

# Ideas to Enterprise - Advance Team Notes

## Advance Team:

- Kathy Keith
- Kevin Boberg
- Patricia Knighten
- Ray Hagerman
- Stu Rose
- Mathis Shinnick
- Bill Knauf

## **1. Define Idea to Enterprise Profile:**

**Definition:** This theater is focused on creating new, resident, taxpaying economic base enterprises making at least 51% of revenue out of state with ambitions to hire multiples of new employees over time. The purpose of the program would be to help community members who have business ideas turn them into actual businesses. Program activities include the increase of rate and quality of ideas, innovation and intellectual property that can be converted into an economic base job creating enterprise, the conversion of ideas into viable enterprises, and the positioning of those new enterprises to scale up in the economy.

**Synonyms:** Business Startup, Tech Transfer, Entrepreneur, Incubator, Accelerator, Innovation, Innovation to enterprise,

**Attributes:** Startup Operations that are destined to be economic base in nature. Producing and selling a product/service. While job creation numbers of this theater are relatively low and the cost relatively high compared with other theaters, the significance of the sector is going to rapidly increase in importance as the proportional contribution to job creation in this sector is expected to increase dramatically in the next 20 years. A job creation program that overlooks this theater would be suspect. In the meantime, the presence of a rapidly growing entrepreneurship sector is one of the most important bellwether indicators of an economically promising community. However, the scope of the jobs council, economic base job creation, is the primary metric and therefore focuses on how this theater and its players create jobs versus wealth and community brand.

**Definition of a Transaction:** A startup enterprise that earns enough revenue from out of state sales to support at least one employee. It could also include those enterprise starts with employees paid with seed capital and venture capital from out of state. Recruitment of a startup enterprise from an incubator or accelerator from out of state.

\*Import substitution was brought up as another potential economic base activity. Requires more discussion.

**Program Modalities:** 1. Tech transfer: Innovation applied to existing economic base employers to expand or add a new business units (must create jobs in New Mexico, not kill them). 2. Enterprise Startup 3. Conversions of non-base to base through business planning/reinvention process.

## 2. Players/Procuring Agents

- Navajo center
- Fatpipe
- Bioscience center
- Arrowhead
- Wesst
- Science and Technology Center
- San Juan College
- Santa Fe College
- TVC-SSTP
- HD3
- C3
- Richard Fineman Center
- SVEDC
- New Horizons
- ABQ ID
- Creative
- NMTech
- Valley Entrepreneurial Network
- Las Vegas First
- los Demora
- Team Tec. Sachs
- NM Consortium
- VRF
- Innovate ABQ

## 3. Economic Sectors

**4. Jobs/Transactions:** The following is the number per region

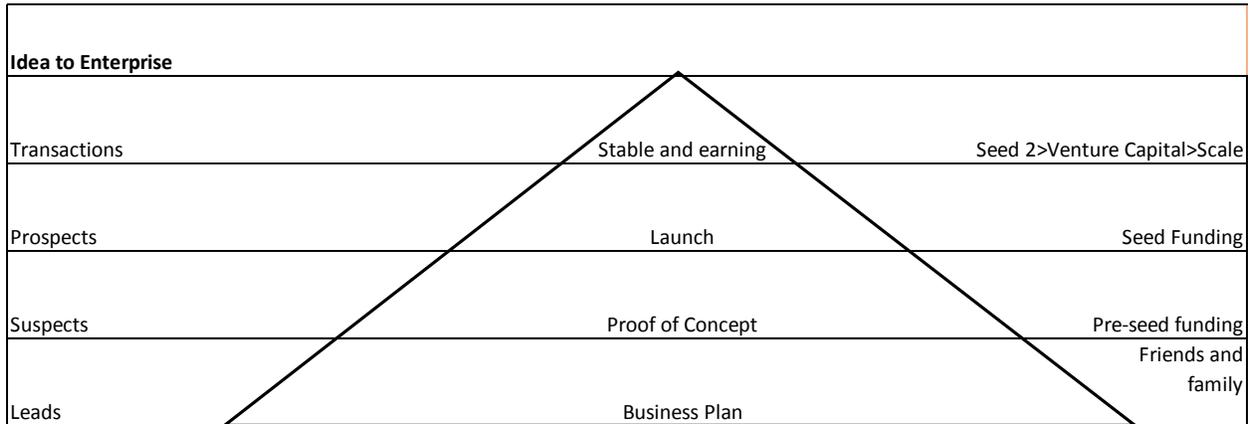
- NW: 200
- NC 1,238
- MR: 5,700
- SC: 1,620
- Total: 9,355

## 5. Program Reliant

## 6. Marketing and Sales Apparatus:

A transaction is defined above. A prospect is an enterprise that is launched and producing but is not yet viable and does not yet contribute economic base. A suspect is an enterprise that is formed with proof

of concept and has started operation. A lead in this theater is when an enterprise has formed a business plan but has no formal organization as yet.



Gaps: Not enough focus on starting new tech vs tech transfer.

Solutions: defense industry adjustment entrepreneurial conversion. Shift focus from Tech transfer to Startups. Staff Augmentation.

## 7. Real Estate, Infrastructure, Capital:

Gaps: Investment in local business startups is difficult and sparse. We need more angel investment.

Solutions: Finding local wealth to invest in local I>E. Simplify the startup process and reduce the complexity of the maze of paperwork. Match funds. Diversify the angel investment network. Turn SIC back on.

## 8. Leadership, Org, business climate:

Gaps: How do we recruit/create people with entrepreneurial risk profile. We have a risk averse business culture. Gov't is too focused on tech transfer and not new startups.

Solutions: Media Celebration of successes. Gov't bully pulpit, Streamline the startup process. There are too many steps and obstacles to beginning a new tech startup. It should be simpler, cheaper, and less time consuming. Angel investment tax credit extended to out of state tax payers.

Note: We need to have a qualitative discussion on job creation as well as quantitative

Key Question: Who champions e-base job creation in each of the 4 FOP sectors (mkting sales, RE, Wkfrce, Organization) in front of the legislators?