Process Map for Technology Commercialization at Missouri Innovation Center (With Equinosis Case Study)
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4. ESTABLISH CLIENT RELATIONSHIP

Need wet-lab? yes
- Negotiate Lease*
  - Resident Client

Need dry-lab? no
- Need work station? yes
  - Negotiate Lease*
  - Resident Client

Need work station? no
- Need mentoring? yes
  - Negotiate Lease*
  - Affiliate Client

Need mentoring? no
- Need mail drop/agent yes
  - Ad hoc Client

* and incentives, if applicable
6. BUSINESS PLAN

Assess Client Ability to Write

Propose MIC Engagement

MIC Engaged?

yes

no

Refer to MBA Class?

yes

no

Provide MIC Guidebook

Review Client’s Work Products

Dry Run Client’s Pitch

Schedule to Present at CI

MIC Writes the B-Plan

Class Writes the B-Plan

Narrative Sections

Financial Sections

-- Market Opportunity
-- Solution
-- Ability to Compete
  - Intellectual Property
  - Competitive Landscape
-- Go-to-market Strategy
-- Operations
-- Venture Team

-- 5 year pro formas
  - Operating Statement
  - Cash Flow
  - Balance Sheet
  -- Valuation & Deal Terms
  -- Use of Funds
  -- Return on Investment
  -- Exit Strategy

Investor Presentation

Competitive Landscape

MIC MOAs

explain and meet with Company
CAPITALIZATION STRATEGY

*Capital requirement is determined from the cash flow projections in the business plan.

Private Equity Investment Track

Time Sensitive?

- Yes
  - Prepare to Present
  - Apply to Centennial
  - Need over $350K?
    - Yes
      - Apply to Other Angels
    - No
      - Complete CI Process
  - No
    - Close Deal

- No
  - SBIR Eligible?
    - Yes
      - Accept if Awarded
    - No
      - Apply for Phase Zero

Federal Grant (SBIR/STTR) Track

- Apply for Phase Zero
- Engage with Grant Writer
- Register at Grants.gov
- Commercialization (from 5)
- Write/Submit Phase I
1. $1,000,000 in capital
2. DVM hire and other jobs coming
3. Sales passing $0.5 million milestone
4. Royalties flowing to MU and inventors
That's all folks