

H. Major research and public service activities

Funded research

	Amount (\$)
Federally Financed Academic R&D Expenditures	115,942
Institutionally Financed Academic R&D Expenditures	56,850
Total Academic R&D Expenditures	172,792

Note: Dollar amount as reported to the National Science Foundation (NSF) on Form #411 (*Survey of Research and Development Expenditures at Colleges and Universities*).

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Public Service:

The Business Development Incubator (BDI)

BDI is completing an excellent year. It accepted six new companies and launched two.

The following metrics were provided to the NJ Commission on Science and Technology in compliance with grant requirements:

- | | | |
|----|-----------------------------------------------------------|-------------------------------------|
| 1: | Current companies/jobs at BDI | 25/104 |
| | Total residential companies/jobs served in 2009 | 27/108 |
| | Virtual companies | 0 |
| | % of tech. vs. non tech. companies | 80% |
| 2. | <i>3rd Party Financing of Current Clients:</i> | <i>\$145,000 (2008 figures)</i> |
| | Current companies with revenue/sales | 18 |
| | <i>Aggregate top line/gross revenue/sales:</i> | <i>\$5.5 million (2008 figures)</i> |
| 3. | Companies headed by NJCU graduates | 4 (+1 launched) |
| | AIA Credentialing (Alicia Azucar) | |
| | DAO Consulting (Helen Dao) | |
| | MAP Sign Design (Michele Pope) | |

Oliveras & Company (Wendy Oliveras)
Mutationengine (Justin Strawhand) launched

4.	Companies/jobs launched in 2009 2 of 2 companies remained in NJ Total companies/jobs launched Total jobs created by incubator clients:	2/4 10/50 154
5.	New companies entering BDI in 2009 Relocated from zip codes: 07093, 07302, 07020, 07002, 07307, 07631	6
6.	Occupancy rate:	95%
7.	2009 from NJCST <i>2010 funding from NJCST</i>	\$65,000 \$100,000
8.		

2009 Success Stories:

- Our Accounting Service, LLC (“OAS”) and Kesef Accounting Service, LLC (“KAS”) as “The Company” provide a user-friendly, outsourced bookkeeping solution to clients, most of whom are small to medium not-for-profits. KAS entered into a strategic partnership with Chaverware, the gold standard of database management and accounts receivable software serving the US synagogue market and KAS is now Chaverware’s exclusive provider of bookkeeping services.
- MET-Tech concluded Phase I of a DARPA contract and is currently being evaluated for Phase II. The company recently introduced its first commercial product, a radically new type of low-frequency seismic sensor for gas and oil exploration. Omni-directional, with wider bandwidth than geophones, and a fraction of the cost of Micro-Electro-Mechanical Systems (MEMS), the METLF1040 sensor was showcased at the annual meeting of the Society of Engineers and Geophysicists in October 2009 in Houston, TX.
- mutationengine, a multi-media production company, was launched in April 2009 after its success at the Santa Barbara International Film Festival. The feature documentary: “War Against the Weak” directed by Justin Strawhand ’01, CEO of mutationengine, is based on the book by NY Times best selling author and nine-time Pulitzer Prize nominee, Edwin Black. The film also won “Best Film” award at the Beverly Hills Film Festival. “War Against the Weak” is the untold story of American Eugenics, a movement that attempted to breed a Nordic master race through the elimination of those deemed 'unfit.' The film is accepted to a variety of film festivals and continues to receive broad acclaim. In November, it won

- “Best Documentary” of the New Jersey Film Festival and will premier in Europe in January 2010 as part of NIET Normaal, an art exhibit in Amsterdam, with internationally acclaimed artists including Damien Hirst and Louise Bourgeois.
- Alumni-Student Entrepreneurs Society: The NJCU Alumni-Student Entrepreneurs’ Society (SES) was created and developed as a joint venture between the BDI and NJCU’s Office of Alumni Relations to capture and respond to enthusiasm among students to learn more about entrepreneurship. Because of the highly diverse student body at NJCU, particularly in non-traditional students with business experience, we have the opportunity to create and assist new and innovative technology-based companies run by NJCU alumni and students. BDI utilized FY09 NJCST funding to inaugurate SES with a “*Salute to Entrepreneurship*,” to create a data bank of successful, entrepreneurial alumni, and to connect these alumni on a regular basis with incubator companies, students in Entrepreneurship, the corporate community, and local high-tech businesses. A budget of \$5,000 from FY10 NJCST will maintain this momentum, support scheduled activities and create a Business Plan challenge opportunity.
 - NJCU has a Memorandum of Understanding (MOU) with San Cristobal of Huamanga National University, Ayacucho, Peru. This MOU is up for renewal. At the request of Huamanga University, BDI is currently in exploratory discussions with Huamanga University (through NJCU) to create and develop an incubator.
 - MET Tech Inc. was launched from BDI in May 2010 to larger facilities near the Liberty Science Center in Jersey City. MET Tech is developing a unique suite of inertial sensors capable of high performance in a small, rugged, package at low cost compared to competing products. The company is negotiating agreements with two major geophysical companies to finish development, produce, market and distribute a seismic sensor for oil and gas exploration in the US and internationally. The sensor was showcased at the annual meeting of the Society of Engineers and Geophysicists in October 2009 in Houston, TX. The relocation will enable the company to expand and set up prototyping and testing facilities. *MET Tech has been at BDI since July 2007 and has grown from a one-person operation to a viable company with the staff of six, including two PhDs.*
 - Helen Dao, President of Dao Management Consulting Services Inc, and a professional consultant for the National Center for Cultural Competence, was a presenter at the Conference: “*Latinos in New Jersey: Removing Barriers to Community Well-being*” which discussed ways to reduce the differences among New Jersey’s diverse Latino communities and to forge a Latino unity to explore quality of life issues. The goal was to develop a cohesive regional agenda to be presented to the NJ Legislature and submitted to the US Congress for inclusion in the National Hispanic Leadership Agenda. Ms. Dao was elected president of the Institute of Management Consultants-NJ Chapter in May. Ms. Dao holds a B.A. in Psychology and a M.A. in Health Care Administration, both from NJCU.

- Our Accounting Service, LLC (“OAS”) and Kesef Accounting Service, LLC (“KAS”) as “The Company” provide a user-friendly, outsourced bookkeeping solution to the not-for-profit industry. KAS entered into a strategic partnership with Chaverware, the gold standard of database management/accounts receivable software serving the US synagogue market and is now Chaverware’s exclusive provider of bookkeeping services. KAS is in a robust client acquisition phase that has resulted in hiring 5 new employees. *The Company will be launched this year.*
- The NJCU Alumni-Student Entrepreneurs’ Society (SES) was created and developed as a joint venture between BDI and the Office of Alumni Relations to capture and respond to enthusiasm among students to learn more about entrepreneurship. Because of the highly diverse student body at NJCU, particularly in non-traditional students with business experience, SES has the opportunity to create and assist new and innovative technology-based companies run by NJCU alumni and students. BDI allocated \$5,000 from FY10 NJCST funding to maintain this momentum and support activities.
- mutationengine, a multi-media production company, was launched in 2009 after its success at the Santa Barbara International Film Festival. The documentary: “War Against the Weak” directed by Justin Strawhand ’01, CEO of mutationengine, is based on the book by NY Times best selling author and nine-time Pulitzer Prize nominee, Edwin Black. “War Against the Weak” is the untold story of American Eugenics, a movement that attempted to breed a Nordic master race through the elimination of those deemed 'unfit.' The film continues to receive broad acclaim. In late 2009, it won “Best Documentary” of the New Jersey Film Festival and premiered in Amsterdam, Holland in January 2010.
- The New Jersey Association of Women Business Owners (NJAWBO) has installed Wendy Oliveras, Founder & CEO, Oliveras & Company, Inc as President of its newly formed Hudson County Chapter. Meetings are held at BDI. President Wendy is excited about the opportunities: *“As unique and diverse as Hudson County and our membership are, my goal is to help build a successful chapter which will set a remarkable precedent for future members to follow.”*
- Ms. Oliveras holds a B.A. cum laude in Political Science from NJCU.
- BDI company principals – and NJCU alumni – led a panel discussion on the “Opportunities and Challenges of Entrepreneurship” for undergraduates in the NJCU Business program. Does it take longer and cost more than you expected? *Yes!* Do you have to work nights and weekends? *Yes!* Is it worth it? *Yes!*

Metrics:

1	Current companies/jobs at BDI	25/104
	% of technology-based companies	85%
	Occupancy rate:	95%
2	Current companies with revenue/sales	18

	Aggregate top line/gross revenue/sales:	\$7.75 million
3	Companies headed by NJCU graduates	5
	AIA Credentialing (Alicia Azucar) DAO Consulting (Helen Dao)	
	MAP Sign Design (Michele Pope) Oliveras & Company (Wendy Oliveras)	
	Mutationengine (Justin Strawhand) <i>launched</i>	
4	Total companies/jobs launched	10/50
	Total jobs created by incubator clients:	154
5	New companies entering BDI in 2009	6
	Relocated from zip codes:	
	07093, 07302, 07020, 07002, 07307, 07631	
6	2010 funding from NJCST	\$100,000