



**A Five-Year Strategic Plan to Make Tennessee
A National Innovation Leader**

Agenda



- Organizational Structure
- Funding
- Staffing
- Programming
 - Goals & Metrics
 - Entrepreneurship
 - Commercialization
 - INCITE Fund
 - Governor's Fellows Program
 - Outreach

Organizational Structure



Executive Council

- Purpose: Provide strategic advice to Launch Tennessee
- Membership: 15 to 20 top executives from Tennessee chaired by the Governor
- Meeting Frequency: Once a year in person at the Governor's Residence

Board of Directors

- Purpose: Oversee operations and finances of Launch Tennessee
- Membership: Being reviewed by Governance Committee
- Meeting Frequency: Quarterly

CEO

- Purpose: Oversee day-to-day operations of Launch Tennessee

Entrepreneurship Advisory Board

- Purpose: Advise on entrepreneurial initiatives
- Membership: 9 regional accelerator directors + others
- Meeting Frequency: Quarterly

Commercialization Advisory Board

- Purpose: Advise on commercialization initiatives
- Membership: 5 major research institution tech transfer officers + others
- Meeting Frequency: Quarterly

Investor Advisory Board

- Purpose: Advise on all Launch Tennessee initiatives
- Membership: Angel, venture and private equity investors + others
- Meeting Frequency: As needed

Organizational Issues



Issue	Status	Discussion Lead
Board Member Discussions	Update on findings from one-on-one conversations	Tom Ballard
“Doing Business As” Launch Tennessee	For discussion; requesting board approval	Bruce Doeg
Board and Staff Disclosure Form	Updates completed; requesting board approval	Bruce Doeg
Document Retention Policy	Updates completed; requesting board approval	Steve Wonsiewicz
Employee Handbook	Updates completed	Steve Wonsiewicz
Grant, Services and Subcontract Templates	Updates completed	Steve Wonsiewicz

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Funding



Source	Amount	Purpose	Status
ECD	\$10,375,000	All LaunchTN Functions	Contract completed; \$1,037,500 upfront payment received
SBA Grant	\$100,000	SBIR / STTR Support	Grant submitted; awaiting response
EDA Grant	TBD	Planning & Regional Accelerators	Grant proposal to be submitted in August
Private Foundation #1	TBD	Governor's Fellows & Events	Grant proposal to be submitted in August
Research Institution #1	TBD	East TN Commercialization Representative	Seeking board approval to enter contracting discussion
Research Institution #2	TBD	East TN Commercialization Representative	Seeking board approval to enter contracting discussion
Research Institution #3	TBD	Commercialization Market Researcher	Seeking board approval to enter contracting discussion
TTDC Board	TBD	All LaunchTN Functions	For discussion at August 2 board meeting

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Current Staff



Brad Smith, Interim CEO & President

Brad most recently served as chief-of-staff at the Tennessee Department of Economic and Community Development, overseeing the day-to-day activities of the 140-employee, \$220 million organization. Brad graduated summa cum laude from Harvard University and attended Oxford University as a Rhodes Scholar, where he focused on education and healthcare policy.



James Stover, Interim Commercialization Director

James is responsible for overseeing all of LaunchTN’s commercialization activities. Prior to joining LaunchTN, James was a life science and technology analyst with Square 1 Bank in San Diego and a senior research fellow in medicinal chemistry at the Scripps Research Institute. James holds a Ph.D. in Chemistry from Vanderbilt University, where he was a National Institute of Health Grant recipient.



Laura Braden, Communications Director

Laura previously served as Deputy Communications Director for Governor Arnold Schwarzenegger and more recently spent three months in the Gulf Coast assisting BP with their oil spill response efforts. Laura has also served as senior communications advisor for a national infrastructure coalition, Vice President of Mercury Public Affairs in California, and worked at the DCI Group in Washington DC.



Steve Wonsiewick, Finance Director

Steve has nearly 20 years of experience working for financial services and B2B publishing companies in the U.S., Great Britain and the Netherlands. Prior to joining LaunchTN, Steve worked as a portfolio manager for an independent financial advisor. Before that, Steve was co-founder of American Hometown Publishing, a community newspaper publisher based in Franklin, Tennessee.



Henry Gindt, Operations Director

Henry most recently oversaw the TNInvestco venture capital program at the Tennessee Department of Economic and Community Development. Prior to his work at ECD, Henry worked at both Evercore Partners and Ondra Partners, two investment banking firms in New York City. Henry graduated cum laude from the Wharton School at the University of Pennsylvania.



Andrew Hogin, Outreach Director

Andrew previously served as legislative liaison for the Tennessee Department of Economic and Community Development. Prior to that role, Andrew served as Field Director for Governor Bill Haslam, helping plan and organize all of the Governor’s events across the state both during the gubernatorial campaign and the Governor’s first year in office. Andrew is a graduate of the University of Tennessee.

Current Staff



Courtney Corlew, Communications Coordinator
Courtney is responsible for supporting LaunchTN’s communications efforts. Prior to joining LaunchTN, Courtney worked as an Account Supervisor for Athlon Sports Communications, which specializes in sports marketing, and as the Community Relations Director for Primary Care & Hope Clinic in Murfreesboro. Courtney graduated from Middle Tennessee State University with a B.S. in Communications.



Maya Lochan, Special Projects Coordinator
Maya is in charge of providing support to a range of LaunchTN projects. Maya is a recent graduate of Wellesley College where she earned a degree in Political Science and Women's and Gender Studies. Maya has worked in the Tennessee General Assembly and as a Crisis Counselor with the YWCA of Nashville and Middle Tennessee.

Anticipated Future Hires



Position	Funding Source	Notes
Chief Executive Officer	State	Search under way; still recruiting candidates
Director of Entrepreneurship	State	Search under way; top three candidates identified
Director of Commercialization	State	Search not yet under way; awaiting development of commercialization strategy
TBD Finance Support	State	Analyzing whether to hire or outsource this service
Additional Commercialization Staff	Primarily Non-State Funds	See Commercialization section

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Goals & Metrics



Metric	2011	2012	2013	2014	2015	2016
Jobs Created	272	500	750	1,000	1,500	2,000
\$ venture capital raised by Tennessee companies (\$M)	\$103	\$120	\$140	\$160	\$190	\$220
\$ venture capital raised by accelerator companies (\$M)	\$5	\$10	\$16	\$24	\$32	\$40
# startups based on IP from research institutions in Tennessee	7	12	17	22	22	22
# licenses to Tennessee companies from research institutions in Tennessee	42	57	72	87	102	102
# in-state stakeholders touched	1,000	3,000	4,000	5,000	5,000	5,000
# out-of-state stakeholders touched	50	200	300	400	500	600

Entrepreneurship



Accelerator	Private Sector Board	Director	Programming	Demo Day	Estimated Private Investment into Companies (2012)	Sectors
Accel-Now (NE)	Yes	Dave Lawrence	Workshops	---	---	---
ETRAC (East)	---	---	Mentoring	---	---	---
Company Lab (SE)	---	Charlie Brock	Accelerator	8/9	\$1,500,000	Technology
UC Success Now (UC)	---	Jeff Brown	Mentoring	---	---	---
Entrepreneur Center (NM)	Yes	Michael Burcham	Accelerator	8/27	\$7,000,000	Healthcare, Digital Media, Technology
SMTEC (SM)	---	Dan Marcum	Accelerator	8/1	\$1,000,000	Automotive, Various
Northwest Accelerator (NW)	Yes	---	---	---	---	---
Entrepreneur Development Center (SW)	Yes	Linda Garrard	---	---	---	---
Memphis Regional Accelerator	---	Alan Daisley & Eric Matthews	Accelerator	8/16	\$1,000,000	Medial Devices, Technology

Commercialization



Program	Details
Commercialization Co-Investment Fund	<ul style="list-style-type: none">• Fund to co-invest in early-stage companies looking to commercialize a technology from a research institution in Tennessee• Funding would be matched by private and/or research institution funding• Any company obtaining co-investment funding would have to receive business planning support from a regional accelerator or similar entity• The same match would be provided to corporations who are looking to take a technology they develop and spin it out into a new company
SBIR / STTR Support	<ul style="list-style-type: none">• Lunch & Learns• Grantwriting Workshops• Agency-Specific Webinars• SBIR/STTR Resource Website• Direct Grantwriting Support (build vs. buy)• UTCIS SBIR/STTR Assistance Center
Entrepreneur & Technology Matching	<ul style="list-style-type: none">• Southeast Commercialization Conference (November 12-13, 2012)• Entrepreneur & Inventor Happy Hours• Outreach to Venture Capital & Private Equity Firms
Shared Resources	<ul style="list-style-type: none">• Shared East Tennessee Commercialization Representative• Shared Commercialization Market Researcher• Shared Database Purchasing

Commercialization: Grantwriting Unit Proposal



- LaunchTN would contract with a nationally renowned SBIR / STTR consulting firm to build an internal grantwriting unit to support the commercialization of technologies from research institutions in Tennessee
- Between now and December 31, 2103, this unit at a minimum would:
 - Support 40 SBIR / STTR Phase I applications (Goal: 10 winners)
 - Support 12 SBIR / STTR Phase II or similar grant applications (Goal: 5 winners)
 - Host 12 Lunch & Learns
 - Host 10 SBIR / STTR Grantwriting Regional Workshops
 - Host 6 SBIR / STTR Agency-Specific Webinars
 - Assist with the development of the SBIR / STTR resource section of LaunchTN's website
- Total estimated costs would be \$325,000 through December 31, 2013
- The unit would charge companies \$1,000 per grant application plus a 5% success fee
- All revenues would come to LaunchTN through December 13, 2013
- After December 31, 2013, LaunchTN would explore whether it should continue to keep all revenues or whether revenues should be split in some way with the business unit's director and/or staff
- The unit is expected to break even by late 2013 and become profitable thereafter

INCITE Fund: Approved Investors



Approved Investor	Location
Battelle Ventures, LP	Princeton, NJ
Chrysalis Ventures II, LP	Louisville, KY
Council Capital II, LP	Nashville, TN
Council & Enhanced TN Fund, LLC	Nashville, TN
CP Investment Partners	Nashville, TN
Fred Curtis Goad, Jr.	Brentwood, TN
Germain Boniface Boer	Nashville, TN
Golden Seeds Consensus Point	New York, NY
Hatteras PTI, LLC	Durham, NC
Herbert Allen Fritch	Nashville, TN
Innova Fund II, LP	Memphis, TN
Jimmy Dale Kever	Nashville, TN
Joseph A. Hollingsworth, Jr.	Clinton, TN
Kevin Michael McNamara	Brentwood, TN
Landman Family Limited Partnership	Nashville, TN
Lee Daniel Hammond	Brentwood, TN
Legacy Investments, LLC	Franklin, TN
Memphis Biomed Ventures	Memphis, TN
Meritus Ventures, LP	Oak Ridge, TN
Michael D. Shmerling Partners	Nashville, TN

Fall Outreach Plan

- “Helpful Hints” One Pager
- Public Comment Period
- Southeastern Investor Outreach
- Minority and Women Outreach

Approved Investor	Location
NCN Angel Fund I, LP	Nashville, TN
NEST-TN, LLC	Tullahoma, TN
NEST-USA, LP	Tullahoma, TN
Ninth Avenue South Investments III	Naples, FL
Peter Samuel Brodsky	Dallas, TX
Solidus Company, LP	Nashville, TN
Solidus-TNInvestco, LLC	Nashville, TN
Tennessee Angel Fund, LP	Nashville, TN
TN Community Ventures Fund	Nashville, TN
Tri-Star Technology Fund, LLC	Nashville, TN
XMi High Growth Dev. Fund, LLC	Nashville, TN

INCITE Fund: Qualified Investments



Company Name	Total Invested	Private Invested	INCITE Invested	Company Location	Lead Investor
Aldis, Inc.	\$1,263,722	\$842,481	\$421,241	Knoxville	Meritus Ventures, LC
Consensus Point, Inc.	\$1,375,000	\$916,667	\$458,333	Nashville	CP Investment Partners
Goba, LLC	\$600,000	\$400,000	\$200,000	Nashville	Tennessee Community Ventures Fund
J2 Software Solutions, Inc.	\$2,599,000	\$2,099,000	\$500,000	Tullahoma	NEST-TN, LLC
Molecular Sensing, Inc.	\$1,350,000	\$900,000	\$450,000	Nashville	Tri-Star Technology Fund
Opti-Logic Corporation	\$1,498,966	\$999,311	\$499,655	Tullahoma	NEST-TN, LLC
Pathfinder Therapeutics, Inc.	\$2,533,333	\$1,900,000	\$633,333	Nashville	Tri-Star Technology Fund
ProPlayerConnect.com, Inc.	\$825,145	\$550,152	\$274,994	Nashville	Tennessee Community Ventures Fund
SIGNiX, Inc.	\$750,000	\$500,000	\$250,000	Chattanooga	NEST-TN, LLC
TrakLok Corporation	\$450,000	\$300,000	\$150,000	Knoxville	Innova Fund II
Venture Incite, Inc.	\$823,275	\$548,850	\$274,425	Oak Ridge	Solidus Company, LP
TOTALS	\$14,068,441	\$9,956,461	\$4,111,980		

Governor's Fellows Program



- The Governor's Fellows Program will involve 4 to 6 individuals with deep knowledge in specific industry sectors who commit to work closely with Launch Tennessee for a 12-month period including:
 - Spending several days a month working with entrepreneurs at different accelerators across the state
 - Spending time working with tech transfer officers to identify and help build companies around promising technologies
 - Taking out-of-state trips with the Governor, Commissioner, and/or LaunchTN CEO to recruit venture capital and private equity firms to look at deals in the state
 - Organizing events with key in-state and out-of-state stakeholders in the Fellow's sector of expertise to promote innovation in that sector
- Fellows will each be given a small budget to support their travel and any programs they develop during their year-long fellowship

Communications Calendar (Tentative)



Collateral Materials

June 2012

Monthly Email

Daily Clips

Daily Social Media (e.g., Facebook, Twitter)

August 2012

Brochure

September 2012

Website

November 2012

Annual Operational Report to Legislature

February 2013

Annual Entrepreneurship / Venture Capital Report

Press Release Calendar

August 2012

Executive Council

September 2012

Website

Southeast Commercialization Conference

Commercialization Programs

October 2012

2012-2013 Governor's Fellows

Permanent CEO / President

November 2012

Southeast Entrepreneurship Conference

Website Screen Shot (1 of 2)



The screenshot shows the LAUNCH TENNESSEE website interface. At the top, there is a navigation menu with links for ABOUT, CONNECT, NEWSROOM, EVENTS, and CONTACT. A social media bar includes icons for Facebook, LinkedIn, Twitter, YouTube, and a multi-colored icon. Below this is a mailing list sign-up form with fields for Name and Email, and a Submit button. The main content area features a 'FEATURED EVENTS' section with a video player showing a man speaking. Below this are three columns: 'Upcoming Events' with three entries, 'Success Stories' with two entries (Growler Station and PixelMags), and 'Recent News' with three entries.

LAUNCH TENNESSEE

Stay Involved - Join Our Mailing List!

ABOUT CONNECT NEWSROOM EVENTS CONTACT

FEATURED EVENTS

Small Business Awards presented by Comcast Business Class

Join us as we honor the fastest-growing and profitable local companies and announce the winners live at the luncheon!

Once nominated, companies were evaluated based on their revenue growth over the past three years in several size categories.

When:
Thursday, August 16, 2012, 11:30am-1:00pm

Where: Renaissance Hotel on 611 Commerce Street, Nashville, TN

Upcoming Events

Dated: 08/02/12
How Small Business Can Break Through Growth Barriers:
An Interactive Workshop
Led by Launch TN
[LEARN MORE](#) [SEND INVITE](#)

Dated: 08/16/12
How Small Business Can Break Through Growth Barriers:
An Interactive Workshop
Led by Launch TN
[LEARN MORE](#) [SEND INVITE](#)

Dated: 09/12/12
How Small Business Can Break Through

Success Stories

Growler Station

Mark and Bill da Silva
Growler Station is building a business on a new beer-to-go concept. The first Growler Station store launched in January in New York. Before the doors even opened, the company had developed a potential customer base through Facebook fans and Twitter followers.
<http://growler-station.com/>

PixelMags

Ryan Marquis
PixelMags' partnerships with magazine publishers have been equally rewarding. While circulation numbers for printed magazines have gener-

Recent News

Insight Genetics Receives Contract from National Cancer Institute to Develop New Lung Cancer Test
August 4th, 2010
[More >](#)

Nashville Entrepreneur Center Picks Downtown Location
August 4th, 2010
[More >](#)

TNInvestco Sales Net Another \$60M
August 4th, 2010
[More >](#)

Memphis Bioworks Partners with South-west Tenn. Community College to Train

Website Screen Shot (2 of 2)



The screenshot shows the LAUNCH TENNESSEE website. At the top right, there are social media icons for Facebook, LinkedIn, Twitter, YouTube, and a 'Like' button. Below these is a form with 'Name' and 'Email' fields and a 'Submit' button, with the text 'Stay Involved - Join Our Mailing List!' underneath. The main navigation bar includes 'ABOUT', 'CONNECT', 'NEWSROOM', 'EVENTS', and 'CONTACT'. A secondary navigation bar lists 'ENTREPRENEUR', 'INVENTOR', and 'INVENTOR', with sub-links for 'Mentoring Support', 'Accelerator Programs', 'Access to Capital', 'Tech Transfer Offices', 'High-growth Sectors', 'Entrepreneur Events', and 'Success Stories'. The 'News feed' section contains two items: 'Insight Genetics Receives Contract from National Cancer Institute to Develop New Lung Cancer Test' (dated November 12th, 2010) and 'Nashville Entrepreneur Center Picks Downtown Location' (dated August 4th, 2010). Below the news feed is a 'Twitter' section with a tweet: 'Vivamus pharetra nunc in justo http://is.gd/DC3eN pretium non elementum nisl fermentum.' (posted 5 days ago). To the right of the news feed are four partner logos with descriptions: 'GIG TANK' (Part Start up accelerator, part think tank, part contest - all plugged in. http://www.thegigcity.com/gigtank), 'SEED HATCHERY' (Seed Hatchery is a mentorship-driven seed stage investment program. We support emerging technology entrepreneurs with \$15,000 in capital and strategic mentors to sharpen ideas into strong startups. In return for this investment, Seed Hatchery and our mentors collectively receive a 10% ownership stake in the Common Stock of the company. www.seedhatchery.com/), 'JUMP START!' (The Tennessee JumpStart Coalition is a non-profit organization comprised of approximately 50 individuals and organizations representing business, government and education who have joined together to improve the personal financial literacy of Tennessee's youth. www.jumpstart.org), and 'SMTEC' (Southern Middle Tennessee Entrepreneur Centers (SMTEC) is one of nine Regional Entrepreneurial Accelerators that have been established throughout Tennessee to assist entrepreneurs. SMTEC provides mentoring, education and training, strategic and technical support, and assistance identifying sources of capital. www.smtec.com/). At the bottom right, there are 'Disclaimer' and 'Site Map' buttons. The footer contains the text 'Copyright © 2012 LaunchTN site by: Devin James Group'.

Events (Tentative)



September 2012

1. TBD: Entrepreneur Roundtable & Executive Council Dinner

October 2012

2. 10/11-10/12: Southern Automotive Conference
3. 10/17: ECD Governor's Conference Reception

November 2012

4. 11/12-11/16: Global Entrepreneurship Week
 - Southeast Commercialization Summit (Knoxville)
 - Tennessee Life Sciences Conference (Nashville)
 - Women Entrepreneurs Conference (Nashville)
 - Grantmaker Summit (Memphis)

January 2013

5. 1/7-1/11: California Trade Mission
 - San Diego: Life Sciences
 - Los Angeles: Digital Media & Entertainment
 - San Francisco: J.P. Morgan Healthcare Conference

February / March / April / May 2013

6. Legislative Event
7. Minority Entrepreneurs Conference (Memphis)
8. Rural Entrepreneurs Conference (TBD)
9. Accelerator Out-of-State Trip (Boulder or SF)
10. Aerospace Event (Tulahoma)

June 2013

11. 6/11-6/12: Southeast Entrepreneur Conference (a.k.a., TTDC's Annual Innovation Conference)
 - Digital Media Track
 - Healthcare Track
 - Life Sciences Track
 - Technology Track

Concept: Southeast Commercialization Summit



- 400 to 500 inventors, entrepreneurs, and investors from across the Southeast
- Likely Partners: Southern Growth Policy Board, Oak Ridge National Laboratory, Vanderbilt University, Georgia Tech University, Virginia Tech University, University of Tennessee, St. Jude Children's Hospital
- Keynote Speakers: Rob Adams (Texas Venture Labs), Eric Donsky (Laguna Ventures), Brian Cummings (Ohio State University)
- Technology Pitch Sessions: 5 minute pitches of 30+ technologies from research institutions across the Southeast

Concept: Southeast Entrepreneurship Conference



- 1,500 to 2,000 investors, entrepreneurs, mentors and inventors from across the Southeast
 - Four Tracks: Digital media, healthcare services, life sciences, and technology
- Potential Keynote Speakers: Bill Gates, Meg Whitman, Jeff Bazos, Eric Schmidt, Vinod Khosla
 - Tuesday night concert at the Schermerhorn Symphony Center featuring big-name artists (entire conference would occur during the three days between CMA Fan Fest and Bonnaroo Music Festival)
 - "
 - Southeast Business Plan Competition: TBD cash prize

Future Board Meeting Dates



- Thursday, November 8
- Thursday, February 7
- Wednesday, April 24