Our mission is to promote entrepreneurship and innovation, creating economic opportunity in the region.

What’s next? At Arrowhead Center, we are always looking forward. Join us to develop an idea into a product, explore a technology that could be used to form a new business, or become part of a network of innovators shaping the future. Together, we’ll create what’s next.

ECONOMIC OPPORTUNITY
We are capitalizing on the exceptional research and ideas emerging at NMSU and throughout the region.

ENTREPRENEURSHIP
We empower people to explore, launch, and develop creative, timely products and businesses.

INNOVATION
We help New Mexico’s entrepreneurs and researchers, who are developing game-changing solutions to today’s most challenging problems.

Mission

Please visit Arrowhead Center at arrowheadcenter.nmsu.edu

ARROWHEAD/NMSU
As a part of NMSU, Arrowhead Center connects with the university’s extraordinary community. Richard Hesketh, Adjunct Professor in the Department of Art, created this sculpture.
775 Entrepreneurs assisted

33 All counties in New Mexico served

$149M Economic impact
Success Stories

Arrowhead Center’s clients and partners accomplished great things over the past year – these are a few examples.

Ilana Lapid
Dr. Ilana Lapid (Assistant Professor, Creative Media Institute at NMSU) licensed her film *Yochi* through Arrowhead Center. *Yochi* was among seven films chosen to be part of EnviroFest-Tunisia, which took place on May 3-5, 2018. After the festival, the films went on a social-impact road show to surrounding cities.

Di Ye
Zhennovate, a platform that helps organizations boost performance, was created by Arrowhead client Di Ye, and is designed to provide personalized micro-lessons that increase productivity and manage stress. She has already garnered support from numerous universities and companies, and received a $20,000 investment from AgSprint, funded by NM Gas Company. Di is based out of Los Alamos, NM and is pursuing federal funding to continue development of this innovative application.

Startup Weekend
Over the weekend of April 27th, Arrowhead Center, CoWork Oasis and the Technology HUB in Cd. Juárez partnered to host a Borderplex Startup Weekend event. Aspiring entrepreneurs, designers and technology innovators from Las Cruces, El Paso and Juárez were challenged to form businesses with interdisciplinary teams in just 54 hours.
Roy Montibon

Roy Montibon, President of Montibon Provenance International, has an innovative technology developed to help fight fraud in the Native American art market, and has worked with Arrowhead programs to identify commercialization avenues.

Lea Wise-Surguy: Cruces Creatives

Cruces Creatives is a makerspace that connects community members with tools and training to make practically anything. An intern sponsored by the Foster Innovation Exchange at Arrowhead (see pg. 7) joined Cruces Creatives to assist with equipment set-up, research, and organizational planning, among other work.

“Arrowhead provided expert advice and funded an internship during the crucial early months of our startup.”

- Lea Wise-Surguy, NMSU alum and Director of Cruces Creatives
Hunt Family Foundation

The Hunt Center for Entrepreneurship supports technology commercialization, sponsorships for university student entrepreneurs, entrepreneurship camps for middle schoolers, entrepreneurs-in-residence who mentor and guide clients, and collaboration between regional economic development stakeholders.

Arrowhead Supporters

“The support of private donors is critical to ensuring Arrowhead is a true partner in the region, undertaking the work that improves economic opportunities and strengthens the entrepreneurial ecosystem.”
– Kathryn Hansen, Arrowhead Center Director

Hunt Family Foundation gift

$2.5M

Foster Family gift

$1M
Generous gifts created new opportunities in the region.

Paul L. Foster and Alejandra de la Vega Foster

The Foster Innovation Exchange brings the assets and resources of NMSU and Arrowhead to regional businesses facing innovation challenges.

New Mexico Gas Company, an Emera Company

With a second round of funding from the NMGC, Arrowhead Center delivered Startup Sprint accelerator programs to move community businesses and inventions to the market.

$150,000 New Mexico Gas Company gift
Arrowhead Center, with supporters like the Daniels Fund and U.S. Economic Development Administration, is working to ensure the regional pipeline is filled with people ready to apply an entrepreneurial mindset to new challenges. Innoventure and Studio G are making New Mexico’s future bright.

Innoventure guides K-12 students on the first steps of their entrepreneurial journey through age-appropriate education, summer camp experiences focused on product design and sales, and a product and business model competition.

- **7000** K-12 NM students
- **41** NM communities
- **31** Elementary schools
Studio G is Arrowhead’s business incubator for college/university students and alumni, offering training, mentorship, funding, and networking to provide a foundation for strong, new ventures.

Launched on NMSU’s main campus in 2011, Studio G is now also operating at NMSU-Alamogordo, Carlsbad, and Grants; the Burrell College of Osteopathic Medicine; Doña Ana Community College, Eastern New Mexico University, Navajo Technical University, New Mexico Tech, San Juan College, Santa Fe Community College, the University of New Mexico, and Western New Mexico University. Studio G is also piloting its entrepreneurial training program at Sandia National Laboratories, working with current students and post-docs in this cutting-edge research and development setting.

- 14 Studio G sites
- 366 Student-led ventures
- $2.4M Revenue of Studio G ventures
The 7th round of the LAUNCH proof of concept competition featured five teams with NMSU-developed technologies in the health, aerospace, engineering, and biotech fields. As a result of LAUNCH, several teams began talks with major industry players who have expressed interest in either collaboration or licensing a technology.

A $20,000 LAUNCH investment went to the Prosthetic Sleeve Liner team, whose technology is designed to improve the functionality of prosthetic liners and reduce skin morbidity.

“We know our product will have impact, and we plan to partner with manufacturers in the near future.”

- Prosthetic Sleeve Liner, 2018 Launch Winner
Support from the New Mexico Gas Company, an Emera Company, created our Sprint programs: industry-and export-focused business accelerators that are developing promising ventures in areas like agricultural technology and digital health. In the last two years, 46 companies have participated in Arrowhead’s Sprint programs.

**New Ventures**

**Roch Hart (Founder of WPM)**

Roch Hart, who started Wildlife Protection Management (WPM), wanted to find a humane solution to the wild horse overpopulation problem after managing a 22,000-acre ranch in NM. His technology, which allows for remote injection of contraceptives, is a safe and effective solution. Hart completed AgSprint and continues to seek funding for this innovative technology.

**Michael G. Smith (Founder of BeneTrkr)**

The BeneTrkr app and web-based platform helps people - such as veterans or early retirees - manage their income-limited benefits by tracking earnings and hours worked, alerting them when nearing limits, and helping them better understand work-incentive programs so they don’t lose their benefits.

**Charles Harb (Founder of RingIR)**

Through his company RingIR, Charles has developed a new, mobile technology that can immediately detect and identify gasses for security, industrial, or research purposes. He has participated in both NM FAST and BizSprint to identify additional commercialization avenues.
NM FAST’s Innovation Summit, an event focused on how the SBIR/STTR programs can provide equity-free funding for startups, attracted attendees from as far away as Maryland and California. The day featured panels, presentations, and one-on-one sessions with SBIR program managers.

“You folks here in NM have an outstanding group of people…this conference has been very, very beneficial. You’ve got something to be proud of with these organizations to help you get involved in SBIR and STTR.”

- Rick Shindell, President of Zyn Systems

- **9** Satellite locations from Hawaii to Texas
- **336** Attendees
- **80** One-on-one sessions with Navy program managers
Women Entrepreneurs (WE) Mean Business brings together thought-leaders and change-makers to share their stories, strategies, and wisdom with entrepreneurial women. The 2017 “Firestarter” was Lisa Mae Brunson, founder of Wonder Women Tech.

148 attendees - from funders to aspiring entrepreneurs - traveled from across the nation to attend the WE Mean Business conference is held annually on the campus of NMSU in Las Cruces, NM.

“Conferences like these are so vital to inspire you to keep moving forward.”

- Lisa Mae Brunson, Founder of Wonder Women Tech

Lisa Mae Brunson is a Creative Visionary, Speaker, Author and Social Innovator committed to impacting humanity on a global scale. Lisa Mae organizes socially innovative projects like the global “I Am Equality” photographic campaign, which launched in 17 cities and five countries.
Economic Impact

Arrowhead measures the expansion of economic opportunity for individuals and firms in terms of activities and results. One result or outcome is the economic impact of jobs. The table below shows in FY 2018 the number of total jobs (direct, indirect and induced) with associated impacts on economic output and tax revenues, estimated using IMPLAN, an economic impact model. Results are differentiated by those impacts generated through Arrowhead programs versus those generated in Arrowhead Park.

<table>
<thead>
<tr>
<th>Total Effect</th>
<th>Arrowhead Programs</th>
<th>Arrowhead Park</th>
<th>Arrowhead Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Jobs</td>
<td>496</td>
<td>546</td>
<td>1042</td>
</tr>
<tr>
<td>Output</td>
<td>$76M</td>
<td>$73M</td>
<td>$149M</td>
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<tr>
<td>Tax Revenue</td>
<td>$8M</td>
<td>$9M</td>
<td>$17M</td>
</tr>
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</table>

In addition, Arrowhead ventures received a total of $2.6M in grants and investments in FY 2018.
Thanks to All

Arrowhead Center is grateful to each of our clients, partners, and supporters. Without you, the accomplishments and stories we have shared in this report would not have been possible. You are all vital members of the Arrowhead Team.

Thank you to all.