

ST. CROIX VALLEY  
CENTER FOR INNOVATION AND  
BUSINESS DEVELOPMENT

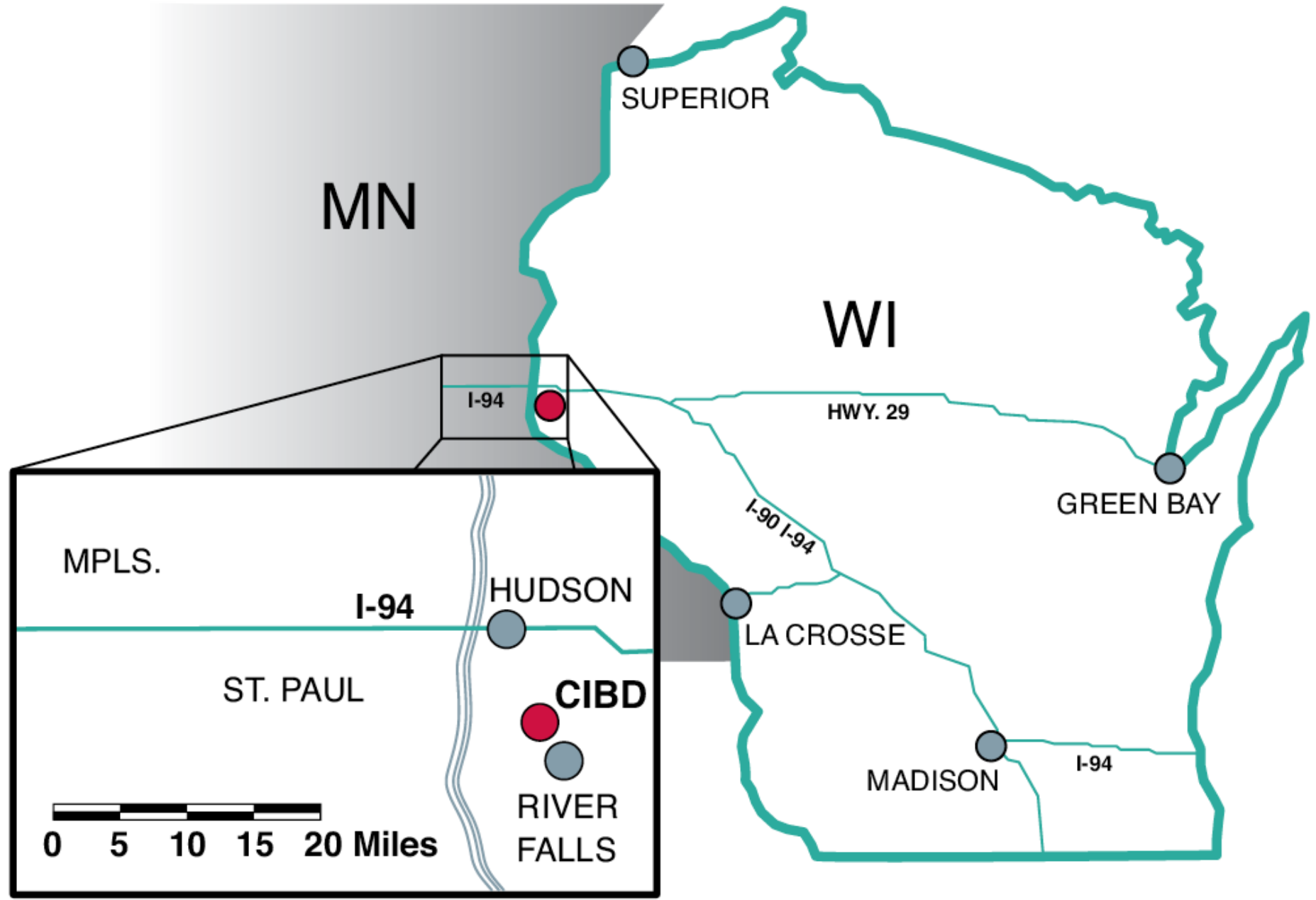
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University of Wisconsin-River Falls

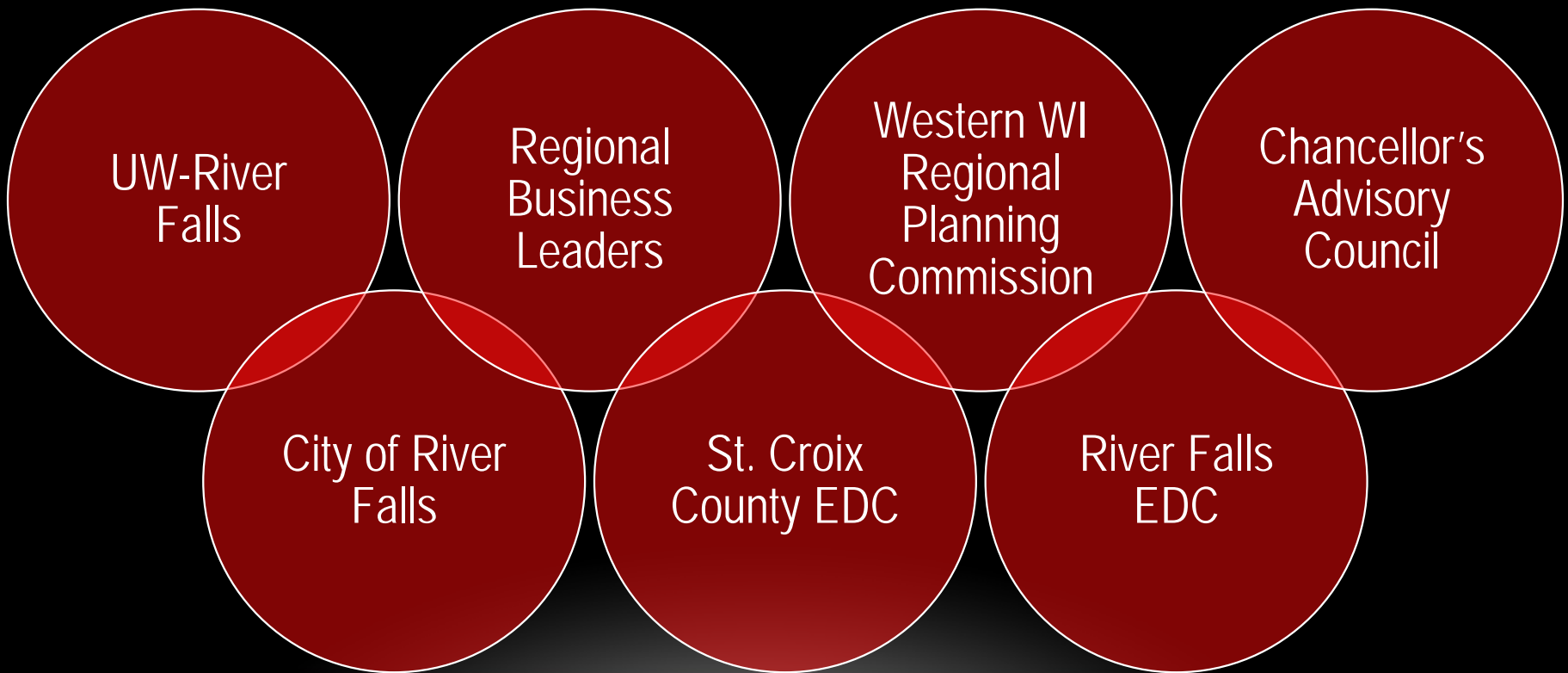
# CENTER FOR INNOVATION AND BUSINESS DEVELOPMENT (CIBD)

- Mission: Catalyze entrepreneurship, small business growth, new product development, and job creation in western Wisconsin
  - “University/business bridge” element of new business incubator
  - Guiding Principles:
    - COLLABORATION
    - STRATEGIC FOCUS
    - EFFECTIVE PLANNING AND ASSESSMENT
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# Center for Innovation and Business Development



# COLLABORATION



# STRATEGIC FOCUS

- Center will strategically focus on university and regional strengths:
  - Business Development Support
  - Food Product Development and Marketing Incubator
  - Biomedical Science

*Feasibility study (underway) will help to further define  
focus and scope of CIBD*

# BUSINESS DEVELOPMENT SUPPORT

- Through CIBD, UW-River Falls College of Business and Economics will provide:
  - Business feasibility studies
  - Business and marketing plans
  - Analysis and development of international markets
  - Strategic management
- By 2014, twenty MBA students available to work on projects/provide expertise

*Incentive grant would strengthen business development support from UW-River Falls College of Business and Economics (e.g. CIBD Director/staff, database to identify potential clients, student internships)*

# FOOD PRODUCT DEVELOPMENT AND MARKETING INCUBATOR



Dairy Pilot Plant

- Build on collaboration with robust Wisconsin food processing industry (especially dairy) and DATCP
- CIBD will assist individuals and businesses in developing new products, expanding current product lines and markets, and development business plans



Falcon Foods

*Incentive grant would enhance resources (faculty, staff, equipment) to support food product development, testing and safety, and support student internships*

# COLLABORATING WITH HIGH-GROWTH RIVER FALLS BUSINESSES

Incubate "spin off ideas" from existing high-growth businesses



Dr. Jeff Cernohous ('93)  
Founder, Interfacial Solutions



# EFFECTIVE PLANNING AND ASSESSMENT



“He who fails to plan is planning to fail”  
- Winston Churchill

# St. Croix Valley Center for Innovation and Business Development (CIBD) Timeline

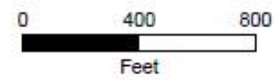
May 2013	Feasibility study complete.	Sept. 2013	Submit final EDA application with suggested revisions.
June 2013	Complete and submit EDA questions for input.		
June 2013	Start formation of nonprofit organization and/or CDA as appropriate.	May 2014	CIBD opened and services provided at a non-incubator site provided by the City.
June 2013	Begin process of securing grant funds, financial and other partners, building tenants, tenant service packages and resources, board members, media plan, etc.	May 2014	Marketing of CIBD to potential firms.
		Oct. 2014	Construction award and groundbreaking of incubator building.
August 2013	Submit draft EDA application for comments.	May 2015	New incubator grand opening.

## Sterling Ponds Industrial Park Draft Concept



LOT	ACRES
1	2.38
2	2.43
3	2.46
4	2.51
5	3.03
6	1.67
7	2.29
8	3.47
9	2.65
10	3.56
11	4.34
12	2.26
13	3.55
14	2.81
15	1.94
16	2.01
17	2.01
18	2.08
19	9.85
<b>TOTAL</b>	<b>57.3</b>

-  Corporate Limits
-  Building Footprints
-  Residential Low Density - 22.30 Ac.
-  Residential Medium Density - 20.03 Ac.
-  Institutional - 11.32 Ac.
- Proposed Future Landuse**
-  Residential Low Density - 29.91 Ac.
-  Residential Medium Density - 5.16 Ac.
-  Neighborhood Commercial - 5.06 Ac.
-  Business Park - 57.30 Ac.
-  Pond Outlot - 1.94 Ac.
-  Parkland - 12.30 Ac.



# SUPPORTING UNIVERSITY'S EDUCATIONAL MISSION



- **Student Internships and Research Projects**
  - Developing critical thinking, communication skills, and entrepreneurial spirit
- **Faculty Support**
  - Providing opportunity for greater collaboration with businesses and industry
  - Supporting idea and product development
- **University/Business Innovation Fellows**
  - Collaborating with faculty, businesses, student interns to develop new ideas and marketable products
  - Typically teaching at least one course, infusing new perspectives



Global. Innovative. Excellent.



UNIVERSITY OF  
WISCONSIN

**River Falls**