

The Accelerator

Quarterly Newsletter of UCF Incubation Program

■ Volume 1 ■ Issue 2 ■ Fall 2008

Photonics Incubator – Offers Access To World’s Leading Laser & Optics Research Facility

Housed inside the Center for Research & Education in Optics & Lasers (CREOL) on the UCF main campus, the **Photonics Incubator** offers laboratory space for technology development partnerships between industry and UCF researchers.

Established in 2006 as part of the UCF Incubation Program, the Photonics Incubator is designed to accelerate the movement of innovative laser and optics technology into the marketplace. Support for the incubator is made possible by funding from the U.S. Economic Development Administration, City of Orlando, Florida High Tech Corridor Council and UCF.

Site Manager, Gordon Hogan commented, “The primary advantage of having the Photonics



Center for Research & Education in Optics & Lasers (CREOL) located on the UCF main campus.

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IN THIS EDITION



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In depth,
Incubator Client
Updates and
News.

Explore The Realities Of Planning And Starting A Company – Register Today For Excellence In Entrepreneurship

Starting **Tuesday, October 7**, the UCF Incubation Program and UCF Center for Entrepreneurship & Innovation will offer the next “**Excellence in Entrepreneurship (EIE) Certificate Course**”. Classes will be held from 6pm - 9pm at the UCF Incubator-Seminole County/Winter Springs facility, located at 1511 E. State Road 434, Suite 2001 in Winter Springs, FL, 32708.

This dynamic, intense short course explores the realities of planning and starting a company and how to successfully develop and launch a business. Taught by experienced entrepreneurs, professional service providers and entrepreneurship faculty from UCF, the

course will help clarify your business concept and guide you through the steps of planning and starting a business, as well as introduce resources and advisors that provide invaluable support in laying the foundation for a successful company.

According to Carol Ann Dykes – Research Park Site Manager and former program director of the EIE Course, “The last course we offered was a milestone class. Out of the 12 companies that participated in the class, 10 applied to the Incubation Program – nine were accepted and we are in the process of working

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MESSAGE FROM TOM

Welcome to the fall issue of *The Accelerator*... the quarterly newsletter of UCF's Incubation Program. The purpose of this newsletter is to keep our clients, partners, sponsors, volunteers and staff informed about the activities of the UCF Incubation Program (UCFIP).



This quarter, I'd like to congratulate our current client and graduate companies on their continued growth, success and milestones. Through partnerships

with industry, economic development organizations and those service providers interested in creating strong, economically viable companies, we can continue to provide the resources needed to sustain, grow and strengthen Central Florida's economy.

Please take the time to learn more about these companies. You will be surprised to learn how our entrepreneurial ecosystem continues to thrive and what opportunities lie ahead.

Additionally, we would like to thank our partner organizations for their efforts in supporting and expanding the UCFIP. These organizations include: the Florida High Tech Corridor Council; City of Orlando; Orange County Government; Seminole County Government; the City of Winter Springs; The City of St. Cloud and others.

Read about members of our advisory board, which consists of business leaders from various organizations and industry that are interested in creating financially stable high growth companies. We thank them for their support and insight in guiding our efforts.

The UCFIP is a University-driven community partnership providing early stage companies with the enabling tools, training and infrastructure to create financially stable high growth enterprises. As you can determine from the variety of our incubation facilities around the region, Central Florida is making great strides to soon become one of the nation's premier locations for high-tech enterprises. UCF is proud to play its part in shaping this vision.

Tom O'Neal, Ph.D.

Associate Vice President
Office of Research & Commercialization
Executive Director,
UCF Incubation Program

Photonics Incubator - Offers Access To World's Leading Laser & Optics Research Facility

FROM PAGE 1

Incubator at CREOL is that it is adjacent to the premier research facility with access to graduate students and other campus resources. It provides a supportive environment that increases the likelihood of successful commercialization of technologies created in the lab at CREOL."

Currently the incubator has two client companies **AppliCote Associates, LLC**, a materials science development company specializing in direct write laser technologies to reduce processing steps and improve yields

for advanced semiconductor materials, and **SD Photonics**, an emerging leader in the development of high power laser diode technologies that provides improved power, efficiency, brightness and reliability.

The incubator can accommodate 6-15 companies, depending on their need for office and laboratory space. An additional advantage is that it offers a combination of office and lab space that can be customized to meet the needs of the startup.

Driven by the visionary leadership of Dr. Thomas O'Neal, Associate Vice President for the Office of Research & Commercialization

23 INCUBATOR CALENDAR AND EVENTS

October 7 -28, 2008
Excellence in Entrepreneurship Certificate Course

Taught by experienced entrepreneurs, professional service providers and entrepreneurship faculty from UCF, this dynamic, intense short explores the realities of developing and launching a business. ** Limited to 20 participants.

Orlando Business Development Center, District 2

Halloween Open House
October 22, 2008 from 3pm - 7pm

Location: 3218 E. Colonial Drive, Suite G, Orlando, FL 32819
RSVP: Maria, 321-281-8383 or marodrig@mail.ucf.edu

UCFIP Lunch & Learn Series

Lunch is provided

* **September 25 - Doing Business with the Government - Sponsored by Martinez Olson & Associates CPAs**

* **October 9 - Sponsored by Acredo Technologies**

* **November 13 - Sponsored by Paychex**

For complete details and to register, visit www.incubator.ucf.edu or call Renee at 407-882-0202.

and Executive Director of the Incubation Program, the Photonics Incubator is not just limited to UCF faculty/researchers, but typically involves those with some type of relationship with UCF.

According to Dr. O'Neal, "I have always had a vision to have a laser/optics incubator at CREOL. The Incubator fosters the creation and transfer of technologies that are created at CREOL through effective partnerships with national and local companies."

For more information, contact Gordon Hogan at bizdev@mail.ucf.edu or call 407-882-1577.

UCF Incubation Program Advisory Board - Spotlight

Sena H. Black, Senior Vice President of Marketing and Strategic Intelligence Enterprise Florida



Sena H. Black is Senior Vice President of Marketing and Strategic Intelligence at Enterprise Florida, the public-private partnership responsible for leading Florida's statewide economic

development. Black supports EFI's mission to diversify Florida's economy by overseeing the development of the statewide strategic plan for economic development and the marketing of Florida as a world-class business location.

Black helps lead the development of Florida's statewide strategic plan, "Roadmap to Florida's Future", for Enterprise Florida's Strategy Council. A key focus of the plan has to been to advance Florida's innovation economy with new policy directions, including the design of high impact and emerging cluster strategies such as life sciences, homeland security and clean energy. Black also directs Enterprise Florida's Technology Entrepreneurship and Capital Committee which focuses on entrepreneurship growth strategies for the innovation economy.

She also oversees the branding of Florida as a leading business state. In 2002, Black oversaw the development and launch of the marketing campaign -- "Florida. Innovation Hub of the Americas" -- which has resulted in significantly improving Florida's pro-business image.

Black has 25 years of experience in economic development policy, research, marketing, and business development. She formerly served as a senior officer at the South Carolina Department of Commerce and as Lecturer at the University of South Carolina College of Business. She has been recognized for outstanding public service and has won national awards for break-through research, strategic planning and marketing. She is the author of numerous articles and publications on technology-based entrepreneurship and economic development strategies.

A graduate of Wellesley College in Massachusetts, Black has advanced degrees from the University of Michigan at Ann Arbor.

Black commented on the value of the UCF Incubation Program, "Florida's future will be increasingly dependent on an 'innovation value-chain' that transforms research and innovation

into Florida-based, high growth start-up companies with good jobs of the future. UCF's incubator network is a vital link in that value-chain, helping to contribute, not only to central Florida's entrepreneurial economy, but also to a statewide future where Florida remains at the forefront of emerging technologies and industries."

William J. McDermott, CEC, FM, HLM
Director of Economic Development,
Seminole County Government



Bill McDermott's career in economic development spans 32 years in both the public and private sectors. He has had economic development assignments at both state and local government

levels, public/private partnerships as well as the telecommunications industry with GTE. Prior to joining Seminole County, Bill worked with the Florida High Tech Corridor Council to implement a comprehensive web-based IT skills assessment survey with community college education partners in the 21 county region of the corridor. In July 2002, McDermott assumed the duties of the newly created position of Director of Economic Development for Seminole County.

Also during his career, he has served in economic development leadership roles including Chair of the American Economic Development Council, board member of the International Economic Development Council; and is a Past President of the Florida Economic Development Council. McDermott holds a BA in Anthropology from West Chester University in Pennsylvania and an MBA from the University of Central Michigan.

When asked why he is involved in the advisory board, McDermott said, "I am a firm believer in the idea of home grown business, and the University of Central Florida Incubation Program provides a fertile environment which encourages and supports this process. The added benefit is home grown businesses develop deep community roots and look for ways to give back to the community which provided support when they most needed it."

Tom Keon, Ph.D.
Dean, UCF College of Business



Thomas L. Keon, Ph.D. is Professor of Management and Dean of the College of Business Administration (CBA) at UCF. During Dr. Keon's tenure as dean, he has directed the college

through an extraordinary period of growth and quality enhancement. When he arrived at UCF in 1997, the college's enrollment was fewer than 6,000 students. Today, enrollment exceeds 9,200 students, including nearly 1,000 graduate students. Dr. Keon's leadership has resulted in the college evolving from primarily a teaching institution to one that emphasizes quality scholarly achievement and now includes some of the nation's top scholars. Dr. Keon continues to excel as a successful fundraiser, emphasizing endowment growth to build for the future.

Dr. Keon's administrative positions began at the University of Missouri where he served as Department Chair and Associate Dean. He has also served as Associate Dean at Florida Atlantic University and as Dean at Southern Illinois University - Carbondale.

His research has appeared in *Human Relations, Organizational Behavior and Human Performance, Organization Studies, Journal of Applied Psychology, and Journal of Business Ethics*.

In addition to serving as vice chair for the Disney Entrepreneur Center, a collaborative venture including Disney, Orange County government, UCF and the City of Orlando, Dr. Keon is involved with the Florida Small Business Development Centers, Florida Council for Sustainability, and several other economic development groups and agencies.

Dr. Keon received his Ph.D. from Michigan State University in Management. Prior to this, he attended Bentley College (BSA), Suffolk University (MEd), and Babson College (MBA).

"As one of the original three founders of the Incubator at UCF, I am pleased to continue working with the incubator as an advisory board member. The College of Business can bring significant assets to the incubator and the incubator clients. At the same time, the incubator provides the college with a wonderful opportunity for hands-on learning for students," said Dr. Keon.

Site Managers -Meet the UCFIP Team

The UCF Incubation Program is a family of business incubation facilities in Central Florida to provide tools, training, infrastructure and more to start-up companies in the community. In partnership with a wide array of organizations, UCF has established facilities in five locations to serve various sectors of the community.

Business incubation is a critical element of region's economic development strategy. Studies show that 84% of companies stay in the community where they are established, and that incubator support greatly reduces the risk of failure, as well as 87-91% of companies that graduate from an incubator program are still in business five years later.

For a complete list of Incubation locations and details about upcoming programming and services, visit www.incubator.ucf.edu or call 407-882-0202.

Jacqueline Barton, MBA, CBA, Site Manager, Orlando Business Development Center, District 2 Incubator



With over 20 years of business experience, Jackie Barton has owned, operated and sold two businesses. She is a Certified Business Analyst, and Certified NxLevel instructor and has taught business and entrepreneurship classes in higher education and various non-profit organizations.

Prior to joining the OBDC, Barton served as marketing manager Option Technologies Interactive, a high tech software and hardware company servicing Fortune 500 companies in education, training, events, and entertainment. Barton received her MBA from University of Notre Dame and has a Bachelor of Science in Business from Wright State University.

Carol Ann Dykes, Site Manager, Research Park Incubator



Carol Ann Dykes has years of experience facilitating partnerships between Florida companies and entrepreneurs and the State's universities for joint technology commercialization activities. Previously Dykes was a member of the University of Florida faculty in the College of Engineering where she served as Associate Director of the Southern Technology Applications Center supporting companies, federal laboratories and universities in their technology commercialization activities. She also served as Director of the UF University Center.

Dykes is a member several professional and community organizations and currently serves on the Boards of the Athena Foundation's Central Florida PowerLink Program and EMI Inc. She is 2007-08 chair of the Avalon Park/Blanchard Park YMCA Board and 2008-09 Chair of the Florida Hospital East Orlando Foundation Board. Dykes is a graduate of the University of Arkansas, Fayetteville, and Louisiana State University.

Gordon H. Hogan, Site Manager Photonics Incubator and Downtown Orlando Incubator



Gordon H. Hogan is the Business Development Executive for the University of Central Florida Incubation Program. In addition he is Site Manager of the UCF/City of Orlando Technology Incubator in downtown Orlando and the UCF Photonics Incubator.

Hogan was previously President of Central Florida Innovation Corporation (CFIC), a firm dedicated to creating and building technology companies in the region. Additional background includes 30 years experience as an executive, entrepreneur, and business consultant. Hogan's areas of expertise include matching technology to a market, preparing technology startups for first outside investment, resolving complex business issues and serving as an interim executive for technology startups. Hogan has a BS in Chemistry from Fort Hays State University and graduate courses at the University of Kansas.

Esther Vargas-Davis, Site Manager UCF Incubator-Seminole County



Esther Vargas-Davis has a diverse background which includes many years experience in both the corporate and entrepreneurial domains, and the manufacturing and service sectors. Prior to joining the UCF Incubation Program, Vargas-Davis was involved in four successful startups, including both the for-profit and not-for-profit sectors. Before becoming an entrepreneur, Vargas-Davis spent 12 years in the pharmaceutical and hospitality industries. Vargas-Davis holds an MBA in New Business Development and Marketing from the Kelley School of Business at Indiana University-Bloomington, and a BBA in Business Economics from the Interamerican University of Puerto Rico.

Community Liasons - UCFIP Advisory Board

A strong community Advisory Board has been established to help the UCF Incubation Program fulfill its mission to provide early stage companies with the enabling tools, training and infrastructure needed to create financially stable, high growth companies.

The Board serves as a liaison between the Incubator, the University, and the Central Florida community.

For more information on how to become a member of the Advisory Board, please contact Gordon Hogan at 407-882-1577 or via email at bizdev@mail.ucf.edu.

2008-09 Members of the UCF Incubation Program Advisory Board:

Randy Berridge
Florida High Tech Corridor Council

Sena Black
Enterprise Florida

Jim Boyle
Inflexion, Inc.

Terence F. Brennan
Roetzel & Andress

John Bush
City of Winter Springs

Thomas Chatmon
Downtown Orlando Board
Community Redevelopment Agency

Dr. Tom Keon
UCF/College of Business Administration

Kim King
City of Orlando

John Lewis
Orange County Government

George Livingston, CIPS
NAI Realvest Partners, Inc.

Bill McDermott
Seminole County Economic Development

Gary Moses
RBC Centura Bank

Brian Steinberger, P.A.
Law Offices of Brian S. Steinberger, P.A.



UCF DOWNTOWN INCUBATOR

The Internet for Pets

Orlando-based **Petentials, Inc.** blends two thriving industries—the pet industry and online social networking—for its new venture, Petentials.com, a user-powered Web community aiming to become the world's leading online portal for animal enthusiasts.



The brainchild of sociologist/filmmaker Darren McDaniel, Petentials is a client of the UCF Incubation Program. Like MySpace and Facebook but with a “by animals, for animals” twist, Petentials is a website where human users can celebrate the animals in their lives by:

- showcasing their pets by creating pet profiles from the animals' perspectives,
- getting to know other pet enthusiasts
- discovering and contributing animal-centric stories, information, media, and products

“Online social networking is the phenomenon of our generation,” McDaniel says. “We've built a one-of-a-kind social network around something held dear in two-thirds of Americans homes—pets.” Social networking websites already boast 57 million users in the U.S., a number expected to grow to 69 million in 2008. While MySpace and Facebook get the most attention, “the new era is a battle of the niches,” McDaniel says. “We're fortunate enough to be serving a thriving and passionate niche—and an incredibly popular one at that.”

To date, Petentials has registered users from around 40 states and up to 6 countries, and expects to reach 1000 members in October. A site upgrade is underway, and the team of advisors, ambassadors, contributors, and volunteers continues to expand. Petentials has secured about 20% of its funding pre-offering, and is looking forward to building on that in the months ahead.

According to McDaniel, “Beyond advice, a sounding board, and affordable office space, the Incubator has helped by facilitating access to top-notch business service providers in the area. One of the biggest benefits is getting to know the other

Incubator Client Profiles



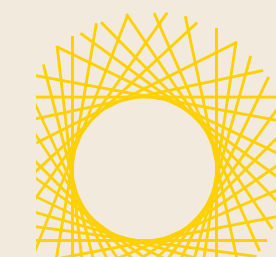
entrepreneurs and sharing experiences, resources, and strategies. Recently, we've joined with the other Web-based companies to create a user-group, and I'm very excited about the new possibilities for insight and collaboration that this presents.” Website: www.petentials.com or contact Darren McDaniel at dmdaniel@petentials.com

ORLANDO BUSINESS DEVELOPMENT DISTRICT 2 INCUBATOR

Not Your Traditional PR Agency

Dr. Lisa Thorell, Principal of **Off the Grid PR**, once ran a traditional PR agency. However, since 2005 with the trend and focus on “going green”, Dr. Thorell has been focused on promoting renewable energy products, unique artisanal organic products, clean tech services and emerging technologies. In other words, changing the way companies think to become more environmentally and socially responsible.

Thorell's vision is to provoke responses, engage reactions from current clients and consumers to bring in a new and broader audience. Off the Grid PR provides PR and Media Services, strategy and planning, direct marketing, and venture capital preparation. Her niche clientele includes green companies, clean tech companies and those dedicated to marketing environmental and social changes.



Off the Grid Public Relations

Currently, Dr. Thorell is planning a Renewable Energy Expo scheduled for April 2009 in cooperation with the Florida Renewable Energy Association, Orlando Utilities Commission (OUC) and the Orlando Science Center at Loch Haven Park. For more information and details visit www.floridareexpo.org. The expo is open to the public to provide

education on better environmental options for consumers to save money and also become more ecologically responsible.

Affiniti Architects, a Green architectural firm in Boca Raton, is working with Off the Grid PR to promote its LEED Gold homes and work within sustainable communities. Another client, Green Sky Market based in Winter Garden, is the vision of a former Disney executive that managed The Land at EPCOT. Scheduled for a grand opening in December 2008, the market will feature a sustainable greenhouse above on the roof that is solar powered, offering a hydroponic exhibit complete with tilapia tanks, tours and educational lectures. The market will sell its produce from the rooftop greenhouse into the local farmers market, as well as local restaurants. Guests will be able to purchase some of the equipment used in the greenhouse.

With over 20 years experience in public relations and marketing, Dr. Thorell was a former VP of Marketing with AOL/CompuServe, leading marketing for Internet In A Box, one of the web's first browser-enabled products, selling over 500,000 copies. She also pioneered web affiliate marketing programs, working with Hilton Hotels, Time Warner, Volkswagen USA and The Beastie Boys. Earlier she directed the Computer and Online Market Research Services for The Gartner Group/Dataquest, the nation's premier high technology market research company.

According to Dr. Thorell, “The UCF Incubation Program is fabulous! As a client of the OBDC2 I use every resource made available to us. As a public relations agency, we often run lean and mean businesses. As an Incubation client, I have saved a tremendous amount of money on rent, while also having a professional facility to interact with clients and contractors. Additionally, the Incubation program has also introduced me to service providers that provide reasonable rates for services that support emerging businesses. The support and educational resources are terrific!”

For more information, contact Dr. Lisa Thorell at lthorell@ta-agency.com or visit www.offthegrid-pr.com.



Incubator Client Profiles



UCF SEMINOLE COUNTY INCUBATOR

Driving Breakthrough Operational Improvements



Datanautix, Inc. enables organizations to drive breakthrough

operational improvements in their call center and back office operations using innovative analytical tools and data. Typical results from their business process reengineering studies yield 20-30% in savings, while driving overall customer satisfaction scores up by 10-20%.

Located in the UCF Seminole County/Winter Springs Incubator, Datanautix is led by Sanjay Patel. Over the last 10 years Patel has worked with clients that have operations in the U.S. and in Canada, Costa Rica, India, El Salvador, Philippines, South Africa, Ireland, Morocco, Spain and several others. Patel has developed unique insights on how individuals and companies can prepare themselves to compete in an increasingly global marketplace.

Prior to starting Datanautix, Patel was the founding CEO of iBackOffice, a leading provider of back office and customer support services out of Bangalore, India. In addition to traditional call center services, iBackOffice provided technical support services for the mobile data segment of the communications market. The company's position as a leading indicator of the future of how customers will interact with their service providers had led to mentions in publications such as The Economist, Wall Street Reporter and The Financial Times. The company was also featured at Internet World. Patel has an MBA from The Yale University and an MS in Computer Science from Ohio State University.

E. Mark Montgomery has recently joined the Datanautix team as Principal/CFO. He brings almost 20 years of experience with large companies with particular focus on enterprises that run large call center operations.

The Datanautix advisory board rounds out the management team – comprised of senior executives each with 15+ years of experience in the call center and outsourcing industry.

“Being a part of the UCF Incubation Program has helped our company in many different ways. For me personally, I look

at the UCFTI team as an extension of my executive team. Carol Ann Dykes, Esther Vargas Davis and Gordon Hogan have been invaluable resources in terms of bouncing ideas around as well as being good sounding boards that provide a pragmatic ‘external’ perspective. Additionally, becoming an extension of UCF has also been great – we successfully secured an SBIR grant as a direct result of programs put together by UCFTI and subsequently partnered with faculty in the EECS department to seek additional R&D funds. This would not have been possible for us without the support of the incubator.”

For more information visit www.datanautix.com or contact Sanjay Patel at 407-349-5330, or via email: sanjay@datanautix.com.

UCF RESEARCH PARK INCUBATOR

Developing Innovative Medical Products

Cardiovascular Sciences, Inc.



Dr. Larry Hooper, CEO

Cardiovascular Sciences, Inc. (CV Sciences) is an early-stage biotech company developing anti-adhesion products to eliminate the occurrence of adhesions after all types of surgeries. Post-surgical adhesions occur after more than 90% of surgical procedures, often with very painful and debilitating results. Products now in use are no more than 50% effective over good surgical techniques alone, and they are exceedingly expensive and difficult to handle. The products CV Sciences is developing will be more cost-effective and easy-to-use, with a prototype proven to be significantly more effective in eliminating adhesions than those products currently being marketed.

CV Sciences is currently developing proprietary technology for the prevention of post-surgical adhesions, and has acquired the rights to an inventory of intellectual properties that include:

- A patented method for treating patients suffering from cardiac trauma, such as ischemic reperfusion injury, heart failure, and bypass surgery, that augments the inotropic effects of β -adrenergic agents with pyruvate.
- A patented Thromboresistant Coating that prevents blood clot formation on medical devices.
- Four patented aortic pumping catheters.

CV Sciences and the University of Central Florida have entered into an agreement to research and develop post-surgical anti-adhesion materials. The principal investigator, Dr. Kevin Belfield, chairman of the Department of Chemistry, is leading a team to further develop the most effective and efficient anti-adhesion materials. It is expected that the scope of this research will expand and broaden as the Company continues to develop this technology.

To date, the CV Sciences has been funded by a small private placement of equity and through support of the company's directors, which includes: Dr. Larry Hooper, CEO and previously a flight surgeon for the U.S. Air Force B-2 Stealth Bomber; Jev Conover, CEO of Life Care Hospitals of Michigan; Sam Harder, a retired chemical engineer from 3-M and John Martin who has been successful with weight loss centers and nutritional supplements. In addition, Eric Edelmann with 40 years of experience as a business development consultant and president of Strategic Ventures, Inc., remains actively involved in the operations of the company.

Cardiovascular Sciences has been a client member of UCF's Incubation Program since 2006. “We really appreciate and benefit from UCF's Technology Incubation program,” exclaims Dr. Larry Hooper, CEO of CV Sciences. “The advice and experience of the Incubator's staff, coupled with that of the consultants that they attract and the training the Incubator provides, have been invaluable as we have navigated the rough entrepreneurial waters. And with the convenience of the office facilities and services arranged through the Incubator, it really frees up a lot of our attention to concentrate on our technology and business,” he adds.

For more information visit www.cvsicences.org or contact Dr. Larry Hooper at 407-208-9943, or via email: larry@cvsicences.org.

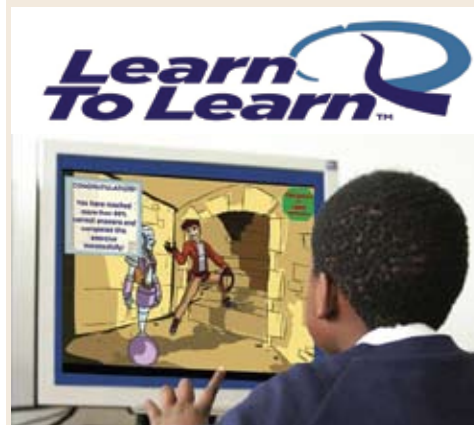


Incubator Client Profiles



UCF RESEARCH PARK INCUBATOR

Life Changing Brain Development



Fourteen years in development, at a cost of \$4.5 million, Dr. James Fadigan, a national authority on learning has led the team at **Learn To Learn, Inc.** to provide a scientifically proven effective, scalable and affordable solution to address the national crisis of children falling behind in a declining education system, as well as meeting the unique needs of children with learning difficulties or labeled as “learning disabled.”

Learn To Learn Alliance, LLC markets a web-based program and sensory motor tools, which can be used by individuals of all ages to assess and develop their basic intelligence and overall learning capacity. In short, it can tell you where the problem is and how to fix it. This innovative approach to neuroscience, seizes the notion that the brain is ready to improve itself at any time.

The L2Learn System™ is supported by 75 years of peer reviewed research and validation and is easy to use. Anyone desiring to improve their intellectual performance and competitiveness can do so ranging in age from 4 to 90 and get significant and permanent results. The generic nature of the program can be used with students, employees, military personnel, corporate human capital management and consumer markets.

With the funding and completion of the web-based delivery system, and with consistently successful results from the schools, Learn to Learn, Inc. is now turning its attention to the direct-to-consumer retail

market for rapid sales growth. The company's initial experience with the consumer market has established that the Learn To Learn System™ is easily understood and enthusiastically accepted. Learn To Learn Alliance, Inc. plans to deliver the Learn To Learn System and technology to the market by opening free-standing learning centers that will serve local and regional markets. Each Learn To Learn Center has the financial potential to generate \$300,000 in profit per year by serving only 216 students annually per center. The company seeks to partner with an investor in each of these markets. Based on initial pro-formas for the centers, Learn To Learn, Inc. estimates an annual ROI of about 50-70%.

At the helm of Learn To Learn's management team is James E. Fadigan, Ph.D., founder and President. Dr. Fadigan has a doctorate in Clinical Psychology with postdoctoral work in Neuroscience. His accomplishments span many disciplines and he has served hundreds of major corporations nationwide. Dr. Fadigan was instrumental in writing the Equal Employment Opportunity (EEO) regulations for the U.S. – including Title 7 of the 1964 Civil Rights Act. Additionally, he has served on two presidential commissions and consulted Jim Henson and the founders of Sesame Street.

Learn To Learn, Inc. is a client of the UCF Technology Incubator. According to Dr. Fadigan, “Without the help, encouragement and talents of the UCF Incubation program and the staff, we would still be in the developmental stages. Their comprehensive resources of people, information, contacts and facilities provided the critical support needed during challenging times. They continue to be instrumental in our progress.”

For more information visit www.learntolearn.com or contact Dr. Jim Fadigan at 407-275-5550, or via email: drjfad@learntolearn.com.

Explore The Realities Of Planning And Starting A Company – Register Today For Excellence In Entrepreneurship

FROM PAGE 1

with the tenth company! They were extremely talented and creative entrepreneurs which is very exciting for the potential growth in our community.”

Acredo Technologies Inc., an emerging leader in hosted Internet phone services for business, participated in the program and received their certificate of completion after completing the course in July.

Mike Ross, President and CEO of Acredo, said, “This course was of tremendous value to me as a CEO of a young telecommunications company. Even after over 25 years as an entrepreneur it reinforced elements that are extremely important for the success of my company and my team as a whole.” He further added, “The course content covered everything from team building, managing growth, capital options, legal matters, intellectual property, branding, marketing and sales as well as other topics that are critical in shaping a young company. I would characterize the course as the single most useful learning experience of my entire career.”

The course fee is \$400 for the first participant from a company and \$200 for each additional participant from the same company. To download a registration form – please visit www.incubator.ucf.edu. Return it by September 26, 2008 – **Note:** All individuals involved in management of the company are strongly suggested to participate together in the course in order to maximize the value.

Please note if you have applied to or expressed interest in being considered for acceptance to the Incubation Program, this course is a required element of the application process. ENROLLMENT IS LIMITED TO 20 PARTICIPANTS.

INCUBATION PROGRAM GRADUATE

Empowering Sales Teams And Increasing Revenue



Alinean, Inc. is the leading provider of on-demand sales tools and related services - empowering solution and service providers to sell with business value and return on investment (ROI). Its enterprise-class solutions drive improvements in selling effectiveness to reduce sales cycles, increase deal size, reduce discounting and increase clients' competitive advantage.

The company was founded out of home-based offices in 2001 by the team that originally pioneered the concept of interactive ROI and TCO analysis software in 1994, and later created the industry-standard with Gartner in 1998. Today, Alinean's business value sales tools are the industry standard, built on an enterprise-class, scalable

and flexible EnterpriseROI™ SaaS platform.

The Alinean team has created over 600 award-winning customized sales tools for leading B2B solution and service providers - including Microsoft, HP, IBM, Dell, Intel, EMC, Unisys, Novell, VMware, Citrix, CA, Symantec, and 3-Com to name just a few. Tools have been developed to analyze and cost-justify most IT and business service solutions.

The Alinean team is comprised of 25 full-time ROI/TCO experts. These include several Ex-Gartner ROI/TCO experts, as well as senior level IT content experts from top IT vendors including IBM, HP, Sun, SAS, Oracle, AT&T, CSC.

Alinean was accepted into the UCF Technology Incubator in 2002, which provided infrastructure services and advice that helped the

company remain profitable through the early years. "Orlando is lucky to have such a great resource" said Tom Pisello, Alinean CEO and founder. "The UCF incubator allowed us to focus on developing our core business, by providing assistance with VC introductions, infrastructure services, professional services and office space on a start-up budget."

In 2003 the company struck an exclusive relationship with leading global Information Technology analyst firm IDC, in a partnership to drive business value selling best practices into the largest technology providers worldwide. That year the team also nabbed series-A financing from Stonehenge Capital and Grace Ventures to help fund expansion and development.

Alinean graduated from the UCF Incubation program in 2005,

moving to larger office space in downtown Orlando. "With the initial support from the UCF Technology Incubator four years ago, we were well positioned for future growth based on the refinement and validation of our business model," said Pisello.

Now three years later, the company boasts an impressive customer list, anchored by some of the world's largest technology solution providers. On any given day you can find the team of 25 analysts and software developers working on sales effectiveness/ROI justification tools for clients such as IBM, HP, Microsoft, VMware, Oracle, Dell, Symantec, Cisco, AT&T and dozens more. For more information visit www.alinean.com or contact Judy Robinet at 407-382-0005, or via email: jrobinet@alinean.com.

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