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**THREE STATEWIDE ORGANIZATIONS
PARTNER TO ASSIST FLORIDA'S TECHNOLOGY COMPANIES**

~ SBIR/STTR "Phase 0" Pilot Program to assist technology companies in improving their chances of receiving a Phase I Small Business Innovation Research or Small Business Technology Transfer award ~

ORLANDO, Fla. (Nov. 21, 2005) – In partnership with Florida's University Technology Transfer Offices and Florida's Technology Incubators, Enterprise Florida, Inc., (EFI) presented the inaugural "Phase 0" Pilot Program awards to three UCF Technology Incubator companies: Rapid Mold, Inc., Red Lambda, Inc., and Welnia, LLC.

Said John Adams, Enterprise Florida President and CEO, "Today's ceremony marks an important milestone in this project, and it's a great pleasure to join in presenting these awards. Providing grants to help innovative small businesses gain access to the Small Business Innovation Research or Small Business Technology Transfer proposal process has tremendous value, and I applaud the involvement of all participants. This grant program really hits the sweet spot for small companies that are focused on innovation and technology transfer."

In attendance at the UCF-hosted event were Carol Ann Dykes, COO, UCF Technology Incubator; Daniel Holsenbeck, UCF VP for University Relations; Fred Kittinger, UCF University Relations; John Adams, Enterprise Florida President and CEO; Bill Kean, Enterprise Florida; Linda Ivey and Ron Mitzel, Welnia, LLC; Gregory Marchwinski, Red Lambda, Inc.; David Byron & Peter Sheres, Rapid Mold, Inc.

"Today's presentation is tangible validation of the strong partnership between EFI and the entire technology partnership across the state. Working together with state economic development leaders to build a technology infrastructure will be crucial to the success of Florida's innovation-driven businesses," said Carol Ann Dykes, COO of the University of Central Florida Technology Incubator. "This is the first time we've had a program to lend a hand. These are critical dollars for small companies. This is how measurable progress and change happens."

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Recognizing that overall SBIR/STTR (Small Business Innovation Research/Small Business Technology Transfer) success rates for proposals submitted by Florida companies are very low compared to other states (FL ranks #38), EFI is funding the "Phase 0" grant pilot project to support qualified companies in SBIR/STTR Phase 1 proposal development activities. The objective of the Pilot Program is to enable Florida companies to submit higher quality proposals and have a higher award rate. The end result will be providing more Florida companies with access to one of the largest sources of early-stage capital available. Grants were announced for the following companies:

- Welnia LLC develops customized lifestyle modification and disease prevention programs aimed at achieving short- and long-term health goals. By assessing participants' medical information, lifestyle preferences, genetic predisposition, physical limitations and health objectives – the company creates comprehensive wellness program for clients. Welnia's unique multi-sensor armband and companion software help motivate, monitor and assess participants' progress. The company also has created a Motivational Monitoring system for fitness membership and Internet services that enables clients to work closely with the company on wellness goals.
- Rapid Mold, Inc. helps entrepreneurs and companies create molds and prototypes that enable quick product development and market launches. The company manages the complete molding process – from product design to modeling and prototyping to short or large run injection molding. Rapid Mold's skilled professionals offer technical guidance in design, material selection and manufacturing processes to help clients identify the most economical production methods. The company also produces finished products using patented technologies such as diamond layered coatings, ceramics, safety devices and other industrial technologies.
- Red Lambda is a computer software company specializing in secure content management. Using technology developed at the University of Florida, the company developed Icarus, a comprehensive network and security management

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system for effectively fighting illegal peer-to-peer file sharing. Through authorized usage, Icarus enables legitimate peer-to-peer file networking. Red Lambda's unique system allows clients to reclaim bandwidth previously consumed by illegal activities and avoid copyright infringement lawsuits.

Submissions for Phase 0 grants are assessed for suitability and viability. A non-refundable application fee of \$250 is required from the participating companies; all participants will receive results of a Technology Fit/Innovativeness Assessment by the Lytmos Group, LLC, even if they do not receive a grant. The assessment includes an analysis of the proposed technology's fit with the relevant federal agency's solicitation, along with an assessment of the technology's innovativeness. The Phase 0 grants are available in amounts up to \$2500. The pilot program will run from the date of implementation through depletion of available funds.

EFI has partnered with 17 technology incubators and university technology transfer offices across the state for implementation of the pilot program. Eligible companies are incubator clients and university licensees who meet the federal SBIR/STTR criteria and have not received a Phase 1 award in the last 5 years. Participating Technology Incubators and University Technology Transfer Offices include:

- Florida A&M University, Office of Technology Transfer, Licensing & Commercialization
- Florida Atlantic University, Office of Technology Transfer
- Florida International University, Office of Intellectual Property Management
- Florida State University Research Office of IP Development and Commercialization
- University of Florida, Office of Technology Licensing
- University of Florida Sid Martin Biotechnology Development Incubator
- University of Miami, Technology Transfer
- Nova Southeastern University Health Professions Division
- University of Central Florida, Office of Research and Commercialization
- University of Central Florida Technology Incubator
- BETA – 1 Business & Emerging Technology Accelerator (Amelia Island)
- Technology Enterprise Center (Jacksonville)
- Gainesville Technology Enterprise Center (GTEC)
- Florida/NASA Business Incubation Center (Titusville)

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- University of South Florida Tampa Bay Technology Incubator
- STAR TEC (Largo)
- Enterprise Development Corporation Technology Business Incubator at FAU

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Enterprise Florida, Inc. (EFI) is a partnership between Florida's business and government leaders and is the principal economic development organization for the State of Florida. Headquartered in Orlando, EFI's mission is to create and retain quality jobs and increase economic opportunities for Floridians by supporting strong and growing businesses and positioning Florida as a globally competitive business location. In pursuit of its mission, EFI works closely with a statewide network of economic development partners and is funded both by the State.