

lincoln trail

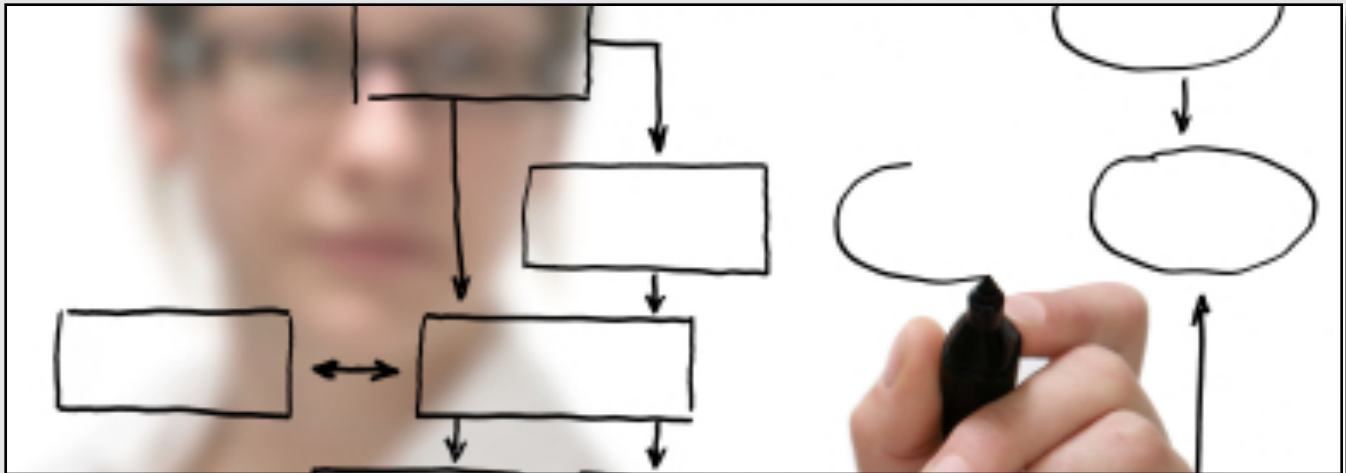
Dynamic Business Accelerator



Start. Grow. Succeed.

accelerate (āk-sĕl'ə-rāt'), *v*

1. to cause faster or greater activity, development, progress, advancement, etc.
2. undergo a change in velocity



It's About Success, Not Failure...

Most of us have been told all our lives that the odds are stacked against us when trying to start a new business. We've all heard the statistics: "One third of all businesses fail within the first three years." What we don't often hear is there are some great things you can do to prevent this from happening to you. Let's review some of the major reasons that businesses fail today and then see how being a part of the Lincoln Trail Dynamic Business Accelerator (DBA) can help you avoid these pitfalls.

LACK OF EXPERIENCE.

Even if you have a great business idea, it doesn't necessarily mean you have the know-how to start and operate a business. Being a part of the DBA offers a significant leg up on those who make a go of it on their own. First, the staff at the DBA works with new businesses on a daily basis, and their level of experience combined with their other business contacts can mean the difference between acting on a hunch and taking action that has

proven success. The DBA also provides access to business mentors through local businesses, SCORE, and other mentoring organizations. These offer years of experience in finding solutions.

LACK OF CAPITAL

Getting a business off the ground typically involves a significant investment of capital. The DBA offers advice about different methods of obtaining capital and in some cases, will be able to put you in touch, face-to-face with venture or angel investors. And speaking of costs, don't forget that by setting up shop as a resident client of the DBA, you'll be getting top-notch office space at a rate you couldn't obtain in the traditional marketplace--that saves precious capital that can be better spent elsewhere.

FAILURE TO ANTICIPATE GROWTH

Growth is good, right? Well, not always. Of course you want to grow, but if it happens before

you're ready, it can mean disaster. The DBA offers flexible resident office arrangements, allowing you to grow at the right time. But it's not just about office space. Understanding and preparing for growth is an essential element for success. The DBA, through its mentoring and investment networks can help you prepare in a way that makes sense for your company.

INVESTING TOO MUCH IN FIXED ASSETS

Too often, new business invest too heavily in fixed assets such as computer equipment, office furniture, and real estate. Here's where the DBA option really shines. We offer first-class office space, access to high-bandwidth networking, and office furniture with our standard program. This relieves your new business of having to invest in these assets so you can get on with the business of starting and growing your company.





What's in it for You?

What is a Business Accelerator?

Business accelerators nurture the development of entrepreneurial companies, helping them survive and grow during the start-up period, when they are most vulnerable. These programs provide their client companies with business support services and resources tailored to young firms. The most common goals of accelerator programs are creating jobs in a community, enhancing a community's entrepreneurial climate, retaining businesses in a community, building or accelerating growth in a local industry, and diversifying local economies.

RESIDENT OCCUPANCY

Our resident occupancy program is perhaps one of the key features of the DBA. We provide first-class office space with services typically found only in high-rent buildings. Depending upon your needs and our availability, we will customize space for your business needs.

Typical clients begin with a single office of approximately 600 square feet. When you begin to grow, we can grow with you and offer more space as needed. Although our offices aren't free, you will find the rates are substantially lower than comparable space elsewhere in the community.

SERVICES & FACILITIES

The DBA provides a host of services to resident clients including, access to a formal conference room, facsimile services, limited secretarial services, janitorial services, etc.

Additionally, the DBA provides direct access to high-bandwidth public networks, private virtual

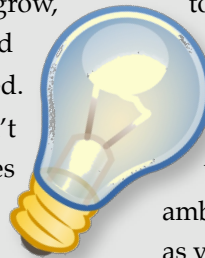
networking. While there is a nominal charge for most of these services, the DBA provides them at an expense typically lower than clients can provide them to themselves.

NETWORKING

It's hard to put a value on the ability to network with other businesses and individuals. When you're an entrepreneur, you need to surround yourself with optimistic, positive people. What could be better than working with other clients that often share the same goals, ambitions, and yes, even problems as you?

The DBA also connects you with people outside your office environment that can help you with your business growth.

Finally, the DBA hosts social networking events that include not only your fellow residents, but other business owners and leaders from the communities we serve.





Accelerators Work . . . For You

ACCELERATOR FACTOIDS

- Business accelerators provide up to 20 times more jobs than community infrastructure projects (e.g., water and sewer projects) at a cost of \$144 to \$216 per job compared with \$2,920 to \$6,872 for the latter.
- Every fifty jobs created by an accelerator client generates approximately 25 more jobs in the same community.
- Accelerator clients and graduate companies have created about half a million jobs since 1980--enough to employ every person living in Denver Colorado.
- There are an estimated 1,100 accelerators in North America alone.



THE THIRD LEG OF ECONOMIC DEVELOPMENT

Until recently, the discipline of economic development primarily involved two main pillars: business recruitment and business retention. While this model has been moderately successful in some areas, most communities find it results in a very low yield with respect to new jobs. Now, economic development professionals are looking within their communities and trying to grow their own jobs instead of bringing them in. Most of this effort is through entrepreneurial efforts.

A THRIVING INDUSTRY

Put quite simply, the business acceleration industry is thriving. There are an estimated 1,100 accelerators in North America alone. Most accelerators average 25 resident companies and most have a long list of successful graduate companies.

It turns out, one of the most effective ways of supporting entrepreneurial initiatives is through business incubation. Business incubators nurture the development of entrepreneurial companies, helping them survive and grow during the start-up period, when they are most vulnerable. These programs provide their client companies with business support services and resources tailored to young firms.

ACCELERATOR GOALS

The most common goals of incubation programs are creating jobs in a community, enhancing a community's entrepreneurial climate, retaining businesses in a community, building or accelerating growth in a local industry, and diversifying local economies.



We're Looking for Great Ideas

We're looking for innovators, entrepreneurs, people with a passion for their ideas and the fortitude to make their dreams come true. Yes, we screen each applicant, but if you have what it takes, we would love to have you join us at the DBA. What kinds of companies do we want? Here are some of the qualifications:

A SOLID BUSINESS PLAN

If you're really serious about getting your business off the ground and keeping it alive, you should have a fully developed business plan. While we don't require any specific format, we are looking to see that your research was thorough, your assumptions are substantiated, and your message is clear. Make sure the reader knows what you have and why it will be successful.

SUFFICIENT CAPITAL

Although we don't expect you to be fully successful before you come here, there are some costs associated with getting your business off the ground. You should be able to demonstrate that you can sustain your company until it becomes profitable. That includes your basic livelihood as well as the costs of maintaining your space here at the DBA.

SCALABILITY

You should be able to demonstrate that your company is scalable. It should be able to grow and expand in a way that remains profitable. We also prefer companies that have the potential for either national or international markets. Companies that serve a technological workforce and improve the intellectual capital of the region

remain high on our interest level. This may include product development, process optimization, rapid prototyping, engineering, computer technology, etc.

APPLICATION PROCESS

You can begin by participating in a screening interview with the staff of the DBA. Assuming they like your idea, they will assist you with an application that is then presented to the DBA board of directors for approval. Upon approval by the board, you will be required to execute a license agreement for the space you will occupy. For additional information on the application and acceptance process, visit our web site at:



DynamicBusinessAccelerator.com



Our Mission:

Facilitate the creation, growth, and recruitment of emerging businesses in our region

OUR GOALS

- Facilitate programs that strengthen our region's entrepreneurial culture
- Assist entrepreneurs, innovators, inventors, and students to acquire resources necessary to locate and expand businesses in our region.
- Create, develop, and manage, if necessary, critical infrastructure required to grow, recruit, and retain emerging companies in our region.
- Embrace and support our current industries, but diversify to create new ones.