



Business Advocacy Self Employment Consortium (BASEC)

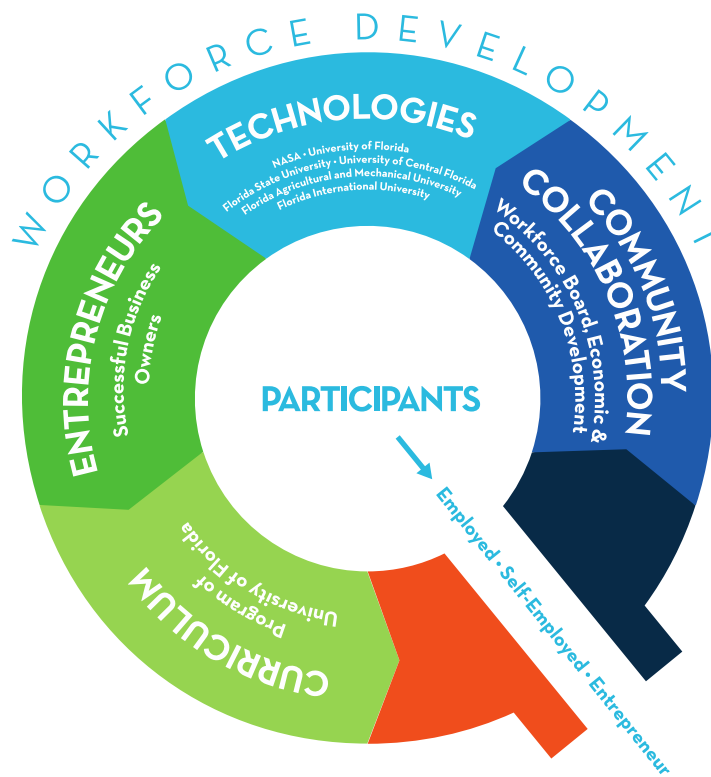
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The Startup Quest Story





Entrepreneurship to Engage Business



Opportunity

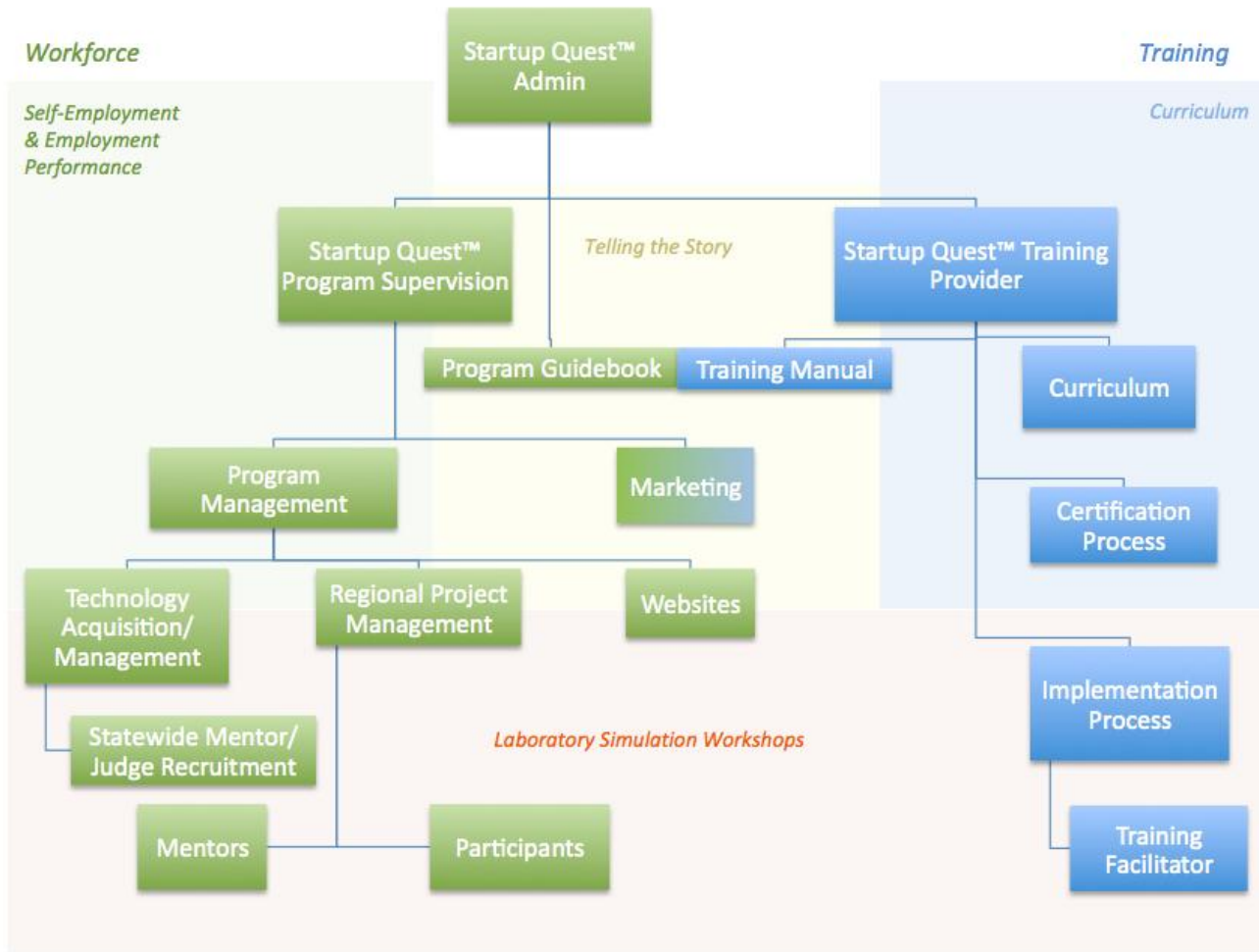


- Startup Quest™ entrepreneurship training connects the community to our talent pool, especially in our tech sector.
- We use entrepreneurship training to empower everyone across the
- socio-economic spectrum.

Lessons Learned So Far

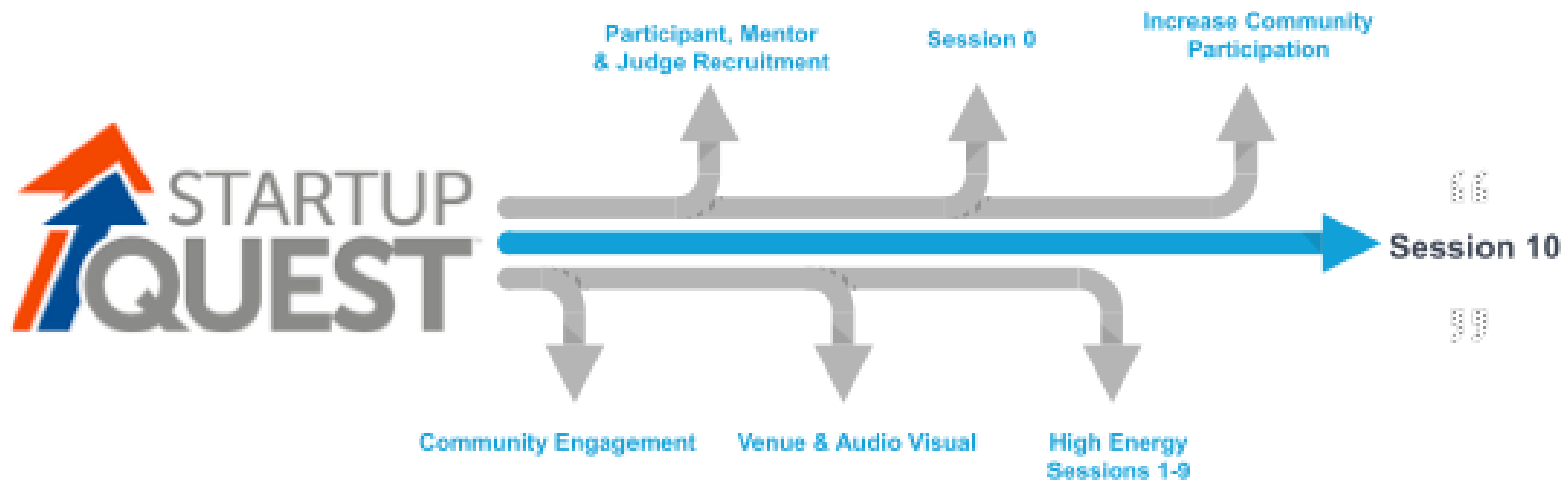
- **The Messenger Matters**
Florida Institute for the Commercialization of Public Research (FICPR) and Gainesville Area Innovation Network (GAIN) provides peer-to-peer business relationships with mentors that come from Florida's business communities.
- **Community Collaboration is important.** We can change the community discussion, break down barriers, remove silos, to get people working together to create jobs.
- **Business Mentor Events** Networking and creation of statewide mentor database
- **Legislators are business people too!** They support entrepreneurship.

Building the support structure





The Importance of Timelines





Engage, Orient and Iterate

Interested/Vetted Leads

- Collect bio or LinkedIn profile
- Enter lead into database
- Discuss timing and specific role (mentor, judge, speaker)
- Ask for additional referrals
- Inform that RPM will contact

Engage and Enroll

Refer vetted lead to Regional Project Manager (RPM):
provide contact information and bio

RPM secures final commitment and sends program materials, session dates, etc.

Track and Maintain

- Update database with latest candidate status
- Follow up with referral source to thank and solicit new referrals
- Follow up with mentor to thank and gauge future interest and referrals



What will you learn?

- 1: Technology Matching and Team Formation**
- 2: Understanding the Value Proposition**
- 3: Market Analysis and Strategy**
- 4: Commercialization Strategies and Intellectual Property**
- 5: Financial Requirements, Bringing a Product to Market**



What will you learn?

- 6: **Company Presentations**
- 7: **Corporate Structures, Forming the Management Team**
- 8: **Sources of Funding**
- 9: **Business Plan Submission and Work Session**
- 10: **Graduation, Investor Pitch**



- Community of stakeholders
 - Technology source institutions
 - Economic development organizations
 - Workforce boards
 - Entrepreneur/innovation community
 - Local business & business leaders
 - Chambers of commerce
 - Investment groups and angel networks

What is possible?

- Technology License agreement signing at NASA in Houston
- Empowering people to see themselves in the picture





5 of 8 participating BASEC regions In the room:

Kim Jim Marci Bryan Rochelle

<http://startupquest.org>