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

**ECONOMIC OPPORTUNITY**
We provide the services and resources creative problem-solvers need to turn ideas into opportunities, and to benefit from the economic and social mobility that result.

**INNOVATION**
We take the ideas and discoveries emerging from research labs, classrooms, and communities to the people and markets that need them most.

**ENTREPRENEURSHIP**
We make entrepreneurship available and accessible to all, from New Mexico’s K-16 students to those creating and growing any type of business, anywhere in the state.

Please visit Arrowhead Center at arrowheadcenter.nmsu.edu
We moved to a completely online work environment in mid-March 2020, in response to the COVID-19 crisis. We ensured programming and services on which our clients rely remained accessible, while adapting to meet new challenges.

- Advice and assistance on creating an online business presence
- Video tutorials on working remotely effectively
- 77 participants in a virtual business acceleration cohort (a record number)

Many Photos in this report were taken between July 2019 and early March 2020 prior to the COVID-19 Pandemic. For information on how the NMSU Community works to stay safe, go to now.nmsu.edu.
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.

Shark Tank has given dozens of entrepreneurs real-world experiences that can lead to critical investments in their ventures.

NMSU alum Nizhoni LaFrance has invented AB-SOLUTELY, The Plank Helper. AB-SOLUTELY is a patent-pending device to help individuals achieve the perfect plank, which isolates, stimulates, and intensifies the upper, middle, and lower abdominal muscles in a single workout.
The Hunt Center creates an innovative, entrepreneurial ecosystem for the Borderplex region. By supporting a risk-taking culture where talented, diverse, imaginative people can experiment with their ideas; collaborating with industry and government to connect people and resources; and valuing philanthropy and volunteerism, the Hunt Center brings together what’s needed most to position the region for success.

The Hunt Center was instrumental in growing Arrowhead’s partnerships in El Paso, leading to the establishment of a student business accelerator at UTEP.

**STUDENT SPONSORSHIPS**

Hunt Sponsorships were offered virtually in 2020 due to COVID-19. Five student startups were awarded, including Kate Ashton who launched an integrative life coaching business, Kate Ashton Coaching.
FIX creates environments for collaboration, where people from different fields and areas of expertise can work together to face our region’s challenges.

FIX is also the hub of Arrowhead Center’s international business initiatives, which benefit from our unique position on the U.S.-Mexico border. For example, a December 2019 agreement between NMSU and the State of Chihuahua, Mexico makes Arrowhead services available to Chihuahua-based startups and entrepreneurs.

Through the Foster Innovation Exchange, women entrepreneurs (WE) Mean Business programming continued to grow. Following a successful in-person conference in 2019, the 2020 event was staged completely online. More than 200 participants gathered for virtual talks, panels, and breakout sessions. An online network – including virtual coffee meetups – is keeping women entrepreneurs connected.
Foster Innovation Exchange (FIX) Product Design Awards leverage NMSU’s power in prototyping and modeling to help entrepreneurs and inventors bring their ideas to life. Conceptual products-in-development become real objects that help potential customers, investors, and partners understand innovation. Through FIX Product Design Awards, ventures in the Borderplex region receive access to product design/prototyping equipment, and to electrical and mechanical engineering expertise that is critical to product development.

One FIX Product Design Award recipient, Pascual Camacho from Vitahealth, participated in the 2019 Aggie Shark Tank and secured follow-on investment from the Arrowhead Innovation Fund.
Innoventure adapted to meet changing needs, providing more time flexibility for middle and high school entrepreneurial competitions, as well as moving to remote learning environments. Innoventure Challenge invited teams to develop business plans solving problems created by COVID-19. Teams submitted pitch videos and digital prototypes for a chance to win tech-based prizes. Camp Innoventure and the Innoventure Jr. program also moved completely online, offering free resources to students and families navigating home schooling.

➢ 4,759 K-12 students
➢ 22 Communities in New Mexico and El Paso region
➢ 38 Elementary schools
Diversity, equity, and inclusion are cornerstones of Arrowhead programming. Serving a richly diverse state and population is a privilege, and we take seriously the need to tailor programming to make opportunities of entrepreneurship and innovation accessible to anyone, anywhere in NM.

The American Indian Business Enterprise (AIBE) program’s mission was founded in 2019 through support from the Minority Business Development Agency. AIBE’s program’s mission is to support Native American-owned ventures and the program is open to all Native American entrepreneurs in New Mexico.

**AMERICAN INDIAN ENTREPRENEURSHIP**

- **65%** Minority-owned business
- **40%** Women-owned business
- **10%** Veteran-owned business
- **5%** Native American-owned business
Studio G, Arrowhead’s business accelerator for college/university students and recent graduates, is now operating at 16 colleges and universities in NM, Sandia National Laboratories (serving post-doc researchers), and UTEP. Built on the notion that business exploration for students seeds an entrepreneurial culture, while also developing skills that increase traditional employment opportunities, Studio G is fortifying the region’s business landscape and workforce.
Rachael Ryan is the owner of Backyard Farms LLC, a small farm specializing in urban farming and dedicated to practicing Regenerative Agriculture since 2016.

Backyard Farms was awarded a USDA Value-Added Producer Grant for a $150,000 project in September 2020. The project will focus on freeze-dried fruit and vegetable processing. Dried fruits and vegetables account for a $4.4 billion industry in the USA, and customer demand continues to increase as the health conscious movement continues to grow.

Produce will be sourced from Backyard Farms along with other local small farms practicing sustainable farming methods, and the end product will be supplied local school lunch programs in New Mexico.
Reza Foudazi is an Associate Professor in the Chemical and Materials Engineering Department at NMSU. Dr. Foudazi has published over 35 peer-reviewed papers. He has worked with Arrowhead to file 6 patent applications and won Arrowhead’s LAUNCH competition in 2018 and 2019. One of his inventions was licensed by Filtravate, Inc., which develops and commercializes ultrafiltration membranes for applications in the bioprocessing and biopharmaceutical industries.

Arrowhead Innovation Network

Arrowhead Innovation Network (AIN) continues to benefit the region’s creators and entrepreneurs with the guidance, advice, and connections needed to launch and grow businesses. AIN provides no-cost access to 42 experts in a variety of industries, fields, and backgrounds - many of whom have their own entrepreneurial stories to share.
**Vita Health**

Pascual Camacho joined Studio G February 2016. Pascual has worked diligently to develop and test the market for his automated pill dispenser that helps safeguard opioid use through the Aggie I-Corps and Aggie Shark Tank programs. Through this work, he identified an ideal market for his product.

**Minerva Robotics**

Minerva Robotics is building a revolutionary Robotic Tortilla Shop that will make no-human-touch tortillas from various raw materials (corn, wheat, beans, sorghum, etc.), with traceability and transparency of ingredients. Minerva participated in AgSprint in the summer of 2020. Minerva co-founder JR Rosilla is now an adviser through the Arrowhead Innovation Network.

**Alissa Chavez**

Alissa Chavez is the founder of Easy Flo, an award-winning entrepreneur, a University of New Mexico student, and a Foster Innovation Exchange client. Alissa was raised by her mother, a childcare owner in Albuquerque, NM. After seeing hundreds of parents struggle to prepare bottles on the go, while wasting plastic containers in the process, Alissa knew something had to be done – EasyFlo was created.
Arrowhead is expanding our Sprint accelerator programming to serve more potential and current entrepreneurs in all corners of the state. Each Sprint takes a cohort of participants through a six-week crash course in starting and developing a small business.

COVID-19 has not slowed our Sprint programming – our 100% online offerings are an ideal opportunity for this challenging time. Since the mid-March 2020 closure of face-to-face services, 77 entrepreneurs from 28 communities across NM have participated in a Sprint cohort.

Sprints were supported by:

NM Gas Company, the State of NM, the SBA Growth Accelerator Fund, and the New Mexico Economic Development Department.
NMSBA works with experts from NMSU and New Mexico’s national laboratories to give the state’s small business owners access to expertise they otherwise could not afford. Each NMSBA project addresses a specific technical or business challenge, removing barriers to business growth and success.

OneforNeptune, a fish jerky venture, has boosted their monthly revenue and the total number of units sold to over 60,000. They received a marketing grant of $150,000 and are now expanding their product line and packaging plant in New Mexico.
NM FAST provides New Mexico with dedicated SBIR and STTR proposal development programming and assistance, particularly focusing on serving first-time applicants. The program’s mission is to assist underserved populations within the state, and since it began in 2015, 23% of NM FAST’s clients are rural businesses, 36% are minority-owned, 31% are women-owned, and 89% are first-time applicants.

Across 70 outreach and assistance workshops and events throughout New Mexico, 12 communities have been reached, 75% of them being rural. NM FAST has also awarded over $50,000 in up to $2,000 micro-grants to clients over the life of the program for proposal development assistance.
New Mexico small businesses supported by NM FAST have received over $9.4 million in SBIR/STTR funding.

The NM FAST Arrowhead Center SBIR Accelerator (ACSA) is designed to aid first-time SBIR/STTR applicants, ensuring real-time guidance and hands-on support in proposal preparation. ACSAs are multi-week virtual courses that work with program managers and industry experts, with each week focusing on a different aspect of proposal preparation and creation, with the end-goal of submitting a complete proposal package.

The most recent ACSA cohorts include:
- National Institutes of Health (NIH) ACSA
- National Science Foundation (NSF) ACSA
- STTR 101 ACSA
- Department of Defense (DoD) ACSA
- SBIR 101 ACSA
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 2020, 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>2,285</td>
<td>470</td>
<td>2,755</td>
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<tr>
<td>Output</td>
<td>$562.8 M</td>
<td>$56.3 M</td>
<td>$619.1 M</td>
</tr>
<tr>
<td>Tax Revenue</td>
<td>$ 43.6 M</td>
<td>$ 6.5 M</td>
<td>$ 50.1 M</td>
</tr>
</tbody>
</table>

In addition, Arrowhead clients received $15.5M in public and private funding in FY 2020.
Arrowhead’s impact is the result of a shared effort – our staff, our sponsors, and our partners across the region working together to grow an ecosystem poised to flourish, despite great challenges. We sincerely thank everyone who contributed to the success of our programs this year.