



# ARROWHEAD CENTER®

ANNUAL IMPACT REPORT | JULY 1, 2021 - JUNE 30, 2022



## Mission

Arrowhead Center's mission is to create economic opportunity and social mobility, tapping into the region's innovative ideas and entrepreneurial spirit. We are an economic development engine for NMSU, New Mexico, the Borderplex, and beyond.

### INNOVATION

We help turn ideas and discoveries into products and services that solve real-world problems.

### ENTREPRENEURSHIP

We make entrepreneurship possible for anyone, from students to those growing any type of business, anywhere in the state.

### ECONOMIC OPPORTUNITY

We provide services and resources that support local and regional economies, and bolster social mobility.



Please visit Arrowhead Center at  
[arrowheadcenter.nmsu.edu](http://arrowheadcenter.nmsu.edu)



## Committed to Diversity, Equity, and Inclusion

Arrowhead has been taking steps to ensure diversity, equity, and inclusion (DEI) practices are at the forefront of organizational planning, programming, and evaluation. While Arrowhead has always had a strong track record of serving diverse client bases, leadership has dedicated time in recent years to increase the organization's DEI impact.

Arrowhead's team, programs, clients, and stakeholders represent the best that strong DEI practices have to offer, and we look forward to continuing to grow our capacity to support all entrepreneurs and communities.



## Hunt Center for Entrepreneurship

The Hunt Center for Entrepreneurship (Hunt Center) was established by the Hunt Family Foundation to enhance economic opportunities in the region through entrepreneurship and innovation. The Hunt Center is a critical part of the entrepreneurship and innovation ecosystem in the Borderplex; fostering meaningful collaboration with economic development and educational organizations in the Borderplex is the cornerstone strategy of the Hunt Center.

Carlos Murguia was selected to attend the Aspen Network of Development Entrepreneurs Train the Trainers course in Nairobi, Kenya. He was also selected to participate in the Material Change Fellowship, an executive program that prepares diverse business professionals for leadership roles in investment. ▶

## HUNT CENTER HIGHLIGHTS



The Hunt Center, among other organizations from Las Cruces, visited the Artificial Intelligence Center and CIITA to discuss collaboration opportunities.





Jenna Dunlap gained valuable knowledge and experience working as a student through the Hunt Center for Entrepreneurship. “Working at the Arrowhead Center was an extremely rewarding and eye-opening experience. I worked as the social media manager and graphic designer for Arrowhead Innovation Fund and had the opportunity to work with the Nusenda Fintech Lab as well. I learned so much during my time at Arrowhead and it really helped me to further my graphic design experience. I would like to extend a thank you to the Hunt Family Foundation for all they do and for providing opportunities for students to gain experience in an uplifting and educational environment.”

—Jenna Dunlap, Hunt Center Student



### RODRIGO FUENTES: HUNT ENTREPRENEUR-IN-RESIDENCE

Rodrigo Fuentes advises regional entrepreneurs and inventors working with various programs at Arrowhead Center. He is a native El Pasoan, and co-founded ListenLoop as a business-to-business Software-as-a-Service company, where he envisioned and built a new product from mock-up to its first \$1M in revenue in less than a year.



Innoventure continued to expand its delivery of entrepreneurial curricula to K-12 students while developing online, hybrid, and in-person activities for flexible program delivery. Innoventure Challenge tasked middle and high school teams with developing products that utilized technological innovations in agriculture. Innoventure Jr. provided entrepreneurial lessons specifically designed for each grade level and adapted them to be delivered in multiple learning modalities. Camp Innoventure offered entrepreneurial activities to students in New Mexico and across tribal communities.

## FY22 Innoventure Program Metrics:

- ▶ **9,937** Students served
- ▶ **23** Communities reached
- ▶ **10** Number of pitches and competitions



## Innoventure Challenge 2022:

Left: Students competing in the Innoventure Middle School Challenge held on April 15th, 2022, at NMSU's Corbett Center. Top: Winners from 2022 Innoventure Challenge.



Studio G, NMSU's college and university student business accelerator, continued to expand its outreach and resources for student entrepreneurs, adding new colleges to its network of Studio G sites and creating partnerships with new organizations. Studio G revamped its accelerators, focusing on a more tailored approach to learning modalities, creating greater revenue, and increasing the number of employees for student-owned ventures. Studio G began using NMSU On-Demand as a platform to deliver experiential learning modules for students across New Mexico, in the Borderplex region, and in surrounding states.

- ▶ **69%** Minority-owned businesses
- ▶ **38%** Women-owned businesses
- ▶ **27** Communities served

Arrowhead Center's services, resources, expertise, and connections help innovators, entrepreneurs, and small businesses grow their ideas and businesses. We are engaged with our campus community and people across the region, providing advice, mentorship, education, and hands-on experiences to pioneer new technologies, businesses, and partnerships. Arrowhead Center's programs would not be possible without the generous support from sponsors like the Hunt Family Foundation, the de la Vega Fosters, and the many public and private funders who share our vision.

### Commercialization

As the commercialization arm of NMSU, we work with clients and campus innovators to protect their work and identify market opportunities.



### Enterprise Advisors

We have a vast and diverse network of advisors to support entrepreneurs at any stage. Our experienced mentors offer insights and share expert knowledge to help Arrowhead clients develop and grow their businesses.



### Partnerships

Arrowhead has established a deep network of connections and relationships with regional entities. Our broad partnerships include activities around regional innovation ecosystem-building, cross-referrals for clients, partnering on events, and programmatic collaboration.





## Arrowhead Innovation Network

Building a strong, innovation-based economy takes diverse people working together toward common goals. The Arrowhead Innovation Network (AIN) brings together a closely connected group of partners, inventors, researchers, entrepreneurs, investors and economic development specialists to build a pipeline for moving innovations to market and creating a vibrant regional innovation ecosystem. AIN provides entrepreneurs with expert Enterprise Advisors who provide insights on business strategy and critical steps to help emerging entrepreneurs continue on a path to launch and grow successful businesses across New Mexico and the Borderplex region.

### 2022 Enterprise Advisors:

Arrowhead hosts an extensive network of Enterprise Advisors, comprised of industry experts from all sectors of the startup business journey.

- ▶ **693** Meetings
- ▶ **347** Volunteer hours
- ▶ **56** Active advisors



## Client Spotlight

Rachael Ryan, owner of Backyard Farms, is a long-standing Arrowhead client. In 2017, she won Aggie Shark Tank, then participated in AgSprint, an accelerator focused on ag-based startups. Rachael secured several awards, including a USDA SBIR Phase I grant, NMEDD SBIR matching grant, a Rural Business Development Grant, a Native American Agricultural Fund Grant, and a USDA Value-Added Producer Grant.

“I know that without Arrowhead’s assistance, we would not have been able to get these grants we so desperately needed to launch our project to the next level.”

Backyard Farms was promoted as a success story by the USDA in May 2022 and is committed to improving the Borderland’s food system through freeze drying and serving vulnerable populations.

–Rachael Ryan, Owner of Backyard Farms







## NMSU Entrepreneur Hall of Fame

**Businessman and New Mexico State University alumnus, Richard Leza**, has been named the third inductee in the NMSU Entrepreneur Hall of Fame. Richard grew up in Placitas, a colonia of Hatch, New Mexico, where he spent his childhood.

Leza was a co-founder, president, and chair of Hispanic-Net, a nonprofit dedicated to creating a network of successful Hispanics to improve and enhance entrepreneurial opportunities for Hispanics in high-tech. He was an entrepreneur and investor in many technology startups. Leza has a bachelor's degree in civil engineering from NMSU, a master's degree in business administration from the Stanford Graduate School of Business, and an honorary doctorate from NMSU.

## 2022 Outstanding IP Award



**Rolston St. Hilaire, head of the Department of Plant and Environmental Science at New Mexico State University**, is the 2022 recipient of the Intellectual Property Award, which is delivered by NMSU's Arrowhead Center to honor NMSU faculty or staff who have developed intellectual property and demonstrated work to realize societal, industrial, and commercial benefits.

His Bigtooth Maple Leaf Tree, sold as the Mesa Glow Maple in the Rocky Mountain region, has brilliant crimson leaves. The tree has been a growing success. The Mesa Glow has been sold in 20 states and two provinces in Canada. Commercial sales of the bigtooth maple began in 2016, and by 2021, have recorded a 496 percent increase in retail sales. While demand currently exceeds supply, this growth trend is expected to continue.

Ralston St. Hilaire, NMSU faculty Winner of the 2022 Outstanding IP Award.



## American Indian Business Enterprise Program

The American Indian Business Enterprise (AIBE) program works with Native American entrepreneurs throughout New Mexico, helping to grow and promote their businesses to larger customer bases and markets. The AIBE program is built on collaboration within Native leadership and community and seeks to fill in the knowledge gap of entrepreneurs at every stage of business development with culturally representative services.

Ryan Rainbird is head chef and owner of Yapopup and a member of the Ohkay Owingeh Pueblo. Yapopup began in the midst of the pandemic, which created a buzz in the community and took off after Ryan put a twist on his family's red chile stew recipe. Ryan plans to reach other Pueblos and tribes across New Mexico and Arizona to tell the story of the Ohkay Owingeh Pueblo and spread awareness by sharing his food and culture through Yapopup.

Pictured here: Governor Michelle Lujan Grisham and Ryan Rainbird of Manko attending their grand opening in Española. Manko is owned by Ryan's mentor, Chef Naranjo, A Native American-owned kitchen serving traditional and modern foods.





## New Mexico Small Business Assistance Program

This year, the New Mexico Small Business Assistance (NMSBA) program conducted 23 technical assistance projects for 14 businesses in primarily rural communities by connecting them with business experts at NMSU. Albuquerque-based Trail 9 Outdoors worked with the NMSBA program on its technology for drying personal hydration units like Camelback water packs. NMSU faculty, Dr. Fangjun Shu, performed an engineering analysis on the product prototype, resulting in product efficiencies. Trail 9 Outdoors went on to receive \$70,000 in investments from Arrowhead Innovation Fund and four investors after working with the NMSBA program.



Dr. Fangjun Shu, Associate Professor, Department of Mechanical and Aerospace, Engineering Subject Matter Expert for Trail 9 Outdoor project



## NM FAST: New Mexico's source for SBIR/STTR assistance

NM FAST, in its seventh year of operation, continues to support small businesses in New Mexico applying for non-dilutive SBIR/STTR funding for their ideas. The Arrowhead Center SBIR/STTR Accelerator (ACSA) is a hallmark of NM FAST, providing structured and guided support for SBIR/STTR proposal creation in a cohort-based model. NM FAST also expanded their digital library, launching self-guided, self-paced Canvas courses, covering SBIR 101, DoD, DOE, NSF, NIH, USDA, and NASA curriculum and training. Additionally, NM FAST continues to focus on expanding partnerships.

### FY22 Metrics:

- ▶ **13** Workshops/Events
- ▶ **20** SBIR/STTR proposal submissions
- ▶ **88** Clients assisted (53% underserved)







## NM FAST: New Mexico's source for SBIR/STTR assistance

In addition to expanding their tools, NM FAST continues to focus on expanding partnerships.

### Mesas to Mountains:

Under SBA's SBIR Catalyst award, businesses from New Mexico, Alaska, Montana, and Idaho are being supported through multi-week accelerator cohorts on SBIR/STTR. The work culminated in a virtual summit in October 2022.

### Innovation Summit:

The New Mexico SBIR/STTR Innovation Summit continues to be the premiere SBIR/STTR event in New Mexico.

### The 2021 Innovation Summit featured:

342 attendees from 38 different states  
Participation from multiple organizations: Air Force, Navy, Army, NSF, NASA, NIH, DOE, FLC, USPTO, LANL, Sandia

Funded in part through a cooperative agreement with the U.S. Small Business Administration (SBA)



## Sprint Accelerators

Sprints are intensive, cohort-based accelerator programs which can be delivered entirely online. WESprint is designed for women entrepreneurs; Native American Sprint assists Native American entrepreneurs; EnergySprint serves clean energy entrepreneurs; and AgSprint supports agtech businesses. Sprint programming also assists communities with economic development planning, including efforts focused on specific industry sectors.

NanDei McAnally is a wholesale design manufacturer of proprietary anodized aluminum bracelets and paired dog tags. Her customers include sports teams, foundations, alumni, and various causes. With the help of Arrowhead Center's Sprint and FIX programs, she has been receiving guidance on packaging and branding, allowing her to bring in matching funds. She is focused on keeping the cost of her business down and within the Borderplex area.





Goldie Tom, a member of the Navajo Nation, is a licensed cosmetologist, hair & makeup artist, and full-time warpaint specialist. She provides services to different target audiences, from local clients to clients on the New York Runway. Goldie participated in the Native American Sprint and received guidance on her goals to open a successful salon that can help all hair types.

Our mission is to level the playing field for all high-growth entrepreneurs – particularly those who are underserved – in all places in order to create stronger communities, close the opportunity gap, and scale successful business.

- ▶ **12** Cohorts
- ▶ **157** Participants
- ▶ **81%** Underserved
- ▶ **26** Communities served
- ▶ **14** Counties served



## NM Clean Energy Resilience and Growth Cluster

The NM Clean Energy Resilience and Growth (NM CERG) cluster is a development, validation, and growth pipeline for clean energy tech companies. Funded through an Energy Program for Innovation Clusters (EPIC) award from U.S. Department of Energy (DOE), NM CERG's goal is to provide economic and innovation impacts to NM's clean energy ecosystem. It uses unique modules focused on areas such as funding capture, intellectual property protections, and technical support with national laboratories.

### Quick Facts:

- Launched October 1st, 2021
- 80% of participants are historically disadvantaged
- 80% of technologies are early-stage (TRL 3-5)
- 17 different domains of clean energy are covered

Funded in part through a cooperative agreement with the Department of Energy's Office of Technology Transitions (DOE-OTT)



The Foster Innovation Exchange (FIX) continues to reshape and boost the regional economic landscape on both sides of the international border, with partnerships throughout NM, TX, Chihuahua, and Sonora. FIX sponsors and participates in business accelerator cohorts (with bilingual options), women's entrepreneurship initiatives, cloud credits, website workshops, and programming to help international companies relocate or expand into U.S. markets. Through FIX Product Design Awards, ventures in the Borderplex region receive no-cost access to product design/prototyping equipment and electrical and mechanical engineering expertise crucial to product development.

The FIX Website Workshop is an effort designed to assist Borderplex-based small businesses and startups in designing, building, and launching their websites in three weeks or less.





The Fintech Lab, powered by Nusenda Credit Union, seeks to continue the digital transformation our society is facing by offering entrepreneurial seminars and speaker events, mentorship, business development guidance, collaborative partnerships, and the assistance needed to develop innovative financial technologies to revolutionize our communities and enhance social mobility.

The Lab offers resources to entrepreneurs, such as in-house software engineers, high-performance computing systems, and cloud computing credits.

In FY22, the Fintech Lab hosted two speaker-series events, which covered topics such as challenges to Fintech companies and investment strategies; these were attended by over 50 people per event.





## Arrowhead Park

Arrowhead Park is a 200-acre master-planned research park development on the main campus of New Mexico State University and seeks to promote innovation, entrepreneurship, and job creation for southern New Mexico and the Borderplex region. Current tenants include Burrell College of Osteopathic Medicine, Ampex Space Systems, Spaceport America, Vista Photonics, and Endeavor Labs. Arrowhead Park offers a convenient location, skilled local workforce, student pipeline from NMSU, margins and the amenities for businesses to locate.

**FY 2022 Metrics:** **633** Employees (Arrowhead Park), **\$6.7M** Public investment, **\$80.6M** Private investment, **\$107M** Annual economic impact

◀ Pictured in the photo: Chancellor Dan Arvizu at Aggie Power's NMSU and El Paso solar energy storage project.



# Economic Impact

Annually, Arrowhead Center quantifies the economic impact of Arrowhead’s entrepreneurship programs, research park, development, and investment activities.

The economic impact analysis is comprised of three parts: direct effects, indirect effects, and induced effects. The data presented to the right represent the total effect of Arrowhead programs and Arrowhead Park on jobs, output, and tax revenue.

Additionally in FY 2022, Arrowhead Innovation Fund portfolio companies supported 197 total jobs, \$26M in output, and \$2.5M in additional tax revenues.

Impact Area	Arrowhead Programs	Arrowhead Park	Total Effect
Jobs	1,821	633	2,454
Output	\$346M	\$107M	\$ 453M
Tax Revenue	\$33M	\$8M	\$41M

**“Arrowhead Center will continually examine its impact and expand efforts focused on equity, diversity, and inclusion among those we serve, and strengthen the entrepreneurship and innovation ecosystem through student entrepreneurial experiential learning, business creation and expansion, investment capital, innovation commercialization, public-private partnerships, and regional collaboration.”**

-Kathy Hansen, Director of Arrowhead Center



## Our Team



The Arrowhead team is a dedicated group of professionals committed to creating opportunities through entrepreneurship and innovation.





NMSU is an equal opportunity institution.  
For disability accommodation, please contact Arrowhead Center.

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