



Maricopa Center for Entrepreneurship

Powered by NACET



Vision

2017



NACET

INCUBATING BUSINESSES TO SCALE

- Guides/Tools for Business Tracks & Programs
- One-on-One Coaching
- Provide Mentor/Technical Advisor Network
- Prepare for Capital Funding
- Fund

INCUBATING INCUBATORS

- Identify NACET Pathways
- Provide Professional Services & Oversight
- Provide Incubator Tracks & Programs
- Build Mentor/Coach Network
- Build and Connect Angel/VC Network
- Provide incubation management systems

Incubating Incubators

1 Analysis of Local Market Needs & assessments

Tools (i.e. Buxton, ACA)

Community Profiles

Partners
(City/Chamber/Community
Colleges/Universities/
Companies)

Funders

2 Provide a market solution

Set Expectations

Present Strategy

Build Community Relations
& Integration

Assemble Team

Facilitate Partnerships

Set Budgets

Find Funding

Leverage Resources

Provide Metrics

3 NACET Pathways

Brick & Mortar - MCE

Distributed Inc.
(Delivered at various
locations) - CI

Partner Inc. - NACET+
SBDC at Flagstaff Inc.

Inc. in a Box -
COMING 2017

4 End Goal

SUSTAINABILITY

Standalone - CEI

Chapter - CI

Franchisee –
COMING 2017



Vision

2017

Program Foundation

- Assessment
- Expectations
- Curriculum
- One-on-One Support
- Accountability





Assessment

- ① Online Application
- ② Intake Interview
- ③ Right Fit or Referral
- ④ Track Assignment

Expectations

- ① Onboarding Meeting
- ② Milestones & Due Dates
- ③ Monthly one-on-ones
- ④ Advancement



Curriculum

1 SOLVING A PROBLEM

- Business 101
- Customer Discovery
- Brand Positioning Statement
- Value Proposition Canvas
- Access To Capital Workshop
- Panel Interview

2 PLANNING FOR LAUNCH

- CRM Strategy
- MVP
- Completed Business Plan
- Forecast, Market Analysis
- Measurements And Reporting
- BETA Testing

Curriculum

3 MOVING TO MARKET

- Capital Plan
- Intellectual Property Protected
- Founders' Equity Defined
- Advisory Board Formation
- Commercialization of product
- Monetization of product

4 SCALING FOR GROWTH

- Consistent Delivery On Promises
- Team And Roles Defined
- Sales Process In Place
- VC Options
- Give Back Program
- R&D Engine

Accountability

- ① Milestone Reviews
- ② Survey
- ③ Tracking & Reporting
- ④ Re-assessment



Fiscal Year 2016-2017



- \$116,000 Available
- \$116,000 Issued
- 9 companies
- mLoan Support

- HobbyScopes
- Pro X Detailing
- Heidi Moir
- Precious Hands
- Ketalog
- K&Q
- Rivers Jumpers
- WYS Education
- PropRx

Reporting

- ① Participants
- ② Coaching Hours
- ③ Jobs Created
- ④ Capital Raised/Sales
- ⑤ mLoans
- ⑥ Status & Advancement
- ⑦ Events
- ⑧ Monthly to Economic Development Department
- ⑨ Quarterly to City Council





Team & Board

2017

2017 NACET TEAM

NACET Staff

President/CEO

Scott Hathcock

VP of Marketing

Tommy O'Connor

Office Manager

TBD

Entrepreneur in Residence/
(Seed Fund Manager)

Paul Thomas

Accounting

Nordstrom Associates

Legal

Magnum Walls Stoops

Warden

Human Resources

Embark HR

Flagstaff Staff

Director of Programs

Trish Rensink

Content Marketing

Alaina Souers

Director SBDC

Bret Carpenter

SBDC Analyst

Way Yuhl

Chandler Innovations

Executive Director

Christine K. Bailey

Entrepreneur in Residence

Tom Fulcher

Program Manager

New hire 2017

Maricopa Staff

Executive Director

Quintin Baker

Office Manager

Tracy Schmalenbach

Multi-Media Marketing

Christopher Califano

Content Marketing

Randi Campbell

2017 NACET BOARD

Richard Bowen, NACET Executive Board Chair
NAU Associate Vice President

Dave Engelthaler, NACET Vice Board Chair
TGen, Director of Programs and Operations

Derrick Doba, NACET Treasurer
Doba CPA Inc.

Phil Corse (2017 addition)
Product Development Technologies, TechStars,
Kellogg School of Management, Arizona Tech
Investors

Marijana Donati (2017 addition)

Nathan Friedman (2017 addition)
W.L. Gore, Engineer

Mary Jo Gregory (2017 addition)
NARBHA Institute

John Kalinich (2017 addition)
Deckers Outdoor

LaVelle McCoy
High Country Consulting

Jim Zemezouak
Principal at Boulders Realty Advisors