



## **Technology Innovation Center Handbook**

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# Introduction

## Mission Statement

The mission of the Technology Innovation Center is to generate and advance the culture of entrepreneurship in the community and to expand the knowledge-based economy in the market.

## Objectives

The three main objectives of the Technology Innovation Center are:

- Identify and support high technology business opportunities.
- Promote long-term and sustainable economic development in East Lansing and the region.
- Support the business community by providing affordable office space and services, training, funding sources, mentoring, and a network of professional advisors.

## Vision

The City of East Lansing has created the Technology Innovation Center in downtown East Lansing to facilitate the development of the technology based economy. The facility will cater towards developing Michigan State University Information Technology (IT) spin-offs, high-tech ventures, and local entrepreneurs.

While the initial facility is located within existing downtown office space, the vision includes expanding or relocating into East Lansing's mixed used development project, East Village, depending on the timing of redevelopment efforts.

The Technology Innovation Center is also located within the East Lansing portion of the Lansing Regional Smartzone. The Innovation Center will contribute to the development of regional networking and educational forums. It is expected that these forums will be an integral component of increasing exposure to the SmartZone while simultaneously providing an avenue for high tech businesses to network and learn about the latest market trends.

The Innovation Center will also serve as an expanded wireless hot spot in downtown East Lansing. Wireless services will be made available free of charge to qualifying high technology businesses and their guests.

## Getting Started

### Location and Building Details

The East Lansing Technology Innovation Center is located at 325 E. Grand River in East Lansing, Michigan. The Center occupies 6,500 square feet of office space. There are 15 standard offices and 8 workstations in the Center along with two conference rooms (see Appendix B for floor plan).

### Business Hours

Normal business hours are from 8:00am to 5:00pm, Monday through Friday, except for designated holidays. Tenants of the Technology Innovation Center will have 24/7 access to their offices and shared spaces.

### Contact Persons

Tenants and candidates may reach TIC staff at any time during normal business hours. In addition, staff may be contacted in emergency via mobile phone. Building and TIC staff contact information is provided below:

Jeff Smith  
Leap Inc.  
517-702-3387 Ext. 203 office  
517-420-1670 mobile  
[jeff@purelansing.com](mailto:jeff@purelansing.com)

Amy Schlusler  
City of East Lansing  
517-319-6931 office  
[aschlus@cityofeastlansing.com](mailto:aschlus@cityofeastlansing.com)

### Building Maintenance

For building maintenance related issues, tenants should submit a trouble ticket via <http://www.christmanco.com/maintenance/CityCenterPartners/>  
*Work Request Passcode: sparty*

For any issues that are not readily resolved, or for general building related questions contact facility maintenance at:

Dave Roznowski  
Facilities/Operations Technician  
Christman Company  
517-819-5618 mobile  
[Dave.roznowski@christmanco.com](mailto:Dave.roznowski@christmanco.com)

## Facilities and Services

### Conference Rooms

There are two conference rooms available to tenants. Tenants will have the ability, and are advised to reserve conference rooms in advance. Otherwise, conference rooms will be available on a first come/first served basis. Use of these conference rooms is free to tenants, 24 hours a day, 7 days a week. These rooms may be rented by the public during available business hours. To make a reservation please refer to the contact persons on page 4.

### Signage and Logos

Tenants will be able to have company names and logos displayed outside of their offices given the signs and logos adhere to standard placard sizes and design standards of the Innovation Center. Signage and logos will be created and installed at the tenant's expense. Tenants may request to have logos placed on the Innovation Center website as well.

### Information Technology Services

Tenants will have access to reduced cost telephone and internet services at the TIC. The internet fee includes shared 16mb DSL internet services. The telephone fee includes local service for one Voice Over IP (VoIP) telephone a month. Tenants are responsible for any and all long distance charges. Tenants will be charged accordingly for phone calls made from conference rooms. Wireless internet service will be provided for Tenant guests and for seminars/training sessions in conference rooms. See Appendix A for detailed costs.

### Mail Room and Copier Services

Mail, fax, printing, scanning, and basic copier services will be provided to tenants of the Innovation Center. Mail will be delivered to tenant's mail slots and picked up for mailing daily. Nominal print and copy charges apply. Rates for printing and copying are available in Appendix A.

### Parking

Parking for tenants will be available in the City parking ramp on the North side of the building. Up to two complimentary parking spaces will be available per tenant. Additional parking spaces may be leased through the City's parking department at standard market rates. Visitor and temporary parking passes are available through the City's Parking Department at discounted rates. Virtual Tenants will need to purchase parking vouchers through the City Parking offices. The City Parking office is located at 410 Abbott Road and the phone number is 517-337-1277.

## Janitorial Services

Basic janitorial services are provided for the Tenants, up to five times per week. This includes:

- Emptying waste baskets,
- Dusting cleared off desktops, and
- Sweeping and vacuuming entire floor area.

## Access to the Facility

Access to the Technology Innovation Center is limited after normal business hours in order to ensure security. A key fob is required to gain entry into the facility after normal business hours and on the weekends. One key fob will be provided for each company; additional key fobs can be purchased directly for a fee (see Appendix A).

## Access to Offices

In order to have access to your own office, you will be provided with one key per company; additional copies are at the owner's expense.

# Policies and Procedures

## Business Location

The candidate should be a Michigan-based company, or an out-of-state business, with plans to relocate and remain headquartered in East Lansing or Mid-Michigan area.

## Innovative Product

Traditional retail businesses will not be considered. The candidate must qualify as an innovative technology-based company that provides a product or service. Examples include:

- Software Design and Development
- Computer or Accessory Development
- Telecommunications
- Internet Hosting, Products, Concepts, and/or Design
- Healthcare Technology
- Multimedia
- Engineering (Excluding Businesses with Wet Lab Needs)
- Technology Based Security
- Any Other Technology Based Product or Service

## Product Development

The potential tenant must be within the early stage of development or in a restart mode.

## The Team

The applicant must provide a list of the team members with backgrounds, education/experience, and their responsibilities with the company. Please identify management, product development personnel, and anticipated time commitment.

## The Business Plan

A formal business plan is not required but should be under development. The company must demonstrate a strong market for its products or services, a basic understanding of the target markets, and how the company's product(s) or service(s) differ from those offered by other competing companies. If the entrepreneur lacks sales experience, the plan must state how sales will be accomplished.

## Financial Components

The application must show realistic financial statements and must have sufficient capital to operate for minimum of 12 months (operational expenses and fees for services and use of incubator facilities). A basic financial plan for the first year is required. It must show that the start-up funds are readily available. During the application process a credit check and personal references are also required.

## Impact

It is preferable that the product and/or company show potential for economic impact in Mid-Michigan. The applicant should show the type of targeted clients. A tenant may demonstrate potential to create additional jobs within three years of admission and generate increased revenues.

## Available Resources

The Technology Innovation Center is designed to assist early stage businesses and entrepreneurs succeed in the market. To that effort, the following will be included in the lease payment:

- Office Space at Reduced Rates
- Quality Office Furniture
- Shared Conference Rooms
- Shared Break Room and Kitchenette
- Reception and Secretarial Services
- A Mailing Address
- Telephone and Internet Service at Reduced Rates
- Referrals and Contacts to Business Resources
- Networking Opportunities
- Training Sessions, Seminars, and Mentoring Programs
- Partnerships with Local Small Business Associations
- Excellent Location in Downtown East Lansing Across the Street from MSU
- Access to Interns and Faculty at Michigan State University

In addition, the Innovation Center staff will work with tenants on financial aspects of their business. The tenant will have access to business resources such as:

- Associated Students for Career Orientation in Telecommunication (ASCOT)
- Capital Area IT Council (CAITC)
- Capital Area Michigan Works!
- Capital Community Angels
- Michigan Technology Network (MiTN)
- Lansing Economic Area Partnership (Leap Inc.)

- Michigan Center for Innovation & Economic Prosperity (MCIEP)
- Michigan Economic Development Corporation (MEDC)
- Michigan State University (MSU)
- Rational Siting Push-Pull Accelerator Project (RSPPA)
- Small Business Technology Development Center (SBTDC)

## Tenant Evaluation

Tenants must meet at least four times a year with the Technology Innovation Center staff or the local Technical Assistance Provider to formally set goals and objectives and to evaluate business condition. The evaluation will determine whether a tenant is ready for graduation, program continuation, or program removal. Tenants must also create an action plan and show continued efforts to meet milestones within the plan.

## Tenant Occupancy

It is the intention of the Technology Innovation Center to help businesses succeed in Mid-Michigan. Considering this, the standard lease agreement is for a six (6) month term, renewable every six (6) months thereafter if milestones and evaluation standards are met. Overall, the tenant will have a total of three years to graduate from the incubator program, beginning with the initial lease signing.

## Virtual Tenant Program

Companies can elect to be a part of the Virtual Tenant Program at the Technology Innovation Center. The program follows the same requirements as standard tenancy, but does not provide physical office space. See Appendix A for pricing. Use of the conference rooms is also available to virtual tenants, up to five hours a week.

## Continued Use of the Incubator

Tenants are encouraged to attend two training sessions or seminars a month to maintain good standing with the Innovation Center. Tenants are also encouraged to engage in the small business and entrepreneurship programs and networking events. In addition the tenant must meet the following criteria to remain in the program:

- The tenant is growing its revenue and/or employment base.
- The tenant is making efforts to build a strong management team and/or product development team.
- The tenant is able to maintain capital for operation and product/service development.
- The tenant is marketing its product/service and is marketing to the appropriate audience.
- The tenant has prepared or is in the process of preparing a business plan.
- The tenant is maximizing available resources such as shared staffing, PCs, networking meetings, affiliate associations.

## Graduation Criteria

The tenant shall be a candidate for graduation after achieving one or more of the following benchmarks:

- The tenant has experienced significant growth and/or profitability allowing them to continue operation without further assistance from the incubator.
- The tenant continues to perform at/above average based on annual performance evaluation.
- The tenant no longer needs the services offered by the incubator and the terms of the lease are met.

The tenant may graduate earlier than three years if:

- The space requirements of the business exceed incubator capacity.
- The tenant no longer has a need for shared services, management assistance, or shared space.
- The tenant is acquired by another firm or entity.
- The tenant makes a public offering of its stock.

The tenant may stay on past the three year mark if continuing to identify reasonable business location options. In addition, tenant's rent will increase by \$5.00 from the current occupancy rate in the lease, and the tenancy will become month to month.

## Tenant Removal

The tenant may be removed from the incubator program if any of the following occur:

- The ownership of the company has changed without prior notice to the Technology Innovation Center staff.
- The tenant is unable to maintain capital to support operations and leasing agreement.
- The tenant has been in the incubator for three years.
- The tenant fails to meet the requirements set forth in the Graduation Requirements, and/or the Requirements for Use/Continued Use of the Incubator.
- The tenant fails to meet the obligations outlined in the lease agreement.

## Appendix A – Fees for Additional Services

Telephone Service	\$20.00/Month
-Includes a VoIP Telephone and up to 200 local calls per month. Long distance charges and conference room phone calls not included.	
Internet Service (Shared 100mb Fiber Service)	\$20.00/Month
Conference Room 320 Non-Tenant Reservation	\$7.50/hour
Conference Room 322 Non-Tenant Reservation (with A/V)	\$10.00/hour
Parking	Up to 2 Spaces per Tenant
Key Fob	\$20/key fob
Additional Parking	\$80 per month/per spot
Virtual Tenant Program	\$75/Month
Basic Reception Services	Included
Postal Address with Local Mailbox	Included
Fax Services	Included
-Long distance charges will apply	
Copying (Black and white)	\$0.07 per page
Copying (Color)	\$0.15 per page

# Appendix B – Technology Innovation Center Floor Plan



## Appendix C – Technology Innovation Lease Schedule

<u>Office Number</u>	<u>Office Square Foot</u>	<u>2012 Monthly</u>	<u>2013 Monthly</u>	<u>2014 Monthly</u>
312	420	\$753	\$788	\$823
313*	141	\$278	\$291	\$304
314*	129	\$254	\$266	\$278
315*	145	\$286	\$299	\$312
316*	132	\$260	\$272	\$284
317*	167	\$329	\$344	\$360
318*	217	\$428	\$448	\$467
319*	125	\$246	\$258	\$269
323	170	\$305	\$319	\$333
324	163	\$292	\$306	\$319
325	183	\$328	\$343	\$358
326	219	\$392	\$411	\$429
327	219	\$392	\$411	\$429
328	214	\$383	\$401	\$419
329	164	\$294	\$308	\$321
330	211	\$378	\$396	\$413
331	45	\$225	\$250	\$250
332	57	\$225	\$250	\$250
333	57	\$225	\$250	\$250
334	45	\$225	\$250	\$250
335	45	\$225	\$250	\$250
336	57	\$225	\$250	\$250
337	57	\$225	\$250	\$250
338	45	\$225	\$250	\$250

*Rates are subject to change with notice and can be modified based on multi-office leases.*

\*Monthly rates are adjusted 10% for offices with windows.