2022/2023

Business Accelerator Guidelines

Pocono Mountains Keystone Innovation Zone

Economic Development and Entrepreneurship
July 1, 2022 - June 30, 2023

East Stroudsburg University of Pennsylvania
Business Accelerator Program

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Contact Information

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

Innovation Center: The 51,000 sq. ft. Innovation Center includes the ESU Economic Development and Entrepreneurship
Division, Business Accelerator Program, Wet Lab Facilities, Entrepreneurial Leadership Center, Dr. Jane Huffman Wildlife
Genetics Institute, Computer Training Labs, and Conference Facilities.

Business Accelerator Program

Mission
To provide an entrepreneurial ecosystem that enhances the economic vitality of the region
by encouraging ideation, innovation, and business development.

Goals
1) Grow new companies and develop entrepreneurs
2) Collaborate with faculty and students
3) Cultivate business networking opportunities
4) Encourage capital investment
5) Encourage student participation in the Warrior Launch Pad
    (student incubator)

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

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

- Businesses selected to participate in the program represent Pocono Mountains Keystone Innovation Zone (PMKIZ) industry sectors, and/or are connected to the university and its academic programs

- Office space is available for start-up companies. Wet labs are available for biotechnology, advanced chemistry, and other life science companies.

- 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:

- Advanced Manufacturing
- Information Technology
- Cyber Security
- Biotechnology / Life Sciences
- Healthcare Research/Data Analytics
- Financial Technology
- Social Entrepreneurship
- E-Commerce

Eligible Companies

Start-up Stage - Company has produced no revenue and is less than twelve months old.

Early-Stage - Company may or may not be pre-revenue and has been operating for 1- 3 years.

Growth-Stage - Company has a consistent track record of revenue generation and has been operating for more than 3 years.

PMKIZ Exit-Stage - Companies that qualify for participation in the Pocono Mountains Keystone Innovation Zone (PMKIZ) are eligible to participate in the program for up to eight years. Exit options should be discussed with the Coordinator of the PMKIZ.

Business Accelerator Graduation-Stage – Companies that have successfully scaled their business and are ready to expand into the region's entrepreneurial ecosystem will graduate from the Business Accelerator Program. Relocation options should be discussed with the Director of the Business Accelerator and Entrepreneurship.

Admission Process

1. Interested companies should schedule a meeting with the Business Accelerator Director 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. Company 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 Director who will verify that all documents are complete. Documents will be submitted to the Business Accelerator Advisory Committee for a review 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 Director for further assistance in developing the business concept; or
   - reject the application

   The Advisory Committee's decision is final.

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

Admission Guidelines

Companies selected to participate in the Business Accelerator Program are expected to:
- Operate in a legal and ethical manner
- Pay promptly license fees and invoices
- 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
- On a quarterly basis, clients will 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 will participate in quarterly 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 license fees in the Business Accelerator Program.

Semi-Annual Review

The Business Accelerator Director 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 may depart from the program at any time by notifying the Business Accelerator Director in writing 30 days prior to exiting.

Economic Development and Entrepreneurship (EDE) 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 license fees/invoices when due

- Failure of client to perform or observe terms of the Business Accelerator Guidelines

- Companies will receive a written notice 30 days prior to termination.

License fee security deposits may be refunded following the return of all issued keys and the inspection of the space to ensure that no damages occurred during participation in the program. Security deposit balances may be used to cover the last month's license 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 outgrown or no longer requires the support and services of the Business Accelerator Program. (number of employees, facilities, etc.).

The Business Accelerator Director will discuss exit strategies with 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/Desk Space
- Conference and Meeting Rooms
- ELC Reference Library/ESU Kemp Library
- Break Room
- Internet Infrastructure (wireless)

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

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

Business Accelerator Affiliations:

- **Ben Franklin Technology Partners (BFTP) NE Business Incubator Network**
- **International Business Innovation Association (INBIA)**
- **Pennsylvania Angel Network (PAN)**
- **Pennsylvania Department of Community and Economic Development (DCED) 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)**
- **Northeast Pennsylvania Alliance (NEPA)**

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 (PMKIZ) includes strategic areas for business development in both Monroe and Wayne County, Pennsylvania. Maps of the specific locations are below. The ESU Business Accelerator is located in the PMKIZ

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 the following target industry sectors:
    - a. Advanced Materials/Diversified Manufacturing (AM/DM)
    - b. Business Services
    - c. Life Science
    - d. High Technology

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 startup 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. 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. For more information, contact ESU Economic Development and Entrepreneurship at 570-422-7966.

Guidelines Agreement

COMPANY

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

Company Name _____

By: _____
Contact Name – (Print)

Signature: _____
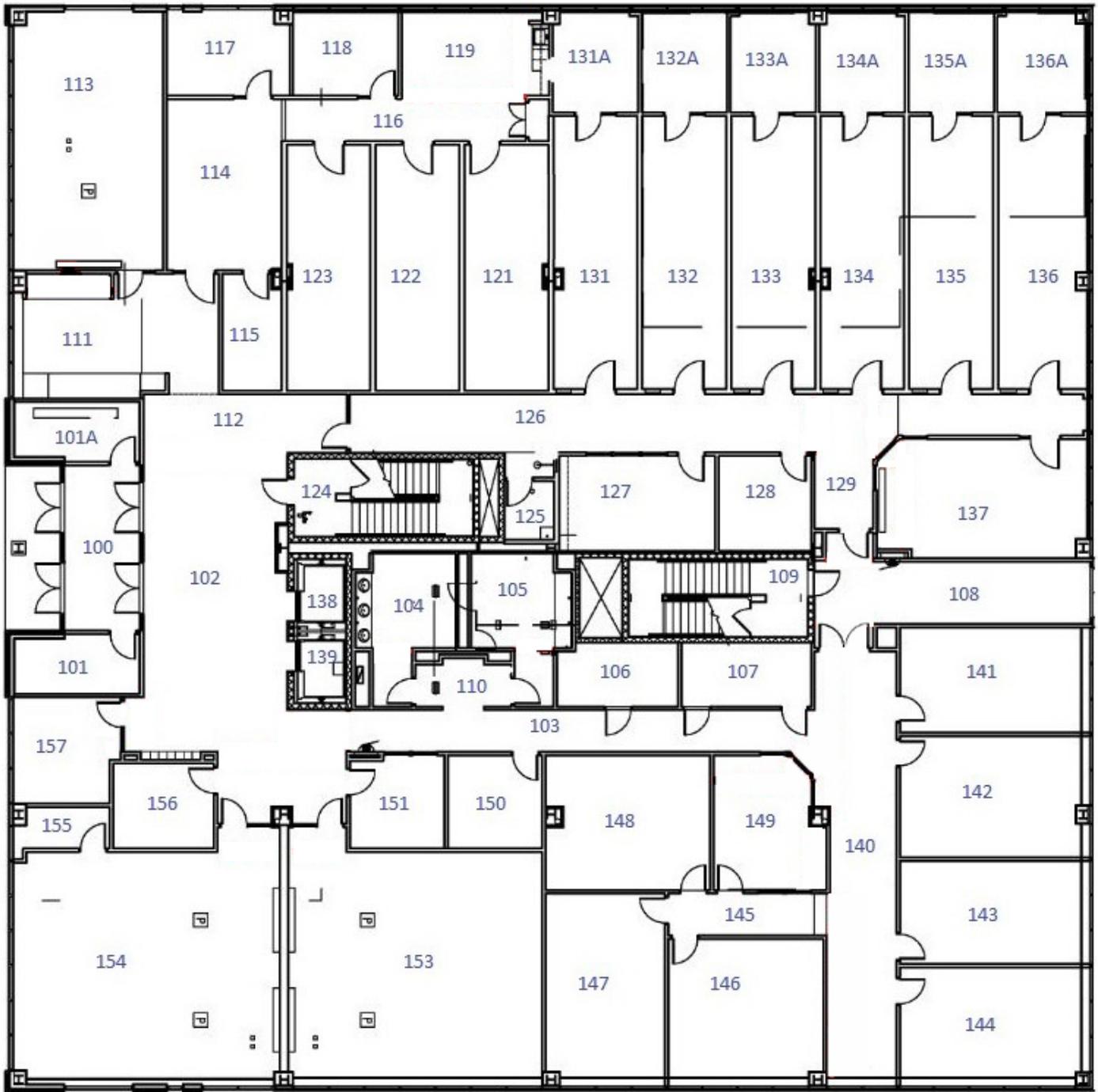
Title: _____ Date: _____

EAST STROUDSBURG UNIVERSITY

By:

Title: Director of the Business Accelerator and Entrepreneurship

Signature: _____Date: _____

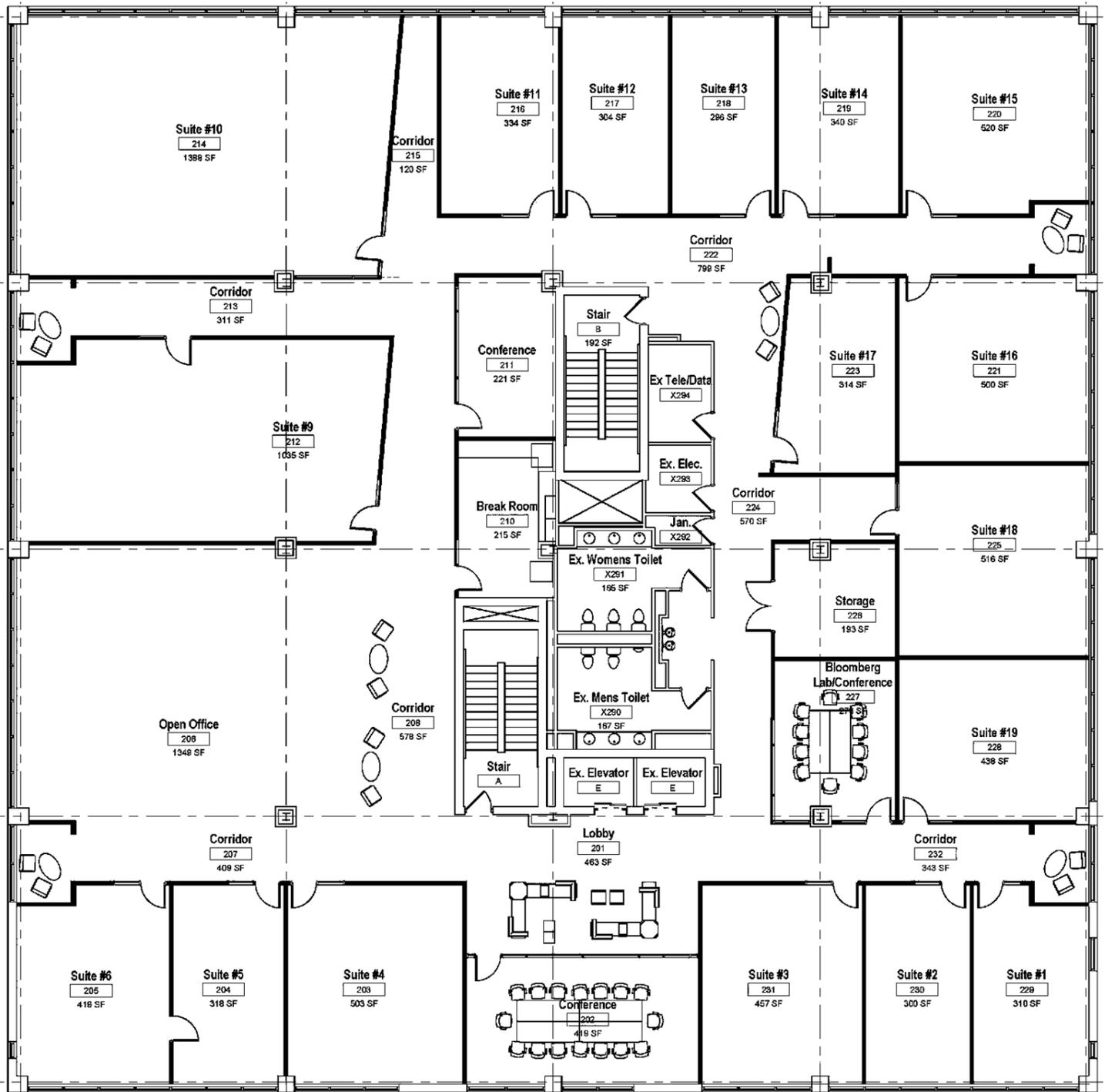*Updated: February 3, 2023*

Innovation Center Floor Plans

First Floor

Second Floor

Suite #10
214
1388 SF

Corridor
215
120 SF

Suite #11
216
334 SF

Suite #12
217
304 SF

Suite #13
218
286 SF

Suite #14
219
340 SF

Suite #15
220
520 SF

Corridor
222
798 SF

Corridor
213
311 SF

Conference
211
221 SF

Stair
B
192 SF

Ex Tele/Data
X294

Suite #17
223
314 SF

Suite #16
221
500 SF

Suite #9
212
1035 SF

Break Room
210
215 SF

Ex. Elec.
X293

Jan.
X292

Corridor
224
570 SF

Ex. Womens Toilet
X291
165 SF

Suite #18
225
516 SF

Storage
226
193 SF

Bloomberg
Lab/Conference
227
274 SF

Open Office
206
1349 SF

Corridor
208
578 SF

Ex. Mens Toilet
X290
167 SF

Suite #19
228
438 SF

Stair
A

Ex. Elevator
E

Ex. Elevator
E

Corridor
207
409 SF

Lobby
201
463 SF

Corridor
232
343 SF

Suite #6
205
418 SF

Suite #5
204
318 SF

Suite #4
203
503 SF

Conference
202
419 SF

Suite #3
231
457 SF

Suite #2
230
300 SF

Suite #1
229
310 SF

Third Floor