

The background of the slide features a large, semi-transparent watermark of the Rutgers University seal. The seal is circular and contains the text "RUTGERS UNIVERSITY" around the perimeter and "1773" at the bottom. The seal is centered and covers most of the slide's background.

# RUTGERS

Rutgers Business School  
Newark and New Brunswick

## **Using Federal Resources to Jumpstart Your Economic Development Strategy**

**IEDC 2017 Federal Forum**

**Lyneir Richardson, Executive Director  
Center for Urban Entrepreneurship & Economic Development**

## **A Unique Mission. A Distinct Niche.**

- Model for all urban universities anchoring community revitalization
- Strengthen the diverse population living and working in urban areas via entrepreneurship
- Create wealth and jobs



**JEFFREY BILLINGSLEY**  
OWNER OF COBBLESTON MULTIMEDIA  
GRADUATE OF NEWARK BUSINESS HUB

**LERON LEE**  
OWNER OF LEE PRODUCTIONS/ NEWARK FILM  
GRADUATE OF NEWARK BUSINESS HUB





**SUNNY KANCHERLA**

CAPSTONE ELITE, LLC AND BUSINESS LEARNING TREE  
GRADUATE OF EPI AND PRESIDENT OF EPI ALUMNI BOARD



MARTIN (MARTY) WEBER  
OWNER OF GREEN CHICPEA ON HALSEY STREET IN NEWARK  
EPI PARTICIPANT

# The Vision



**HILDA MERA**  
OWNER OF S&A AUTO REPAIR  
LLC IN NEWARK  
GRADUATE OF EPI

## **Award Winning Capacity Building Programs**

- Entrepreneurship Pioneers Initiative (EPI)
- Media and Arts Business Hub
- Social Entrepreneurship Initiatives
- Craft and Makers Entrepreneurship Programs
- Youth Entrepreneurship Workshops



# CUEED Results

300

Businesses Strengthened

89%

Survival Rate

\$47MM

Annual Revenue

580

Jobs Created

Diversity in Corporate America



THE WHITE HOUSE  
WASHINGTON

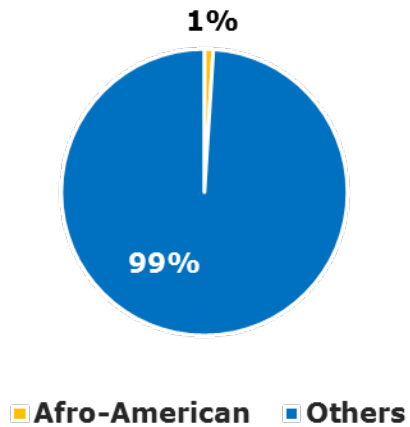
[www.wh.gov/live](http://www.wh.gov/live)

[WWW.WHITEHOUSE.GOV](http://WWW.WHITEHOUSE.GOV)

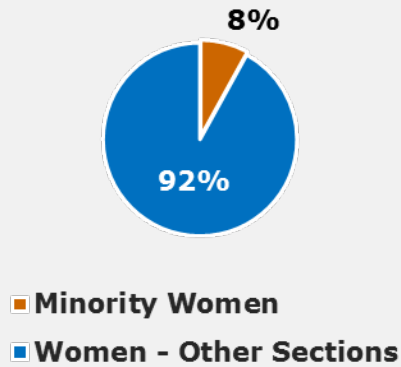


# Minority...

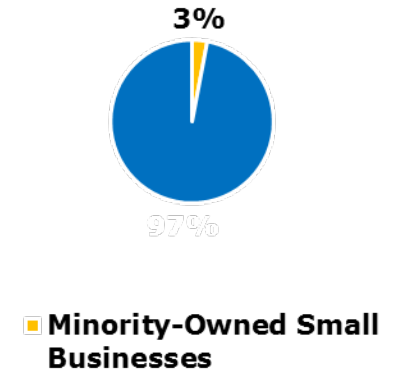
**Venture Capital Backed Companies**



**Percentage of Minority Women Innovators**

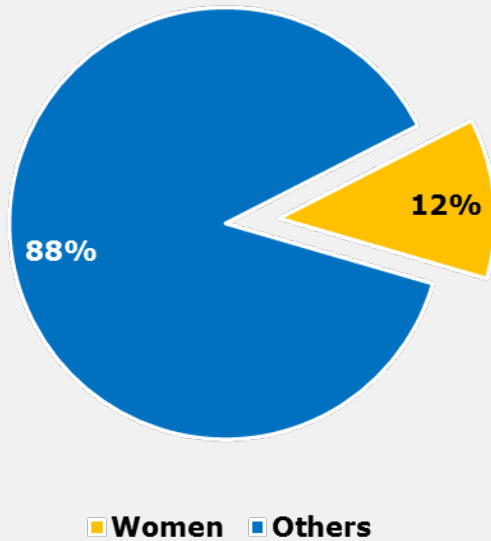


**Percentage of Applications to SBIR Programs**

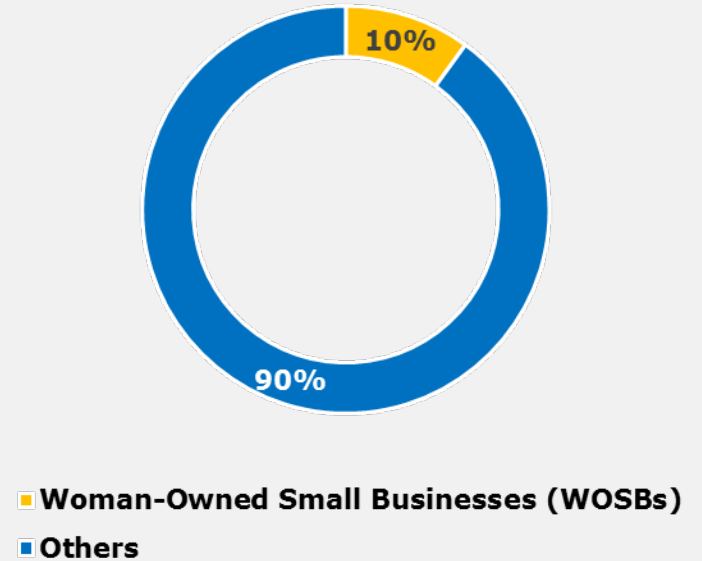


# Women...

Percentage of US Innovators



SBIR/STTR Phase-I Recipients



## **DISCUSSION: CUEED and MBDA**

- Urban 3D Printing
- Commercializing Federal Laboratory Technology
- Tech Transfer and Minority Business Enterprises
- White House Summit on Urban Entrepreneurship
- Workshops: Business Centers or MED Week

# \$407,000 Grant

October 4, 2016

Alejandra Y. Castillo, Esq.  
Office of the National Director  
Minority Business Development Agency (MBDA)  
U.S. Department of Commerce  
1401 Constitution Ave., NW  
Washington, D.C. 20230

**Re: Minority Business Development Agency Grant for the Minority Technology Entrepreneurship, Innovation and Commercialization Initiative**

Dear Director Castillo:

We are pleased to have been notified that The Center for Urban Entrepreneurship and Economic Development at Rutgers Business School has been awarded a \$407,000 grant from the U.S. Minority Business Development Agency for the Minority Technology Entrepreneurship, Innovation and Commercialization Initiative. Thank you for seeing the potential of our program.

As you know, we aim to increase the number of minority business enterprises engaged in federally-funded innovation and technology commercialization programs. We will make minority inventors, scientists and technology-focused entrepreneurs aware of federal technology transfer programs, help them to form companies, and assist them in applying for Phase I and Phase II SBIR/STTR programs

EXIT

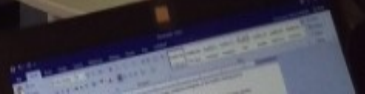


# How to Fund your Tech Company With a Government Grant



**LYNEIR P.**  
Executive Director  
The Center for  
& Economic

**G. NAGESH RAO**  
Chief Technologist  
Office of Investment &  
Innovation, SBA









The background of the slide features a large, faint, circular seal of Rutgers University. The seal contains the text 'RUTGERS UNIVERSITY' and 'THE STATE UNIVERSITY OF NEW JERSEY' around its perimeter, with a central emblem. The entire slide has a solid red background.

**RUTGERS**

THE STATE UNIVERSITY  
OF NEW JERSEY

# **Using Federal Resources to Jumpstart Your Economic Development Strategy**

**Lyneir Richardson, Executive Director**

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**Center for Urban Entrepreneurship and Economic  
Development**