



WOMEN'S ECONOMIC DEVELOPMENT NETWORK

FEBRUARY 25, 2021

CAROLINE CROWDER
PROGRAM DIRECTOR



AGENDA

10,000 FT VIEW

OUR REQUIREMENTS

FOCUS AREAS

RESOURCES

OUR IMPACT

OUTREACH & INVOLVEMENT

SUCCESS STORIES

SUCCESS FACTORS



THE BIG PICTURE – *CONVERGENCE*

PROTECT

- TECHNOLOGY COMMERCIALIZATION OFFICE
- INCUBATOR PARTNER PROGRAMS

INCUBATE

- USC COLUMBIA TECHNOLOGY INCUBATOR
- IDEA LABS
- DIGITAL TRANSFORMATION LAB

LOCATE

- INNOVISTA RESEARCH CAMPUS
- RICHLAND/LEXINGTON COUNTIES
- CITY OF COLUMBIA
- MIDLANDS TECH ENTERPRISE CAMPUS

CONNECT

- CORPORATE SOLUTIONS
- ECONOMIC DEVELOPMENT OFFICES
- GOVERNMENT RELATIONS





OUR CORE BELIEF



USC
COLUMBIA
TECHNOLOGY
INCUBATOR



We help innovative businesses grow through education, mentoring, and an established sense of community in the Midlands of South Carolina.



REQUIREMENTS

1. TECHNOLOGY-DRIVEN STARTUP COMPANY LOCATED IN THE MIDLANDS OF SC
2. HIGH-SCALABILITY, HIGH-IMPACT, HIGH-TECH
3. ENTREPRENEURIAL QUALITIES



FOCUS AREAS



TECHNOLOGY

- ENTERPRISE SOLUTIONS
- FINTECH
- INSURTECH
- PROPTECH
- CYBER SECURITY



LIFE SCIENCES

- HEALTHTECH
- MEDTECH
- BIOTECH



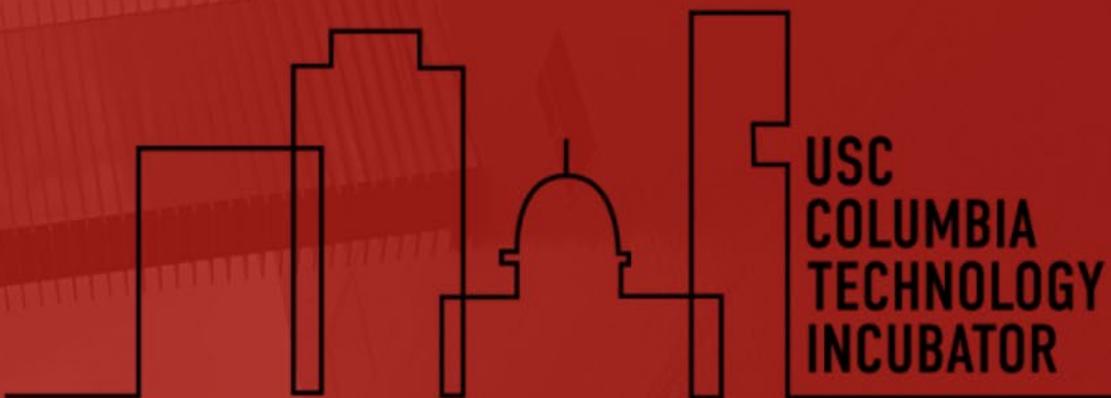
SUSTAINABILITY

- CLEANTECH



RESOURCES

- EDUCATION - LAUNCHPAD / STARTUP WIND
- UoSC NSF I-CORPS PROGRAM
- TECHNOLOGY COMMERCIALIZATION OFFICE
- 3PHASESC PROGRAM
- MIT VMS PROGRAM
- INDUSTRY PARTNER PROGRAMS
- OTHER USC ASSETS (MCNAIR, ETC.)
- COMMUNITY BUILDING



PROGRAM – STARTUP WIND

TWO COURSES:

1. EARLY STAGE BUSINESS COHORT
 - IDEA STAGE, SEEKING VALIDAITON
 - NOT INCORPORATED
 - 25 INTERVIEWS OVER 3-7 WEEKS
2. MID-STAGE BUSINESS COHORT
 - PITCH WORK, FUNDRAISING, MARKETING STRATEGY





OUR METHODOLOGY

CUSTOMER. FIRST. PERIOD.



IMPACT



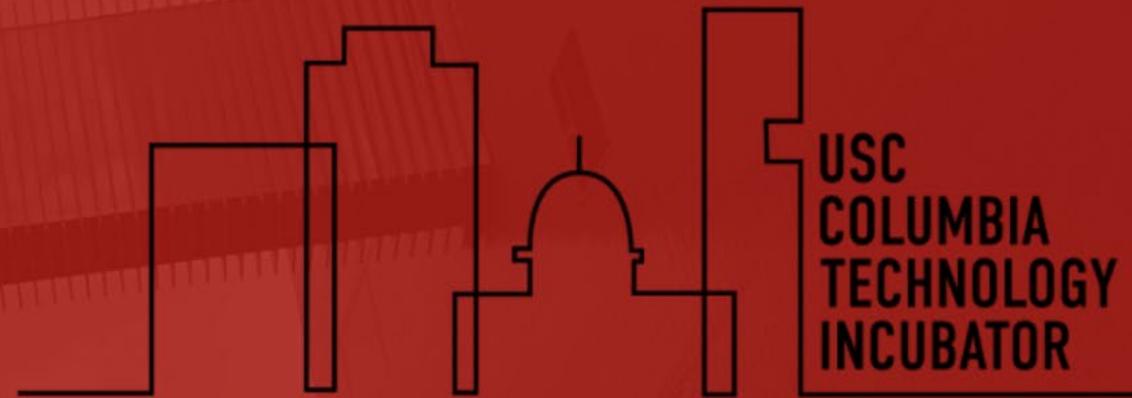
45+
CLIENTS



\$19M+
REVENUE



650+
JOBS



IMPACT - OWNERSHIP

78% of the 44 member companies are cash flow positive and generate over \$19M in annual revenue.



66%
male-owned



44%
female-owned



42%
minority-owned



10%
veteran-owned

USC
COLUMBIA
TECHNOLOGY
INCUBATOR

IMPACT - EMPLOYMENT



650+
people
employed



\$53,700+
average
annual salary



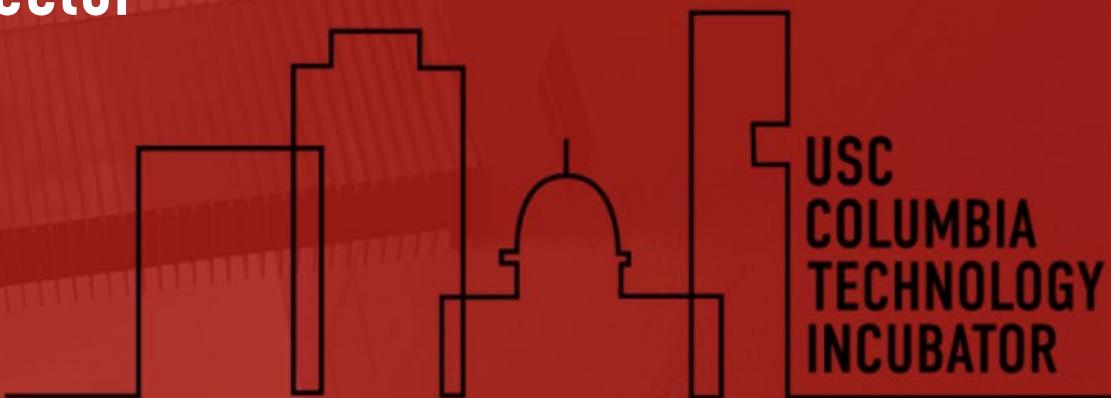
186 net
new jobs





OUTREACH EFFORTS

- 1 Million Cups Columbia
- American Marketing Association
- Benedict College Women Business Center
- diverselT
- Femme x Columbia
- R2i2 Advisory Council to Executive Director
- South Carolina Business Collaborative
- Women in Insurance Technology
- Women in Leadership





SUCCESS STORIES

Capgemini acquires TCube Solutions in the US to advance its portfolio of managed services for the insurance industry

Tech Giant Capgemini Opens Global Delivery Center in Columbia, SC's BullStreet District

BullStreet District Celebrates Columbia, S.C.'s Largest Tech Jobs Expansion in 10 Years

Capgemini Cuts Ribbon on Expanded BullStreet District Facility, Its 10th Global Security Operations Center



SUCCESS STORIES



DPX Technologies Announces a New INTip™ Size Exclusion Chromatography Product Line

DPX Technologies Announces an Expansion in Columbia, South Carolina

DPX Technologies Announces Collaboration with Richland County Sheriff's Department for Implementation of Unique Automated Workflow for Cannabis Differentiation



SUCCESS FACTORS

- CLEARLY DEFINED PROBLEM IN THE MARKET
- FOUNDER'S KNOWLEDGE OF THE MARKET
- CLEARLY DEFINED GOALS
- FOUNDER'S PLANNING AND EXECUTION CAPABILITIES
- RESILIENCE, RESILIENCE, RESILIENCE!





“New ideas need audiences like flowers need bees. No matter how brilliant, they will die unless others work to spread them.”



THANK YOU!

CAROLINE CROWDER

PROGRAM DIRECTOR

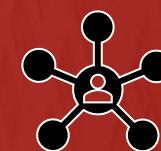
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