Arrowhead Center is an economic development engine for New Mexico State University, the state of New Mexico, and the Borderplex region. Our resources and services include experiential entrepreneurship education for K-16+ students and community members throughout our service region, business startup and development assistance, intellectual property guidance and management for the campus community, and a business and research park. Arrowhead Center works with a range of partners to advance economic development fueled by regional collaboration.

**Mission**

**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 for today’s most challenging problems.

Please visit Arrowhead Center at arrowheadcenter.nmsu.edu
ARROWHEAD’S IMPACT

CAPITAL: We help new and growing businesses connect with the resources they need to succeed.

ENTREPRENEURSHIP: We guide innovative thinkers and doers to create and advance businesses.

TALENT: We work with creative, ambitious people of all ages to make their ideas reality.
The Hunt Center supports several initiatives that are bolstering Borderplex economic development, including Aggie Shark Tank. Based on the hit TV show, Aggie Shark Tank brings together NMSU entrepreneurs and local investors to introduce and fund new products and services.

Robin Benson – Winner of Seed Funding Investment, $10,000 | Patrick Montelongo – Crowd Favorite Award, $1,000 | Alex Moon | Jonas Moya Ajit Karna, $100,000 Investment Offer

AGGIE SHARK TANK 2018
“I’m looking forward to working with the sharks, and having them be on my team and be part of my innovation is just really important to me.”

– Robin Benson, 2018 Aggie Shark Tank Winner

LAUNCH is an eight-week licensing-centric studio, built to springboard NMSU intellectual property into the private sector. With Hunt Center support, LAUNCH continues to bring NMSU discoveries to market.
**Foster Innovation Exchange (FIX)**

FIX brings together academic, industry, and community members to support innovation and entrepreneurship in the Borderplex region. To support these efforts, FIX offers two flagship programs: Product Design Awards and Community Entrepreneurship Partnerships.

FIX Product Design Awards offer inventors and entrepreneurs assistance with computer-aided design (CAD) and prototyping challenges to advance their business ventures.

“The FIX team was able to find a way to build my project. This project would have been impossible otherwise.”

– Richard Guadalupe McDonald, CEO, Global Health Science Institute
FIX Community Entrepreneurship Partnerships focus on creating more opportunities for veterans and women. Women Entrepreneurs (WE) Mean Business is an annual conference that introduces thought-leaders and change-makers to entrepreneurial women to teach and inspire them. Attendees also network and connect with mentors who can help them advance their ideas and ventures. WE 2019 included a Dell Policy Hack™ that tasked teams to design solutions to challenges facing women entrepreneurs.

“What drives my passion for working with women entrepreneurs and people of color is that we are underrepresented in receiving venture capital despite being half the population.”

– Hadiyah Mujhid, Founder and CEO, HBCUvc

At the request of Conference attendees, FIX launched the WE Coffee Meetup – a monthly networking meeting for women entrepreneurs who seek opportunities to support fellow entrepreneurs, share successes, and seek advice.
Innoventure works with the region’s youngest potential entrepreneurs, teaching innovation and business thinking to K-12 students. Through in-class and online curricula, competitions, and summer camp experiences, we introduce young people to the possibilities of entrepreneurship.

“I think that (Innoventure) gave the students an opportunity to really use their imagination and to think outside of the box. It was a great opportunity for the students to collaborate and compromise.”

– Kim Perea, 5th grade teacher, Deming

> 15,960 K-12 NM students

> 41 NM communities

> 92 Elementary schools
During the past year, Innoventure has undergone a major expansion, more than doubling the number of students reached the previous year. Innoventure Jr., our hands-on outreach programing for elementary students, has been introduced in 92 elementary schools, nearly tripling its previous reach in just one academic year.

Innoventure teaches students an entrepreneurial mindset – skills, attitudes, and behaviors that foster successful entrepreneurship and benefit students in their classrooms and beyond. Meeting challenges with positivity, learning from mistakes, and enacting creative problem-solving leads to success in all walks of life.

“Challenging students to think out of the box is essential. Critical thinking is a skill they can take and apply anywhere as needed.”

– Johanna Franco, 4th grade teacher, Roswell
The Future of Entrepreneurship

Studio G is Arrowhead’s business accelerator for university and community college students, along with post-doctoral researchers at Sandia National Laboratories. We provide training, mentorship, funding, and expert/peer networking to grow businesses and entrepreneurial thinkers.

Studio G is active at 14 educational and research institutions across New Mexico, and is working to expand to west Texas.

➤ 14 Studio G Sites

➤ 548 Student-led Ventures

➤ $4.5M Revenue of Studio G Ventures
Studio G helped Doña Ana Community College student Alexis Ruiz develop a solid business pitch for his professional development league soccer club, which allowed him to secure sponsorships and launch the team last season.
Success Stories

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

**Luis Morales**
Former grad student Luis Morales is commercializing NMSU’s intellectual property – a next generation polymer created by researchers that can trap hydrogen – with support from Arrowhead programs like AgSprint and NMSBA.

**Cliff Hudson**
Cliff Hudson, chief technology officer of Systems Technology Solutions, recently secured a $20,000 award for GreenAI, an innovative sensor technology for crop analytics, through the AgSprint business accelerator program at Arrowhead Center. He has gone on to win several competitions with the technology and will compete internationally in China this fall.

**Christopher Cramer**
Professor of Horticulture Christopher Cramer is one of 15 participants in a working group to receive the USDA’s 2018 Western Region Award of Excellence in multi-state research. The results of his ongoing onion research have been successfully licensed and commercialized with help from Arrowhead Center.
Ana Matiella of De Las Mias created a health awareness and empowerment app for Latinas that offers a community-driven wellness approach. De Las Mias received SBIR funding from the NIH to explore vehicles to maintain healthy living standards while being culturally relevant and appropriate.

Matiella has received multiple SBIR Phase I and II awards to move her innovation forward.
- Arrowhead Center HealthSprint Participant (2018)
- HHS SBIR Phase I (2009)
- HHS SBIR Phase I (2011)
- HHS SBIR Phase I (2014)
- HHS SBIR Phase II (2014)
- HHS SBIR Phase II (2016)

Learn more at: www.delasmias.com
NM FAST’s SBIR/STTR Innovation Summit highlighted some opportunities federal programs offer for early-stage technology businesses and brought together attendees from across the Southwest. This year’s event included participation from the Navy SBIR program, Air Force Research Laboratory, Lockheed Martin, and Sandia and Los Alamos national laboratories.

“More than ever, SBIR and STTR programs are important because they hold the keys for economic development and job growth through new and innovative products in the U.S. small business sector.”

– John Garcia, New Mexico District Director for the U.S. Small Business Administration

➤ 12 Satellite locations from Hawaii to Texas

➤ 307 Attendees

➤ 78 One-on-one sessions with Navy program managers
Sprints are cohort-based startup accelerators that support technology- and export-focused companies through education, mentorship, and financing. 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.

The New Mexico Small Business Assistance program assists for-profit small businesses in New Mexico with technical and/or business challenges. Arrowhead Center, as a contractor for the state’s national laboratories, brings the unique resources of NMSU through faculty and staff to assist in a variety of challenges.

Anna and Charles Harb (Founders of RingIR)  
RingIR received a multi-year NSF grant.

NMSBA Program  
Completed 16 assistance projects for New Mexico small businesses, one of which secured a $200,000 contract.

Roch Hart (Founder of WPM)  
Wildlife Protection Management received investment through the New Mexico Angels investment group.
Arrowhead Innovation Network

Arrowhead Center hosts an extensive network of Enterprise Advisors, comprising industry experts from all sectors of the startup business journey. Learn more about our Enterprise Advisors at arrowheadcenter.nmsu.edu/ain

“I appreciate the opportunity to help fellow NMSU alums and students achieve their dreams in technology and business.”

– John Cho, CTO for the Civilian, State & Local (CSL) Business Group of Perspecta
“The program is comprehensive and staffed with the key advisory skills that new ventures need but do not have readily accessible. There’s a sincere desire to facilitate company growth and success.”

– Cliff Hudson, GreenAI, Arrowhead Ventures Client

“I like being able to bring real value to the business, connecting them to resources and saving them time.”

– Christine Logan, New Mexico Economic Development Department
Economic Impact

Arrowhead measures the expansion of economic opportunity for individuals and firms in terms of activities and results, including the economic impact of jobs. This table shows the number of total jobs (direct, indirect and induced) in FY 2019, 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 Center programs versus those generated in Arrowhead Park.

<table>
<thead>
<tr>
<th>Impact Area</th>
<th>Arrowhead Programs</th>
<th>Arrowhead Park</th>
<th>Total Effect</th>
</tr>
</thead>
<tbody>
<tr>
<td>Jobs</td>
<td>1,298</td>
<td>559</td>
<td>1,857</td>
</tr>
<tr>
<td>Output</td>
<td>$186.3 M</td>
<td>$67.4 M</td>
<td>$253.7 M</td>
</tr>
<tr>
<td>Tax Revenue</td>
<td>$13.5 M</td>
<td>$8.6 M</td>
<td>$22.1 M</td>
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</tbody>
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In addition, Arrowhead ventures received more than $3 M in grants and investments in FY 2019.
We value all contributors to our success; there are far too many to list. Thus, we thank our clients, partners, donors, and Enterprise Advisors, and everyone with whom Arrowhead Center has the opportunity to work.

Together, we are building a stronger New Mexico and region.