

# Technology Based Entrepreneurship

**Southern Valley  
Innovation Center**

# Southern Valley Innovation Center began out of...

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- The Imation exit and ComDel Innovation's vision to build jobs in North Dakota
- The vision of NDSU Tech park and UND Innovation center and their impact, and an introduction to a founder of Utah Innovation Center
- Inspired individuals locally who invested charitable capital
- A public/private partnership model

# The Vision

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- Build Businesses here!

- Entrepreneurs
- Equity Capital- Angel Funds
- Grow a regional innovation community

**Since 2000, when the global expansion of US manufacturers overseas in China and India exploded, *Innovation has become THE critical factor in US economic development.***



# Technology

**Innovation that produces intellectual property and meets a global market need.**



- In the Wasatch Front region of Utah, 1.7 million people live in the region that is anchored by Salt Lake City.
- In the Dakotas and outstate MN, 1.7 million people live in the region anchored by the Valley.
- There are over *5,000 technology businesses in the Wasatch Front.*
- There are less than 100 in the Valley region.

# ■ How does Southern Valley do this?

- Identify the ND resources that offer value
  - Manufacturing competencies (CDI)
  - Equity investment structure, incentives
  - The innovation/technology centers
  - Find the right talent
- Identify the resources ND does not have and find them.
  - Build relationships with Twin Cities, Utah business builders
  - Attract emerging technology companies from those innovation communities and show them the value that our strengths provide.
- Be regional!

# ■ Larada Sciences

- Innovative Medical Technology
- Manufactured in Wahpeton
  - Milestones- \$15 million in manufacturing in 2012
- Marketing Dept in Fargo
  - Building up to 10 people
- \$1.25 million in Angel, Seed Capital, and state equity



# Larada Sciences

- **Larry Rigby, CEO & Chairman**
  - >30 years life science entrepreneur
  - Founded 7+ medical companies
- **Randall Block, President & COO**
  - 3 start-ups, biz dev, operations, eng'g
- **Dale Clayton, Ph.D., CSO**
  - Inventor, Univ. of Utah parasitologist
- **David Rudd, J.D., Secretary/Treasurer**
  - Corporate transactions, multiple start-ups

Larada Sciences Inc. Confidential

Southern Valley Innovation Center

# LouseBuster™



First B-3 functional prototype  
App'x size 14" w x 22" l x 12" h



Larada Sciences Inc.  
Confidential

**Southern Valley Innovation Center**

# DEEP MARKET VALIDATION

"We have over 65,000 kids in our district...  
... we have a 10-11% infestation rate.....  
...many kids miss 5-6 days of school per case...  
...we definitely need the LouseBuster in  
Columbus."

Kim Carpenter, R.N., M.Ed., School Nurse  
Head Lice Resource Team Chair  
Columbus School District  
Columbus, Ohio

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**Southern Valley Innovation Center**

# What does ND have in place from which to go forward?

- Experienced Talent
- Equity investment
  - 45% Angel tax credit
  - Seed Capital 45% tax credit
- Business friendly Policy
  - R and D tax credits, NDDF, Bank of ND, etc
- Growing Innovation Community
- University Research, Talent

# What resistances must be overcome?

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- Cultural resistance to innovation and collaboration
- Shortage of experienced business builders
- Lack of commercialization experience
- The technology message must be deepened!

# What's ahead?

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- A pipeline of Minnesota, European, and Utah technology companies looking to ND for manufacturing and capital
- Medical device innovation in ND
- Clean tech companies from Europe
- Build a Dynamic ND Innovation Community!

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