

**Process Map  
for  
Technology Commercialization  
at  
Missouri Innovation Center  
(With Equinosis Case Study)**

**1. OUTREACH & INTAKE**

**2. OPPORTUNITY ASSESSMENT**

**3. TECHNOLOGY ASSESSMENT**

**4. ESTABLISH CLIENT RELATIONSHIP**

**5. COMMERCIALIZATION STRATEGY**

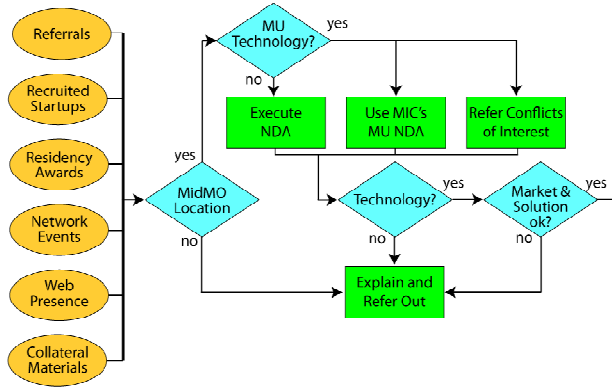
**6. BUSINESS PLAN**

**7. CAPITALIZATION STRATEGY**

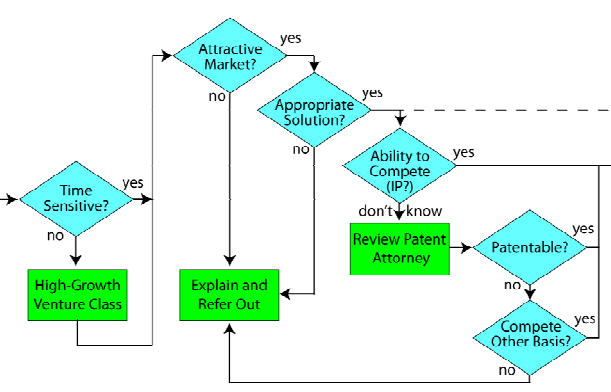
**8. EXECUTION**

**9. OUTCOMES**

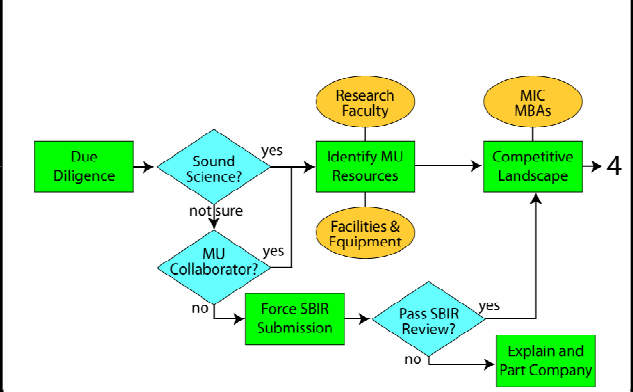
### 1. OUTREACH & INTAKE



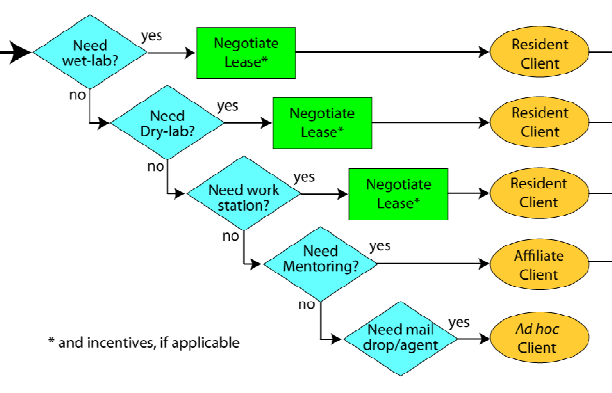
### 2. OPPORTUNITY ASSESSMENT



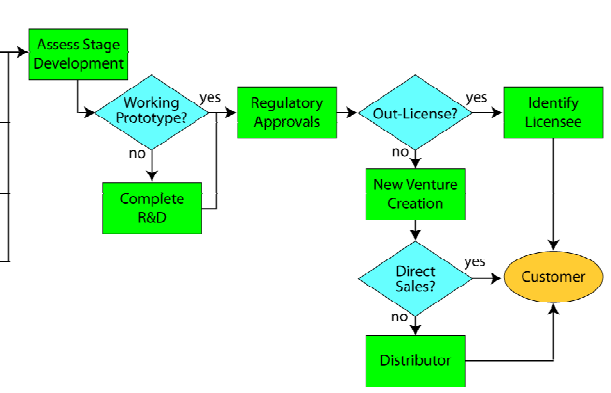
### 3. TECHNOLOGY ASSESSMENT



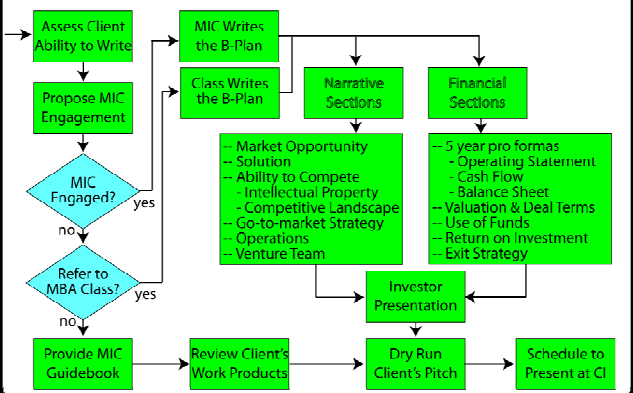
### 4. ESTABLISH CLIENT RELATIONSHIP



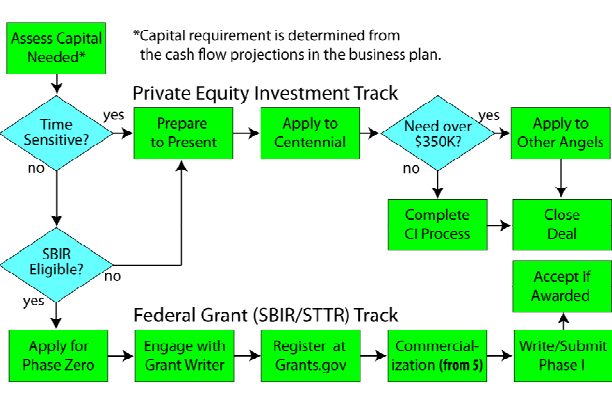
### 5. COMMERCIALIZATION STRATEGY



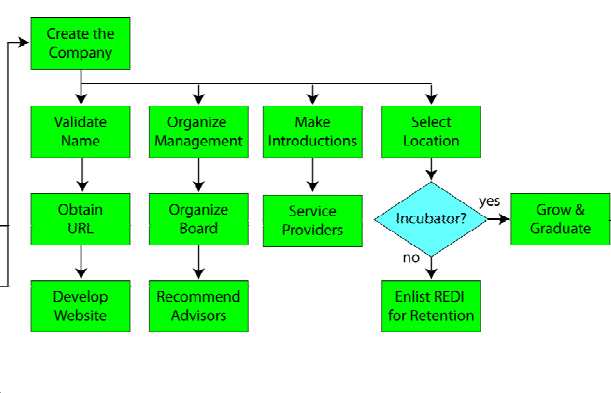
### 6. BUSINESS PLAN



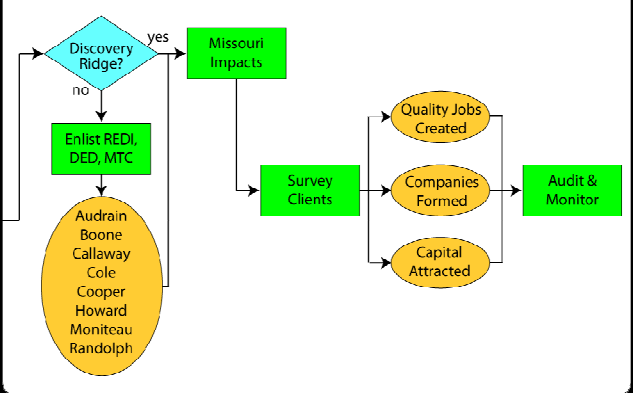
### 7. CAPITALIZATION STRATEGY



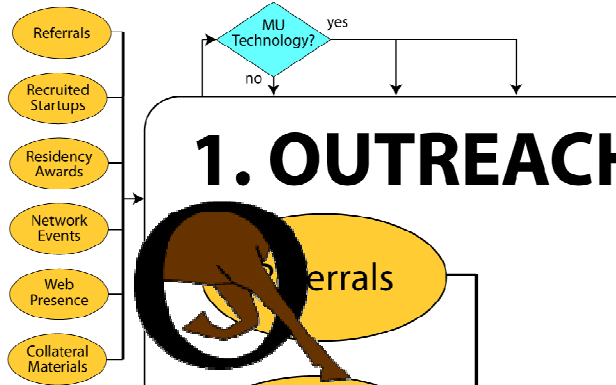
### 8. EXECUTION



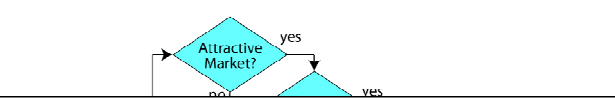
### 9. OUTCOMES



### 1. OUTREACH & INTAKE



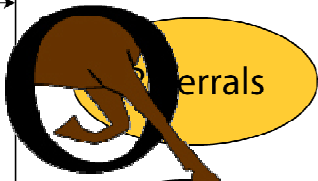
### 2. OPPORTUNITY ASSESSMENT



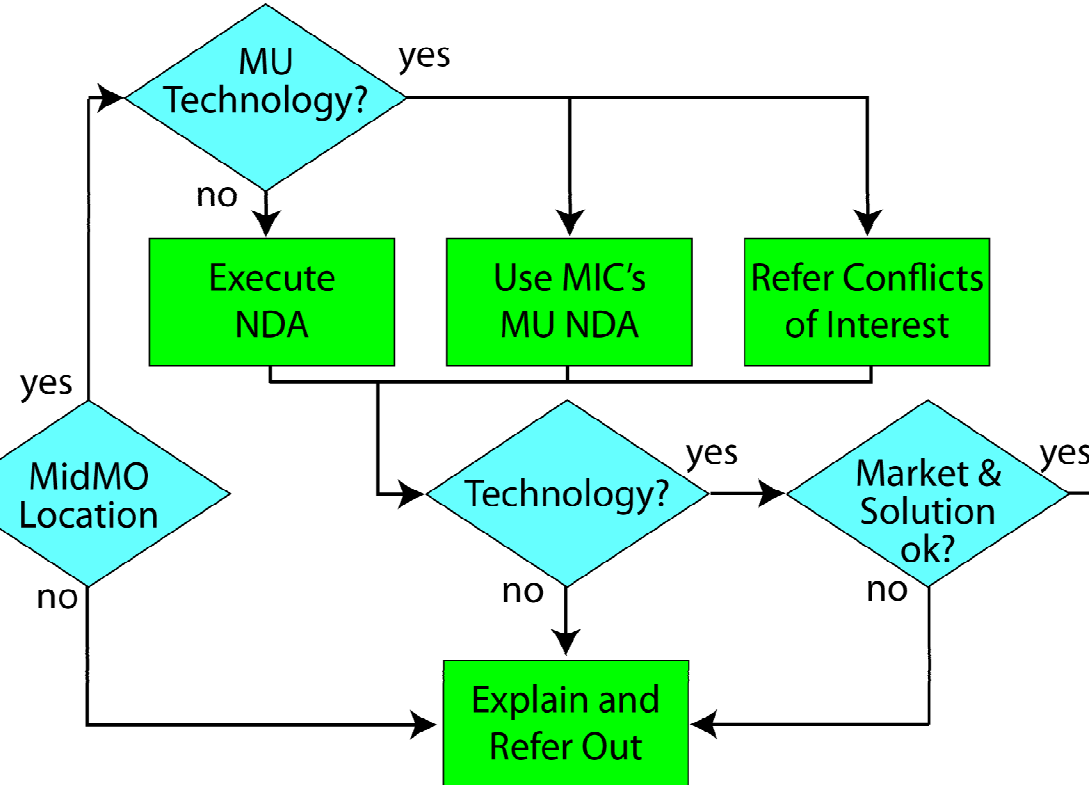
### 3. TECHNOLOGY ASSESSMENT



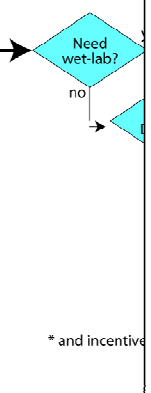
# 1. OUTREACH & INTAKE



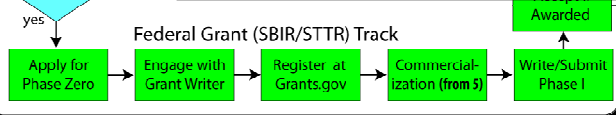
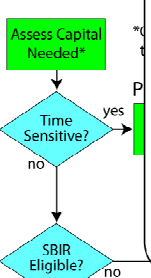
- Referrals
- Recruited Startups
- Residency Awards
- Network Events
- Web Presence
- Collateral Materials



### 4. ESTABLISH

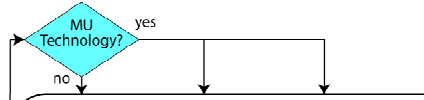


### 7. CAPITAL



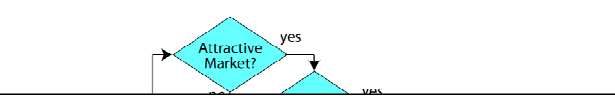
### 1. OUTREACH & INTAKE

- Referrals
- Recruited Startups
- Residency Awards
- Network Events
- Web Presence
- Collateral Materials

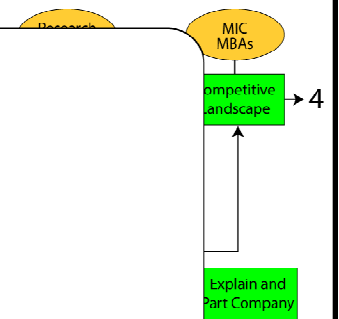


### 2. OPPORTUNITY ASSESSMENT

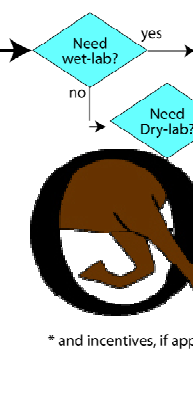
# 2. OPPORTUNITY ASSESSMENT



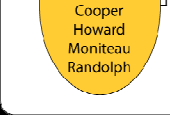
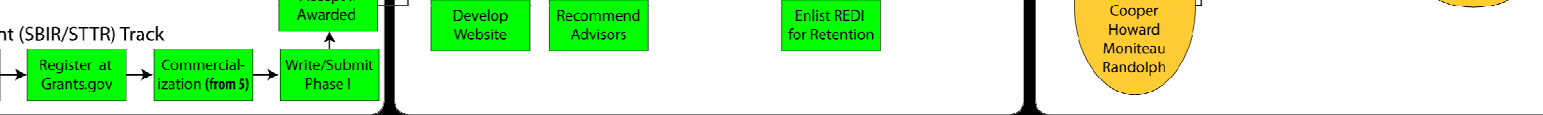
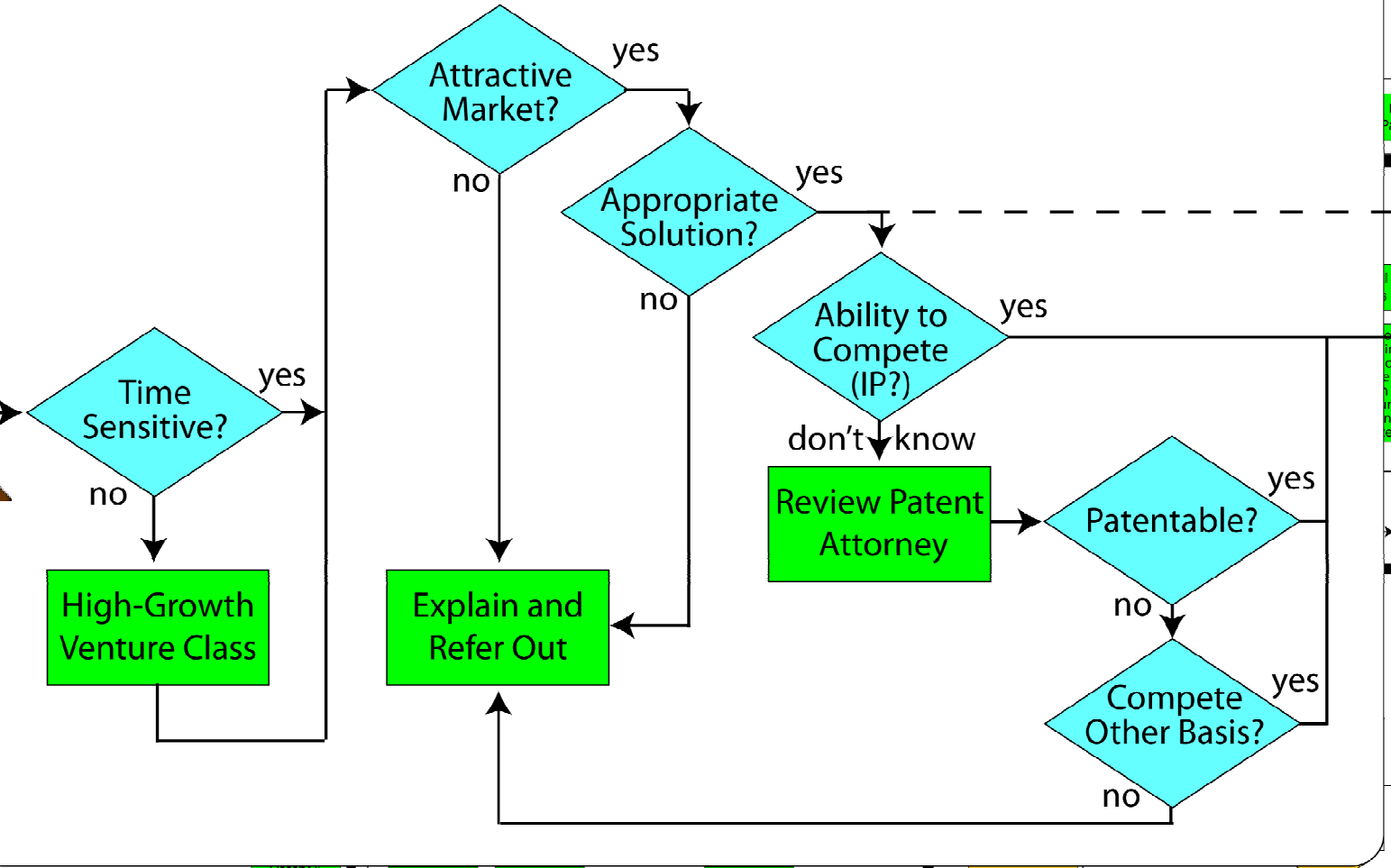
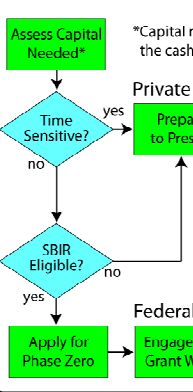
### 3. TECHNOLOGY ASSESSMENT

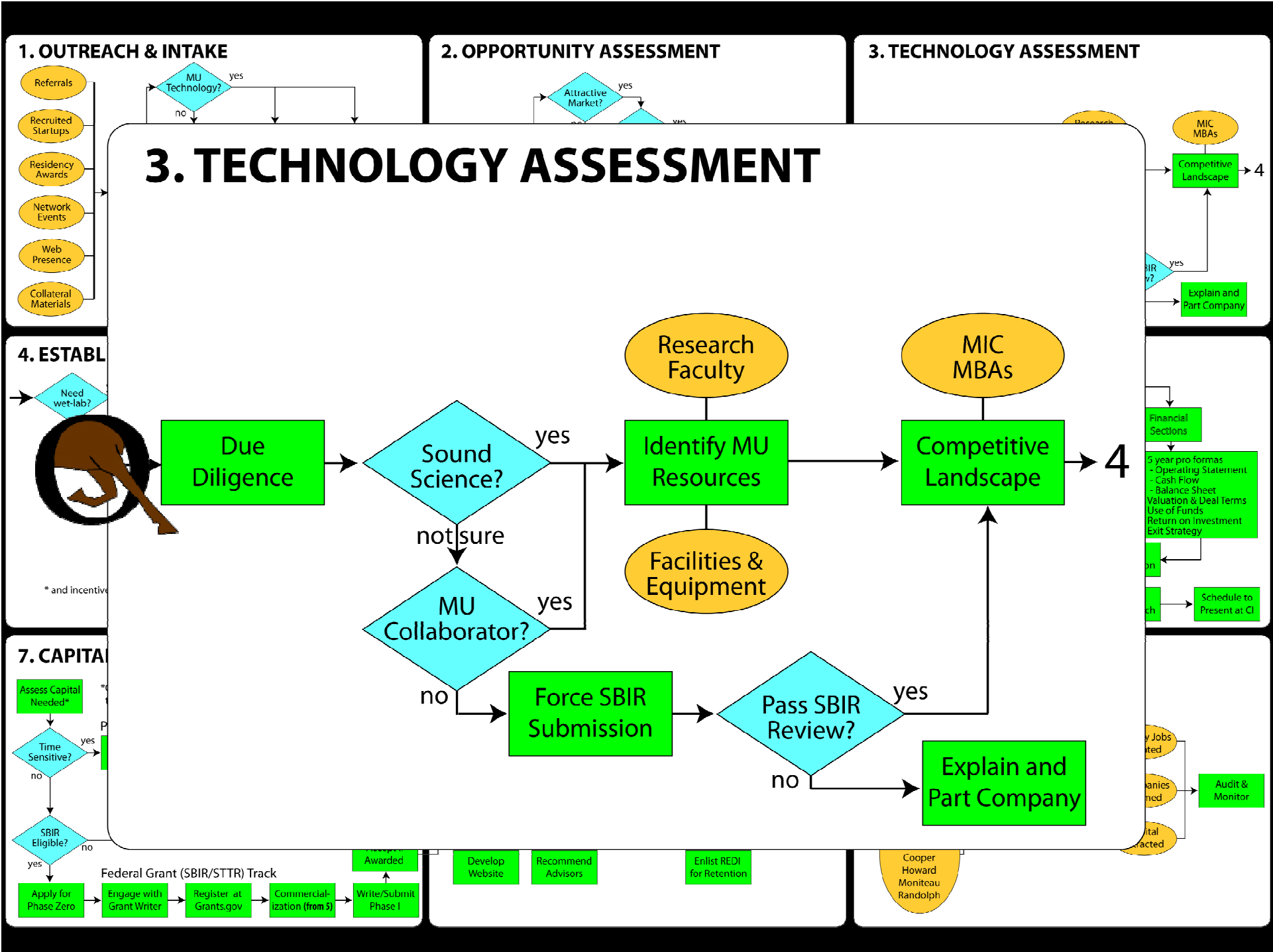


### 4. ESTABLISH

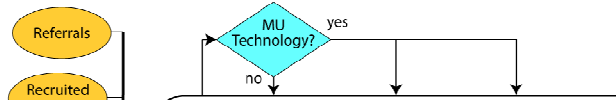


### 7. CAPITALIZA

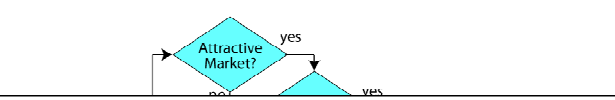




### 1. OUTREACH & INTAKE



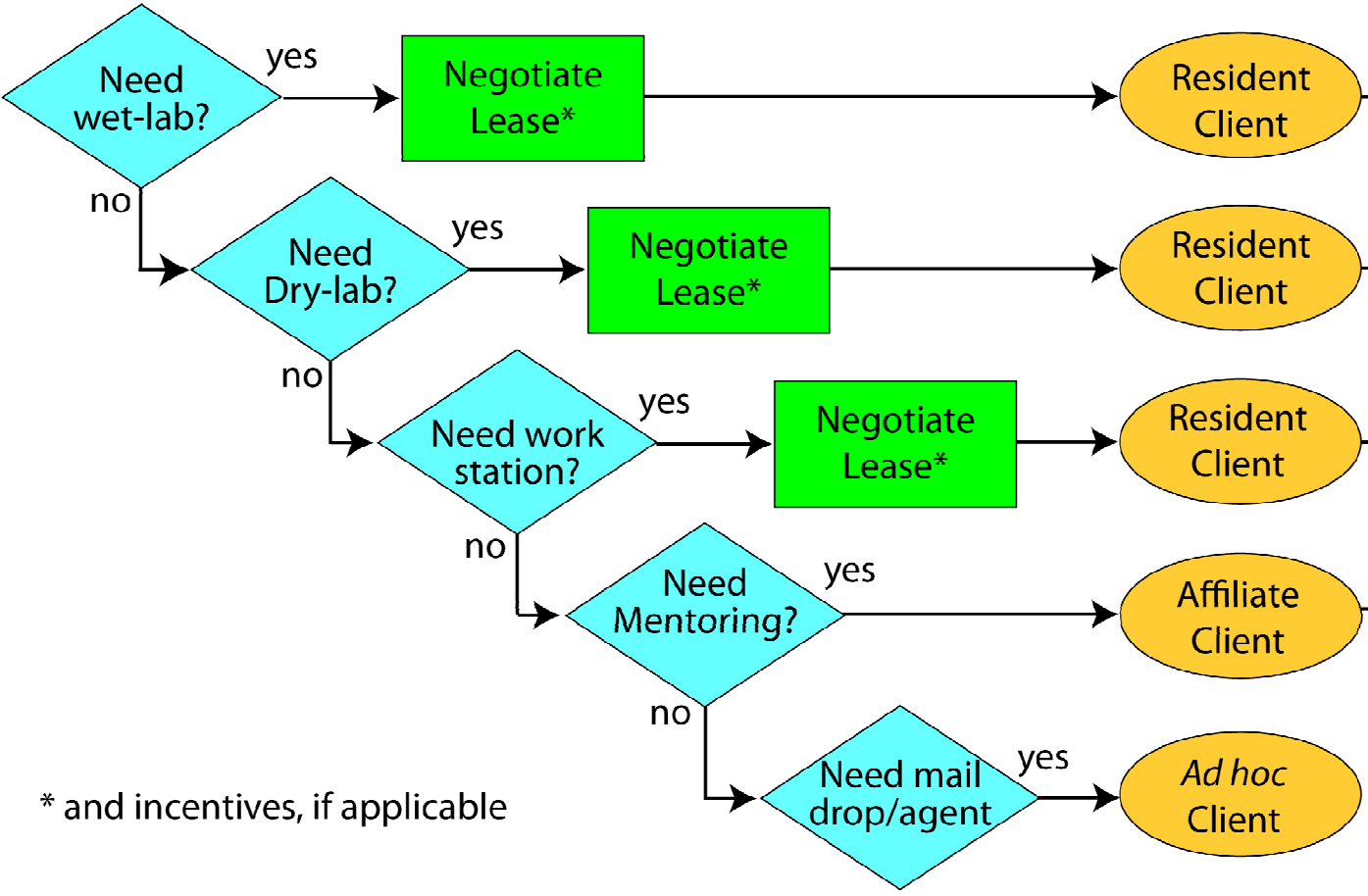
### 2. OPPORTUNITY ASSESSMENT



### 3. TECHNOLOGY ASSESSMENT

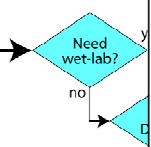


# 4. ESTABLISH CLIENT RELATIONSHIP

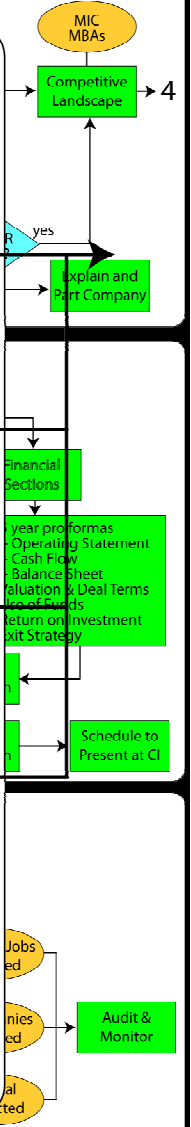
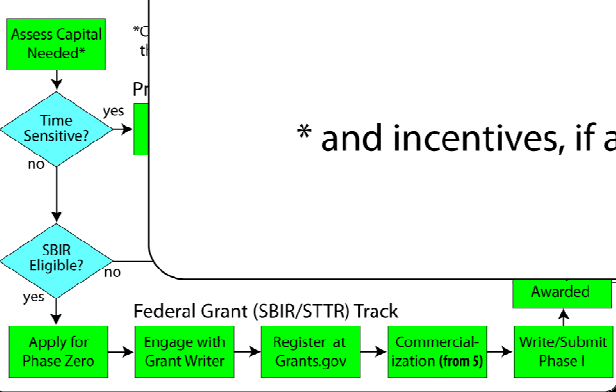


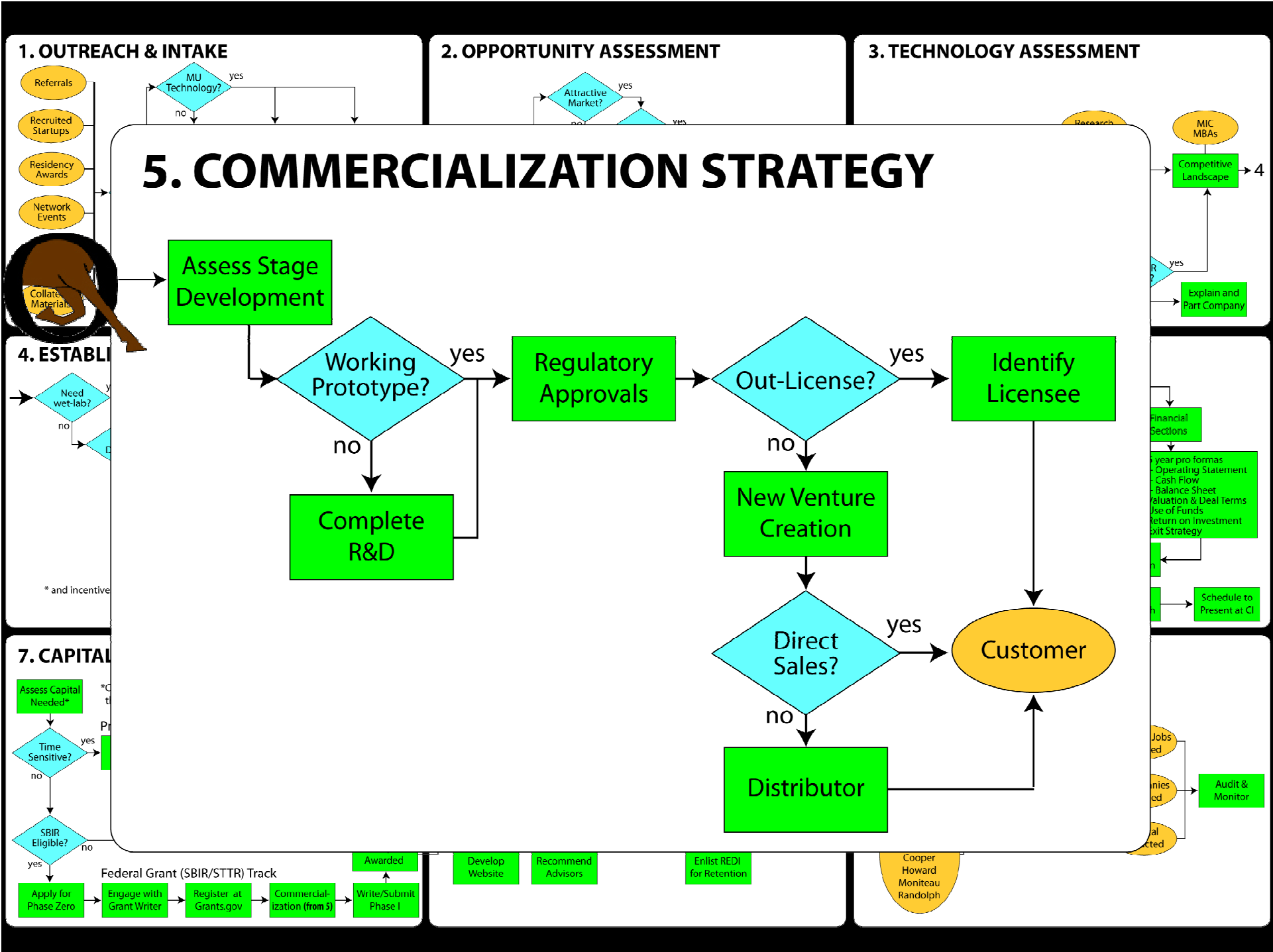
\* and incentives, if applicable

### 4. ESTABLISH

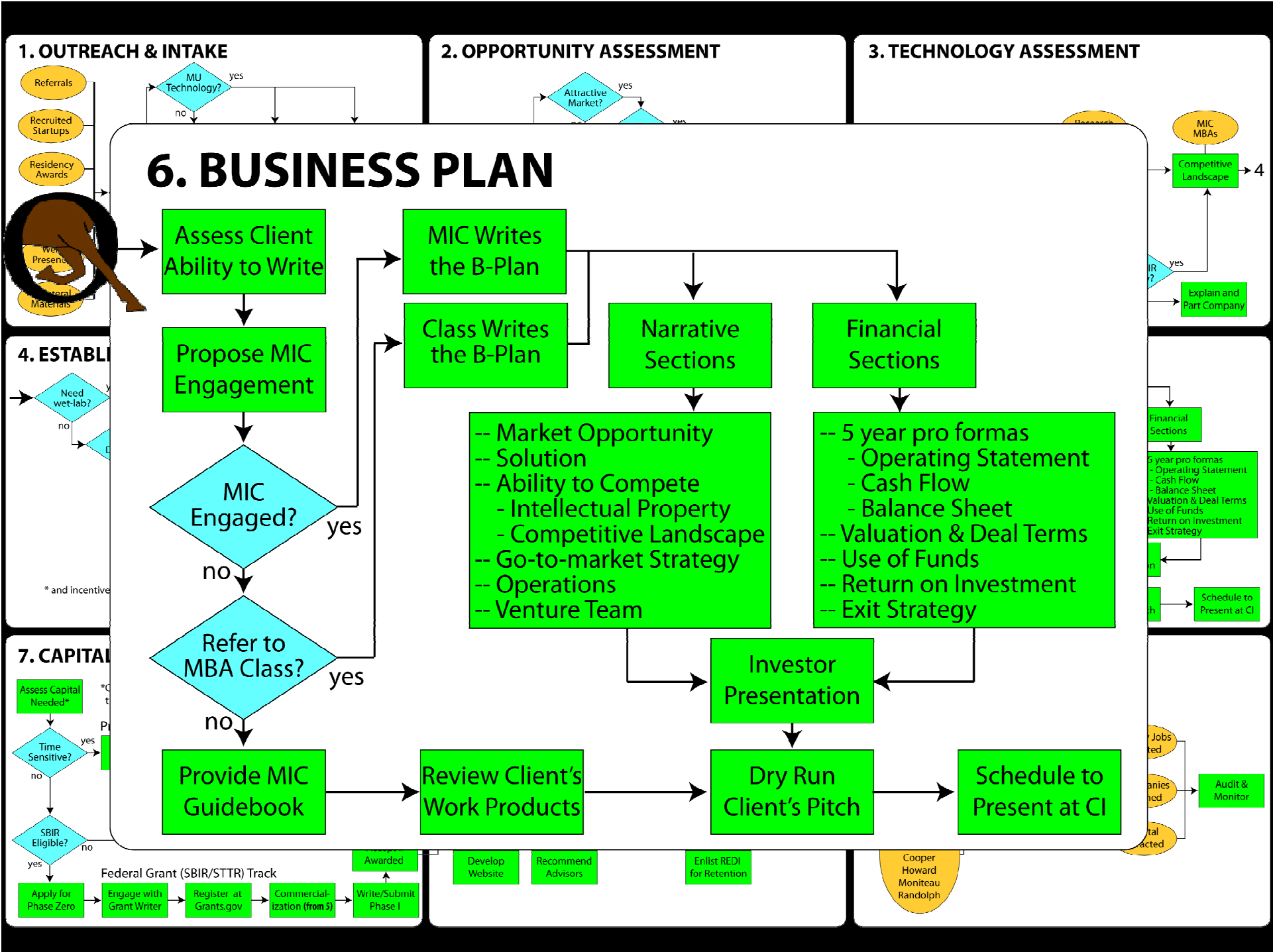


### 7. CAPITAL





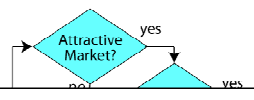




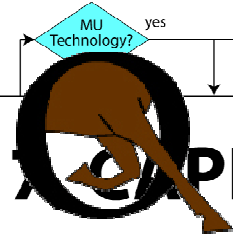
### 1. OUTREACH & INTAKE

- Referrals
- Recruited Startups
- Residency Awards
- Network Events
- Web Presence
- Collateral Materials

### 2. OPPORTUNITY ASSESSMENT



### 3. TECHNOLOGY ASSESSMENT

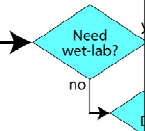


# CAPITALIZATION STRATEGY

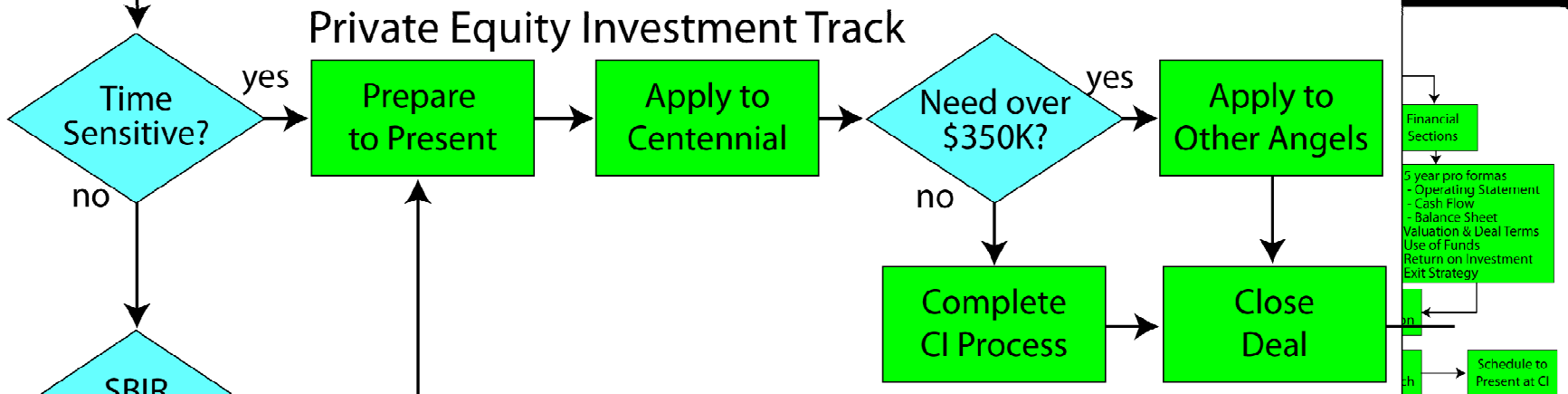
**Assess Capital Needed\***

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

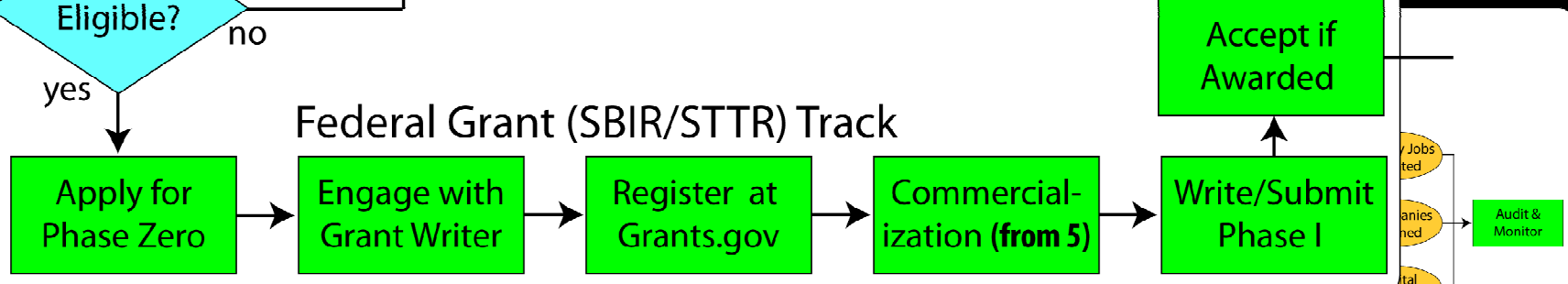
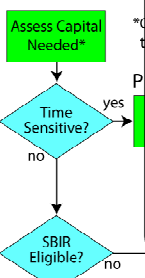
### 4. ESTABLISH



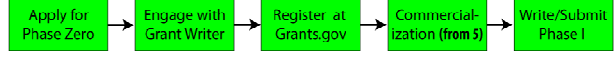
\* and incentive



### 7. CAPITAL

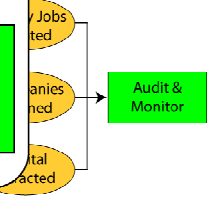
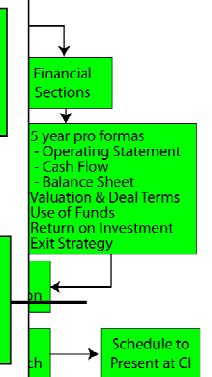
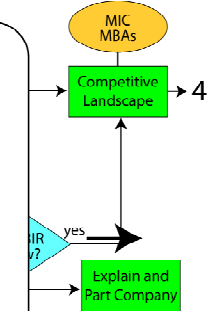


Federal Grant (SBIR/STTR) Track

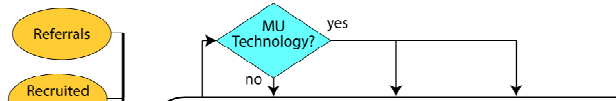


- Develop Website
- Recommend Advisors
- Enlist REDI for Retention

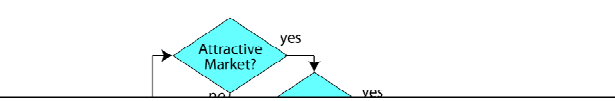
Cooper Howard Moniteau Randolph



### 1. OUTREACH & INTAKE



### 2. OPPORTUNITY ASSESSMENT



### 3. TECHNOLOGY ASSESSMENT



# 8. EXECUTION

Create the Company

Validate Name

Obtain URL

Develop Website

Organize Management

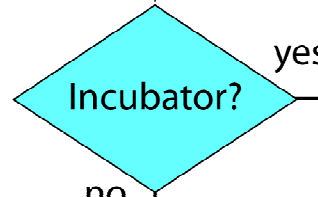
Organize Board

Recommend Advisors

Make Introductions

Service Providers

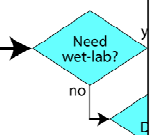
Select Location



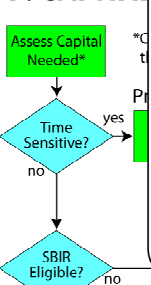
Grow & Graduate

Enlist REDI for Retention

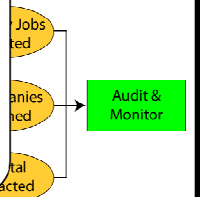
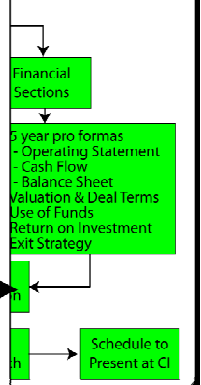
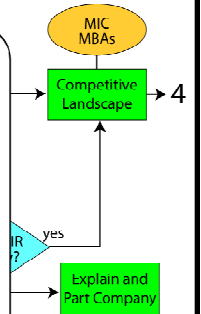
### 4. ESTABLISH



### 7. CAPITAL



Federal Grant (SBIR/STTR) Track

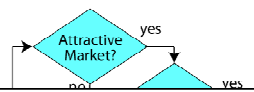


Cooper Howard Moniteau Randolph

### 1. OUTREACH & INTAKE

- Referrals
- Recruited Startups
- Residency Awards
- Network Events
- Web Presence
- Collateral Materials

### 2. OPPORTUNITY ASSESSMENT



### 3. TECHNOLOGY ASSESSMENT

# 9. OUTCOMES



Missouri Impacts

Enlist REDI, DED, MTC

- Audrain
- Boone
- Callaway
- Cole
- Cooper
- Howard
- Moniteau
- Randolph

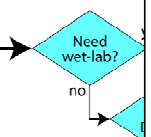
Survey Clients

- Quality Jobs Created
- Companies Formed
- Capital Attracted

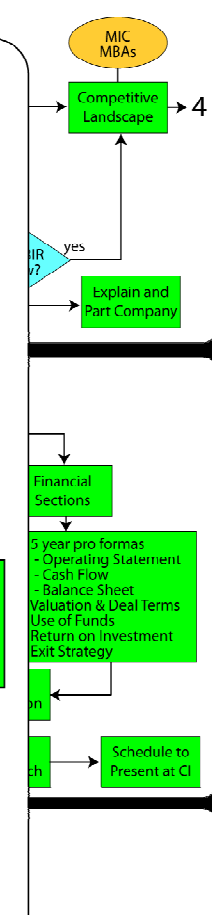
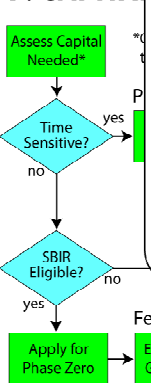
Audit & Monitor

- \$1,000,000 in capital**
- DVM hire and other jobs coming**
- Sales passing \$0.5 million milestone**
- Royalties flowing to MU and inventors**

### 4. ESTABLISH

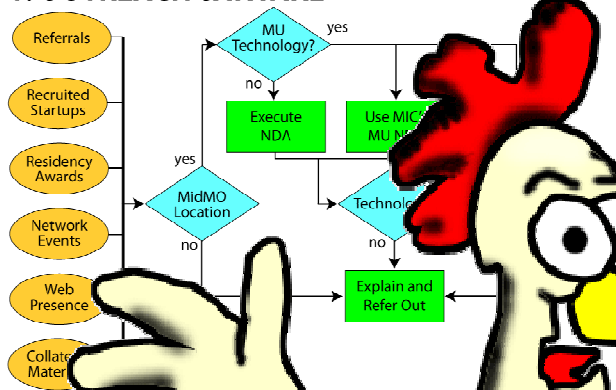


### 7. CAPITAL

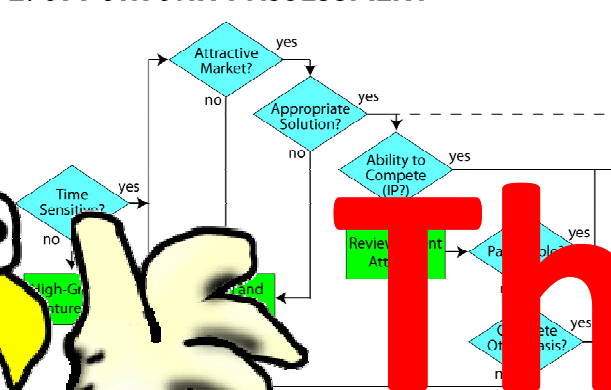


Audit & Monitor

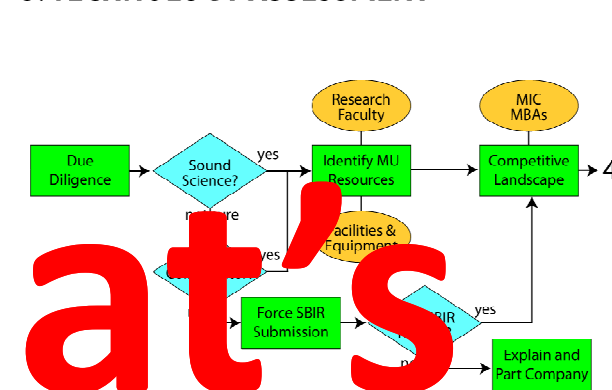
### 1. OUTREACH & INTAKE



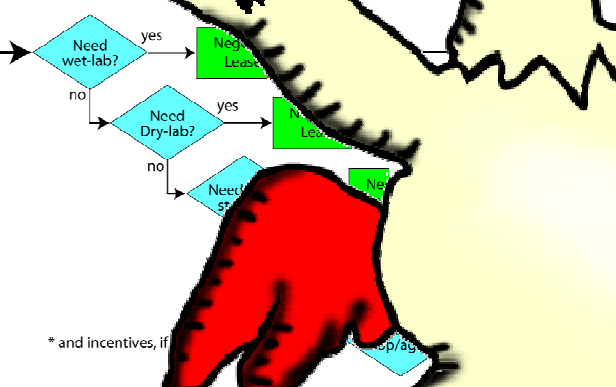
### 2. OPPORTUNITY ASSESSMENT



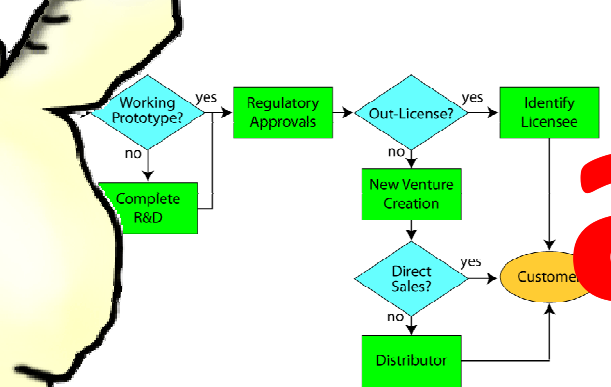
### 3. TECHNOLOGY ASSESSMENT



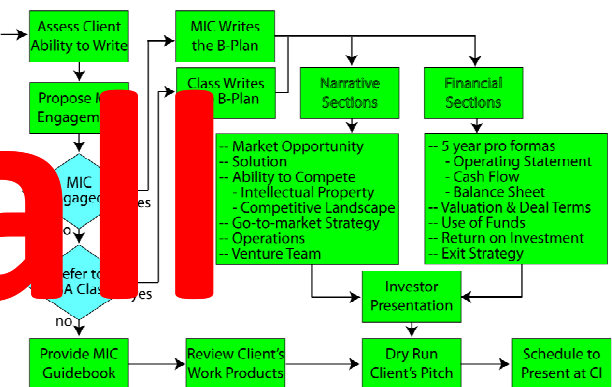
### 4. ESTABLISH RELATIONSHIPS



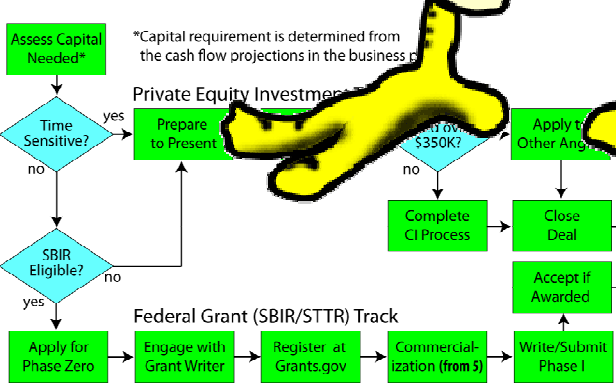
### 5. COMMERCIALIZATION STRATEGY



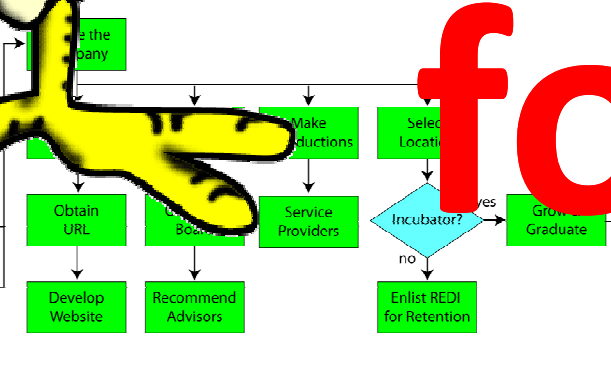
### 6. BUSINESS PLAN



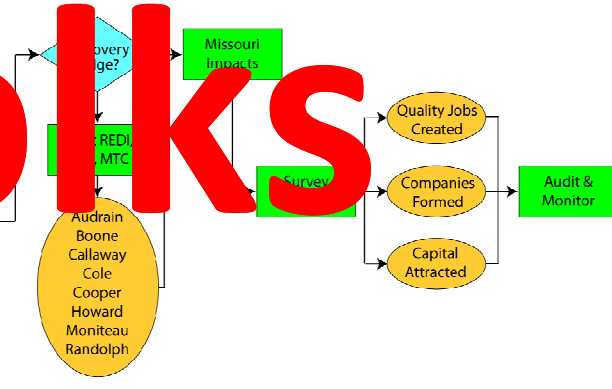
### 7. CAPITALIZATION STRATEGY



### 8. EXECUTION



### 9. OUTCOMES



# That's

# all

# folks

