



THE ENTREPRENEURIAL INSTITUTE

At MetroBroward

The Journey to Small Business Success Begins Here

In Partnership With



SMALL BUSINESS ENTERPRISE CENTER TENANT HANDBOOK

Small Business Incubation is one of the four core elements of the Small Business Success Strategy offered at the Entrepreneurial Institute. The Small Business Enterprise Center (SBEC) incubates start up companies by providing access to advice from industry leaders, academic professionals, subject matter consulting, financing referrals, marketing and PR assistance and a solid turn-key infrastructure. This Tenant Handbook describes the staff, volunteers and the technical assistance services that are provided to SBEC residents in order to accelerate them towards self-sufficiency and profitability.

I. PROFESSIONAL AND NETWORK SERVICES

A. MANAGEMENT ASSISTANCE

- One-on-one advisory sessions with SBEC managers, Steering Council Mentor Teams, and university partners. The Steering Council Mentors and Management Staff will help tenants develop long range, intermediate, and short term plans within 30 days of their acceptance to SBEC.
- Feedback from Mentors: Progress Summaries and Recommendations. SBEC will assist each company in developing a group of advisors that will meet on a planned schedule.
- Referrals to community and private consulting and professional services.
- Referrals to specialized government service providers.

B. BUSINESS DEVELOPMENT ASSISTANCE

The free forums and services offered in the Entrepreneurial institute (EI) are also available to SBEC tenants. Areas of training / discussion include, but are not limited to:

- Business Start-up
- Record-keeping
- Sales and marketing
- Personnel issues
- Legal structure
- Financial planning
- Management

SBEC must pay for any fee based courses offered in the Entrepreneurial institute.

Formal and informal presentations and seminars are also provided periodically to cover issues affecting businesses.

C. SBEC RESOURCE NETWORK

In addition to strategic and organizational services, an important benefit to SBEC companies is the **brand image** of SBEC and **recognized credibility** of SBEC companies. Another important benefit for SBEC companies is the synergy that exists among SBEC companies.

The SBEC Resource Network is a group of professional service providers who offer their services at discounted rates to assist the start-up ventures at **SBEC**. This service network includes individuals and companies across a wide range of areas such as legal, accounting, human resources, insurance, and many others. The Resource Network contains contact information, services offered, rates & discounts, and client references for the service providers.

If you have worked with a service provider or professional services firm that you would like to recommend to us, please contact SBEC's Director, or refer them directly to the SBEC Web Site.

II. PUBLIC RELATIONS

A. RESIDENT COMPANY INFORMATION

Upon moving in the incubator, Residents will be asked to complete a member company information form. This information will be used to compile Resident portfolio information to potential investors and business professionals. It will also be provided to SBEC staff, steering council, and other Residents to keep them abreast of the other companies in the incubator.

B. PRESS RELEASES / ANNOUNCEMENTS

Periodically, SBEC will ask you for additional information for use in press releases issued by the incubator. Examples of times when SBEC will probably issue a press release include:

- When a new Resident moves into the incubator
- When a Resident meets major milestones
- When a Resident is awarded major venture funding, grant or contract
- When a Resident is granted a patent or receives an award.
- When a Resident goes public
- When a Resident graduates

Residents will be given the authority to review all press releases that mention their companies prior to their release to the media.

C. PROMOTIONAL INFORMATION / SIGNAGE

Each Resident will be provided with space in the SBEC reception area to display company promotional material, such as a brochure, fact sheet, or business cards. Companies will also be provided with a sign to display the name of their companies outside their offices. Should a company change its name, it is the responsibility of the Resident to pay for the replacement of the sign.

III. PROGRESS REPORTING AND MONITORING

Residents are required to meet quarterly with the SBEC manager and/or specified consultants/advisors during the first year of their lease and then semi-annually (normally) thereafter to discuss their progress. These meetings allow for a review of the company's achievements and provide the company's owners with valuable input. They also serve to insure that the objectives of the company and the facility are being pursued in the manner most likely to result in success.

Prior to each meeting, the Resident shall submit to the SBEC manager the following information:

- The company's annual or interim financial statements, including a statement of cash flow, a balance sheet and income statement, and a budget showing a comparison to actual expenses.
- A written progress report of period accomplishments and a schedule of benchmarks for the next reporting period.
- A written description of any changes or modifications that have or will be made to the original business plan.
- An employment report consisting of the name, title and wage of every employee and director of the company.
- Success stories about the company.

IV. ENTRANCE / EXIT POLICIES

A. BASIC REQUIREMENTS

All SBEC Residents are required to meet the following basic requirements:

- Commercially focused business in a professional service area (law, healthcare, advertising, etc.) or technology product development.
- Growth potential for the product or service enabling the company to reach optimal revenue levels; create jobs, and graduate from the SBEC within two years.
- Written business plan (or executive summary) that addresses market analysis, financial projections, funding requirements, background on management team, and milestones to reach while at SBEC.
- Entrepreneurial capabilities demonstrating that the owners and key personnel possess technical savvy, integrity, dedication, and commitment.
- Team-building potential showing a willingness to accept guidance and participate in an environment of cooperation.

B. BUSINESS LICENSE

All Residents must have a business license with the City of Ft. Lauderdale / County of Broward before moving into the SBEC. One of the many benefits available to businesses located in SBEC is the enterprise zone tax saving programs, which all SBEC Residents are eligible for receiving. Ask the SBEC manager for more information on these tax saving programs.

C. LEASE RENEWAL

In order to fulfill the goals and objectives of the incubator, Resident companies are expected to become able to leave the facility and join the Broward County business community within two years of entering the facility. It is important that companies leave the facility in a timely manner to allow the entry of a continuing cycle of new companies that need the special environment provided. Resident companies will be notified of lease renewals within 90 days.

Termination of a Resident company's lease at SBEC will be at the sole discretion of the incubator manager in consultation with the Steering Council. Below is a list of activities or situations that may trigger a company's termination:

- The Resident's manufacturing needs are not allowed by the special use permit issued by the City of Ft. Lauderdale for the operation of SBEC.
- Absence of demonstrated business progress.
- Non-compliance with the terms of the lease agreement and/or adopted guidelines for tenancy.

D. GRADUATION

Companies that meet their objectives and reach their development goals at SBEC will become successful graduates of the facility. Below is a list of benchmarks that can trigger a company's graduation:

- Successful completion of two years as an incubator Resident.
- 10 employees.
- \$1.0 million in sales.
- Completed a public stock offering.
- Change in company emphasis from that which was originally described in the business plan.
- Ownership change

V. STAFF

Director	Michael E. Carn
Office Manager	Latonya Grayson

VI. STEERING COUNCIL

The SBEC Steering Council consists of community business leaders who advise the incubator director, evaluate Resident applications and quarterly reviews, and function as mentors to incubator Resident companies.

Peggy Nordeen, Chair
President, Starmark-MARC
Advertising & Marketing

Don Glenn, President
Glenn Consulting, Inc.
Management Consultants

Mel Rothberg, President
Rothberg & Associates
Bio Science Specialists

Gail Birks, President
CMA Enterprise
Business Development

Steven Hickman, President
Florida Shores Bank
Business Financing

John Ruffin, Chair
The Ruffin Group
Business Consultants

Michael Cubbin, Dean
DeVry University
Personnel Strategies

Dr. Preston Jones, Ass. Dean
Nova University
Entrepreneurial College

Bob Swindell, SVP
Broward Alliance
Economic Development

Shaun Davis, CPA
President S. Davis & Assoc.
Accounting

Delroy Lindsay, President
Capital Partners
Equity Funding

Patricia Taylor, Specialist
Broward County Office of
Economic Development

Nwadiuto Esiobu, PhD
Florida Atlantic University
Microbiology

Lonnie Maier, Director
Nortel
Technology Solutions

Adam Uhlan, VP
Merrill Lynch
Financial Advisors

Patricia E. McQueeney, Esq.
Learn.com
Intellectual Property

VII. CONTACT INFORMATION



Metro Broward Economic Development Corporation
3800 W. Broward Blvd • Ft. Lauderdale, FL 33312
T 954 587 3755 • F 954 587 3703
www.metrobroward.org

VIII. HOURS OF OPERATION

The SBEC operates from 8 a.m. to 5 p.m. M-F and is closed for observed holidays. Residents have 24 hour access to SBEC.

IX. RENT AND FEES

All rent and other fees are due on the first of each month. Each Resident's rent is made up of two parts: a base rental fee and additional fees for special services and equipment offered at SBEC. Late charges of one percent per day may also apply if a Resident fails to pay rent and other fees ten or more days past due. Utilities are included in the base rental fee. There are three suite sizes in the SBEC and rent is charged according to size.

Large Units: 180 ft ² . – accommodates 3 to 4 persons	\$485.00
Mid-size Units: 120 ft ² . – accommodates 2 persons	\$455.00
Small Units: 90 ft ² . – accommodates 1 person	\$375.00

Monthly rent includes local telephone and Internet (T-1) services. Moving in requires rent for the first and last months and a security deposit that is equal to one month's rent. Rental fees increase 5% per year.

Other additional fees can include, but are not limited to:

- Janitorial service for Resident suites (common areas maintained free of charge).
- Computer printouts
- Telephone service charges
- Postage
- Outgoing faxes
- Network service charges
- Word processing
- Photocopying

The following fee schedule applies for the following services.

Printing/Copying (black & white)	\$.05 cents per page
Color Copying/printing	\$.30 cents per page
Optional Lobby Listing	\$50.00 (one time fee only)
Clerical Support	\$15.00 per hour
Local Telephone Service - <i>includes calls to extended areas (Key West/Port St. Lucie)</i>	Included with rent
Long Distance Telephone Services	\$.10 cents per minute
International Calls except Canada	Carriers bill rate
Internet Services	Included with rent
Faxing	\$10 monthly flat fee

X. ADMINISTRATIVE SUPPORT

- **Telephone Answering**

The SBEC Office Assistant is available to answer Residents' phones temporarily when they are away from the office. Long term telephone forwarding will be considered as clerical support and will be charged thusly. See the Office Manager for telephone forwarding instructions.

- **Mail Services**

SBEC Residents have a mail box located near the Office Manager's area. Residents are responsible for establishing mail delivery service with the US Postal Service. SBEC does not have a mail processing center. All major couriers deliver to SBEC and couriers will leave packages with the Office Manager if the resident is not available when deliveries are made.

- **Notary Services**

Notary Services are available within SBEC. Fees for notary services are negotiable.