is Novana, Inc., which makes high-value added, functional, polymeric composites from renewable resources, Softwear Automation, which produces completely automated sewing equipment for use in the fabrication of military garments and other products, StarMobile, a rapid application, mobilization solution targeted towards enterprises, and ST Carbice Nanotechnologies, Inc., which produces thermal interface materials (TIMs) based on carbon nanotubes. Building on these experiences EI² 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. EI² has engaged Utah State, Brigham Young University, the University of South Alabama and North Carolina A & T State University in uncovering their current practices and assisting them in growing innovation-based ecosystems.

EI² has leveraged a larger start-up accelerator to provide technical assistance to university-based research.

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, EI² 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, EI² has put itself in a unique position to support start-ups directly and also to support other institutions interested in similar activities.