

**University of Northern Iowa  
Report to the Board of Regents on  
Grow Iowa Values Project Funding**

**Mid-Year Report – January 15, 2006**

**GIVF Project 1: Technology Transfer and Business Incubation**

Thanks to support from the Grow Iowa Values Fund and encouragement of President Koob, and pursuant to its Technology Transfer and Economic Development Plan, UNI has institutionalized supports for the research and technology transfer efforts:

- The Office of Intellectual Property was reorganized and expanded. The Intellectual Property and Technology Transfer Officer (IPO/TTO) is now a full-time Professional and Scientific position.
- The Office of Sponsored Programs (OSP) was created to centralize all grant seeking and application activities, to stimulate more grant-seeking and improve the quality of grants written, and to improve efficacy of post-award administration and compliance functions.

The IPO/TTO proactively interviews faculty and staff researchers to discover their research interests; reports findings to Sponsored Programs that reveal new opportunities for sponsored research; and seeks to discover applied research possibilities in research grant applications underway.

Pursuant to the goals outlined under Project 1, Technology Transfer and Business Incubation, of the approved FY 2006 UNI GIVF plan, we have completed the following:

- Hired and activated the IPO/TTO,
- Assigned staff to begin marketing and screening potential tenants for the Innovation Accelerator
- Established and engaged the Technology Transfer Team,
- Promoted campus-wide technology transfer education and marketing through the October 7, 2005 campus-wide conference on commercializing creative endeavors,
- Initiated the competitive applied faculty research incentive grants program (applications due February 1, 2006, with awards by March 1, 2006).

Moreover, since July 1, 2005 we have achieved the following:

- Received seven new intellectual property disclosures and of these are pursuing five,
- Began with external business partners and co-development of three new products or product groups,
- Opened licensure discussions with two companies for one intellectual property,
- Opened licensure discussions with a third company for another technology,
- Initiated planning assistance with two potential start-up companies,
- Assisted and located three new student businesses in the temporary student business incubator space.

<b>UNI – Technology Transfer and Business Incubation</b>	
	<b>As of December 31, 2005</b>
<b>Revenue</b>	
State Appropriations	
GIVF	82,899
General Fund	
Federal Support	*230,186
In-kind Contributions	
Other	
Totals	313,085
<b>Expenditures</b>	
Salaries	
Faculty	
Professional and Scientific	82,899
General Services	
Hourly	
Supplies	
Rentals/Travel	
Utilities	
Equipment	
Other – Building Construction	230,186
Totals	313,085

\*Matching funds are being provided by the Department of Energy (DOE) for the construction of an Innovation Accelerator and SBA for the Student Business Incubator. This amount is for construction and design of the Innovation Accelerator and Student Incubator for the period, July 1 – December 31, 2005.

### **GIVF Project 2: Rural Entrepreneurship**

Programs toward the three focal areas of rural entrepreneurship are outlined below.

**Area 1: NE Iowa Initiative** - Work began in July to launch MyEntreNet's entrepreneurial development system in Clayton, Delaware and Fayette counties. Long-term entrepreneurial success is more likely to occur in a region where entrepreneurship is culturally and socially supported. For that reason, community leaders, volunteers *and* entrepreneurs have received customized services and resources since July. Twenty-three events were hosted both online and onsite between July and December 2005 in NE Iowa, serving 63 community leaders and 165 entrepreneurs with 2,958 hours of technical assistance and training.

More than 300 NE Iowa entrepreneurs have registered at [www.myentre.net](http://www.myentre.net). Forty requests for online coaching were received and responded to by MyEntreNet Navigators since this new component was launched in July. MyEntreNet Navigators are local volunteers comprised of varying expertise, such as area bankers, attorneys, accountants, insurance agents, marketing professionals, human resource professionals, economic development/chambers of commerce professionals and others, willing to volunteer their time to help grow their local economy.

	<b>Event</b>	<b># Participants</b>
Community Leaders	Task Force Training	28
	Kick-off Events/Mixers	161
	Navigator Training	35
Entrepreneurs	Fast Trac (10 Sessions)	92
	Retail Window Workshop	21
	Succession Planning Workshop (2)	26
	Computer Training Workshop	4
	Online Counseling (1:1)	12
	Onsite Counseling (1:1)	28
	Online Hosted Chats (3)	14
	Navigator Online Team Coaching	40

**Areas 2 and 3: Statewide Rollout** - A statewide RFP was announced in September to select new MyEntreNet regions statewide during 2006-07. We received a total of nine applications from all areas of the state. A review team comprised of representatives from the John Pappajohn Entrepreneurial Center, Small Business Development Center system, IDEED, ISU Extension and the UNI Regional Business Center reviewed the applications in December, 2005. Carroll County in western Iowa and Poweshiek County in central Iowa were competitively selected to launch MyEntreNet systems in January, 2006.

**Additional Support Under Development: Model Development** - A Community Partner Portal is in development at [www.myentre.net](http://www.myentre.net). This portal is expected to be live in March, 2006. A wide array of information and resources will be made available at no charge to rural community leaders and Iowa service providers through this new portal. Resources will include an online web log (Blog), business library, list serve, chat sessions and online class curriculum.

<b>UNI - Rural Entrepreneurship</b>	
	<b>As of December 31, 2005</b>
<b>Revenue</b>	
State Appropriations	
GIVF	58,506
General Fund	
Federal Support	59,085
In-kind Contributions	
Other	
Totals	117,603
<b>Expenditures</b>	
Salaries	
Faculty	
Professional and Scientific	97,804
General Services	
Hourly	2,559
Supplies	845

<b>Expenditures (continued)</b>	
Rentals/Travel	546
Utilities	
Equipment	
Other-Web Development	15,839
Totals	117,593

Matching funds were provided by the Iowa Women's Enterprise Center and Federal funds (NASA and SBA).

### **GIVF Project 3: Market Research**

The purpose of devoting GIVF investments to market research projects for start-up businesses, existing businesses and tourism/quality-of-life ventures is to expand and stimulate economic growth across Iowa. Quality market intelligence significantly increases the opportunity for success.

Pursuant to the above purpose, we have completed/launched the following projects.

**Area 1: Market research projects** – Strategic Marketing Services (SMS) has conducted four market research projects with Iowa companies using partial support from the GIVF and participation from the companies. Two of the projects were related to advanced manufacturing and one related to the bioeconomy.

#### **Projects Completed as of December 31, 2005**

- Woodgrain Specialties, Cedar Falls
- Swaledale Bio-Village, Swaledale
- IMT, Garner
- Bandag-Speedco, Muscatine

#### **Projects currently under consideration as of January 1, 2006**

- Port-A-Vet, Hudson
- GMT, Waverly
- Iowa Metal Spinners, Cedar Falls

**Area 2: Market research plans and assessments** - SMS consults with potential clients (Iowa companies and entrepreneurs) about their businesses and proposes a Market Research Plan/Strategic Plan, which will be an assessment of their situation and a plan to address it, along with associated costs.

#### **Projects Completed as of December 31, 2005**

- Soy Basics, New Hampton – Market Research Plan
- Poe Construction, Montezuma – Market Research Plan
- Team Technologies, Cedar Falls – Market Research Plan
- Record Printing Company, Story City – Strategic Plan
- Metal Casting Center, Cedar Falls – Strategic Plan

**Area 3: Assistance to UNI's technology transfer program** - The UNI Research Foundation (UNIRF) supports 50% of Phase One research and GIVF supports 50%. Phase One research is a confidential first cut evaluation of uniqueness, market potential and potential competitors.

**Projects Completed as of December 31, 2005**

- Bacteriophage
- Foot Tapper
- Caraoke
- Metal Treatment Alloy
- Fiberboard
- Mini-Mulcher

**Projects currently under consideration as of January 1, 2006**

- Interferometer
- Ramps and Pathways
- Oxidative Reductive water

<b>UNI – Market Research</b>	
	<b>As of December 31, 2005</b>
<b>Revenue</b>	
State Appropriations	
GIVF	55,736
General Fund	
Federal Support	4,317
In-kind Contributions	
Other	
Program Revenue	53,563
Total	113,616
<b>Expenditures</b>	
Salaries	
Faculty	
Professional and Scientific	107,664
General Services	5,441
Hourly	
Supplies	511
Rentals	
Utilities	
Equipment	
Other	
Total	113,616

“Other” under revenue consists of matches from our program revenue account for Padavich, Gerjerts, Bauer, and Rector; and match from NASA account for Rector.

Matching funds were provided by program revenue and Federal funds (part of NASA funding).

**GIVF Project 4: Helping Regions Succeed**

**Overview**

For FY 2006, IDM committed to facilitate the negotiation, formation or advancement of at least two economic regions in Iowa. As a result of GIVF, during the first 6 months, IDM had projects in four regions and started to plan with one other. Because of GIVF, IDM was able to enhance regional work already in progress and to initiate new relationships. It is too early for results, but there has been substantial activity thus far as outlined below in “Specific Regional Projects.”

During the second 6 months, IDM will continue progressing in the five regions, depending on continuing local commitment. Also during the second 6 months of FY 2006, IDM will design and begin using a practical approach to gathering data on other reporting metrics, as feasible, and will include the data in the annual report. The focus for the first 6 months has been in Area 1 (capacity building for collaborative, focused regional development) and Area 2 (comprehensive assessment, cluster research and regional marketing). The next 6 months will include some initiatives in Area 3, including implementation of marketing and entrepreneurship development.

## **Specific Regional Projects**

### **Southwest Iowa Region**

To facilitate negotiation and formulation of a region,

- IDM engaged the group in teambuilding, developing collaboration, and building trust, along with communicating principles of economic development marketing.

To advance the region,

- IDM gathered marketing input regarding audiences and strategies.
- IDM prepared a marketing overview.
- Planned: IDM will develop a marketing plan.

### **Northeast Iowa Region**

To advance the region and to “accelerate and strengthen the marketing plan implementation process” (result/metric),

- IDM met with the marketing group/local developers on a monthly basis and maintained regular communication, providing advice and counsel.
- IDM met with an advertising agency to work through creation of a regional logo, Website, and brochure, as detailed in the adopted marketing plan.
- IDM began working with the marketing group on a cluster analysis to identify where and to whom to market.
- Planned: IDM will complete the cluster analysis.

### **Western Iowa Advantage Region**

To advance the region and move toward developing cluster-based economic development strategies,

- IDM began updating the previous cluster study of the region.
- Area developers, with IDM’s advice and counsel, are conducting an inventory of their major employers and unique products, services and processes companies might have to learn more about competitive advantages.
- Planned: IDM will complete the cluster study update and a targeting study based on the regional cluster analysis. IDM, with the area developers, will begin developing a plan based on the research and analysis.

**North Central Iowa Region**

To advance the region,

- IDM began providing specific research and practical analysis to enhance and focus on implementing the results of a recently completed Iowa Workforce Development cluster study of the region.
- Planned: IDM will complete the study, which will provide useful targeting information based on the enhanced regional cluster analysis.

**River Hills Initiative (Southern Iowa)**

To advance the region,

- IDM finalized the regional economic development marketing plan.
- IDM provided consulting/advising as needed.

<b>UNI – Helping Regions Succeed</b>	
	<b>As of December 31, 2005</b>
<b>Revenue</b>	
State appropriations	
GIVF	17,597*
General Fund	
Federal Support	86,257
In-kind Contributions	
Other	
Totals	103,854
<b>Expenditures</b>	
Salaries	
Faculty	
Professional and Scientific	103,555*
General Services	
Hourly	
Supplies	
Rentals/Travel	299
Utilities	
Equipment	
Other	
Totals	125,344

\*Additional staff members contributed to this project, but the GIVF portion of their salaries had not been processed in the UNI accounting system at the time of this reporting.

**GIVF Project 5: National Ag-based Lubricants (NABL) Center**

As the use of bio-products increases, expert support is required to demonstrate that renewable lubricants meet performance specifications; quality, certification and labeling requirements; and applicable regulatory measures. The University of Northern Iowa’s Ag-Based Industrial Lubricants

(UNI-ABIL) Research Program is moving to fill this need by leveraging its 15 years of leadership in biolubricants research and development. With matching federal support, the program is in a strategic transition into a *National Center*, providing credible testing services and research support for the nation’s growing bioproducts industry.

Since July 2005, with the continued development of NABL Center capabilities, the project has progressed toward accomplishing significant program milestones and deliverables.

**Area 1: Expanding the NABL Center’s technical capability**

- Specific pieces of laboratory and testing equipment have been identified for third-year acquisition, with equipment research 70% complete.
- Preliminary bids are received for approximately 15% of planned purchases.
- Existing tribology laboratory equipment has been tested and calibrated by the appropriate equipment manufacturers.

**Area 2: Developing NABL Center scientific staff resources -** NABL scientists have completed manufacturers’ on-site training sessions with the following test equipment:

- Compass Instruments training
  - Falex Wheel Bearing Test Apparatus
- Koehler Instruments
  - Grease Evaporation Loss Test
  - Grease Mobility Test
  - Oil Separation Test
  - Copper Corrosion Test
- Tannas Instruments
  - Rotating Bomb Oxidation Tests (RBOT)

**Area 3: Developing standard policies and procedures needed to facilitate development of the nation’s biobased lubricant industry –** Standard operating procedures have been established and documented for approximately 50% of NABL laboratory equipment and processes.

<b>UNI – National Ag-Based Lubricants</b>	
	<b>As of December 31, 2005</b>
<b>Revenue</b>	
State appropriations	
GIVF	36,410
General Fund	
Federal Support	179,505
In-kind Contributions	
Other	
Totals	215,915
<b>Expenditures</b>	
Salaries	
Faculty	
Professional and Scientific	115,550



General Services	
<b>Expenditures</b> (continued)	
Hourly	
Supplies	19,252
Rentals	6,228
Utilities	13,274
Equipment	40,331
Other	21,280
<b>Totals</b>	<b>215,915</b>

Matching Funds were provided by Federal funds (DOE).

Note: Federal support was used to support the NABL project from July – October. The DOE would not allow the GIVF match until formal notification of funding was received from the Board of Regents.