Arrowhead Technology Incubator (ATI) at New Mexico State University (NMSU) gives scalable startups the team, tools, and resources needed to turn ideas into revenue-generating realities.

We work in an environment that supports an entrepreneurial community, with regular business workshops, networking events, mentoring, assistance with capital sourcing and customer acquisition, and work-ready space.

Most importantly, ATI helps entrepreneurs mitigate startup risk by investing a business development partner to each company. This results in graduating companies with viable, sustainable businesses, serving real customers and generating revenue.

Our mission is to foster the next generation of enterprise solutions by helping our portfolio companies develop strong market validation and achieve revenue-generating success.
# What we look for

We are looking for great people with great ideas. Here are some hallmarks of each:

<table>
<thead>
<tr>
<th>PEOPLE:</th>
<th>IDEA:</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Passionate</td>
<td>1. Addresses a clear customer need</td>
</tr>
<tr>
<td>2. Receptive to business advising</td>
<td>2. Scalable</td>
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<tr>
<td>3. Active participation at events and in innovation</td>
<td>3. For-profit</td>
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<td>accounting practices</td>
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We invest in all kinds of companies, but here are a few of the themes we focus on:

- **POWER TECH**
- **IT**
- **WATER TECH**
- **AGRI-TECH**
**Apply**

Because ideas are not always at the same stage of business, ATI accepts rolling applications throughout that year so entrepreneurs can apply whenever their startup is ready. With this unique model, entrepreneurs accepted into ATI experience a custom-built process to accelerate growth and sustainability. If you feel your venture fits our model, please complete and submit an application, available at arrowheadcenter.nmsu.edu.

**Needs and alignment assessment**

Once we have received your application, you will be contacted to clarify that your business needs are well aligned with ATI’s resources. This discussion typically takes 30 minutes and focuses on where your company is in its development of technology, market assessment, and financing and what you hope to gain from a relationship with ATI.

If we determine that your startup could benefit from incubation, you will be asked to attend two Business Model Generation meetings. We subscribe to Eric Ries’ “Lean Startup” method and encourage the use of Steve Blank’s tools, including the Business Model Canvas. Not familiar? Check out free education and tools at theleanstartup.com/principles and www.businessmodelgeneration.com/canvas/bmc. These meetings take two hours each and are focused on gaining a better understanding of your company and looking for specific areas where ATI could add value.

Following the assessment, ATI management may:

- Accept company for immediate admission.
- Accept company with contingencies. Companies accepted with contingencies are referred to other programs in Arrowhead Center or one of its external service providers for further assistance.
- Determine company does not fit ATI’s mission. Companies are referred to one of Arrowhead Center’s external service providers for further assistance.
Entering a new market is not easy. Having the right support and guidance is key to success. Anyone can give your company office space and a few thousand dollars. But that is just a small piece of the puzzle when it comes to building a successful business.

ATI offers a new approach to business acceleration that is about more than just building a product. We use a structured, proven process to bring together the right people and best practices to seize opportunities faster, better and at a lower cost.

We’ve blended the best of design thinking, Evidence-Based Entrepreneurship™, Innovation Accounting and other methods and concepts into a two-fold path to revenue generation.
The model

**THINK BIG**

[ DEFINE THE PROBLEM ]

**BUILD**

**CUSTOMER DISCOVERY**
A product solves a problem for an identifiable group of users

**CUSTOMER VALIDATION**
The market is scaleable and large enough that a viable business might be built

**CUSTOMER CREATION**
The business is scaleable through a repeatable sales and marketing roadmap

**COMPANY BUILDING**
Company departments and operational processes are created to support scale

**GROW**

[ SCALE THE SOLUTION ]

**GO BIG**

[ PRE - INCUBATION ]
MENTORSHIP TO HELP YOU GROW
ACCESS TO A ROBUST CUSTOMER DEVELOPMENT TOOLSET

[ INCUBATION ]
TECHNICAL GUIDANCE FROM NMSU DESIGN AND DEVELOPMENT EXPERTS
LAUNCH SEED FUNDING UP TO $25,000
WORKSPACE FOR YOUR STARTUP

BUSINESS DEVELOPMENT AND CUSTOMER ACQUISITION
Building through **Pre-Incubation**

**Pre-incubation** helps entrepreneurs quickly determine if there is a product-market fit. It also acts as a vehicle to assess and prepare early stage entrepreneurs to fully leverage incubation services.

ATI’s systematic method to understand-validate-implement your business model starts with the Business Model Canvas. It also includes a set of other canvases that help you design new business models and a strategy for the future, e.g., Context Canvas, Vision Canvas, Empathy Map, Value Proposition Canvas, and Roadmap Canvas.

In addition to the necessary tools to design a business model, we help you take action testing and validating your idea in the market by getting out of the building to talk to real customers, finding a launching customer, and taking the first steps towards implementation.

*Program Rate: $1,000*

Growing through **Incubation**

**Incubation** is like graduate school for those who have validated their value proposition and are ready to transition into focusing on the fundamentals of growing a scalable and sustainable venture. The ATI team’s experts in business, technology and startup industries take a hands-on approach, guiding companies through business development, go-to-market plans, and fundraising strategies.

Customer acquisition is one of the most difficult – and expensive – challenges faced. In the incubation phase, we dedicate a business development expert to helping you generate leads and revenue while scaling to meet market demands.

*Program Rate: Equity/Revenue Share*
The principles

ATI views relationships with clients as partnerships and is committed to helping your startup succeed. Our approach is practical, hands-on, and informed by our experience on the front lines of enterprise innovation. These principles are taught in a manner that guarantees real learning by doing. To help you get there we offer:

Pre-incubation

MENTORS: We believe companies are built on relationships and people. We provide access to and support from an elite group of entrepreneurs, investors, industry gurus, and academic faculty who share their knowledge and experience.

ENTREPRENEURIAL EDUCATION: Knowledge is power. We bring together training from industry experts on business modeling, fundraising, IP protection, marketing, scaling your startup, and more.

BUSINESS RESEARCH: We want you to be on top of everything, so we'll help you look at the market to identify trends and perform feasibility studies, financial analyses, industry analyses, and similar services. We have completed hundreds of studies, each tailored to fit clients’ specific needs.

STARTUP TOOLKIT: A comprehensive set of resources and templates designed to aid startups and their founders on the journey from the garage to the global marketplace.

SPACE: Offices, co-working space, and conference facilities with Wi-Fi, video conferencing, and more.

Incubation

FUNDING: Incubator members can compete to receive a cash investment of up to $25,000.

LEAD GENERATION / CUSTOMER ACQUISITION: We look for unique synergies, make introductions, facilitate discussions, and execute contract negotiations from basic customer arrangements to potential mergers and acquisitions.

TECHNICAL ASSISTANCE: Access the unique expertise and capabilities of NMSU’s lab scientists, researchers, and engineers for projects that require testing, design consultation, and access to special equipment or facilities.

MEDIA PRODUCTIONS: We are experts in digital media, content marketing, media strategy, and growth hacking. We'll help you craft a message and strategy for implementation.

INNOVATION ACCOUNTING SOFTWARE: A framework for defining, measuring, and communicating macro metric progress to foster healthy conversations across the extended team of peers, advisors, and investors.

BRAND AWARENESS & CREDIBILITY: Access to Arrowhead Center’s growing network of corporations, partners, and investors brings awareness to your new venture.
**Turnkey office and workspace**

You have the option to co-work or to lease an office. This added resource benefits startups, entrepreneurs, and small businesses through the genius of collaboration.

<table>
<thead>
<tr>
<th>Package Features</th>
<th>Co-working</th>
<th>Office</th>
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<tbody>
<tr>
<td>Business Address</td>
<td>X</td>
<td></td>
</tr>
<tr>
<td>Dedicated Mailbox</td>
<td>X</td>
<td></td>
</tr>
<tr>
<td>Access to Copy, Print, Scan, and Fax*</td>
<td>X</td>
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<tr>
<td>Wi-Fi</td>
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<td></td>
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<tr>
<td>High-Speed Internet Connection*</td>
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<tr>
<td>Resource Library</td>
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<tr>
<td>Access to Meeting Rooms</td>
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<tr>
<td>Kitchenette and Lounge</td>
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<tr>
<td>Executive Office Hours</td>
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<tr>
<td>Business Hours Access</td>
<td>M-F 8:00am-5:00pm</td>
<td>24/7</td>
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<tr>
<td>Desk</td>
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<tr>
<td>Dedicated/Locked Office</td>
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<tr>
<td>Utilities**</td>
<td>X</td>
<td></td>
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<tr>
<td>Phone and Voice Mail*</td>
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$30.00/month  $18.00/sq. ft./month

* Additional fees may apply.

** Rent includes all normal and customary charges for janitorial, water, gas, sewer, electricity, and other public utilities supplied to the incubator.
Location: ATI is located in the Genesis Center on the main campus of NMSU in Las Cruces, NM at the northern edge of NMSU’s Arrowhead Park. The Genesis Center is comprised of 30,000 square feet in three pods of 10,000 square feet each. Available office or laboratory space ranges in size from 75 square feet to 2,000 square feet.

ATI’s location on NMSU’s main campus provides clients the opportunity to hire undergraduate and graduate students as interns or direct hires for their business operations, as well as access to NMSU’s wealth of faculty and professional expertise.
Cause for celebration and graduation

The following guidelines are used to assess when you may be ready to graduate from or exit the program:

- Your company has exceeded the equity/revenue share agreement’s term.
- Your company has been acquired.

Find out more

Web: http://arrowheadcenter.nmsu.edu/
E-mail: ati@nmsu.edu

Contact
Zetdi Runyan Sloan
Director, Arrowhead Technology Incubator
Phone: (575) 646-7833