



Business Acceleration Services

VT KnowledgeWorks is a regional business acceleration center serving technology-based enterprises at all stages of the corporate lifecycle. With conference and incubation facilities located in the Virginia Tech Corporate Research Center, we encourage and support entrepreneurs, executives, and investors as they plan, launch and grow companies to financial independence.

Our services fall into two categories, according to the evolutionary status of the individual company. **Pre-Launch** program components help market-worthy ventures organize, formulate strategy, obtain outside investment, and launch in an efficient manner. **Enterprise** stage programs emphasize strategic support for ongoing growth, continuing intra-preneurship, and professional development for the corporate leader.

Pre-Launch Services -

- **Initial Concept Consultation** – provides a first filter for the business idea.
- **Founders' Readiness Retreat** – tests the strategic essence of the business concept, tightens up managerial focus, and addresses the unique challenges of entrepreneurship, including *Accounting De-Mystified*.
- **Pre-Launch Strategic Package** –
 - preliminary legal advice
 - financial and administrative set-up
 - 12 monthly meetings with a seasoned professional mentor
 - consultation with a Pamplin College of Business Strategic Fellow
 - introduction to an Entrepreneur-in-Residence
 - strategic review by a panel of business and financial veterans
 - banking services primer
 - commercial insurance offerings overview
 - options for intellectual property protection
 - human resources – issues and answers
 - public relations tips
 - introduction to audits
 - the company's first logo
 - business cards
 - local and regional start-up press releases
 - Founders' Retreat is a pre-requisite

- **Running Start Financial Support –**
 - Available to selected very early stage ventures
 - Market rate loans with deferred payback terms
 - Only corporate (no personal) assets as collateral
 - Simple, white-paper style application process

- **Virginia Tech Business Technology Center Strategic Studies –**
 - **Market Opportunity Assessment:** a formal examination of end user needs, structural characteristics, and potential size of a selected market segment (starting at \$2,500; typically complete 6 weeks after agreed-upon start date)
 - **Competitive Analysis:** a comparison of proposed products with competitors and substitutes addressing the same targeted end user needs (starting at \$1,500; typically complete 4 weeks after agreed-upon start date)
 - **Launch Feasibility Bundle:** a Market Opportunity Assessment plus a Competitive Analysis (starting at \$3,500; typically complete 6 weeks after agreed-upon start date)
 - **Financial Projections Model:** a spreadsheet-based model that projects cash flows and investment capital requirements implied by various strategic options, such as product/service design, pricing, promotion, distribution, and company structure (starting at \$3,000; typically complete 6 weeks after agreed-upon start date)
 - **Intellectual Property Review:** a non-legal assessment of the patent landscape for the proposed products and a review of market entry strategies appropriate to the observed situation (starting at \$1,000; typically complete 4 weeks after agreed-upon start date)

Enterprise Services -

- **Presidents' Council** – permanent, moderated groups of 10-12 Presidents, CEOs, general managers, and business owners who meet monthly throughout the year to share leadership experiences and wisdom in an atmosphere of confidentiality, trust, and openness.

- **Operating Review Package** - 12 monthly meetings with a seasoned professional mentor, to provide consistent critical review and recommendations regarding progress toward strategic milestones.

- **AttaainCI Market Intelligence Packages –**
 - 24/7/365 live tracking and alerts on your company and your competitors, prospects, markets, etc.
 - web marketing analytics for your company and your competitors
 - on-demand, real-time research on companies, markets, and people
 - two options: Essential Intelligence Package or Advanced Intelligence Package

- **VT KnowledgeWorks Website Presence –**
 - member profile with click-thru to member website
 - quarterly blog mention

- **Virtual Residency –**
 - real street address for virtual companies
 - highly flexible phone system

Incubation Space –

- discounted office and laboratory space for emerging companies
- program standard furniture, office supplies, and copying
- all CRC tenant amenities also apply, including minimized property taxes

In addition to standard VTCRC policies, rules, and regulations, the following terms and conditions apply to tenancy in this space.

- Occupancy of this space is subject to formal application and acceptance under the following criteria:
 - The company must be a VT KnowledgeWorks Member in good standing.
 - The company must be a separately incorporated, free-standing entity, not a division of some larger company.
 - The company must be financially able to pay rent on a regular basis.
 - The company's business plan must be documented and acceptable to the Director of VT KnowledgeWorks.
 - The company's local senior executive must participate in a VT KnowledgeWorks Presidents' Council, subject to the then-current fees for Members.
- The total space available to any single company under this program is 3,000 rentable sqft. More space may be rented, but the rent discount will not apply beyond 3,000 sqft.
- The maximum time that the discount will apply is three years from first occupancy.
- The VT KnowledgeWorks Equity Participation Policy applies to all companies renting under this program.