

BUSINESS INCUBATOR AT BRENAU UNIVERSITY



APPLICATION OVERVIEW

The mission of the Business Incubator at Brenau University (BIBU) is to provide direct assistance to small and startup companies in the establishment of their business enterprises in a rapidly changing world. In doing so, faculty and students of Brenau University will be involved with these businesses on various and appropriate levels.

BIBU's goals are to enhance business growth and to increase the prospect of a client company's commercial success in the marketplace while training and educating business and community leaders of tomorrow. Educational formats may include, but are not limited, to one-on-one coaching, expert support, student internships, capstone projects, special events, and networking that teach innovation and enable real-world results and jobs. These efforts are intended to support the economic development of Gainesville and Hall County, Georgia.

The BIBU provides the following services:

- Business-planning assistance
- Management consulting, business counseling and/or mentoring
- Central receptionist during regular business hours
- Grant-writing consultation
- Use of conference room on a reservation basis, as well as other rooms as needed on Brenau University campus as available
- Access to the incubator's lounge
- Access to Brenau University's library
- Access to student interns from Brenau University
- Central mail area (lessee is responsible for providing postage)
- Janitorial service for common areas
- Regulatory guidance — Food and Drug Administration, 510(k), Premarket Approval, Occupational Safety and Health Administration, Environmental Protection Agency
- Reduced business set-up costs through shared office resources at the center, such as copiers, printers, phones and fax machines
- Unique ability to increase office, warehouse or production space in bite-sized increments as needed
- Favorable rental rates
- Direct assistance from experienced business professionals in the areas of finance, intellectual property, production, logistics, strategy, management, ROI and more
- Knowledgeable help with government assistance programs and the practical use of such programs
- Reduced development time and costs through the use of the Business Incubator's rapid 3-D prototyping equipment



The Business Incubator at Brenau University can supply the following services on a limited basis or based on tuition and fees. Internal rules regarding charges for the following services will be provided separately upon request and may be modified by the lessor as needed:

- Access to Brenau's degree and nondegree programs
- Typing services
- Facsimile
- Internet accessibility
- Notary service
- Binder/shredder usage
- Center-sponsored seminars
- Center-sponsored training workshops
- Clean room on site

Expectations of the lessee

- Members understand the Business Incubator at Brenau University is a collaborative experience.
- Lessee commits to engaging with other lessees, incubator staff, Brenau University faculty and students.
- Lessee is expected to attend workshops offered on a monthly basis.
- Lessee is asked to utilize educational resources that Brenau University offers including, but not limited to, use of student interns.
- Expectations include lessee making satisfactory technical, marketing, manufacturing or financial progress while present at the Incubator.
- Lessee is encouraged to provide own phone, printer and copier services, although limited printing can be provided upon request.

Memorandum of understanding

Access to the resources of the Business Incubator at Brenau University and the institution's expert and professional instruction and student engagement is a form of capital that the university invests in each incubator lessee. Accordingly, the Business Incubator's executive director and lessees may discuss arrangements in regard to compensating the lessor for this investment.