

~Race for the Cup~

***The Technology Innovation Center
in East Lansing, Michigan***

@  EAST LANSING
 TECHNOLOGY INNOVATION
 CENTER



Lineup

- Setting the Stage - City Goals for Economic Development
- Greater Lansing Strategies
- East Lansing Technology Innovation Center
- MSU Programs
- Future Plans



East Lansing, Michigan



That's Us!

Setting the Stage – East Lansing

- City's Comprehensive Plan (2006)
 - *Objective 4-2: Promote the development and growth of the knowledge-based regional economy.*
 - *Action 4-2.1: Research and facilitate community characteristics that promote the incubation of technology businesses in East Lansing.*
 - *Action 4-2.2: Continue to work as a partner in the Lansing Regional SmartZone to improve the economy of the region.*
 - *Action 4-2.3: Support the University's efforts to commercialize new technology.*

Greater Lansing Region

- Key regional efforts
 - Lansing Area Economic Partnership (LEAP)
 - Greater Lansing Next
 - Prima Civitas Foundation
 - MSU Technologies
 - MSU Business-Connect
 - Lansing Regional SmartZone

Lansing Regional SmartZone

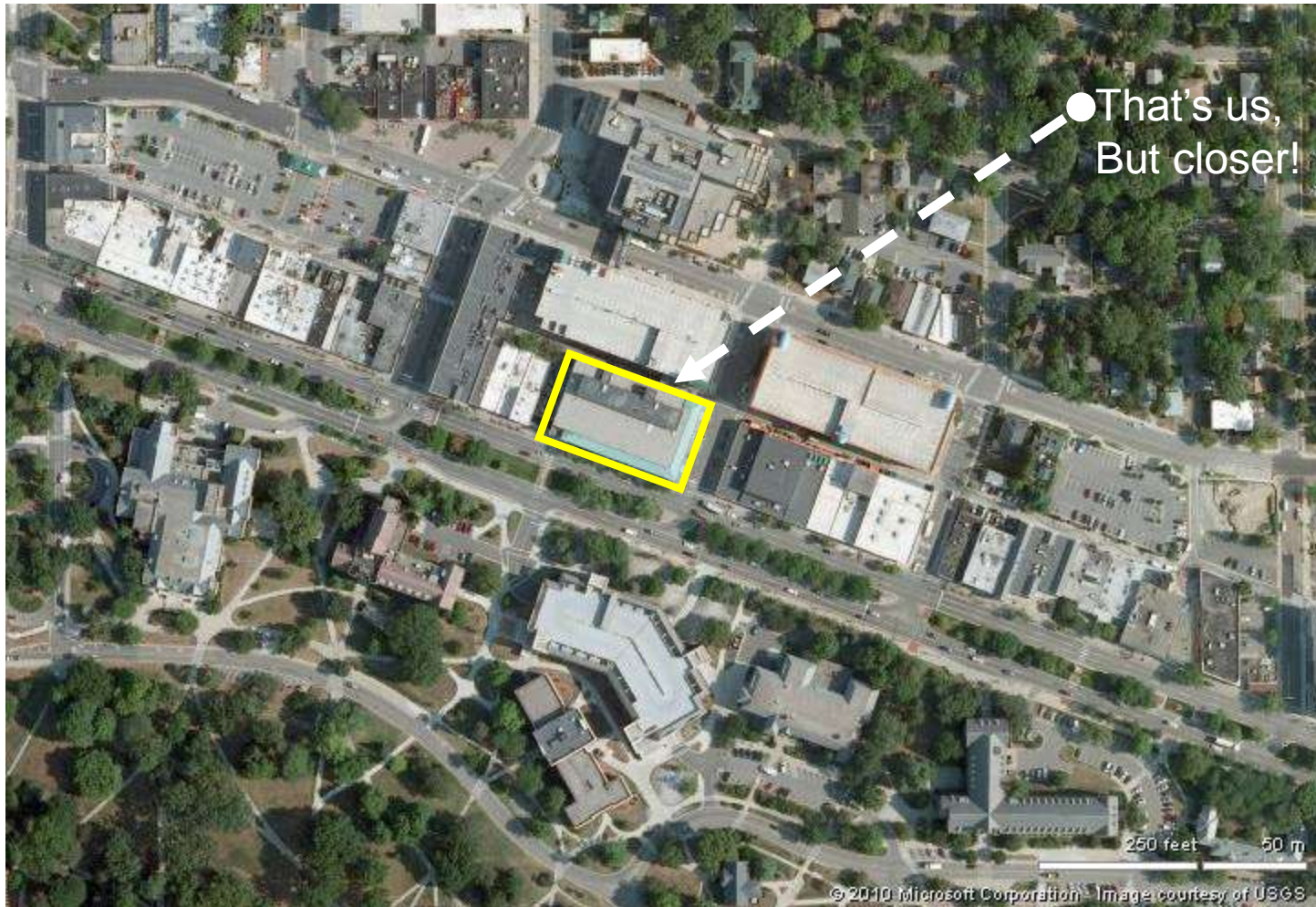
- Statewide program created in 2000
 - Foster tech-based economic development
 - Provide a tax increment financing funding mechanism for activities such as incubators, business support services, etc.
- Cities of East Lansing and Lansing as well as Ingham County formed the LRSZ in 2006
 - Developed in partnership with MSU

Technology Innovation Center (TIC)

- Technology-based incubator that fosters new business development
 - Understanding the current market
 - Desire to change the business culture
- Facility provides key services and low-cost space adjacent to MSU
 - Working relationship with business development partners, e.g., SBTDC
 - Access to pre-seed and other Capital
 - Networking and events



TIC Building



TIC - Before



TIC - During



TIC - During



TIC - After



TIC - After



Grand Opening



Deal Structure

- Downtown Development Authority (DDA) master leases entire third floor
 - Use Tax Increment Financing for buildout (\$400K) and rent
 - Sub-lease to TIC and market rate tenants
- Operations funded by the Local Development Finance Authority (SmartZone)



Deal Structure

First Full Year Operations

Income

LDFA (SmartZone)	\$75,000
Rental Income	\$68,400
Total Income	<u>\$143,400</u>

Expenses

Rent	\$89,996
Debt Service (buildout)	\$48,371
Operations	\$75,000
	<u>\$213,367</u>

Income/(Subsidy)*	(\$69,967)
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Michigan State University

- University's role critical to fostering technology-based economic development
 - Key research facilities, commercialization of technologies, training and support for entrepreneurs, source of talent

MICHIGAN STATE UNIVERSITY

MSU Technologies

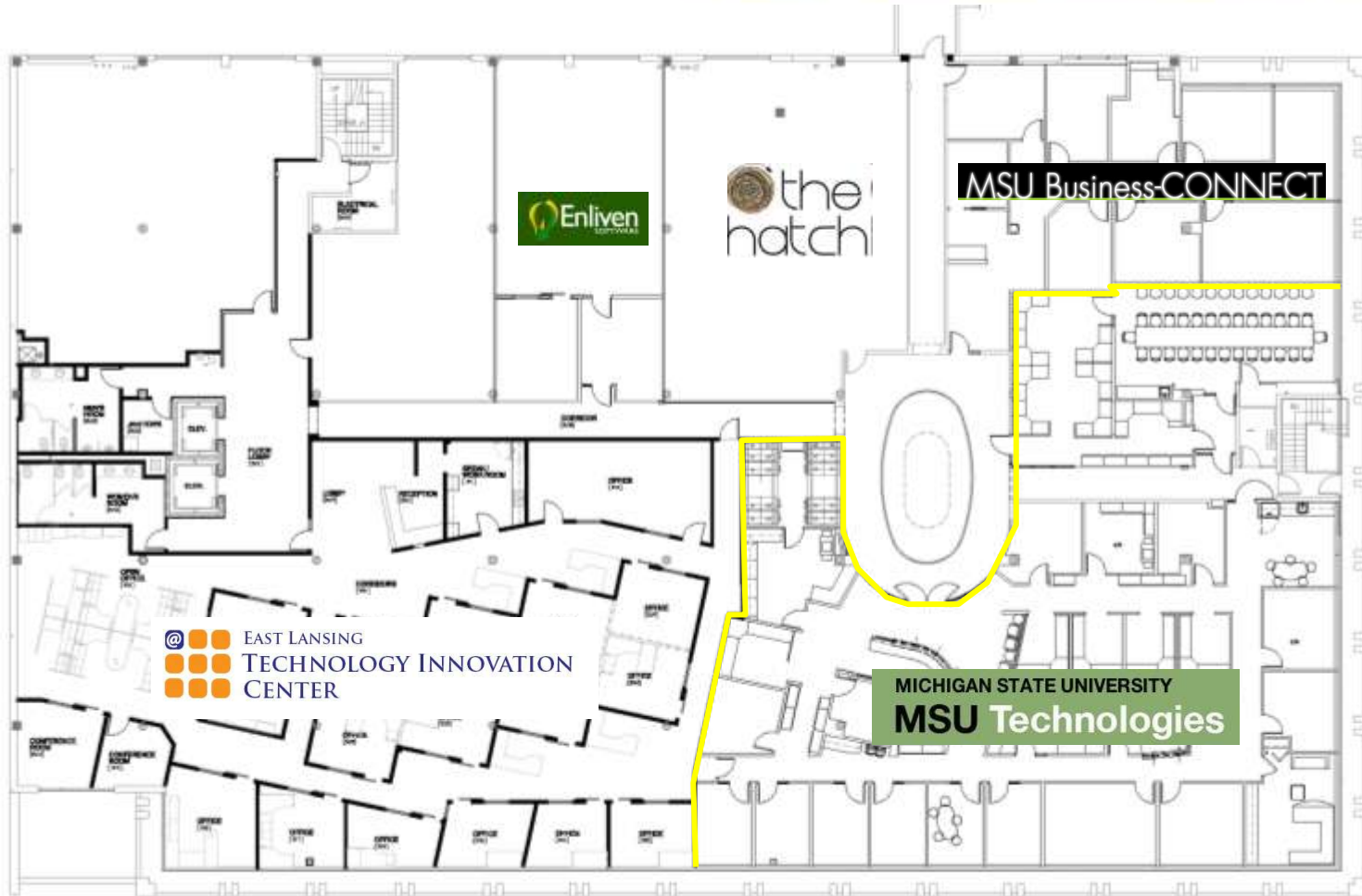
MSU Business-CONNECT

msuENet

the Entrepreneurship Network



Where are we today?



Supported Companies

DigitalActive
Online

cema

Enliven
SOFTWARE

HT
SX HighTech
Startup
XPRESS

Dynamite Inc

nicholas
CREATIVE
WEBSITE DESIGN • ONLINE MARKETING

inventure
ENTERPRISES

good fruit
GRAVITYWORKS
DESIGN + DEVELOPMENT
PSTRATEGIES.LLC

NamesforLife™
Bringing meaning to life ...



LIVE CONCEPTS

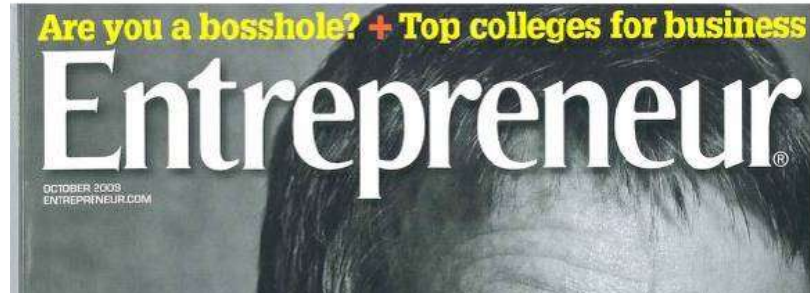
GiftZip.com

Future Plans

- The Hatch
 - Student incubator developed by MSU students with support from MSU faculty and administration, as well as East Lansing and Leap, Inc.
 - Integrating certificate program for entrepreneurialism
- Wet Lab Incubator
- Restaurant Incubator



Results



BEST COLLEGE TOWNS TO START A BUSINESS

The union of town and gown

TO BLOCK BRAIN DRAIN AND ENRICH ECONOMIES, MORE UNIVERSITIES AND CITIES ARE LINKING UP IN CREATIVE ENTREPRENEURIAL INITIATIVES. HERE'S A LOOK AT 10 THAT ARE LEADING THE CLASS.

By Jane Diller

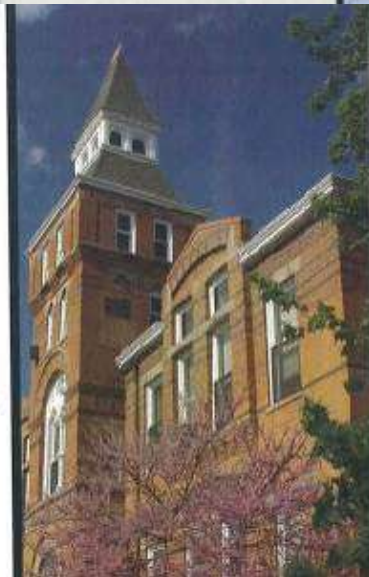
Ask a local in a college town what the way forward has done for their economy lately, and they might point to some hip bars, a thriving pizza joint and a great eatery shop. But a growing number of colleges are working with their cities to foster a local entrepreneurial spirit that will develop the economy and encourage business-savvy students to stick around. From community mentoring to innovative technology transfer departments to good old-fashioned inspiration, here are 10 examples of how institutions of higher ed are collaborating with their communities to open the small-business bag.



MICHIGAN STATE UNIVERSITY AND EAST LANSING, MICH.

City population: 46,525
MSU student population: 46,648
University employees: 11,218
Metro area small business: 7,736
Nearest major airport: Detroit Metro (80 miles)

In economically hard-hit Michigan, there's at least one thing going right: Michigan State University is pulling no punches in an effort to create and incubate new local business ventures. The MSU Product Center for Agricultural and Natural Resources is commercializing new food manufacturers. The Lansing Area Economic Partnership is working with MSU-bred startups to find resources to keep them in the community. The Prima Civitas Foundation, partly funded by MSU, is working to bring biotech and alternative energy projects to central Michigan. MSU Technologies is a tech transfer office on steroids and—along with MSU Business Connect, which links businesses with local resources—is the anchor tenant in East Lansing's new Technology Innovation Center. "The synergy between these initiatives is helping to improve the culture of innovation in the community," says Tim Dempsey, director of planning and community development for East Lansing. This is a community doing everything possible to jumpstart a new entrepreneurial vision for itself, and the university is its key power source.



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Resources

City of East Lansing
Planning and Community Development
410 Abbot Rd.
East Lansing, MI 48823
517-319-6930
www.cityofeastlansing.com/tic
technologies.msu.edu/
businessconnect.msu.edu/
entrepreneurship.msu.edu