

# VentureAccelerator Program

## Get the Right Start Out of the Lab and Into the Market

The VentureAccelerator program helps University of Maryland inventors get their research out of the starting blocks and racing down the track toward successful venture creation. Our experienced team of business professionals enables you to maintain your academic responsibilities as faculty, research staff, or student, while also furthering the development of your startup. We speed the process of venture creation by systematically guiding and coaching inventors through new business processes such as:

- Sound Business Planning
- Understanding Customers & Markets
- Setting Goals & Priorities
- Acquiring Skills & Recruiting Talent
- Raising Capital



### WHY START A COMPANY?

- Get your invention into the world
- Maintain the vision of your research
- Help ensure your product is a commercial success
- Contribute to local and national economies
- Gain prestige for yourself and the university
- Reap personal and financial rewards

### BENEFITS OF VENTUREACCELERATOR

- Continuous access to business expertise
- Sensitive to academic responsibilities
- Helps manage conflict of interest policies
- Streamlines IP licensing process with OTC and provides more favorable terms
- Provides access to full support of the university administration and extended network

## VentureAccelerator Areas of Assistance

	Business Planning	Customers & Markets	Goals & Priorities	Skills & Talent	Raising Capital
Plan Development	■				
Financial Modeling	■				
Market Validation		■			
Marketing Assistance		■			
Best Practices/Priorities			■		
Service Providers				■	
Recruiting Help				■	
Grant ID & Advice					■
VC/Angel Fundraising					■
Other Facilities*					■

\*IP Developed in VA and TAP facilities remains the property of inventors.





“I’m a research scientist, not a business professional, so I knew from the very beginning that I needed help creating a successful company. VentureAccelerator has played a critical role in getting us to where we are today.”

— STEVE HUTCHESON, UMD PROFESSOR, PRESIDENT AND CEO, ZYMETIS, INC.

## The VentureAccelerator Process

The VentureAccelerator guides its client inventors from idea to scalable early stage company through a process designed to maximize the prospects for success as quickly as possible.

1. Selection: Rigorous criteria forces inventors into a realistic evaluation of the opportunity. Successful applicants to the program gain prestige from entering the program. Inventors work with the VentureAccelerator to determine whether the proposed company has:
  - a. Unique IP
  - b. Scalable Market Opportunity
  - c. Accessible Human and Financial Resources
2. Planning: Once admitted, the business plan is defined:
  - a. Product Development
  - b. Market & Customer Research
  - c. Competitive Analysis
  - d. HR Resource Planning
  - e. Risk Identification & Mitigation
  - f. Financial Modeling & Funding Requirements
  - g. Business Plan & Investor Presentation
3. Execution: Putting the plan into action:
  - a. Senior Management Team and Board Recruitment
  - b. Grants, Angel, and Venture Capital Fundraising
  - c. Company Operations
  - d. Sales & Marketing
  - e. Product Launch
  - f. Business Development
4. Graduation: Scalable Early Stage Company with:
  - a. Clear customer, market, and application
  - b. Well-defined business model
  - c. Credible and fundable business plan
  - d. Initial funds raised
  - e. First customers & partners
  - f. Eligibility for Technology Advancement Program



Anik Singal, CEO of VentureAccelerator graduate Affiliate Classroom Inc., was named one of the **top five entrepreneurs under 25** by *BusinessWeek.com* in 2008.



*Participate in entrepreneurship at a level that best suits you and is consistent with your academic pursuits.*



## The VentureAccelerator Network

VentureAccelerator has pre-existing relationships with proven, trusted professionals that help companies with funding, intellectual property, and a wide range of business processes. Those relationships include, but are not limited to: venture capitalists, angel investors, former CEOs, senior executives, IP attorneys, serial entrepreneurs, accountants, marketing professionals, public relations specialists, product developers, and other founders.

