



**INNOVATION  
COLLABORATIVE  
HAMPTON ROADS**

# ***Program News***

***News you can use on programs  
and initiatives in Hampton Roads***



# ***Table of Contents***

<b>1. Innovation Eco Fabric</b>	<b>Page 3</b>
<b>2. Regional Export Acceleration Program (REAP):</b>	<b>Page 4</b>
<b>3. Regional Residency Program</b>	<b>Page 6</b>
<b>4. Experience Sharing</b>	<b>Page 7</b>
<b>5. Coaching &amp; Mentoring</b>	<b>Page 8</b>
<b>6. Member Showcase</b>	<b>Page 9</b>
<b>7. Info Blast</b>	<b>Page 10</b>
<b>8. Incubator Gateway</b>	<b>Page 11</b>
<b>9. Critical Mass</b>	<b>Page 12</b>
<b>10. Chamber Exchange</b>	<b>Page 13</b>
<b>11. Summer Innovation Camps</b>	<b>Page 14</b>
<b>12. Value Improvement Program (VIP) for Nonprofits</b>	<b>Page 15</b>
<b>13. Virtual Business Developer (VDP) Program</b>	<b>Page 17</b>
<b>14. Monetizing Innovation</b>	<b>Page 20</b>



## **HRIC Focus on Regional Continuity**

### **New Innovation Eco Fabric Program Seeks to Raise Awareness, Connect Dots, Fill Gaps, and Provide Needed Services**

A new program development has been announced by the Hampton Roads Innovation Collaborative (HRIC). Regional economic strengthening is maximized when all businesses succeed, regardless of location. HRIC seeks to leverage its reach to ensure that the learning and improvement model is broadly available.



The **Innovation Eco Fabric** program is intended to create a complete fabric of knowledge, collaboration, coordination, allowing innovation companies to achieve visibility and participation in programs application to their efforts.

#### Program Description

IEF creates and knowledgebase of innovation activity in Hampton Roads and the State of VA (the what). That knowledge base includes resource mapping (who's doing what) as wells as the introductions to engaged resources (how to participate). This information is harvested by HRIC members and placed in the IEF data warehouse.



#### Program Objectives

1. To assist HRIC Members in raising their core business competencies.
2. To strengthen overall business performance in our region.
3. To increase jobs and revenues.

#### Information Accessibility

Available to HRIC Members and Sponsors.



#### Financial Factors

- ✓ Included with HRIC Membership

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Contact Dan Bell (HRIC) at: [danbell@hric.email](mailto:danbell@hric.email) or 757-373-6517**



## **HRIC Focus On Innovation Export**

### **New Regional Export Acceleration Program Developed to Assist Innovation Businesses Grow Jobs and Economy**

A new program development has been announced by Hampton Roads Innovation Collaborative (HRIC). Economic Development is not just about attracting new business. It's also about helping small business grow. Growth translates to revenue and jobs. Business valuation processes help business owners determine where their business is related to growth and attracting capital.



The Regional Export Acceleration Program (REAP) is a program intended to identify and work with innovation businesses who sell products and services both in Hampton Roads and beyond its regional boundaries.

#### Program Description

REAP is broken into three separate sections which are: 1) Educate and Connect, 2) Assess, and 3) Track. Run in conjunction with ODU, various subject matter experts and initial sponsors/suppliers, this initial phase in the REAP series, titled "Educate and Connect", on-boards 10-15 companies identified business sectors that are believed to be well-positioned for growth in exports nationally and/or internationally. Section 1 will be 90 minutes in length and encompasses 5 parts.

- Welcome & regional context (5 minutes)
- Unmanned systems overview & happenings (10 minutes)
- Getting connected (5 minutes)
- Round Table value assessment (45 minutes)
- Next steps (25 minutes)

#### Seminar Objectives

- Inform program participants about Reinvent Hampton Roads.
- Introduce participants to subject matter experts in the business sector.
- Connect participants with one another and with key stakeholders in and around that sector.
- Provide participants with access to resources they can take advantage of going forward.
- Collect feedback from participants on what they believe they need to be more successful.
- Identify which companies would like to proceed through the next, deeper "Assess" phase.



#### Session Leaders

Session leaders are identified as accomplished people from their sector; business, military or education.



## HRIC Focus On Innovation Export

### New Regional Export Acceleration Program Developed to Assist Innovation Businesses Grow Jobs and Economy



#### Financial Factors

- ✓ Free to attending businesses. Modest cost should the attendees desire to go through the following deeper assessment workshop (\$125 - \$250).

#### Why Participate as a Business

- Stakeholder Engagement: Businesses and leadership teams connect with resources they may otherwise not know about
- Learning: Businesses provided cluster- and/or supply chain-specific knowledge and gain familiarity with emerging techniques and avenues for advancing their self interest and growing their business
- Ease of Execution: Easy for businesses to lean in and get started; the facilitating partners (ReInventHR, cities, ODU, etc.) initiate and run the process



#### Key Partners and Roles

- HRIC: Program facilitation
- Old Dominion University: Hosting of seminar and future training (CCE) and support (CEI)
- NIST/MEP/Genedge: Program and process guidance and resource networking
- Core Value Software: Measurement tools and data analysis
- Sponsors / Suppliers (e.g. Ameriprise): Industry expertise around point problems
- Subject matter experts: Presenters and trust agents

#### Follow Along Program Steps

- Phase 2: "Assess" (1/2 day facilitated workshop)
- Phase 3: "Engage" (On-going collaboration)



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## HRIC Focus On Young Workforce

### **New Regional Residency Program Being Developed to Connect the Region's Best Students to Innovation Businesses**

#### Key Partners and Roles

Hampton Roads Innovation Collaborative (Program leader) – Dan Bell  
Kaufman & Canoles (Sponsorship) - Chuck McPhillips  
HREDA (Co-sponsor/Event Management) - Kevin Sweeny  
CIVIC Leadership: Leader and mentor engagement  
Other Participants TBD



#### Financial Factors

- ✓ Interns will be compensated by participating organizations
- ✓ Individual Sponsorship = \$500
- ✓ Corporate Sponsorship = \$1,500



#### Why Participate as a Business

- Brain Drain is an issue in our region.
- Workforce supply is a challenge in our region.
- Economic Strength is tied to business success and job creation.
- Traditional Internship Programs are hit/miss based on preparation and vetting activity on both the supply and demand sides.
- 3RP is an organized effort for business, structured by business.
- Benefits of increased job-ready residents help to improve supply chain of job development.



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## **HRIC Member Experience Sharing**

### **HRIC Members Gather to Share Real-World Business Experience**

A new program development has been announced by the Hampton Roads Innovation Collaborative (HRIC).

**Shared Learning** is a new program designed to let business owners share their experiences on a variety of topics, aiding HRIC members to learn and possibly utilize the facts gained.



#### Program Description

HRIC Members can identify topics of interest or even companies which they would like to see discussed.

Conference rooms around the region will be utilized as places to gather before work, lunch or after work.

HRIC may utilize web streaming (as we gain that sophistication) to broadcast and archive in the HRIC Members Only section of our website.



#### Shared Learning Objectives

1. To assist HRIC Members in raising their core business competencies.
2. To strengthen overall business performance in our region.
3. To increase jobs and revenues.

#### Key Partners and Roles

Hampton Roads Innovation Collaborative (Program leader) – Dan Bell  
HRIC Members.



#### Financial Factors

- ✓ FREE to HRIC Members

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## HRIC Member Coaching & Mentor Program

### New Coaching & Mentoring Program Seeks to Connect Business Leaders to Business Leaders for Personalized Learning

A new program development has been announced by the Hampton Roads Innovation Collaborative (HRIC).

The Coaching & Mentoring Program (CMP) is an opportunity for HRIC Member business leaders to have a more personalized and detailed dialogue opportunity with other effective HRIC Member business leaders.

#### Program Description

CMP makes a personalized connection between business leaders who would like a more personalized learning experience.



Though open group sessions are great for imparting knowledge to larger groups, the on-going advantages of a more personalized learning relationship adds additional value which HRIC members may benefit from.



#### CMP Program Objectives

1. To assist HRIC Members in raising their core business competencies.
2. To supplement the continuous learning experience with real-world business expertise.
3. To strengthen overall business performance in our region.
4. To increase jobs and revenues.

#### Financial Factors

- ✓ FREE to HRIC Members



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## **HRIC Member Showcase**

### **HRIC Member Showcase Offers Views of Members Business Products and Services**

HRIC Members have the ability to showcase their businesses on the HRIC website.

**Member Showcase** is a web “billboard” of innovation companies in Hampton Roads.

#### Program Description

Member Showcase is an opportunity for a thumbnail, brief description and clickable link back to the member website.



We’re not replacing Google. Simply offering another viewing and marketing opportunity for members.

#### Member Showcase Program Objectives

1. To provide additional marketing to HRIC Member organizations.
2. To strengthen overall business performance in our region.
3. To increase jobs and revenues.



#### Financial Factors

- ✓ Included with Membership

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## **HRIC Member Info Blasts**

### **Info Blast Program Seeks to Keep HRIC Members “In the Know”**

A new program development has been announced by the Hampton Roads Innovation Collaborative (HRIC).

**Info Blast** is an on-going series of communications from HRIC Members to HRIC members on any topic related to business development and regional economic strengthening.



#### Program Description

Info Blast is communication written by and for HRIC Members. It is effectively, the HRIC Blog with distribution to the registered HRIC Membership. Topics can be related to anything. A members business experience, a regional topic, a new form of innovation, anything pertinent to HRIC Members. No set schedule for Info Blasts. They will go out as members identify topics and needs.



#### Info Blast Objectives

1. To assist HRIC Members in raising awareness of their business and regional landscape.
2. To supplement the continuous learning experience with real-world business expertise.
3. To strengthen overall business performance in our region.
4. To increase jobs and revenues.



#### Financial Factors

- ✓ FREE to HRIC Members



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## HRIC Incubator Gateway

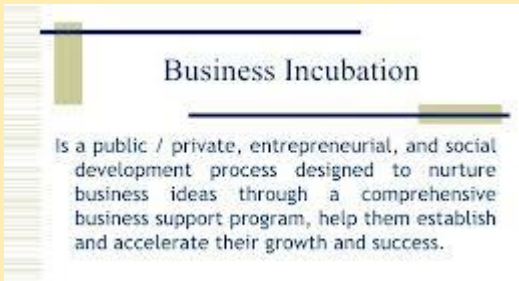
### HRIC Offers 2 Years of Free Membership to Companies in Regional Incubators

HRIC understands the importance of business incubators.

**Incubator Gateway** is way for HRIC to help companies bootstrap their success via all the programs and opportunist HRIC offers.....at no charge for 2 years.

#### Program Description

Very simple. Any innovation company operating within a formal regional incubator can be an HRIC member at no charge for 2 years.



We're not replacing Google. Simply offering another viewing and marketing opportunity for members.

#### Incubator Gateway Program Objectives

1. To provide incubating innovation companies with another incentive to succeed.
2. To strengthen overall business performance in our region.
3. To increase jobs and revenues.



#### Financial Factors

- ✓ No Cost HRIC Membership for 2 years.

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## **HRIC Critical Mass Networking**

**Continuing in the proud tradition of the HR Technology Council, HRIC continues with CRITICAL MASS**

HRIC will continue with the Technology Council’s Critical Mass Networking events.

**Critical Mass** is an socializing, networking and learning opportunity with colleagues and friends.

### Program Description

Critical Mass will be held around the region. Restaurants and hosted locations will allow HRIC Members to gather and expand their business network.



Formal and informal programs are great, but nothing replaces the need to relax in a friendly environment and just talk. These gatherings are the best for reinforcing and expanding your business network.



### CMP Program Objectives

1. To allow business-to-business networking and relationship building.
2. To strengthen overall business performance in our region.
3. To increase jobs and revenues.

### Financial Factors

- ✓ Members pay their way at venues.



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## HRIC - Chamber Exchange

### HRIC & Peninsula Chamber of Commerce Collaborate to Create “HRIC - Chamber Exchange” Program

A new program development has been announced by the Hampton Roads Innovation Collaborative (HRIC).

**Chamber Exchange** is a program intended to provide membership benefits to organizations who are members of both HRIC and the Peninsula Chamber of Commerce.

#### Program Description

1. Peninsula Chamber (PC) promotes HRIC as an affiliated program.
2. Any PC member gets a 25% discount off HRIC membership rates.
3. HRIC members who join PC get some value (TBD by Mike), but things like discount event tickets, maybe even reciprocating membership discount (if allowed, might be a challenge on that one).
4. PC helps to facilitate meetings with the use of their facility.
5. PC gets free corporate membership to allow all PC staff to attend programs and events as they desire



#### HRIC - Chamber Exchange Objectives

1. To assist HRIC and Chamber Members realizing the benefits of two strong, value-added organizations in Hampton Roads.
2. To strengthen overall business performance in our region.
3. To increase jobs and revenues.

#### Financial Factors

- ✓ Included in Membership



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## HRIC Innovation Camps



### HRIC Assists in Delivering Summer Innovation Camps to High School Students in Region



HRIC Innovation Camps is way for kids to learn about the future of STEM, Technology and Innovation.

#### Program Description

Working with HRIC Members and area high schools, HRIC will offer curriculum and program ideas to assist in deploying camps (examples shown below).

**Web Design Camp (Ages 11-18) 16 hours:** This camp will cover the basics of web design. During this week, teens will learn the principles of web design: usability, accessibility, SEO, wireframes, web standards, browser differences, and mobile web.

**Mobile Application Camp (Ages 11-18) 16 hours:** This is a crash course in mobile app design and development designed for teens. This camp will teach students the technology and skill on creating apps rather than how to use them. Smart phone and other mobile apps are some of the fastest growing tech phenomenon, why not learn how to create one?

**Gaming Camp (Ages 11-18) 16 hours:** Gaming development combines visual arts, gaming and computer programming skills. Video game designers build storyboards and use computer programming codes to create the elaborate audio and visual elements found in video games. Get an overview of how everything works and goes together. Get introduced to development platforms like Game Salad for the 2D mobile games and Unity for the 3D console games. You'll learn to use Photoshop to create textures and skins. Even use Blender, to do some 3D modeling.

**Day of the Drone (Ages 11-18) 4 hours:** Learn about the technology, Learn how they fly, Learn how they're being used Learn how your education path will prepare you, See the drones you've heard about.

**Shark Tank (Ages 11-18) 12 hours:** Learn product and business ideas from successful business owners. Learn to create and communicate your ideas to a panel of business owners (the Sharks).



#### Financial Factors

- ✓ Camps are FREE to kids.
- ✓ Sponsorships are needed to fund instructors.

#### Innovation Camp Program Objectives

1. To provide kids a view of technology careers.
2. To help create a pool of skilled candidates for future jobs in the region.

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## **HRIC Focus on Nonprofit Efficiency**

### **New Value Improvement Program (VIP) Applies Business Acceleration Techniques to Regional Nonprofits**

A new program development has been announced by the Hampton Roads Innovation Collaborative (HRIC). Regional development is not just about the private sector. A healthy, innovative region also has a balance of effective nonprofits to execute a great array of philanthropic initiatives.



The Value Improvement Program (VIP) is a program intended to identify and work with regional nonprofits to maximize effectiveness in carrying out their missions. A solid nonprofit base helps the region by ensuring that private parties and sector participants are seeing the realization of the nonprofit's vision.

#### Program Description

VIP is broken into three separate sections which are: 1) Educate and Connect, 2) Assess, and 3) Track. "Educate and Connect", on-boards 10-15 nonprofits identified that are believed to be well-positioned for growth. "Assess" and "Track" eligibility will be determined after the initial sessions.

#### Seminar Objectives

- Inform program participants about Reinvent Hampton Roads.
- Introduce participants to subject matter experts in the business sector.
- Connect participants with one another and with key stakeholders in and around that sector.
- Provide participants with access to resources they can take advantage of going forward.
- Collect feedback from participants on what they believe they need to be more successful.
- Identify which companies would like to proceed through the next, deeper "Assess" phase.



#### Session Leaders

Session leaders are identified as accomplished people from their sector; business, military or education.



#### Financial Factors

- ✓ Free to attending nonprofits. Modest cost should the attendees desire to go through the following deeper assessment workshop (\$125 - \$250).



## **HRIC Focus on Nonprofit Efficiency**

### **New Value Improvement Program (VIP) Applies Business Acceleration Techniques to Regional Nonprofits**

#### Why Participate as a Nonprofit

- ❑ Stakeholder Engagement: Businesses and leadership teams connect with resources they may otherwise not know about
- ❑ Learning: Businesses provided cluster - and/or supply chain-specific knowledge and gain familiarity with emerging techniques and avenues for advancing their self interest and growing their business
- ❑ Ease of Execution: Easy for businesses to lean in and get started; the facilitating partners (ReInventHR, cities, ODU, etc.) initiate and run the process



#### Key Partners and Roles

- HRIC: Program facilitation
- Tidewater Community College: Academy for Nonprofits Excellence
- Core Value Software: Measurement tools and data analysis
- Sponsors / Suppliers: Industry expertise around point problems
- Subject matter experts: Presenters and trust agents



#### Follow Along Program Steps

- Phase 2: "Assess" (1/2 day facilitated workshop)
- Phase 3: "Engage" (On-going collaboration)



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## **HRIC Focus on Virtual Incubation & Acceleration**

### **New Virtual Business Development (VBD) Program Minimizes Building Infrastructure and Maximizes Technology**

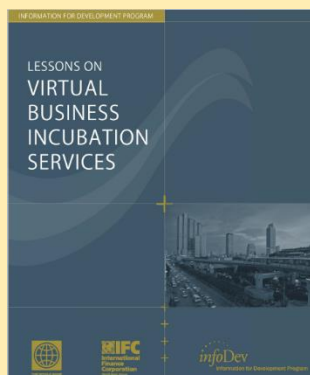
A new program development has been announced by the Hampton Roads Innovation Collaborative (HRIC). HRIC believes that both business incubation and acceleration are needed. However, there have been typical challenges with traditional incubation and a shortage of presence for acceleration.



Virtual Business Development (VBD) is a program intended to create a virtual component to our regional entrepreneurial ecosystem. The virtual approach seeks to connect more small business to resources, reduce the reliance on expensive real estate and maximize the opportunities for young businesses to access required resources.

#### Program Description

With the economy and threat of sequestration, efforts are in play to diversify our regional economy with an emphasis on Stage 1 and 2 business, especially those that can export products and services outside of our region. VDP discusses the addition of a more virtual approach. An approach that relies less on expensive bricks and mortar, and more about establish a hybrid of virtual connectivity, knowledge sharing, some building infrastructure and access to capital.



HRIC would like to cite many examples from InfoDev's "Lessons on Virtual Business Incubation Services" at: <http://www.infodev.org/>, >Resources, >Publications.

There are a variety of concepts to be taken into consideration:

1. Physical interaction is a powerful tool for building knowledge and networks among starting entrepreneurs. The advantage of traditional incubation is that it provides that space. The disadvantage is that it can be required for years.
2. Virtual business incubators, provide services beyond the confines of a physical building. This allows a company to use the services of an incubator, without actually being located at the incubator site, for instance through extension workers, online tools and off-site advisory services. They can also serve a much larger number of companies over an extended geographical area.
3. One size doesn't fit all. A number of models are emerging, categorized in this report as hand-holders, network boosters and seed capital providers. Consider these categories:



## HRIC Focus on Virtual Incubation & Acceleration

### New Virtual Business Development (VBD) Program Minimizes Building Infrastructure and Maximizes Technology

#### Stage 1 Start-up (Incubation Assistance)

- Business Basics (various skill development; planning, sales, marketing, finance, operational, more). Many sources available.
- Networking and collaboration for feedback and idea sharing.
- Peer support (mentoring at deep levels).
- Access to relative-need knowledge.
- May not need a facility.

#### Stage 2 Growth (Acceleration)

- Existing business assessment.
- Strategic business planning (on a variety of critical elements).
- Investor review/critique/recommend.
- Networking and collaboration for feedback and idea sharing.
- Peer support (mentoring at deep levels).
- Access to relative-need knowledge.
- May already have a facility.

#### HRIC's VBD Program

**Minimize Physical Location:** The basic premise is that far more is needed for business incubation and acceleration than expensive physical space. There is a need for space, but far reduced. More of a hot-swap station (when needed), and collaboration space. Shared office locations are available elsewhere.

**Maximize Virtual Access System:** Adapting to the InfoDev model, the Hampton Roads Innovation Collaborative (HRIC) will:

- ✓ Act as the networking focused group that connects participating businesses to participating resources (existing incubators, accelerators).
- ✓ Connect the interested participating companies (Stage 1 & 2) to an array of specific needs-based resources.
- ✓ Work with partners and technology to create a region-wide knowledge-base of on-line resources via ICT (information and communications technology).
- ✓ Provide networking and collaboration opportunities at public locations and other city/private sector locations as are available.

**On-Site:** Should be newly defined as collaboration and training places, not fixed office locations.

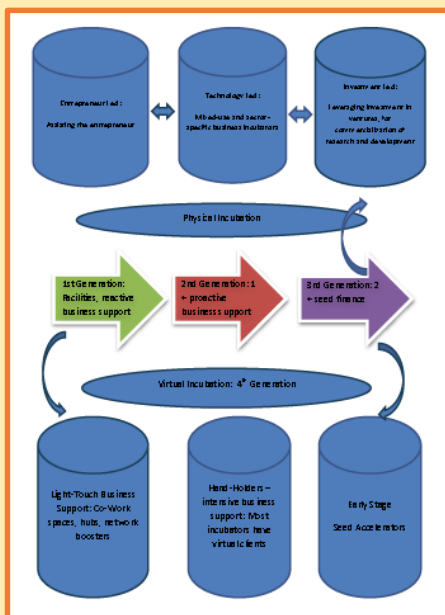
**ELearning:** Create the gateway/portal to relative e-learning materials.

**ICT Exchange:** All shown vs. the time/travel/face to face (alone).

**On-Line Recruitment:** Via the HRIC website and process methods.

**Virtual Communities:** Via the HRIC website and process methods.

**Crowd Sourcing:** HRIC will help to create Crowd Sourcing for business advancement in the region.





## HRIC Focus on Virtual Incubation & Acceleration

### New Virtual Business Development (VBD) Program Minimizes Building Infrastructure and Maximizes Technology

VBI services can be delivered in six ways: on-site, through a website, through 1-on-1 ICT-based exchange, through virtual communities and through an online crowd.



*On-site:* Group training, workshops, presentations and events to which incubatees are invited (physical locations).



*E-learning:* Providing online training materials and information.



*1-on-1 ICT exchange:* E-mail, SMS, phone, Skype, MSN and online collaboration tools.



*Online recruitment:* Recruiting incubatees, mentors, interns, investors and 'matching' them to add business value.



*Virtual communities:* (virtual) communities and online platforms where entrepreneurs meet, exchange knowledge and information, and engage in collaboration.



*Mobilising the online crowd:* Crowdsourcing and crowd funding



#### Financial Factors

- ✓ HRIC will negotiate a Program Management Office fee from sponsoring entities. To Be Established.
- ✓ Participating company fees are To Be Established but a fraction of existing incubator fees and no share of ownership given up.



HRIC's Virtual Business Development (VBD) Program, is a new iteration of incubation and acceleration for Hampton Roads. This approach offers far more flexibility and cost effectiveness while helping Stage 1 and 2 companies grow.

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## **HRIC Focus on Monetizing Innovation**

### **New Monetizing Innovation Program Helps Innovation Sources in Creating/Optimizing Creative Ideas**

A new program development has been announced by the Hampton Roads Innovation Collaborative (HRIC). HRIC believes innovation comes from many sources and sectors. Further, innovation can translate to product invention, business process, a service, almost anything that addresses a need and that can be marketed.



The Monetizing Innovation Program (MIP) will help to vet new products and services by selected business experts in a secure, confidential manner (not open to the public). The “Then What” is introductions to people, groups and resources that can turn innovation into business.

#### Program Description

- MIP is not an incubator or accelerator.
- MIP is a place to vet ideas into the potential of a business or the potential of capitalizing a new “thing” in an existing business.
- MIP will leverage a panel of experts from a cross section of businesses.
- MIP will take the participant through several weeks of refinement methods, training and readiness.
- MIP is secure. Any vetting panel will be under nondisclosure. No public information access. Your ideas are yours to monetize and create or advance a business.

#### MIP Panel

1. Innovation leaders from our region.
2. Private sector.
3. Nonprofits.
4. Academia.
5. Technology and non-technology.
6. Perspective mentors.
7. Perspective buyers.
8. Perspective customers.
9. Your requests are honored. Who else would you like to be involved?







## HRIC Focus on Monetizing Innovation

### New Monetizing Innovation Program Helps Innovation Sources in Creating/Optimizing Creative Ideas

#### Monetizing Innovation Isn't Easy

Several steps are required:

Research, Disclosure, Market Assessment, Patenting/Legal, Prospecting, Negotiations, Licensing, Commercialization, Distribution and MORE;

- What's the product/idea?
- Who's the customer?
- See the value proposition?
- What are the pain points?
- Develop your PITCH DECK.



#### LEAN Venturing Model (streamline your idea for monetization)

- MIP is a multi-week program, asking the difficult questions that need to be asked.
- MIP will "wring out" the idea and help you to refine your idea and messaging.
- MIP prepares you and your "PITCH" for the eventual business and investor audience.



#### The "What Next?"

- If your idea is thought to be viable by the MIP Assistance Panel (multiple opinions), HRIC will introduce you to the right resources.
- Want to start your business? HRIC can assist.
- What to capitalize your idea? HRIC can assist.
- It's just that simple. HRIC's MIP helps you do something with an innovative idea.



#### MIP in Review

1. MIP vets your idea and prepares you to make your pitch.
2. MIP makes the connections you need with a high level business and investment audience.
3. MIP helps you to "The Next Steps".

#### Financial Factors

- MIP operates a variable cost model:
- ✓ \$500 for single person.
  - ✓ \$1,000 for corporate program.



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## ***Program News***

***See something you'd like HRIC to add?***

***Let us know!***

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