



# The Greater Hazleton Business Innovation Center



"On average, 4 out of 5 new business start-ups fail within their first 5 years. However, 4 out of 5 new businesses that start in an incubator program succeed within 5 years."

- National Business Incubation Association

# History of Business Incubators in the U.S

1. The first business incubator had its origins in Batavia, N.Y. in 1959.
2. The business incubator concept took off in the early 1980s.
3. According to NBIA, there are currently over 900 business incubators in the U.S.
4. Combined, these incubators have assisted nearly 19,000 companies that now employ more than 245,000 employees.



# The NEPA Regional Initiative

- Scranton Enterprise Center
- Innovation Center Wilkes-Barre
- East Stroudsburg Business Accelerator
- Pottsville Schuylkill Technology Incubator
- Carbondale Technology Transfer Center
- Bridgeworks Enterprise Center

# Lessons Learned

- Flexibility in floor plan
- Credit Information
- Marketing
- Mentor program
- Value added through unique services
- Leveraging resources
- Partnering with regional NGOs and academia
- Working with local industry



# Community Benefits

For every \$1 of estimated annual public operating subsidy provided the incubator, clients and graduates of NBIA member incubators generate approximately \$45 in local tax revenue.

NBIA members report that 84 percent of incubator graduates stay in their communities and continue to provide a return to their investors.

Publicly supported incubators create jobs at a cost of about \$1,100 each, whereas other publicly supported job creation mechanisms commonly cost more than \$10,000 per job created.

NBIA estimates that North American incubator clients and graduates have created approximately half a million jobs since 1980.

Every 50 jobs created by an incubator client generate another 25 jobs in the community.



The primary mission of the innovation center is to promote new venture development in the Hazleton area leading to business diversity.

# Innovation Center Program

1. A program with a plan and resources and is intended to assist entrepreneurs with the creation and development of new ventures the Hazleton area
2. A proven concept for helping Hazleton and other communities in the area generate new businesses and new career opportunities for the future



## CAN BE's Partners

- Ben Franklin Technology Partners
- Penn State – Hazleton
- PENNTAP

## Other Resources

- **Northeastern PA Technology Institute**
- **Wilkes University SBDC**
- **LCCC**
- **NEPACU**
- **Mentors**

# Goals

- Increased activity in new venture development
- More efficient use of business assistance resources in the area
- Attraction of new resources to the area
- Increased involvement between area higher education resources and local business ·
- An increased spirit of entrepreneurship
- Creation of a new generation of home-owned businesses for future job creation
- Improved business diversity
- Promotion of new sites and facilities for new businesses
- Enhancement of quality of life
- Application of underutilized resources in human capital in the area (displaced workers and early retirees)

# Strategy

- New Venture Support & Assistance
- Training & Continuing Education
- Tech Transfer & Strategic Partnerships
- Graduation & Growth

# Target Tenants

1. New venture or spin off innovators with technological product ideas and/or knowledge-based business concepts
2. Software, electronic hardware, Internet/web-based, multimedia, biotechnology, industrial, energy-related, information, engineering, and manufacturing-related technologies
3. Preference to companies possessing or developing proprietary technologies but this not the sole criterion for selection.
4. Certain service-oriented businesses, such as in business/financial services arena, are not precluded from participation
5. Selection is done on a case-by-case basis to eliminate the preclusion of potential clients not falling within the aforementioned areas specifically.

# Selection Criteria

## **1. Feasibility Study/Business Plan**

- i. Sufficient operating resources
- ii. Financial projections
- iii. Commercialization potential

## **2. Each tenant is required to sign a one-year lease agreement.**

## **3. A commitment and willingness to accept guidance, and involvement is required of participants in the CAN BE program:**

- i. Tenants are required to meet, as a group, on a bi-monthly basis
- ii. Tenants are required to participate in training/education seminars and workshops.
- iii. Each tenant is required to submit periodic reports.

# Services Provided

- Clerical and administrative services
- Assistance with business development activities
- Seminars and workshops
- Identification of specialized services



# The Facility

- 14,400 s.f.
- 3 light manufacturing spaces (2,000-2,500 s.f.)
- 5 small offices
- Shared:
  - lunch room equipped with appliances & vending
  - broadband & networked fax/printer/copier
  - Cable TV
  - conference room w/internet, video, network capability
  - parking
- Utilities Included

# Marketing & Outreach

- [www.canbe.biz](http://www.canbe.biz)
- Local Coverage & Press Releases
- Printed media
- Local TV
- Networking – locally, regionally & beyond

