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Message from the Director Dr. Eric Tao

Innovation is the lifeblood of a region’s economic growth. Throughout the United States, from the White House to the campus of California State University Monterey Bay, innovation, together with entrepreneurship, is touted as the utmost important strategy in business and education.

Leveraged with local talents and U.S. government supports, the Institute for Innovation and Economic Development at Cal State University Monterey Bay has been providing programs and activities to support innovative research, foster cutting edge business projects, and support students and entrepreneurs alike in their creative quest for business opportunities. iiED also looks within the university and local research institutions to cultivate projects that assist students, investors, and entrepreneurs in successful internships, resources, to develop new businesses and jobs in the region.

With the support of many generous individuals, companies and the university over the last year, iiED has offered several entrepreneurship and technology workshops and competitions, a speaker series on entrepreneurship, innovation salons, and also provided technical assistance to new business ideas.

We collaborate closely with the Monterey Bay Business Council, CSU Monterey Bay’s Small Business Development Center and the College of Business, the Central Coast Small Business Development Center, Business Entrepreneurship Center, Youth Entrepreneurship Program, Salinas Valley Chamber of Commerce, Joint Venture Monterey Bay, Project 17 International and the Steinbeck Innovation Foundation. Many local business professionals, community leaders, and CSU Monterey Bay faculty and administration also provided invaluable support to us. These programs helped foster new local businesses and trained students from CSU Monterey Bay, Hartnell College, Naval Post Graduate School, Monterey Institute of International Studies, Monterey Peninsula College, University of California at Santa Cruz, and Cabrillo College.

With Ms. MaryJo Zenk leading the operations and faculty associate Dr. Brad Barbeau designing the entrepreneurship activities, iiED plans to enhance these activities and add additional programs such as investor-entrepreneur-innovator meetups, youth programs, student start-ups, innovation awards and new entrepreneur training in the coming year.

I am very proud of what we have accomplished during this past year, and excited to see where we will go in the future. Your support and participation is the most important part of the iiED’s success. I hope to see you soon at the Institute and at many of the iiED events.

About iiED

Sponsored by the U.S. Economic Development Administration, the Institute for Innovation and Economic Development (iiED) is a collaboration between California State University, Monterey Bay and the Monterey County Business Council, working together to research, create innovative business projects, and support students and entrepreneurs alike in their creative quest for business opportunities.

iiED 2012–2013 Staff

Director: Dr. Eric Tao
Program Manager: MaryJo Zenk
Student Assistants: Michelle Cooley, Rebecca Malsin, John Montgomery
This year the Institute for Innovation and Economic Development at California State University Monterey Bay implemented a number of new programs that promoted entrepreneurship and innovation for over 500 students and community members in the Monterey Bay region.

We are pleased with the results of these events and their impact in fostering the entrepreneurial spirit in the Monterey Bay region. The following pages of this report show pictures and details of each of our major events. Here are a few highlights:

**Startup Weekend Monterey Bay (January 25-27, 2013)**

The first Startup Weekend in the Monterey Bay region was organized by iiED at the university with regional support from other economic development agencies and educational institutions. It was an exciting event with 78 participants pitching 32 ideas for new startups. With the help of 15 coaches and 5 judges, 10 new startup companies were formed over the weekend. Inc. Magazine sent a reporter to experience our event and his article was included in their April 2013 edition. A number of the participants were “bitten by that entrepreneurial bug” and competed in the 2013 Monterey Bay Regional Business Plan Competition. The university and other sponsors helped with the cost of meals so that students could participate all weekend at reduced rates.

**Startup Weekend Google Bootcamp (November 30, 2012)**

During a Startup Weekend there isn’t a lot of time for attendees to learn and implement new technologies that will be helpful. iiED hosted a pre-Startup Weekend event (co-sponsored by Google Developers Group) to introduce Google development tools to a sold-out crowd of 30 students and community members. The half-day workshop was taught by Dr. YoungJoon Byun of the university’s School of Information Technology and Communications Design (ITCD).

**Ideas of March (March 15-17, 2013)**

This is our second annual technology competition co-sponsored with the Monterey County Business Council and ITCD. Teams of students and software professionals produced real, prototype Android applications over the weekend based on ideas proposed by Monterey Bay nonprofits and small businesses. Dr. Kate Lockwood of ITCD lead the event and coached the teams throughout the
With a grant this weekend event, including six meals and lots of snacks, was made available for free and kept the 26 participants fueled up throughout the competition.

**Entrepreneurship Forums (November 14, 2012 & April 8, 2013)**

The Entrepreneurship Forums are a series of talks, held once each semester, on subjects related to the practice of entrepreneurship. The forums are held jointly by iiED and the university’s College of Business. This past year’s forum series was supported with a grant and sponsorships. One hundred seventy-seven students and community members participated.

**Monterey Bay Regional Business Plan Competition (March 29 & May 3, 2013)**

This is the first year that iiED provided the administrative support and website management for the Monterey Bay Regional Business Plan Competition. The competition was chaired by Dr. Brad Barbeau of the College of Business along with a steering committee of community volunteers committed to fostering new businesses and jobs through this regional competition. Several current and former students of CSU Monterey Bay were finalists in this year’s competition and some of the Competition’s finalists were also participants of this year’s Startup Weekend Monterey Bay.

**Innovation Salons (December, 7, 2012, February 1, March 1, & April 5, 2013)**

On the first Friday of each month, the Institute hosted a “Salon” to discuss innovative ideas in a particular field. Each month the Salon features an academic unit on campus or innovative research in the region. Talking about these new ideas across disciplines allows for new innovative ideas to emerge.

**Partners, Volunteers and Community Support**

The Institute for Innovation and Economic Development is grateful to our partners, volunteers and the financial support we received this year from the community and the university.

**Partnership:**

We worked closely with the other regional economic development organizations including the university’s Small Business Development Center (SBDC) and our partner, the Monterey County Business Council to increase the number of entrepreneurs in the region and to build an infrastructure to grow and foster them. Other organizations that collaborated with us include: the Central Coast SBDC, Youth in Entrepreneurship Program, Business Entrepreneurship Center, Salinas Valley Chamber of Commerce, Joint Venture Monterey Bay, Project 17 International, and the Steinbeck Innovation Foundation.

Together our collective events, programs and technical assistance are building the entrepreneurship community in the Monterey Bay region which will create many new businesses and jobs in the region.

**Volunteers:**

During this year, over 500 people participated in iiED events and programs. We could only do this with the support of over fifty university and business community volunteers. iiED is truly grateful for all the volunteers that have helped make all the programs work so well during this academic year.

We are especially appreciative of the time and leadership provided by Dr. Brad Barbeau of CSU Monterey Bay’s College of Business throughout the year. He was a major partner in bringing Startup Weekend to CSU Monterey Bay and also served as the Program Chair for the two Entrepreneurship Forums. A list of other faculty and staff from the university that have helped iiED this year is included on page 18 of this report.

Members of the business community and other volunteers provided invaluable assistance for our events, from giving thought-provoking talks and conversations to coaching, mentoring and judging startup businesses and technology competitions. We appreciate their time and efforts that made our iiED events so successful this year. A complete list of volunteers volunteers is on page 18 of this report.

Special thanks to our partner, the Monterey County Business Council, their Board Chair, Maryann Leffel and staff for their support this past year.

**Sponsors and Donors:**

California State University Monterey Bay has been the major sponsor of iiED events and programs. However, we couldn’t have done all we were able to do without the financial and in kind support from these financial sponsors and donors: Business & Entrepreneurship Center, Cypress Baking Company, Flanagan’s Irish American Pub, Geisler 3, Google Developer Group, Learnex Inc., OfficeMax, Palermo Bakery, Pepsi, Central Coast SBDC, Starbucks, Taylor Farms, and Youth Entrepreneurship Program.

**Support iiED programs in 2013-2014:**

Please help us continue to grow entrepreneurship in the Monterey Bay Region with a donation or sponsorship of one or more of the iiED events.

For more information contact Mary Jo Zenk at 831-582-3230 or mzenk@csumb.edu.
“The iiED provides a bridge between the academic-based resources of our community and the creative vitality of entrepreneurial community members. Together we can help to drive the economic vitality of the region.”

—Dr. Brad Barbeau, CSU Monterey Bay
Entrepreneurship Forums

are co-sponsored with the College of Business, CSU Monterey Bay Small Business Development Center and the Youth in Entrepreneurship Program. These forums are open to students, faculty and the community.

The fall Forum entitled “Tales from the Trenches” featured five local entrepreneurs (Brigid McGrath-Massie, David Fritsch, John Lewis, Joe Opitz, and Deborah Walliser) who each shared their story of the jobs and challenges of starting, growing and running a business.

The spring Forum entitled “Crowdfunding & More: New Opportunities for Funding Ventures” featured two featured panelists: Jim White, CEO and Founder of JL White International, Inc. and Dr. Brad Barbeau. from the College of Business along with two panelists with experience in crowdfunding: Brooks McChesney, President & CEO of Vidient Systems and Mike Buffo of Artistic Director of HARA Motion Pictures Studios.
“The spirit of innovation that was so much in evidence during Cal State Monterey’s founding remains deeply ingrained in our campus DNA. That spirit will be vital to us as we move forward into a new era in higher education.”

— Dr. Eduardo Ochoa, President CSU Monterey Bay
Innovation Salons are casual get-togethers of faculty, staff, students and community members to discuss innovative ideas in a particular field. Each month, the Salon features an academic unit on campus or innovative research in the region and lively discussions are fueled with some free coffee.

Salon featured topics this past year:

- Animation, Games, and Interactive Media in Education.
- Marine Spacial Technology
- Innovations and Business Opportunities in Resource Recovery
- Big Data, Big Impact

Dr. Daniel Fernandez

Dr. Rikk Kvitek

Dr. Alice Flores

R. Patrick Matthews

Dr. Bude Su

Dr. Kate Lockwood

Dr. Marylou Shockley

Dr. Chip Lenno
“As this was my first Startup Weekend, I found that it propelled me forward in multiple ways. I arrived unsure of how I might become more than an accountant and I left with a validated business idea, a network of entrepreneurs, and the self-confidence to change myself. I met the founder of UserPod Inc. at Startup Weekend and I am now CoFounder in the company. I realized how many doors have been opened simply because I attended Startup Weekend.”

— Paul Fuller, Startup Weekend Monterey Bay 2013 participant
The first Startup Weekend in the Monterey Bay region was organized by iiED in January 2013 with regional support from other economic development agencies and educational institutions. During the weekend, ten new startup companies were formed. Several companies continued after the event.

Winners

1st Place: Wan2Learn

Best Idea for the Bay: Puzzle Perks

Crowd Favorite and Most Innovative: Astropreneur

Other startup companies formed this weekend:

Bubblio
Cockroach Crunch
Military Cyber Professional Association
Moocher
Sandy Hill Farms
Triple Skate
Vigor.io
“The first step in winning the future is encouraging American innovation. None of us can predict with certainty what the next big industry will be or where the new jobs will come from. Thirty years ago, we couldn’t know that something called the Internet would lead to an economic revolution. What we can do – what America does better than anyone else – is spark the creativity and imagination of our people.”

— President Barack Obama, January 25, 2011
Google Bootcamp was a pre-Startup Weekend event sponsored by Google. This half day workshop co-hosted with CSU Monterey Bay’s ITCD and taught by Dr. YoungJoon Byun was an opportunity to learn Google development tools including APP Engine, APIs, and Android.
“The Monterey Bay Region is abundant in innovation and entrepreneurial spirit. Eighty-two percent of all companies in the tri-county have five or less employees, with an average of forty new companies starting a month.”

—Mary Ann Leffel, Chair of Monterey County Business Council
The Ideas of March Android Development Camp and Competition provided opportunities to students and professionals to design, develop, demonstrate and learn innovative mobile applications using Android technology. Teams worked together to produce real, working prototype applications for Monterey Bay organizations.

The Results

1st Place Winners
An App for Cedar Street Times

Community Impact Winners
An App for Loaves, Fishes, and Computers

Technical Merit Winners
An App for Military Cyber Professional Association

Other Teams
An app for Monterey Green Action
An app for CSU Monterey Bay’s Personal Growth and Counseling Center
“The Business Plan Competition, made possible with strong regional partnerships, brings together a wide variety of expertise and resources to surface and inspire local entrepreneurs. Such events are critical to stimulating a local sustainable economy. It is exciting to not only support but to witness the many amazing transformations of nascent entrepreneurs into wealth-creating enterprises and jobs in our Monterey Bay.”

—Andrea Nield, Associate Director, Small Business Development Center

Monterey Bay Regional Business Plan Competition

(March 29 & May 3, 2013)
The Monterey Regional Business Plan Competition is an annual competition held every spring for startup and emerging companies to showcase their ideas and businesses. iiED provided administrative support and website management for the Competition which is organized by a regional steering committee. Fifty-three new businesses competed at the Fever Pitch on March 29th at the university. Several current and former students of CSU Monterey Bay were finalists in this year’s competition. From that event nineteen finalists were selected, submitted a business plan and competed in the final event on May 3rd at the Monterey Institute of International Studies.

2013 Winners

**Venture Division:**
Tablet Command

**Main Street Division:**
Open Ground Sources

**Student Division:**
Shower Ponic Produce

**Other Finalists**
3 of a Kind
Astropreneur
Camp Fashionista
Chocolates By theSea
Drivers on Demand, Inc.
FindMyGolfCoach.com
FlexSweep Industries
Human Services Hub
Hydrogarden Industry Innovations
Monterey Motor Club, LLC.
Post Host
Real Estate Ally
Sangha Energy Inc.,
Santa Cruz CORE Fitness,
Senior Serve
Versacore International
Thank You...

Business Community Volunteers
Steve Blum
Mike Buffo
Brian Carvalho
Jeff Chusky
Jon Dickenson
Chuck Erickson
Brian Fitzgerald
David Fretich
Angel Garbaldino
Gary Golomb
Chuck Hackett
David Hackett
Kareen Hargrove
Samantha Harrison
Keith Holtaway
Michael Jennings
Sylvia Johnson
Chris Khan
Alex Kramer
Maryann Leffel
John Lewis
Nancy Martin
R. Patrick Matthews
Brooks McChesney
Brigid McGlothlin-Massie
Brooks Merritt
Joe Opitz
G Stearns
Curtis Thomas
Kim Ho Wadsworth
Deborah Walliser
Jim White
Mark Wilson

CSU Monterey Bay Faculty and Staff
Dr. Brad Barbeau
Dr. YoungJoon Byun
Dr. Dan Fernandez
Dr. Alice Flores
Sharon Forrest
Dr. Rikk Kvitek
Dr. Chip Lenno
Dr. Kate Lockwood
Kenneth Lontoc
Andrea Neid
Lou Panetta
Andrea Perez
Mark Peterson
Dr. Marylou Shockley
Dr. Bud Su

Our University Partners
College of Business
CSU Monterey Bay Small Business Development Center (SBDC)
Department of Information Technology and Communication Design (ITCD)

Our Organizational Partners
Business and Entrepreneurship Center
Central Coast Small Business Development Center (SBDC)
Joint Venture Monterey Bay
Monterey County Business Council
Project 17 International
Salinas Valley Chamber of Commerce
Shinbuck Innovation Foundation
Youth Entrepreneurship Program

Hartnell College Faculty and Staff
Matt Cuemis
Bob Maffei
iiED in the News...

“Booting Up Business: CSUMB’s startup weekend teaches mad skills to would-be entrepreneurs.”
Monterey County Weekly (11/29/12)

“CSU Monterey Bay to Host ‘Startup Weekend’ for Entrepreneurs.”
Monterey Herald (1/11/13)

“CSU Monterey Bay calls all app makers for ‘Ideas of March’ competition”
Monterey Herald (2/20/13)

“CSUMB Startup Weekend Winner Wastes No Time.”
Monterey Herald (1/28/13)

“CSUMB’s 2013 ‘Ideas of March’ mobile application competition begins March 15.”
The Californian (3/1/13)

“Salinas area start-ups prep for the big day.”
The Californian (2/20/13)

“The Ideas of March: CSUMB prepares for the Second Annual App Competition”
The Otter Realm (3/14/13)

“CSUMB Panel: Crowdfunding moving to prime time”
The Californian (4/9/13)

“New ideas, technologies, showcased at the 2013 Business Plan Competition at CSUMB”
The Californian (4/9/13)

“How Hard Could It Be?”
Inc. Magazine (April 2013)

Mission Statement
To inspire innovation, entrepreneurship, and economic development by offering programs that help stimulate business development as well as job growth in the region. We emphasize technical assistance, applied research, and information dissemination, while directly supporting everlasting principles of sustainability.

Vision Statement
Business education and innovation will become signature strengths of the Monterey Bay region and generate strong regional economic development and job creation.