

# North Dakota

# NDSU

## RESEARCH AND TECHNOLOGY PARK

### University

University of North Dakota  
North Dakota State University

### Center Director

Brenda Wyland

### Center Location

Outreach Unit

### Center since 2010

### Center Activities

- Entrepreneurial coaching and workshops
- Networking events
- Business plan competitions
- Strategic planning
- Market and feasibility studies

### Clients

- Entrepreneurs
- Start-ups
- Small businesses

### Assessment Techniques

- Feedback from staff
- Client interviews
- Client satisfaction surveys
- Impact analysis

### Contact Information

[www.innovators.net/innovators/public\\_html/](http://www.innovators.net/innovators/public_html/)  
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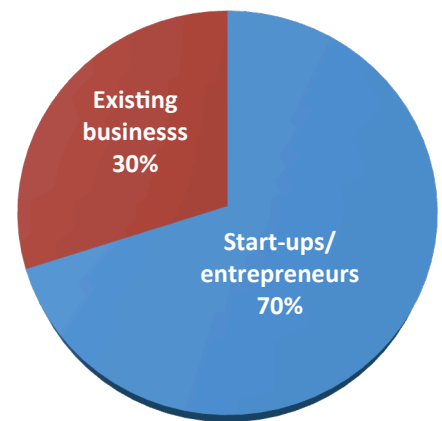
### Red River Valley Research Corridor University Center

The focus of the Red River Valley Research Corridor University Center is to develop public-private partnerships and leverage the resources of North Dakota's two major research universities, University of North Dakota (UND) and North Dakota State University, (NDSU) to build a rural and urban statewide, technology-based economy. The Center's goal is to facilitate the generally accepted required elements for a vibrant tech-based economy including intellectual infrastructure, mechanisms for knowledge transfer, infrastructure, highly skilled technical workforce, sources of risk capital, and an entrepreneurial culture. The Center uses the EDA grant along with state government funds and program fees to support their activities to reach this goal.

### Activities

The University Center serves North Dakota technology-based companies and entrepreneurs that require highly skilled talent by connecting them to university researchers, which

provides a competitive advantage in the marketplace. The Center consists of an incubator near the North Dakota State University Campus plus services offered through the University of North Dakota. Both sites offer entrepreneurial and start-up support consisting of networking and matchmaking events focused on connecting entrepreneurs to resources (funding, knowledge, and assistance). Both students and community



members attend these events. In addition the Center staff assist with business plan writing, grant writing, and entrepreneur coaching. One way the Center does this is through supporting the InnovateND program, a statewide competition that engages

emerging entrepreneurs in an intensive six-month venture building process that includes online entrepreneur education, business planning tools, entrepreneur coaching, mentoring and feedback from investors serving as competition judges, and the matching of InnovateND entrepreneurs with investors as angel and venture capital funds expand.

The Center assists entrepreneurs with market and feasibility evaluations and strategic plans. The Center also assists entrepreneurs with commercialization and licensing of

technologies by performing commercialization feasibility analyses of potential research results.

In addition, the Center hires interns who will help identify opportunities for researchers and entrepreneurs.

### Leveraging

The Center leverages the North Dakota Department of Commerce, which provides the cash match for the grant, but which also facilitates statewide collaboration. The Center leverages student labor through internships in the Center that provide the students training as well as benefits to the clients.

## Success

### Successful commercialization of university research through entrepreneur support services combined with incubator services

Myriad Devices makes mobile device applications, and was started with NDSU professors and students. The company has now grown to 17 employees who write mobile applications for many businesses. They value the time the company spent in the incubator because of the business mentors and education programs. The incubator's programs helped them obtain the required resources and identify the market direction needed for success.

**UND Center for Innovation and the NDSU Research & Technology Park are leveraging the assets of their respective universities to help entrepreneurs succeed in North Dakota.**

*"The opportunities that the NDSU Research and Technology park have provided our company with are, and will be key to our early stage growth. Their access to key business leaders, state legislators and business service professionals has been instrumental with several aspects of our business development."*

*--Center client*