

Arrowhead Center Community Entrepreneurship Program

Dana Catron, Deputy Director

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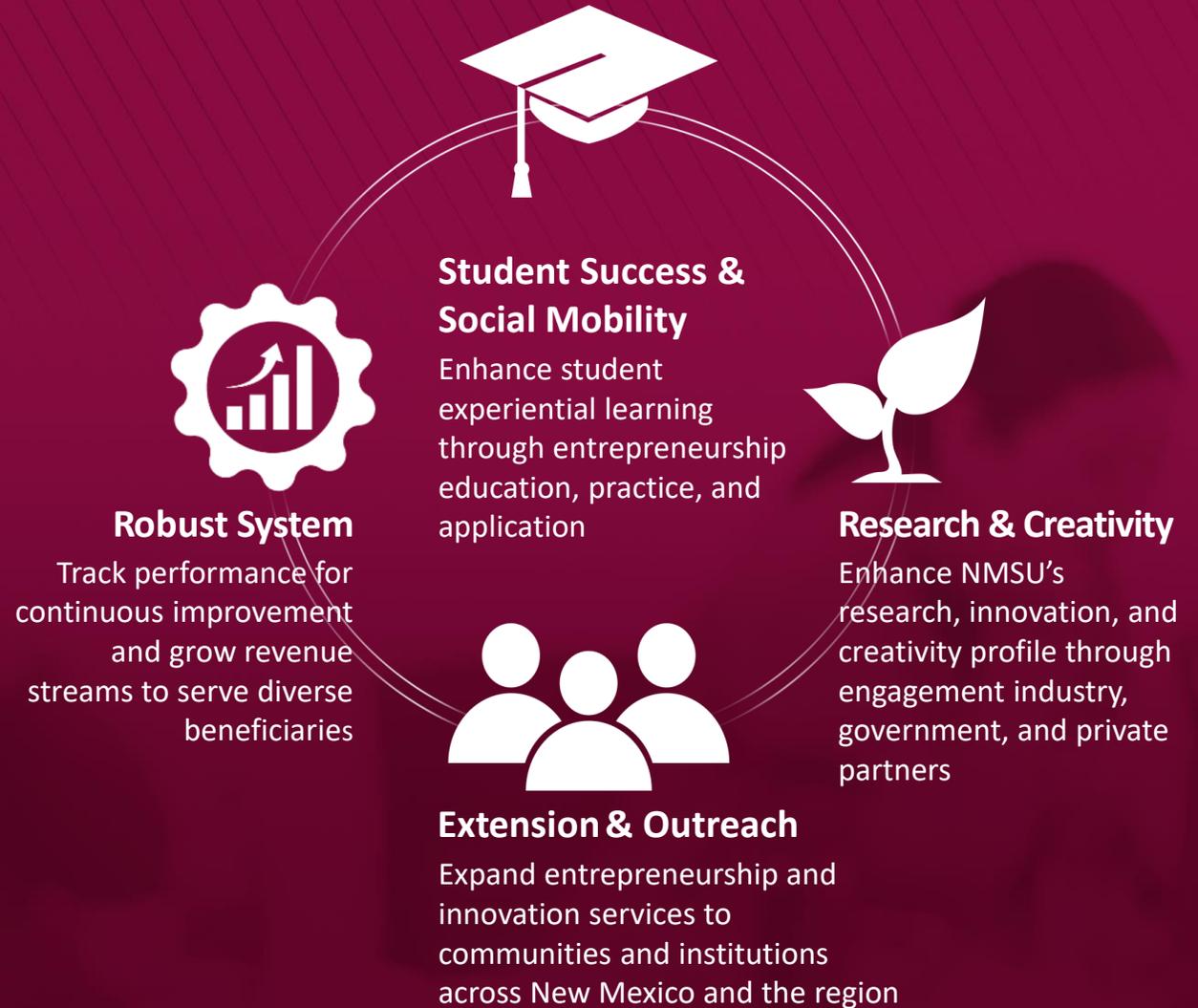
The logo for New Mexico State University, featuring the letters "NM" in a large, bold, serif font above the words "STATE" and "UNIVERSITY" in a smaller, bold, sans-serif font. The logo is white and is set against a dark red square background.

NM
STATE
UNIVERSITY

BE BOLD. Shape the Future.

Arrowhead Center at NMSU

The mission of Arrowhead Center is to create economic opportunity in the region through innovation and entrepreneurship.



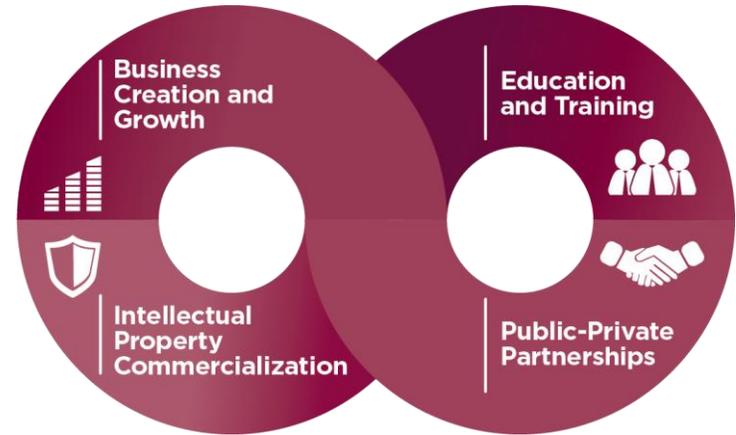
Arrowhead at a Glance

Arrowhead provides a robust range of programs and resources:

- Training/assistance, physical space, events, commercialization assistance, accelerators, incubators, and seed fund

Features of Arrowhead programming

- Assistance for any stage of business and/or technology development
- Customized assistance through programming
- Focus on underserved populations (e.g., minority, rural)
- Robust network of mentors and advisors
- Statewide presence



Arrowhead enhances entrepreneurship and innovation, creating economic opportunity in NM.

Broad need for increased access to support economic opportunities and growth.

Resources and Partners

Programs

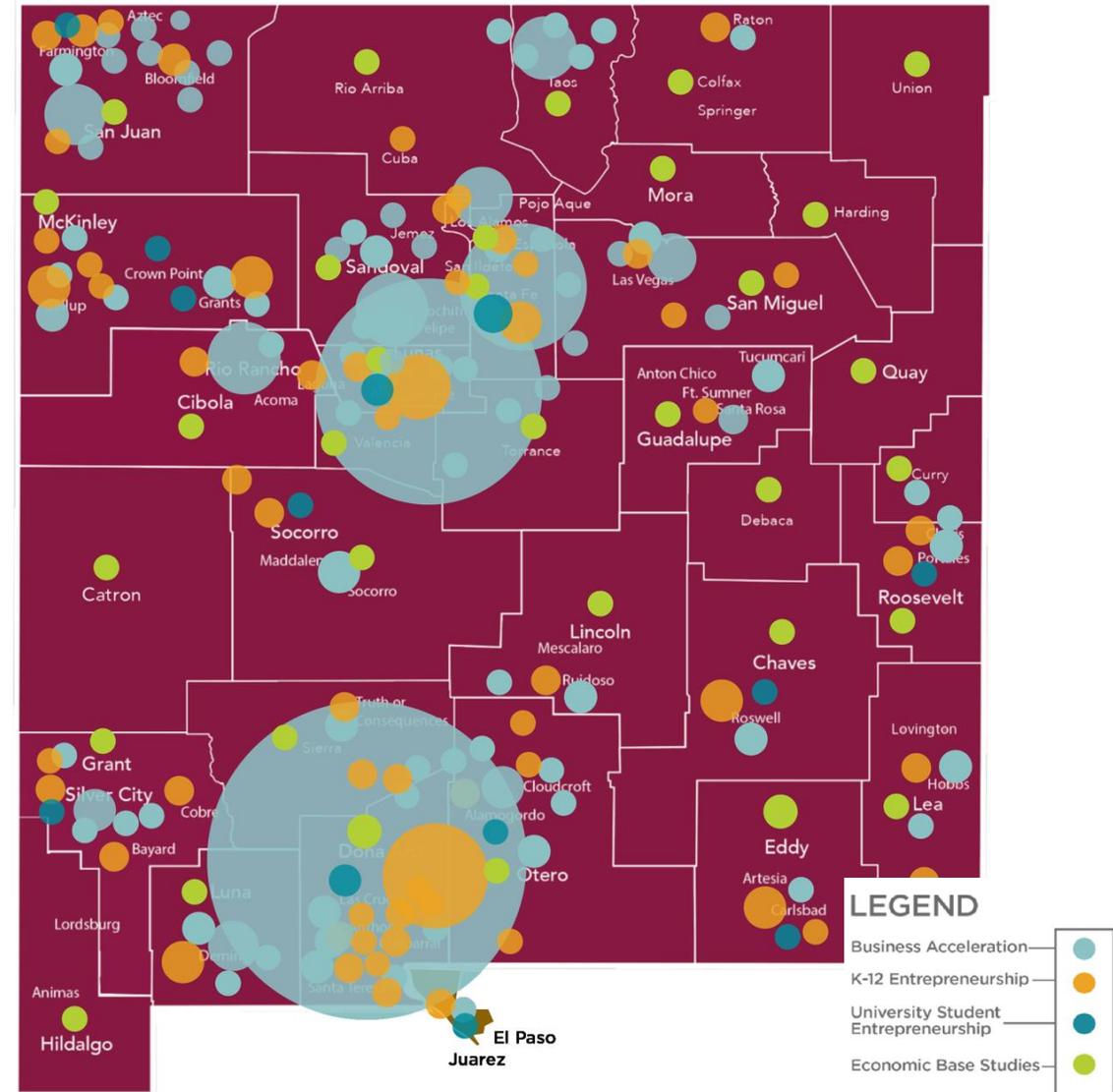
- Entrepreneurship education, training, and experiences for K-12 students and college/university students
- Business creation and growth
- Technology commercialization

Physical

- Arrowhead Park and Genesis Center

Networks and Partners

- Enterprise Advisor Network
- NMSU faculty, staff, and students
- State, regional and international public and private entities



NMSU Economic Development Strategies



Entrepreneurship

Tailored programs for startup and existing businesses



Place-based innovation ecosystem

Emphasis on local assets



Rural economic development

Extension services, experiment stations, networks, outreach programs



Workforce development

Training for local industry and remote work opportunities



Projects for distressed communities

Economic development projects to address jobs



Development of public-private partnerships in support of all of the above



Entrepreneurial Ecosystem Support

Philanthropy and Volunteerism: Funding, advising and mentorship

Collaboration with Industry: Expertise, knowledge of industry challenges, industry access to NMSU

Talented, Diverse, Imaginative Students: Individual and team skill-building, youth entrepreneurship, internships

Government Support: Government funding, sponsored projects, awards, work with National Laboratories

Risk-Taking Culture: Experimentation, learning from failure, start-up journey programs, company and product creation, commercialization and licensing

Abundant Capital: Competitions with funding, investment opportunities

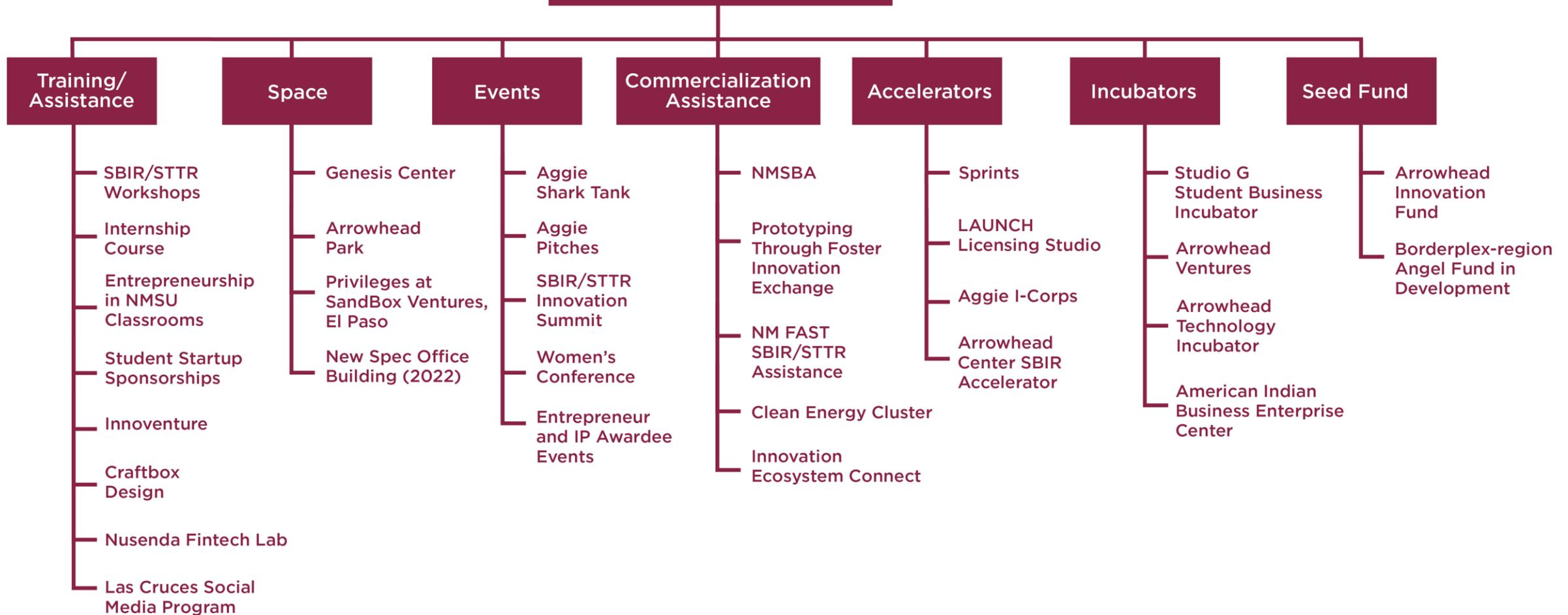


Committed to Diversity, Equity and Inclusion (DEI)

- Arrowhead strives to promote entrepreneurship and innovation, creating economic opportunity that is built upon justice, equity, diversity, and inclusion
- Arrowhead values transformational over transactional interactions, centering the needs of clients through accessible programming
 - Flexible curricula and delivery methods
 - Bilingual programming and materials
 - Culturally responsive strategies
- Arrowhead values building relationships and aims to be responsive to the needs of the communities we work with
- Over 65% of Arrowhead clients are underserved



Offerings



Experiential Entrepreneurship for Students



Middle/High School

Middle and high school students creating innovative product ideas and business development plans



College/University

Dr. Luis Ortiz, NMSU, speaker at Studio G event, addressing small business startup strategies and customer needs



Shark Tank

Watch university students in the Borderplex region pitch for investments on October 18, 2022 at the NMSU Center for the Arts

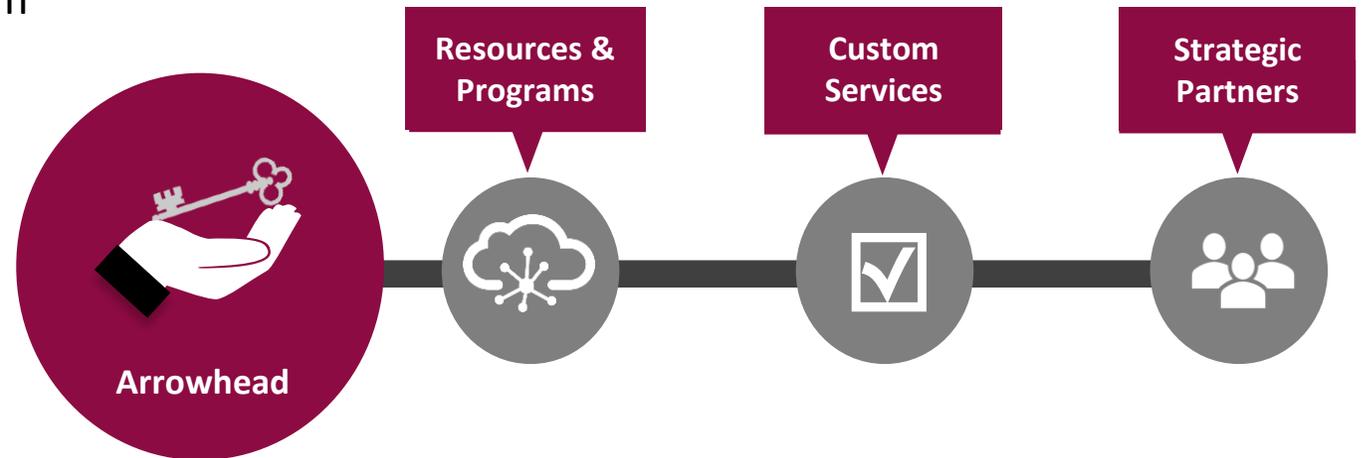


Fintech Lab

The Nusenda FinTech Lab, focused on student innovation, is open to FinTech start-ups and entrepreneurs in New Mexico and El Paso, TX

Business Gateway Offerings

- NM Small Business Assistance program
- Community- and industry-focused Sprint accelerators
- Small Business Innovation Research/Small Business Technology Transfer grant proposal assistance
- American Indian Business Enterprise Program
- Women's entrepreneurship
- Clean energy cluster
- Innovation ecosystem connect
- Arrowhead Ventures
- Arrowhead Innovation Network
- Rapid prototyping
- Early-stage investment
- Economic base and impact studies



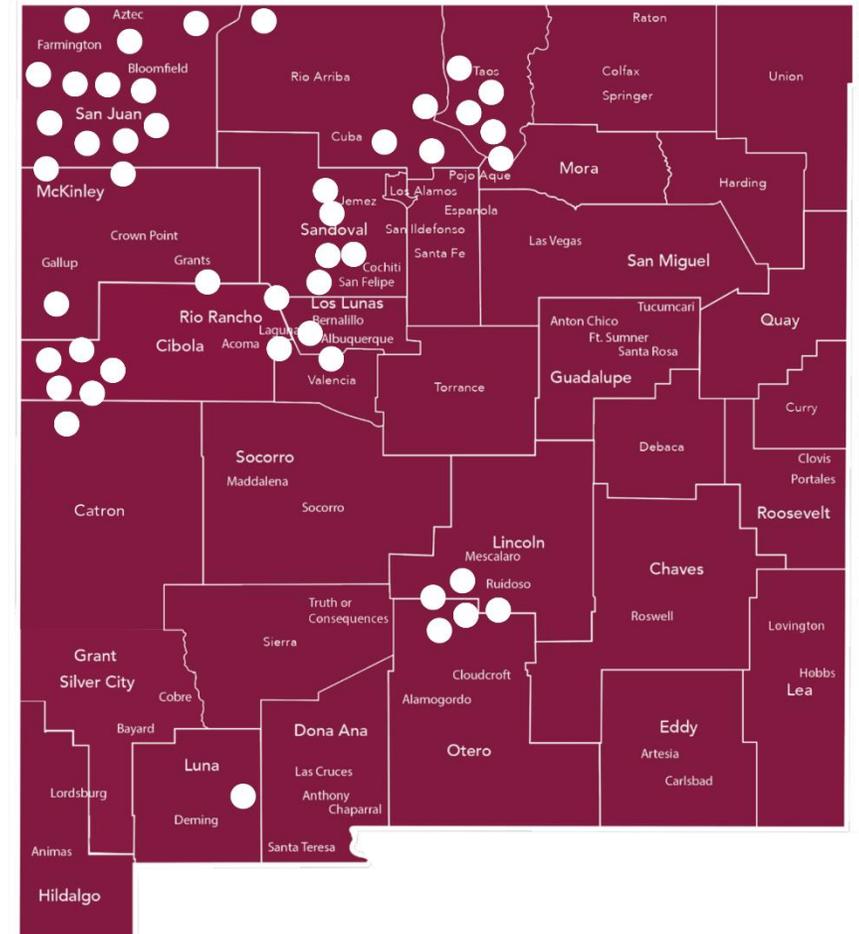
American Indian Business Enterprise (AIBE)

Center

AIBE seeks to fill in the knowledge gap of Native American entrepreneurs at every stage of business development.

Assistance includes:

- Financial and marketing business essentials
- Sprint accelerators
- Conferences/workshops
 - AIBE Annual Conference: Friday, August 26th
- Access to mentoring, advising and technical support
- On-demand modules (coming soon)
- Networking and community building



Sprint Accelerators

Sprints make business creation and growth accessible to current and potential entrepreneurs, anywhere.

- In FY22, Arrowhead facilitated thirteen Sprint accelerator cohorts, engaging 167 individual entrepreneurs.
- Cohorts focused on the following areas:
 - Women
 - Native American
 - Clean energy
 - Borderplex
 - Community-specific
 - Tourism
 - Spanish
 - Procurement



Sprint Accelerators

Six week, virtual accelerators (meet once per week) that can include the following topics:

Product/business uniqueness, customers and competition, product/market fit, pivots and tailoring your product/business, online branding, marketing and social media, resources, funding and moving forward

Strategic Doing session to identify assets and resources

Industry-specific topics (e.g. energy regulation, agriculture funding, etc.)

One-on-one customized assistance to each participant outside of weekly classes

Access to resources, e.g. funding organizations, complementary economic development organizations

Follow-on support to include one-on-one, customized assistance and access to Arrowhead resources

Up to **\$25,000** in Amazon Web Service Credits and **\$120,000** in IBM Cloud Credits.



Pre-recorded curriculum
Participants learn on their own peace and come to the class prepared for a group discussion



Industry experts
Industry experts are hosted on each week's session according to the curriculum



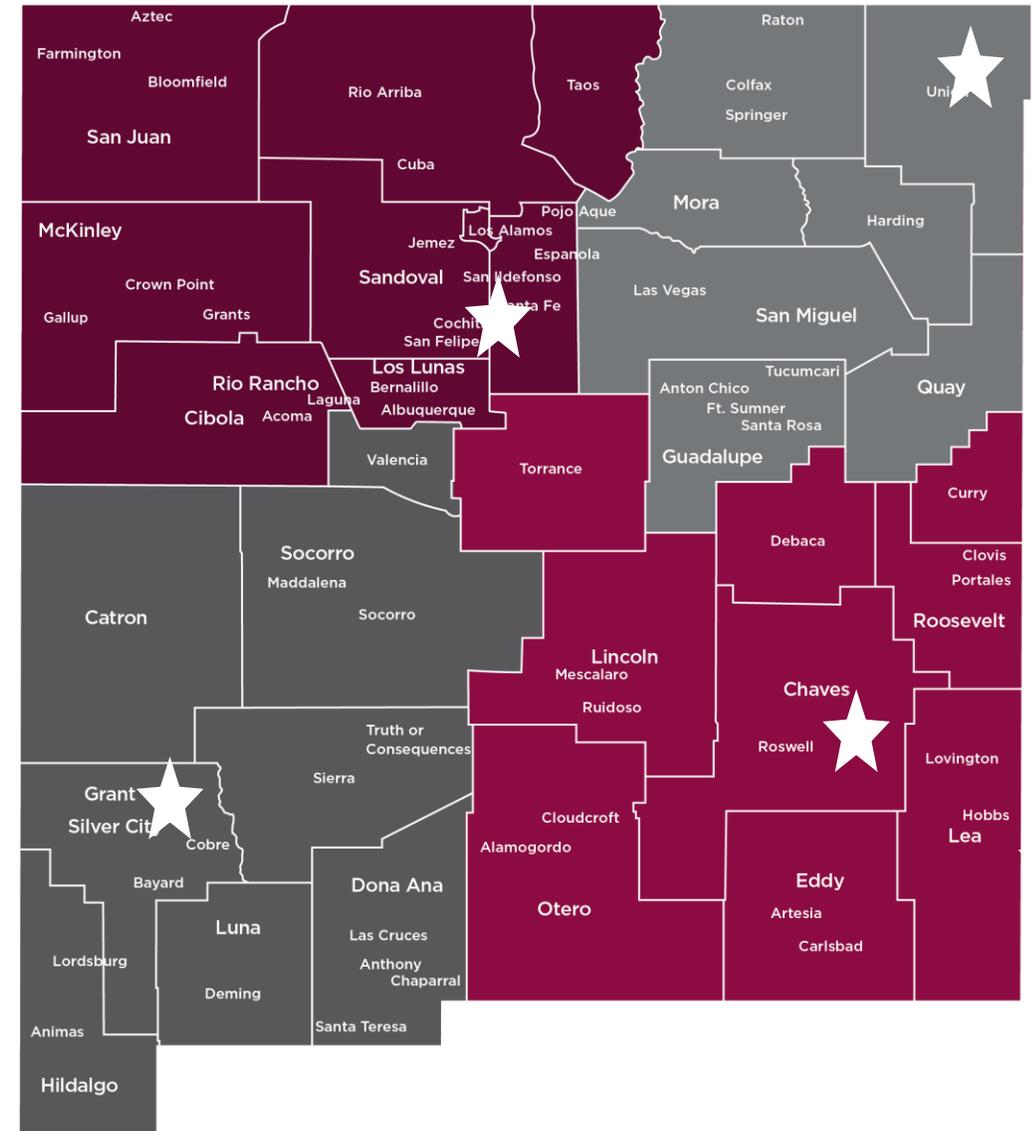
Access to 50+ Advisers
Participants get access to AIN, a network of experts (Accounting, IP, Marketing, Funding, Strategy, etc)

Arrowhead Center + CES: AGcellerate

Agcellerate will consist of five Super Sprints in each quadrant of the state (quadrants are very flexible) plus a Native American-focused event – suggested communities included: Santa Fe, Clayton, Silver City & Roswell

Potential Topics/Sessions:

- Resources available to small businesses – what is available & how to access
- Marketing/branding
- Moving sales online
- Web development workshop
- Social media strategy
- Business accounting
- Business Model Canvas workshop
- CES-specific workshop/session



Arrowhead Center Agriculture Venture

Center

Offering Arrowhead programs, resources, and specialized services to Agricultural Value-Added Enterprises in NM

Need

Current agriculture industry consists primarily of the production of raw goods that are shipped out-of-state for processing

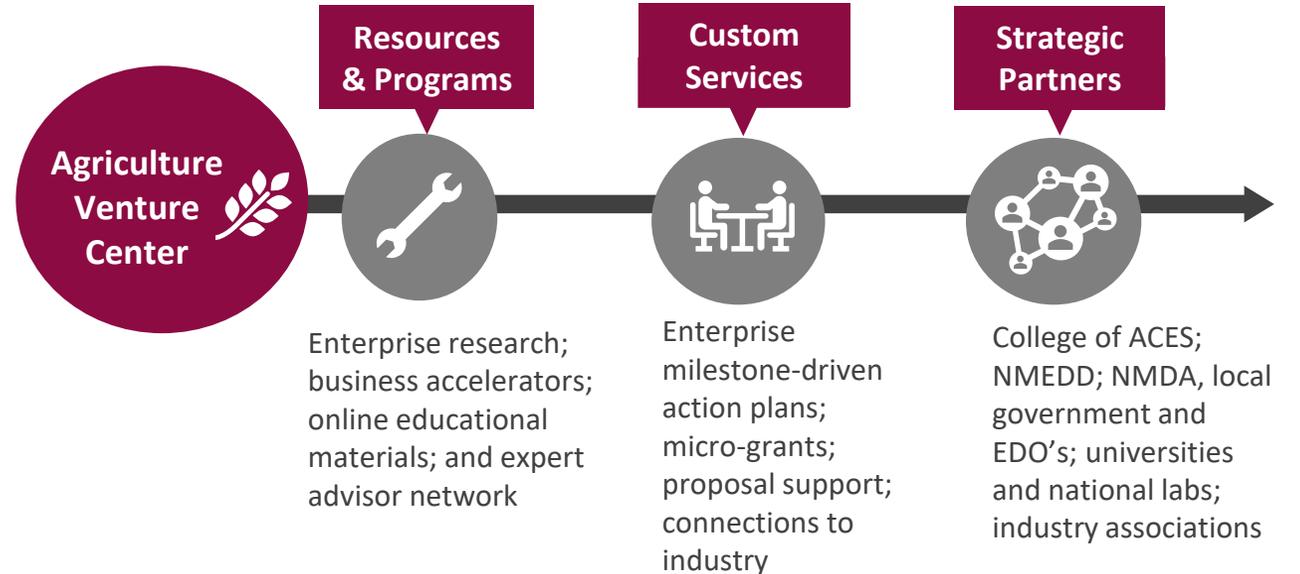
- Represents missed opportunities for NM to develop higher-value products

Barriers include:

- Access to training
- Access to capital
- Access to markets
- Manufacturing capabilities
- Regulatory guidance

Benefits

- ✓ Enhanced ecosystem for NM's ag industry
- ✓ Increased number of businesses
- ✓ Access to investment and funding for businesses



- ✓ Maximizing profits for producers, processors, distributors
- ✓ Increased per capita GDP and reduced unemployment
- ✓ Enhanced diversification of NM's ag industry

Arrowhead Impacts (FY21)

Impact Area	Arrowhead Programs	Arrowhead Park	Total Effect
Jobs	1,819	704	2,523
Output	\$ 334.8 M	\$ 99.3 M	\$434.1 M
Tax Revenue	\$ 34.6 M	\$ 12.7 M	\$ 47.3 M

Arrowhead clients received \$28.5 M in public and private funding in FY21.

Arrowhead Highlights



Business creation and growth: 18 accelerators; 358 new ventures assisted; 1,229 existing ventures assisted; 72 NM communities served; 61 Enterprise Advisors; \$434M total economic impact (FY21); 667 new direct jobs (FY21); \$28.4 investment (FY21)



K-University student entrepreneurship: Student business incubators at 16 universities and colleges in NM, serving 2,463 student ventures; 10,162 K-12 Innoventure students



Funding: Federal and private sector sources include the DOE, MBDA, SBA, EDA, NSF, Sandia, LANL, Kellogg, Daniels Fund, Hunt Family Foundation, and Foster Family Foundation

Arrowhead Community Entrepreneurship Program (ACEP)



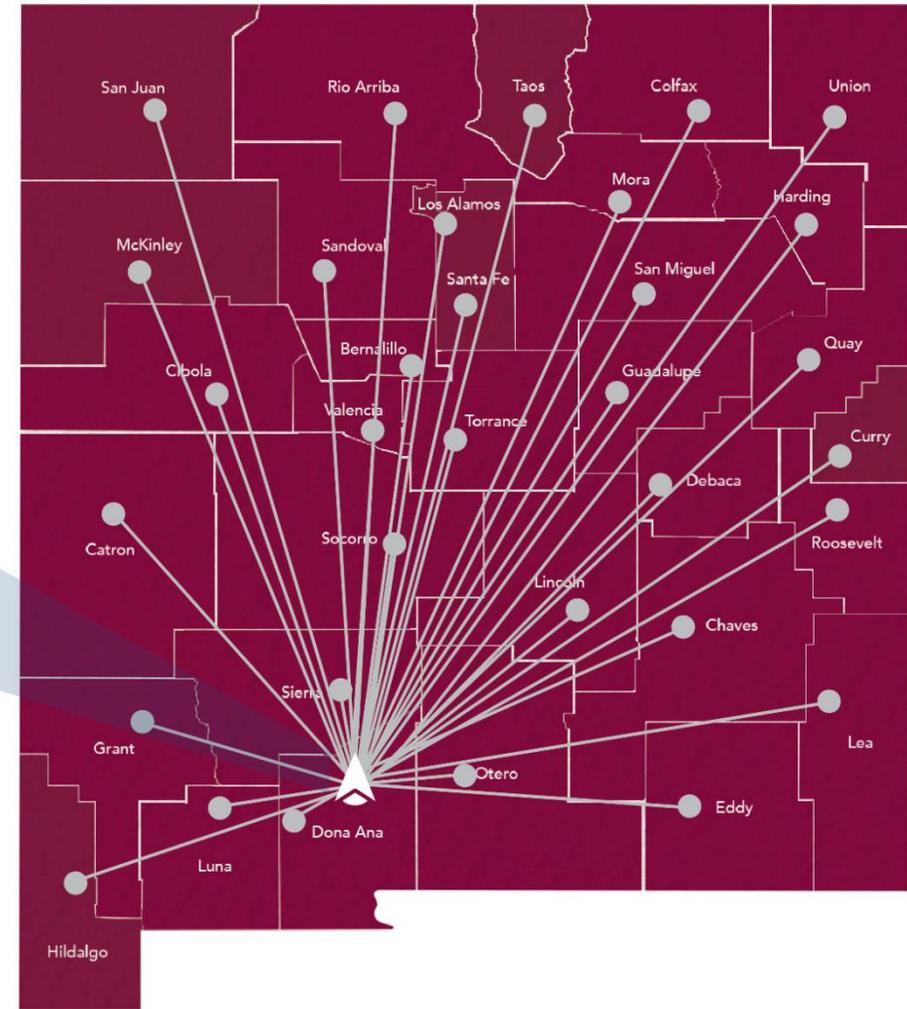
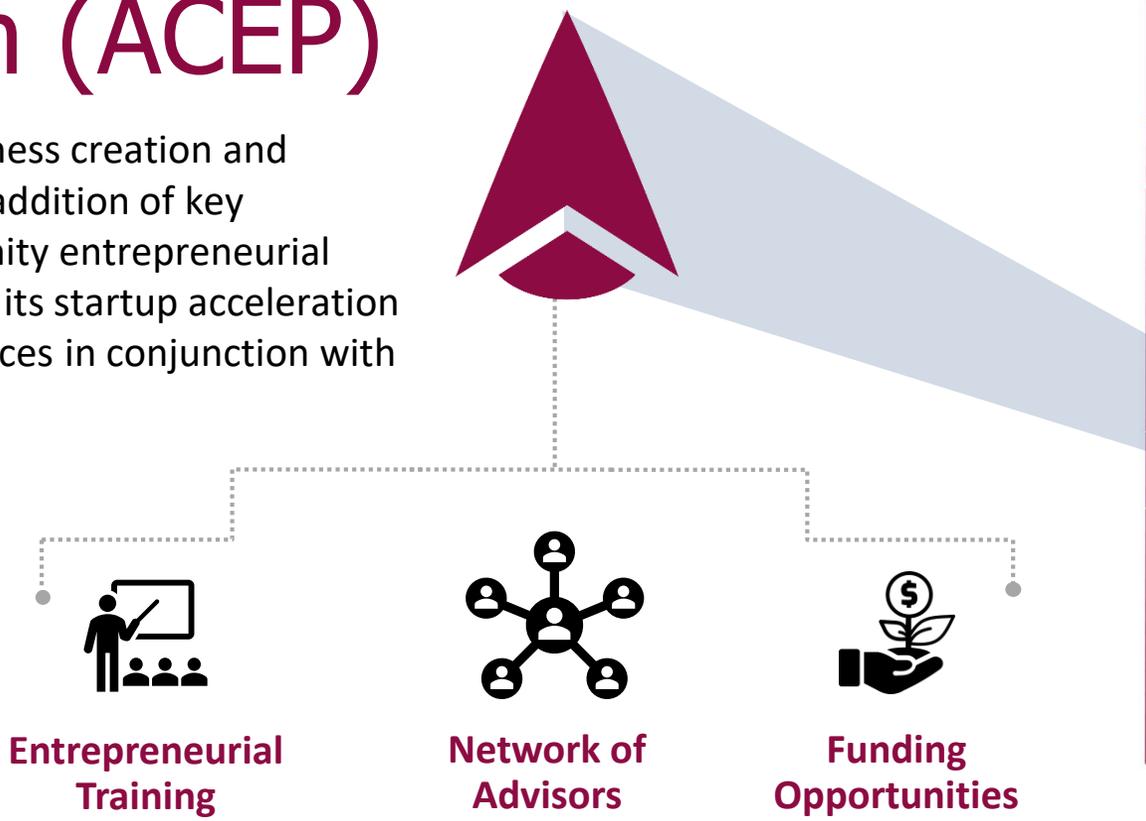
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ARROWHEAD COMMUNITY
ENTREPRENEURSHIP PROGRAM

Arrowhead Center Community Entrepreneurship Program (ACEP)

ACEP facilitates business creation and growth through the addition of key elements to community entrepreneurial ecosystems, offering its startup acceleration programs and resources in conjunction with strategic partners.



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**ARROWHEAD COMMUNITY
ENTREPRENEURSHIP PROGRAM**

Arrowhead Center Community Entrepreneurship Program (ACEP)



ECOSYSTEM ENHANCEMENT

Community building planning sessions identifies ecosystem needs, aligns unlikely collaborations, and equips changemakers with the tools and resources to create a thriving and sustainable entrepreneurial ecosystem.



PROVEN PROGRAMMING

Sprints provide entrepreneurial training, business model development, customer discovery, and access to additional funding. Local economic development practitioners serve as educators, mentors, and members of the teaching team.



SUPPORT NETWORK

Sprint alumni are supported for the life of the company through continued access to funding, networking, mentoring and media coverage.

FY 2022 Congressionally-Directed Award

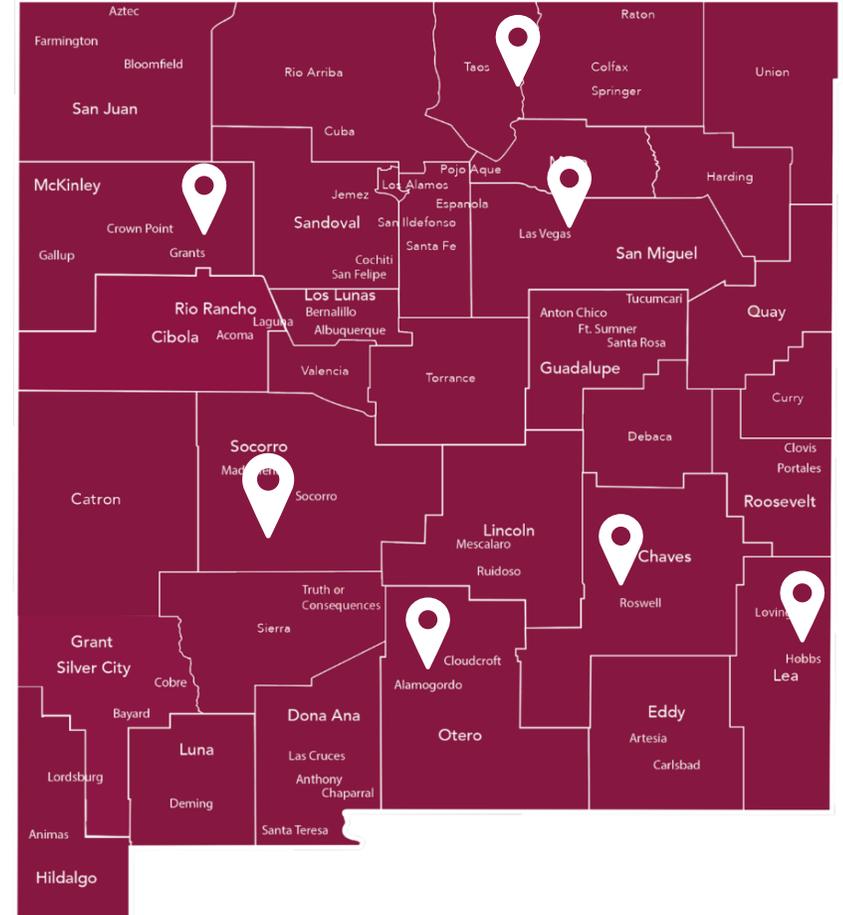
Arrowhead Center Community Entrepreneurship Program (ACEP)

Award Activities:

- Seven Sprints over two years
- Communities will include:
 - Taos
 - Las Vegas
 - Hobbs
 - Roswell
 - Alamogordo
 - Grants
 - Truth or Consequences

Program Highlights:

- Local Champions
- Community-focused resource connections
- Strategic Partners:
 - SBA Resource Partners
 - NMEDD
 - Local governments & EDO's
 - CES



Looking Ahead

NMSU System Initiatives
Strengthen collaborations among NMSU units focused on economic development

Private/Public Sector Engagement
Promote intellectual property, programs, and resources to attract sources of funding

Cluster Development
Work towards establishing home-grown technology clusters



Regional Collaboration
Work with new and existing regional partners

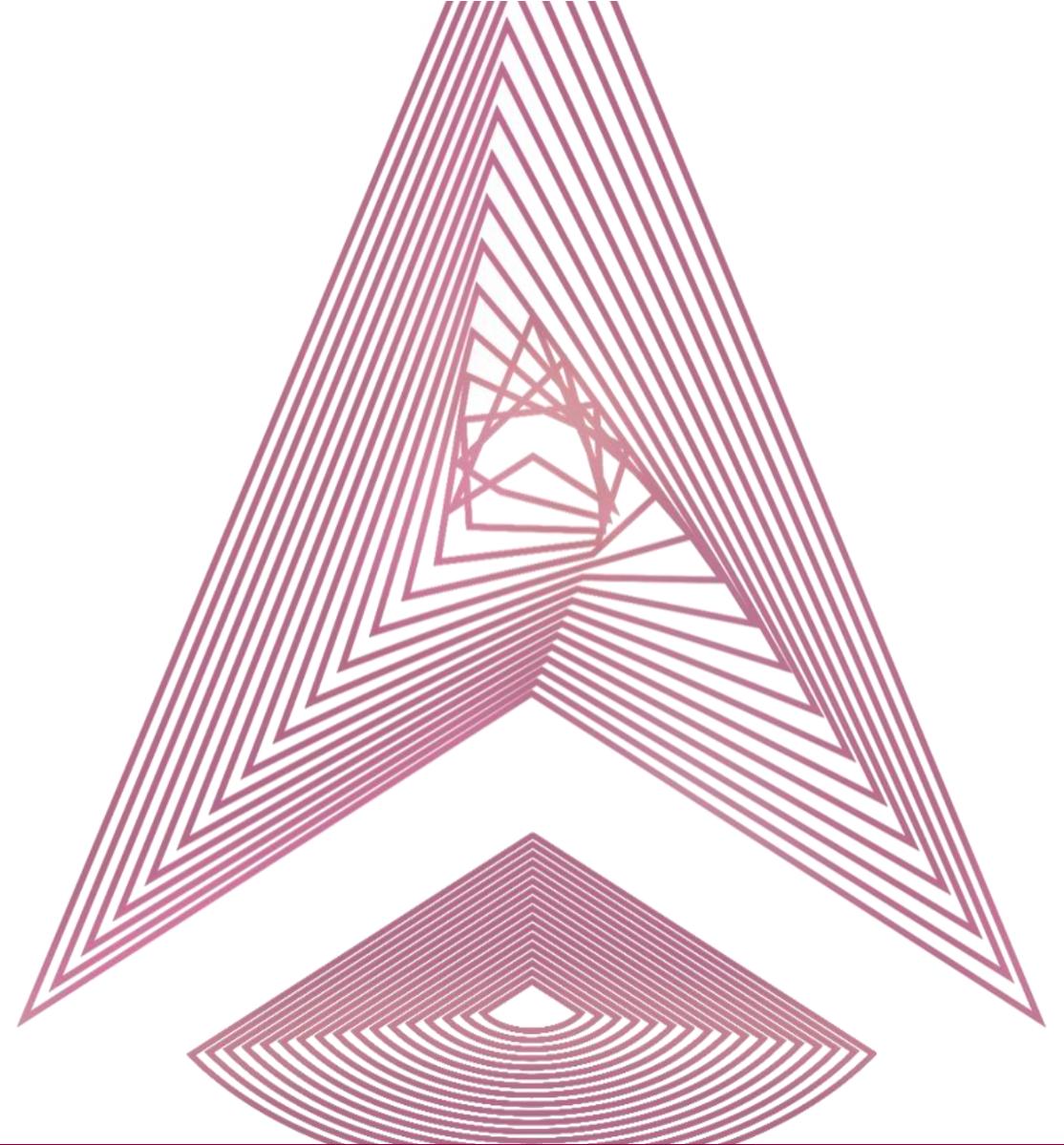
Rural Entrepreneurship
Engage with rural communities on entrepreneurial initiatives

Student Experiential Learning
Provide K-16+ entrepreneurial learning experiences

Summary –

Arrowhead Center has a suite of programs designed to help move New Mexican businesses forward, and we serve the entire state!

We are dedicated to accelerating economic opportunities through education and training, business acceleration, technology commercialization, and public-private partnerships.



Thank You

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