

Make It Happen!

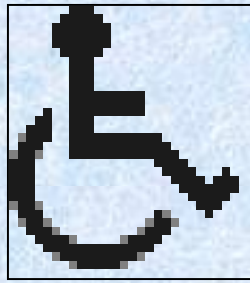
Your Guide to Entrepreneurship

General Procedure

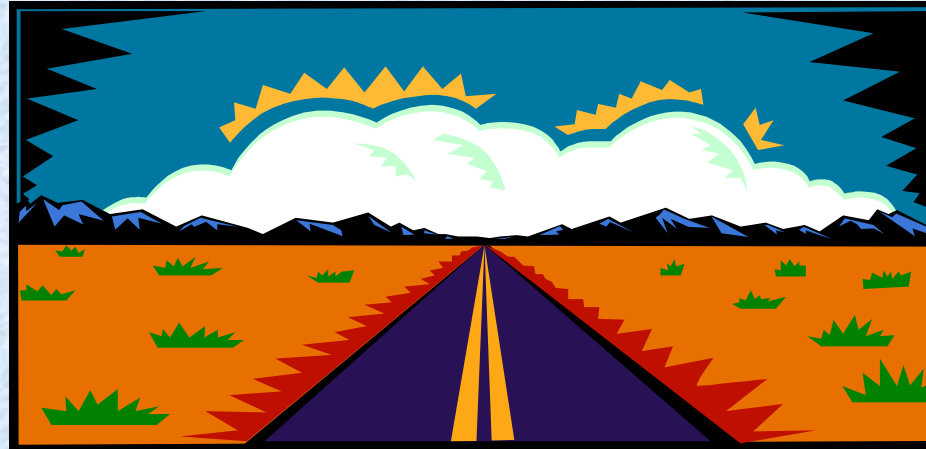
- Research
 - Commercial Viability
 - Possible Investor, Clients, Competitors
- Prototype
- Patent Searches
- Decision to Sell the Technology or Start-up Company

Starting a Company

- Business Plan
- Funding
 - Traditional Loan
 - Venture Funding
 - Grants
- Marketing
 - Billboards
 - Internet, Telephone Calls, E-mail
 - Television Radio Commercials



AVOIDATRAK



**INTERACTIVE TRAINING
TOY**

AVOIDATRAK

- An ongoing IPRO project, created to provide sustainable commercial direction to the Avoidatrak concept as developed by inventor Julius Jones Jr.
- U.S. Design Patent Number 351,873 issued October 25, 1994 and entitled "Mobile Remote Controlled Toy"
- Avoidatrak system is an interactive toy for people with handicaps who cannot control normal remote control vehicles to improve hand-eye coordination.

MARKET NEED

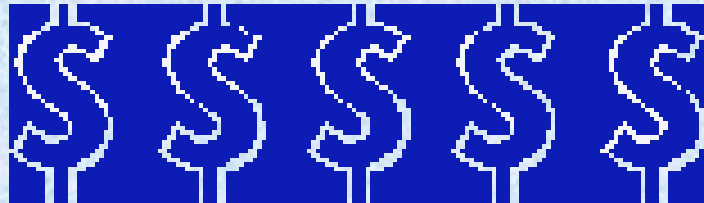
- The power of technology to neutralize limitations and support participation in the mainstream of society is phenomenal.
- Yet, most of the 53.9 million Americans with disabilities who could benefit from technology have neither the awareness nor the access.
- U.S. Census 1994-95 also states the number of adult Americans in wheelchairs to be 1.8 Million.

TARGET SEGMENTS

- People with disabilities
- Family members or helpers
- Rehabilitation centers, hospitals and care centers
- Schools
- Governmental Agencies

SOURCES OF FINANCE

- VENTURE CAPITALISTS
- PRIVATE GRANTS e.g., NCIIA, NEC
- **FEDERAL GRANTS – NIH SBIR/STTR**



SMALL BUSINESS FUNDING OPPORTUNITIES

EXTRAMURAL PROGRAMS RESERVED FOR SMALL BUSINESSES

Relevant Agency : NIH- SBIR/STTR

SBIR : Set-aside Program for Small Business Concerns to engage in Federal R&D with potential for commercialization.

STTR : Set-aside Program to facilitate cooperative R&D between Small Business Concerns and U.S. Research Institutions with potential for commercialization.

"The best way to predict the future... is to create it."

SBIR PROGRAM

- Program re-authorized through FY 2000
- 10 agencies with R&D budgets greater than \$100 Million participate e.g. NIH
- Amounts to be set-aside of R&D Budget :

FY 1987-92	1.25%
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FY 1993-94	1.50%
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FY 1995-96	2.00%
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FY 1997 and Beyond	2.50%
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SBIR : 3-PHASE PROGRAM

PHASE I

- Feasibility study(no preliminary data needed)
- \$100k and 6 months(SBIR)

PHASE II

- Full R/R&D
- 2-Year Award and \$750k (SBIR)

PHASE III

- Commercialization Stage
- Without SBIR Support

Grant Receipt deadlines: Apr 1, Aug 1, Dec 1

THE NEXT STEP

- Organizational Form – Need to form a Corporation to meet SBIR requirements.
- Future IPROs –
 - Product Need Definition
 - Product Software Development
 - Prototype Development

Case Study: Activated Carbon from Recycled Waste

Research done by Dr. Nasrin Khalili at IIT has shown that biosolid waste from industry is a viable alternative to natural carbon sources in activated carbon production. This recycled carbon was patented, and now the process is ready to be licensed.



What is Activated Carbon?

- Highly porous
- Large surface area
- High adsorption abilities
- Created from substances like coal, wood, coconuts, etc.



Technology Description:

Biosolid waste: Solid industrial waste that is composed primarily of carbon compounds

Because waste producers pay to have this expensive biosolid sludge removed, the materials cost for a production system using waste would be negative, and therefore highly commercial.

Secondary research has also been done to evaluate the specialized carbon's use in catalytic reactions and as a support for a biofilm.

Entrepreneurial IPRO Tasks:

- Obtain initial market data
- Identify possible competitors
- Identify potential clients
- Contact client list
- Find research grants for extended research

Success:

- Initial market information was found
- No similar technology was found on the market, but some related research
- 3 client types identified:
 - *large-scale biosolid waste producers*
 - *activated carbon manufacturers*
 - *treatment storage and disposal facilities (TSDFs)*
- Contact established
- Several potential grants were found that have acceptable deadlines.



Illinois Institute of Technology Wireless Group

"By 2004, some 1.3 billion people are expected to have wireless access to the Web, up from just 5.7 million last year."

-- International Data Corp

"If you look five to ten years out, almost all of e-commerce will be on wireless devices."

--Jeff Bezos, Chairman & CEO, Amazon.com

Company History

Started with the Motorola VoXML/Palm IPRO

How can we provide consumers the ability to access web-based information using a phone or wireless device?

- IITWG, start up venture, specializes in wireless software applications, individualized service and solutions for medium to large size companies

How can we provide organizations with wireless data distribution channels for their on-the-go professionals?

- ● Focus - hospitals and law enforcement agencies nationwide

Strategic Focus

Competitive Advantages

- Few wireless consulting companies, IITWG specializes only in wireless
- Continued technical support and maintenance
- Customize offerings to the specific needs of different target markets

Services Provided

- End to end consulting
- Web hosting of WAP enabled content and web site
- Convert existing databases to communicate with wireless handhelds
- Customers have the ability to send e-signatures, review records, etc.
- Offer life-time technical support for customized applications

Market Focus

Target Markets

- Hospitals & Law enforcement nationwide
- Other large companies, museums, theme parks, etc.

Market and Sale Strategy

- Focus on law enforcement and medical fields.

For instance, police officers who are on horses, bicycles can quickly look up information on suspects on their PDA

- Partnerships with Illinois Associations of Chiefs of Police and the Illinois Hospital Association – develop standards and protocols for communication and documentation
- Allow doctors to write prescriptions and send to the the pharmacy instantly.



Financial Projections

Revenues/Profit,	<i>Year 1</i> 2001	<i>Year 2</i> 2002	<i>Year 3</i> 2003	<i>Year 4</i> 2004	<i>Year 5</i> 2005
Wireless Solution Packages Sold	10	11	16	22	26
Net Sales	\$550,000	\$665,000	\$874,000	\$983,000	\$1,089,000
Total Expenses	\$606,000	\$606,000	\$606,000	\$606,000	\$606,000
Operating Profit	-\$56,000	\$59,000	\$268,000	\$377,000	\$483,000

Organization

IITWG currently consist of seven IIT students, looking to hire a:

- Chief Financial Officer with \$\$\$\$\$\$\$ to invest in our company
- People with police sales and hospital sales experience
- Consultants, especially those with in wireless industry

“Phone One One” on Palm



1. Enter name

2. Get results

