I’m pleased to present the 2014 Impact Statement for the Enterprise Innovation Institute (EI2). A unit of Georgia Tech, EI2 serves as the Institute’s key business outreach and development arm. We provide an array of programs designed to nurture a host of economic sectors statewide, from manufacturing and startups to health information technology and minority business development. We also leverage our partnerships with business and industry to help our customers across Georgia, from small machine shops to Fortune 500 companies.

We’re located in Midtown Atlanta at Technology Square, which has blossomed into an innovation neighborhood — the Southeast’s premier innovation neighborhood. Its success won national attention in 2014: The Association of University Research Parks (AURP) named Tech Square its “2014 Outstanding Research Park Award” winner.

And it’s not just Atlanta that benefits from the strengths at work in our innovation neighborhood. In fact, the Association of Public and Land-grant Universities (APLU) named Georgia Tech its “2014 Innovation Award” winner, citing the Institute’s technology-based focus and EI2’s statewide economic development efforts. As stewards of taxpayer money and public trust, our No. 1 mission is to help grow, strengthen, and maintain a robust Georgia economy.

But helping to create and maintain jobs in Georgia for the present is just one part of how we approach economic development. We also look at jobs of the future, sectors of the future, and Georgia and Georgia Tech’s role in that dynamic. That’s why we’re so pleased to announce our partnership with Worldpay US, a global leader in financial and payment technologies. Worldpay’s $1 million gift to Georgia Tech — a first of its kind for our Advanced Technology Development Center — established a financial technology accelerator at Georgia Tech.

We’re also very proud about The Home Depot, the world’s largest home improvement retailer, recently joining a number of our multinational corporate partners in establishing a Technology Center at Tech Square. For The Home Depot, like our other partners with innovation centers here, a key attraction was our Tech students and having access to their reservoir of innovative ideas. Meanwhile, NCR Corp., yet another global leader in financial technology and payments, announced its plans to relocate its world headquarters from the Atlanta suburbs to Tech Square to enjoy proximity to Georgia Tech.

The year 2014 was certainly one of momentum for us at EI2. We look forward to many more partnerships and successes in 2015 and beyond. If you haven’t been to Tech Square lately to see what we’re doing and how we’re helping sustain an economically strong Georgia, come visit. We’d love to welcome you to our innovation neighborhood and show you around.

—Stephen Fleming
The Enterprise Innovation Institute (EI²) is Georgia Tech’s chief business outreach and economic development organization. EI²’s core mission is to help business, industry, entrepreneurs, and economic developers across Georgia grow and remain competitive through our exhaustive suite of programs.

**COMMERCIALIZATION**

- Served 1,440 Georgia manufacturing companies and helped them increase sales by $219 million, create or save 1,910 jobs, and slash operating costs by $40 million.

**ENTREPRENEURSHIP**

- Assisted Georgia Tech faculty members in evaluating 235 research innovations and helped form more than 30 new companies based on this intellectual property. In all, Georgia Tech research innovations drew $33 million in direct investment and created 737 jobs.

**BUSINESS DEVELOPMENT**

- Helped Georgia Tech companies secure $592 million in government contracts and create or save an estimated 11,850 jobs.

**IMPACT DURING FISCAL YEAR 2014, EI²:**

- Assisted 96 minority entrepreneurs who, as a result, received nearly $93 million in new contracts, increased sales, and secured new bonding/financing.

- Served 505 technology startup companies that generated capital activity (venture capital investment and mergers/acquisitions) of more than $270 million.

- Helped Advanced Technology Development Center (ATDC) companies and graduates achieve more than $1.6 billion in revenue. Companies associated with ATDC have attracted nearly $2.8 billion in investment capital to date.

- Helped 20 Georgia companies prepare proposals for Small Business Innovation Research (SBIR) grants and win more than $11 million in awards.
Entrepreneurship

The Advanced Technology Development Center (ATDC) is one of the oldest and largest university-based startup incubators in the country. ATDC has been ranked by Forbes magazine as one of 12 business incubators changing the world. ATDC has graduated more than 160 companies out of its program. To date, those firms have collectively recorded more than $1.6 billion in revenue and nearly $2.8 billion in investment capital.

Startup Ecosystems helps governments, communities, foundations, entrepreneurs, and small businesses foster value creation by applying innovative ideas, technology, and policy to initiatives focused on economic growth. Areas of expertise include business incubation and commercialization, strategic planning, and economic sustainability.

Corporate Innovation Centers

Companies are always looking for ways to develop new ideas to drive their business. One way they are doing that is by opening innovation centers at Georgia Tech’s Technology Square and working directly with Tech students. This allows them to tap into ongoing research and the Georgia Tech innovation ecosystem, creating a dynamic system of collaboration.

Commercialization

VentureLab transforms the innovations of Georgia Tech faculty, research staff, and students into companies.

Integrated Program for Startups (GT:IPS) provides training and support to Georgia Tech faculty and students interested in launching companies based on Georgia Tech intellectual property.

Innovation Corps (I-Corps™) prepares scientists and engineers to extend their focus beyond the laboratory and fosters entrepreneurship skills that will lead to the commercialization of technology.

Business Development

Manufacturing is a key sector of the state’s economy, and EI²’s Georgia Manufacturing Extension Partnership (GaMEP), a state- and federally funded initiative, helps firms stay efficient and competitive by reducing bottom line costs.

The Georgia Tech Procurement Assistance Center (GTPAC) helps Georgia businesses identify, compete for, and win government contracts. Services are available at no cost to any Georgia business, large or small, that possesses the interest and potential to perform work — as a prime contractor or subcontractor — for federal, state, or local government agencies.

EI²’s Minority Business Development Agency (MBDA) Business Center-Atlanta provides minority-owned Georgia-based enterprises with the tools, technical resources, and experience to be competitive in the marketplace and create jobs.

The Southeastern Trade Adjustment Assistance Center (SETAAC) at EI² helps manufacturers across the region seize opportunities to thrive through the development and implementation of turnaround strategies.

EI²’s Health IT Extension Program connects the health care industry with technology for high-quality, lower-cost, patient-focused solutions.
Riding the Winds of Early-Stage Success

DHX Electric Machines’ technology in direct wind heat exchange allows electric machine motors to achieve four times the power output of similarly sized competing high-performance models. The core of this technology is patented cooling technology. A Fortune 200 corporate customer is very excited about the potential for this motor to disrupt many of its market segments. DHX and VentureLab worked together to secure Georgia Research Alliance Phase I funding, enabling DHX to identify early adopters.

From Classroom to Commercialization

EI² knows that out of classroom research can come great ideas and products. Its VentureLab program helps Georgia Tech faculty, staff, and students launch successful companies, such as DDM Systems Inc., an additive manufacturing and 3D printing startup founded by Suman Das, a professor in Tech’s George W. Woodruff School of Mechanical Engineering.

VentureLab, ranked by UBI Index as the No. 2 U.S. university business incubator, helped DDM obtain $3 million in funding from private investors, as well as $350,000 in grants and loans from the Georgia Research Alliance.
ENTREPRENEURSHIP

Augmented Reality Magic at the Georgia Aquarium

When the Georgia Aquarium sought to bring a multisensory experience to its children’s learning exhibit, it turned to CN2. The company, an ATDC graduate, brought its augmented reality (AR) technology platform to the Atlanta attraction’s “Aquanaut Adventure: A Discovery Zone.” CN2’s AR platform creates visual, three-dimensional, interactive images when viewed through the camera of a mobile phone or tablet. The company’s technology is used in interactive learning- and training-based programs. Aquarium officials wanted children going through the exhibit’s seven challenges to have a visually interesting, technology-rich, and interactive experience. CN2’s platform not only includes the content design and deployment, but also has an analysis component for the aquarium.

Sensus Acquires Verdeeco

Big smart meter and grid networking vendor Sensus — among the world’s largest in its sector — acquired Verdeeco, an ATDC graduate company. Verdeeco’s smart grid analytics offers big data solutions for electric, water, and gas utilities. The company’s technology will allow those utilities to make better use of their data to save time and money. Verdeeco’s specific product applications include transformer utilization, load aggregation, and alert and alarm management.

Worldpay Gift Funds Financial Technology Accelerator

Worldpay US, a global leader in payments and transaction processing solutions, recently gifted Georgia Tech with $1 million to fund the creation of a financial technology startup accelerator at ATDC.

The Home Depot Opens Its First Technology Center

The world’s largest home improvement retailer opened its first-ever research and development center at Tech Square as part of an innovation partnership with Georgia Tech. The Home Depot is working with Tech students in a collaborative effort to generate new ideas and strategic initiatives for the company.

St. Jude Medical Acquires CardioMEMS

Building on its initial 19 percent ownership stake, St. Jude Medical, a global medical device company, purchased the remaining 81 percent of CardioMEMS, an ATDC graduate company. St. Jude, which paid $435 million for CardioMEMS, purchased the company after the Food and Drug Administration cleared the CardioMEMS HF System. The system is the first-ever heart failure sensor to continuously monitor a patient’s condition — and wirelessly route the information to doctors. That reduces heart failure-related hospitalizations.
## Economic Development Cornerstone

Economic development is one of Georgia Tech’s core missions. Creator of the Basic Economic Development Course (BEDC) — the first course of its kind in the United States — Tech remains the leader in innovative and leading-edge education in both the fundamentals of and new concepts in economic development. The annual BEDC provides both seasoned industry professionals and those new to the field with workforce development essentials, retention and expansion principles, entrepreneur and small business information, and transformative trends in the industry. In 2015, the BEDC celebrates 48 years of being one of the first steps in the career of more than 2,900 economic developers. The 2015 iteration of the interactive networking event was held in early March in partnership with the Georgia Economic Developers Association.

## Canning Manufacturer’s Improvements Facilitate Business Growth

Crider Foods, a canning and frozen/fully cooked poultry manufacturer in Stillmore, Georgia, operates two production plants for cooked and canned products in more than 450,000 square feet of space. But the 60-year-old family business could not seize opportunities in new markets because of capacity and efficiency challenges.

Crider formulated an aggressive growth plan and sought GaMEP’s expertise to improve efficiency and capacity. Following GaMEP’s recommendations, Crider saved time, resources, and money by eliminating its 50-mile round-trip visits — often several times a day — to an offsite warehouse. It combined three separate warehouses into one efficient warehouse space, doubled throughput from 260 cans per minute to 520 cans per minute, and increased plant capacity to allow for expansion into new markets and novel opportunities for existing customers.

## At the Forefront of Health Innovation

UCB Pharma, a patient-centric firm focused on novel solutions for the treatment and management of diseases, partnered with the Health IT Extension Program’s Interoperability and Integration Innovation Lab (I3L) to demonstrate the potential of predictive analytics to inform treatment decisions for the 65 million people worldwide living with epilepsy. The goal: Develop an interactive system that can convert large amounts of patient data into real-time insights that health care providers can consult at the point-of-care to inform treatment decisions. By achieving premium, cost-effective, and inclusively accessible health care, the Health IT Extension Program is helping to facilitate a healthier Georgia.
Bridging Private Enterprise Solutions and Government IT Challenges

Augusta-based Zapata Technology Inc. integrates information technology, intelligence, and cyber solutions in both commercial and government organizations. It sought GTPAC’s expertise in Department of Defense (DoD) contracts. GTPAC’s guidance helped Zapata Technology secure the highly competitive “Schedule 70” (government-wide technology support) contract and gain other footholds in contracting with the government, including with the DoD.

“GTPAC and EI helped us from the start,” Randall P. Zapata said. “Our growth into a successful IT solutions-based small business, and our great relationships with our employees and our customers could not have been possible without Georgia Tech’s guidance and support.”

Following a compound annual growth rate of 70.26 percent, and government prime and subcontract awards of more than $1.5 million in the first half of 2014 alone, Washington Technology named the company to its “2014 List of the 50 Fastest Growing Small Business Government Contractors.”

Strengthening Minority Business Competitiveness

The Royston Group Inc., a permanent staffing firm in the health care sector, sought the MBDA Business Center-Atlanta’s assistance in broadening its marketing presence, increasing revenue, and securing financing. The MBDA Business Center-Atlanta team helped the company edit and package its business proposals, submit nominations for business development and awards, and provide CEO training. As a result, Royston Group’s annual revenue jumped 278 percent in 2013 to $8.7 million from $2.3 million in 2010. The company also has been recognized by several organizations. This includes being ranked No. 1,927 on the 2013 “Inc. 500|5000 list.”
Georgia Tech Regional Network

The Enterprise Innovation Institute (EI²) serves Georgia through a network of staff members located throughout the state. Visit our website – www.innovate.gatech.edu – or call our Atlanta headquarters today to connect with our services: 404.385.3871.

EI² programs include:
- Advanced Technology Development Center (ATDC)
- Contracting Education Academy
- Energy and Sustainability Services
- Georgia Manufacturing Extension Partnership (GaMEP)
- Georgia Tech Procurement Assistance Center (GTPAC)
- Global Center for Medical Innovation (GCMI)
- Health IT Extension Program
- Innovation Strategy and Impact Group
- Minority Business Development Agency (MBDA) Business Center – Atlanta
- Science, Technology, and Innovation Policy
- Southeastern Trade Adjustment Assistance Center (SETAAC)
- Startup Ecosystems
- VentureLab

EI²’s services are supported by the state of Georgia and by the federal government through programs such as the National Institute of Standards and Technology’s Manufacturing Extension Partnership and the U.S. Department of Commerce’s Economic Development Administration. EI² is headquartered in Georgia Tech’s Technology Square.

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