Business Accelerator Guidelines
Pocono Mountains Keystone Innovation Zone
Research and Economic Development
East Stroudsburg University of Pennsylvania
July 1, 2016 - June 30, 2017

East Stroudsburg University
INNOVATION CENTER
The 51,000 sq.ft. Innovation Center includes the ESU Research and Economic Development Division, Business Accelerator Program, Wet Lab Facilities, Entrepreneurial Leadership Center, Northeast Wildlife DNA Laboratory, Computer Training Labs and Conference Facilities.
East Stroudsburg University of Pennsylvania
Business Accelerator Program

TABLE OF CONTENTS

- Business Accelerator Program - Page 1
- Business Participation - Page 1
- Industry Sectors - Page 1
- Admission Process - Page 2
- Admission Guidelines - Page 2
- Termination of Participation in the Program - Page 3
- Business Accelerator Services - Page 3-4
- Business Accelerator Plug and Play - Page 5
- Pocono Mountains Keystone Innovation Zone - Page 6
- Pocono Mountains Angel Network - Page 6

CONTACT INFORMATION

The Business Accelerator is operated by the ESU division of Research and Economic Development.

Michael Gildea
Director, Business Accelerator and Entrepreneurship
mgildea1@esu.edu

570-422-7920 or 570-422-7953
www.esu.edu/red
East Stroudsburg University of Pennsylvania
Business Accelerator Program

BUSINESS ACCELERATOR PROGRAM

Mission
To provide an entrepreneurial environment that supports business start-ups, encourages innovation and enhances the economic vitality of the region.

Goals
1) Grow new companies and develop entrepreneurs
2) Collaborate with faculty and students
3) Cultivate business networking opportunities
4) Encourage capital investment
5) Create life-sustaining jobs

The Business Accelerator Program was launched in December 2001 with the goal of encouraging economic development, building a diversified business base, and increasing life-sustaining job opportunities in northeastern Pennsylvania.

The Business Accelerator Program provides an entrepreneurial environment that encourages creativity and innovation. Participants have access to management and technical resources including faculty and student participation.

Businesses selected to participate in the program are connected to the university and its academic programs and should reflect Pennsylvania’s high priority occupations.

Business offices are available for start-up companies. Wet-labs are available for biotechnology, advanced chemistry and other life science companies.

Typically, businesses participate in the Business Accelerator Program for 3 to 5 years.

Graduates are encouraged to locate in Monroe County and Northeastern Pennsylvania.

BUSINESS PARTICIPATION

INDUSTRY SECTORS
Business Accelerator/Pocono Mountains Keystone Innovation Zone (PMKIZ) company clients typically represent the following industry sectors:

• Homeland Security
• Information Technology
• Biotechnology/Life Sciences
• Healthcare
• Advanced Manufacturing
• Financial Services
• PA High Priority Occupations
• Sectors associated with ESU’s academic programs.

Retail, professional service companies, brokers of services, and not-for-profit organizations are not eligible for the program.
ELIGIBLE COMPANIES

*Organizational Stage (start-up)* - Company has produced no revenue and is less than twelve months old.

*Early-Stage Company* - Company may or may not be pre-revenue. In operation for 3 years or less. Company may be older than 3 years but operating in a research and development mode.

*Established "Spin-off" Company* - Company has been producing revenue and has been established for more than 3 years. To be eligible, company must be attempting to develop a for-profit spin-off/subsidiary or should be taking the business in a distinctly different direction.

ADMISSION PROCESS

1. Interested businesses should schedule a meeting with the Manager of the Business Accelerator Program to review the Admission Process. Prospective clients agree that during the application process, neither party will agree to terms associated with a non-disclosure agreement.

2. Business selection is based on submission of the company’s venture profile and the Business Accelerator application.

3. Applicant will return completed documents to the Business Accelerator Manager who will verify that all documents are complete. Documents will be submitted to the Business Accelerator Advisory Committee for review and/or a scrubbing session.

4. Upon recommendation of the Advisory Committee, companies may be invited to make a formal business presentation. The Advisory Committee will:
   - accept the company for admission to the program;
   - accept the company with contingencies. Companies accepted with contingencies are referred to the Business Accelerator Manager for further assistance in developing the business concept; or
   - reject the application

   The Advisory Committee’s decision is final.

5. The ESU Research and Economic Development (RED) division reserves the right to conduct criminal background checks and review credit reports of the principals of prospective client companies.

ADMISSION GUIDELINES

Businesses selected to participate in the Business Accelerator Program are expected to:

- Operate in a legal and ethical manner
- Pay invoices promptly
- Establish the company as a legal entity
- Identify and protect intellectual property (e.g. patents, trade secrets, copyrights, trademarks)
- Be considerate of other company clients in regard to noise, use of common areas and equipment
- The Program will assist clients in establishing a business advisory team. The advisory team will offer mentorship, monitor milestones, ensure business development progress, and provide assistance where necessary.
• On an ongoing basis, clients must provide an updated list of employees (full-time and part-time),
interns, and contractors who will be working in the Business Accelerator and reference any individuals
who have keys, ecards, etc.

• Clients must participate in monthly meetings and adhere to metric reporting in the areas of:
  a. Management
  b. Number of Employees
  c. Sales and Marketing
  d. Financials
  e. Product Development/Commercialization
  f. Internship/Externship Opportunities

• Business Accelerator Clients are subject to escalating participation fees in the Business Accelerator
Program.

**SEMI-ANNUAL REVIEW**

The Business Accelerator Manager will review the performance of each company twice each year. The purpose
of this review is to collect information necessary for reporting requirements including but not limited to: jobs
created, jobs retained, internships, funds leveraged, commercialization opportunities, and financials.

**TERMINATION OF PARTICIPATION IN THE PROGRAM**

A Business Accelerator company client may depart from the program at any time by notifying the Business
Accelerator Manager in writing 30 days prior to exiting.

Research and Economic Development (RED) reserves the right to terminate a company's participation in the
Business Accelerator Program due to:

• Actions which are illegal or detrimental to the program
• Failure to occupy and utilize office space
• Failure of Business Accelerator client to pay participation fees when due
• Failure of client to perform or observe terms of the Business Accelerator Program
  Guidelines
• Companies will receive a written notice 30 days prior to termination.

Participation/space security deposits will be refunded following the return of all issued keys and the
inspection of the space to insure that no damages occurred during participation in the program. Security
deposits cannot be used to cover the last month’s participation fee.

**GRADUATION CRITERIA**

Companies are eligible for graduation based on criteria that promote the success of the business accelerator
participants. The following guidelines are used to determine criteria for graduation.

• The company is approaching or has exceeded the program participation timeframe.
• The company has been acquired.
• The company has out-grown or no longer requires the support and services of the Business Accelerator
  Program. (number of employees, facilities, etc.).

The Business Accelerator will discuss comprehensive exit strategies quarterly with all clients and assist
in identifying optimal graduation sites.
BUSINESS ACCELERATOR SERVICES

The following services are provided to client companies based on availability and need:

**Facilities/Equipment**
- 24/7 Secure Access
- Office Space
- Conference and Meeting Rooms
- Audio/Visual Equipment
- ELC Reference Library/ESU Kemp Library
- Break Room
- Copier/Scanner/Fax Equipment
- Wi-Fi Connectivity
- Telephone Infrastructure – Voice Over IP

**Support Services**
- Access to Student Interns and Graduate Assistants
- Faculty and Business Mentors
- Business Development Assistance
- Access to entrepreneurial and business networks

**Training Workshops**
- Business Plan Development
- Marketing and Branding Strategies
- Organizational Management
- Government Contract Bidding
- Legal – Incorporation, Taxation, etc.
- Commercialization, Intellectual Property

**Financial Resources**
- Investment Opportunities
- Access to Loan Programs i.e. Micro-Loans
- Angel Networks
- Venture Funds

**Networking**
- Peer-to-Peer
- Advertising/Promotional Events
- Business and Community
- Referrals

**Entrepreneurial Leadership Center (ELC) Resource Room**
Articles, brochures, books, and web-based subscriptions on a variety of entrepreneurial and business topics are available in the ELC Resource Room. Networked computers are available.
**Business Accelerator Affiliations:**

- Ben Franklin Technology Partners (BFTP) NE Business Incubator Network
- International Business Innovation Association (IBIA)
- Pennsylvania Angel Network (PAN)
- Pennsylvania Department of Community and Economic Development
- International Investment Office
- Pocono Mountains Angel Network (PMAN)
- Pocono Mountains Keystone Innovation Zone (PMKIZ)
- University City Science Center Port of Technology
- University Economic Development Association (UEDA)
- Welcoming Center for New Pennsylvanians (WCNP)
- Global Access Pennsylvania (GAPA)
- French American Chamber of Commerce
- Northeast Pennsylvania Alliance (NEPA)

**ESU Business Accelerator Plug and Play**

Entrepreneurs and existing small businesses also have the opportunity to participate in the ESU Business Accelerator through the Plug and Play program. The Program provides access to a shared workspace, conference rooms for meetings and students for internships. Members are eligible to attend seminars, training, and business development assistance programs.

**BUSINESS ACCELERATOR PLUG AND PLAY**

<table>
<thead>
<tr>
<th>Participation Options: (month to month license agreement)</th>
<th>Licence Fee $100 per month</th>
</tr>
</thead>
<tbody>
<tr>
<td>Business Hours: Monday - Friday, 8:00 a.m. to 5:00 p.m.</td>
<td></td>
</tr>
<tr>
<td>Access to Student Interns and Graduate Assistants</td>
<td>✓</td>
</tr>
<tr>
<td>Business Networking Opportunities</td>
<td>✓</td>
</tr>
<tr>
<td>Seminars, Workshops &amp; Training Sessions</td>
<td>✓</td>
</tr>
<tr>
<td>Access to AV equipment on site</td>
<td>✓</td>
</tr>
<tr>
<td>Access to Conference Rooms</td>
<td>✓</td>
</tr>
<tr>
<td>ELC Reference Library/ESU Kemp Library</td>
<td>✓</td>
</tr>
<tr>
<td>Plug and Play Office Availability</td>
<td>✓</td>
</tr>
<tr>
<td>Access to Faculty and Business Mentors</td>
<td>✓</td>
</tr>
<tr>
<td>One Scrubbing Session with content expert</td>
<td>✓</td>
</tr>
<tr>
<td>Assistance with Business Plan Development</td>
<td>✓</td>
</tr>
</tbody>
</table>

**POCONO MOUNTAINS KEYSTONE INNOVATION ZONE**

The Pennsylvania Department of Community and Economic Development (DCED) established the Keystone Innovation Zone Program to create innovative technologies and new entrepreneurs – utilizing the Commonwealth’s world class colleges and universities. The KIZs are geographically designated zones.
designed to foster innovation and create entrepreneurial opportunities by aligning the combined resources of educational institutions with public and private partnerships.

**POCONO MOUNTAINS KEYSTONE INNOVATION ZONE:** The Pocono Mountains Keystone Innovation Zone is located in Monroe County, Pennsylvania, one of the fastest growing counties in the Commonwealth. The PMKIZ includes properties within a 2-mile radius of East Stroudsburg University and the Pocono Mountain Corporate Center East in Mt. Pocono, a 231 acre site.

**What companies qualify for participation in the Pocono Mountains KIZ Program?**
- Companies that are 0-8 years old in designated industry sectors
- Companies focused on Pennsylvania’s high-priority occupations including the following target industry sectors: Information Technology, Homeland Security, Biotechnology/Life Sciences, Healthcare, Advanced Manufacturing, Financial Services

**What are the benefits of being located in the Pocono Mountains KIZ?**
- Transferable (Sellable) tax credits up to $100,000 per year
- KIZ internships/externships opportunities
- Access to a Business Mentoring Networks to assist start up companies develop business plans, establish business goals and to provide opportunities for Venture Capital and Angel Funding

---

**POCONO MOUNTAINS ANGEL NETWORK**
*A member of the Pennsylvania Angel Network*

The Pocono Mountains Angel Network (PMAN) is underway as a regional group of accredited investors who are interested in investing in seed and start-up; early stage; expansion; and later stage companies. To submit your deal to PMAN or for more information visit [www.PoconoAngels.org](http://www.PoconoAngels.org). The PMAN is a member of the Pennsylvania Angel Network (PAN), a statewide organization designed to offer support to angel groups consisting of more than two thousand angels throughout the commonwealth of Pennsylvania. [www.paangelnetwork.com](http://www.paangelnetwork.com). For more information, contact Michael Gildea, 570-422-7953, mgildea1@esu.edu

---

**ACKNOWLEDGEMENT**

I, _____________________________________, hereby state, that by signing these Guidelines, I agree to and will abide by the operations that are set forth by the ESU Business Accelerator Program.

Company Name _____________________________________________________________

By:  _____________________________________________________________________________

User Name

Title:  ____________________________________________________________________________

Date:  ____________________________________________________________________________

---

**EAST STROUDSBURG UNIVERSITY**

By: Michael Gildea

Title:  Director ESU Business Accelerator and Entrepreneurship

Signature:  _____________________________________________________________________________

Date:  _______________________________________________________________________________