

# PURDUE RESEARCH PARK



The idea economy is here.®

Copyright (2007) Purdue Research Foundation. All rights reserved.

# PURDUE RESEARCH PARK

The Art of  
High-Tech  
Business  
Acceleration

Merrillville  
West Lafayette  
Indianapolis  
New Albany

**WE'RE THE**  
INNOVATION **TRAIN.**  
bringing high-skill jobs to your city.

The idea economy is here.®

# Advancing Purdue's Mission



- Faculty
  - Entrepreneurship
  - Consulting
  - Recruiting
- Students
  - Employment
  - Retention
- Commercialization
  - Discovery to Market
  - Partnerships
- Economic Progress



The idea economy is here.®

## **PU Strategic Plan:**

- Discovery (Research)
- Learning (Teaching)
- Engagement (Service or out reach)
- Purdue faculty actively help companies to further refine their product.
- PRP works with Purdue to make new discoveries
- More than a 100 students are employed in the Park

# Purdue Research Park Impact



- 2004 Outstanding Science Research Park (AURP)
- 2005 Outstanding Commercialization Award (AURP)
- Ranked 7<sup>th</sup> on "Indiana's 25 Keepers: Keeping Good Company" list (2005)
- Largest Technology Incubation Program in U.S. at 259,000 S.F.
- Indiana's 1<sup>st</sup> Certified Technology Park
- 147 Companies
- 57 Incubator Businesses
- Nearly 100 High Tech Firms and Entities
- 2,800 Employees
- \$58,406 Average Wage PTC
- \$121 M of Invested Venture Capital
- 52 Separate Facilities
- 1.5 M+ S.F. Under Roof and 725 acres

The idea economy is here.®

## Indy Men's Magazine: June 2005

- Last year, we celebrated the people that you, we, and our partners at Indy Men's Magazine determined we'd miss the most if they left our state. This year, we turned to the businesses, companies and institutions that we need to stay put.
- We received more than 4,000 votes from people across the state and you told us which organizations whose absence from the Hoosier landscape would do us the most harm.
- The organizations that did make the list are a testament to what we've been, what we are, and what we can be. These organizations deliver economic, cultural, educational and scientific benefits to our state.

## Indiana's 25 Keepers: Keeping Good Company

### **1. Eli Lilly and Company**

It's been said that when the pharmaceutical giant sneezes, the entire state catches a cold. This global Fortune 500 Company will always exist on some level for anyone who calls himself a Hoosier.

### **2. Lilly Endowment**

If Eli Lilly and Company is the heart of the Hoosier economy, then the Lilly Endowment, founded in 1937, is its soul. Last year, the Lilly Endowment contributed \$285 million to Indiana projects.

### **3. Indianapolis Motor Speedway**

Next time you find an Indiana state quarter in your pocket, flip it over to the tails side and notice what take up half the circle: a racecar. The IMS pumps over \$725 million into our economy each year.

### **4. National Collegiate Athletic Association**

Sure, the NCAA is important in that it helps protect and make a difference in the lives of student-athletes. But to those of us in the Hoosier state, the NCAA is extremely influential.

### **5. WellPoint**

This healthcare benefits giant is one of six Fortune 500 companies to call Indiana home. A recent mega-merger skyrocketed the group into the nation's leading health benefits company.

### **6. Indiana Convention Center & RCA Dome**

Over the next 10 years, the new Colts stadium and Convention Center expansion will pump \$2.25 billion into the local economy, create over 4,000 permanent jobs and leave us with a world class facility.

### **7. Purdue Research Park**

The "idea economy" is truly here. Last year, Purdue Research Park was named the best research park in the nation. Think of this West Lafayette facility as a center for brain gain.

### **8. Crane Naval Surface Warfare Center**

Southern Indiana's largest employer recently dodged the bullet in the most recent round of base realignments and closures. It could have lost more than 4000 jobs.

### **9. Indiana Pacers**

Indiana claims basketball at its adopted sport. It also asserts its capital city as a world-class sports town. The Indiana Pacers are the key to both claims.

## Incubation: It's not about the building



*"It's not about the bike." - Lance Armstrong*

The idea economy is here.®

Incubation is not about the building. It starts with the idea and succeeds with the implementation of proven methods.

Up in West Lafayette we have about 40 faculty-entrepreneurs...but the park is a mixture of faculty, business people, companies commercializing Purdue technologies and companies trying to bring their own inventions to the marketplace.

Purdue Professor Joe Pekny started Advanced Process Combinatorics – APC -- to provide advanced planning and scheduling technology. This technology helped get back online Proctor & Gamble Co.'s massive coffee manufacturing facility in New Orleans in the wake of the Hurricane Katrina

Eric Davis has a law degree...but he's not a academic. He founded Arxan Technologies to providing IT solutions to government agencies and defense corporations as well as commercial clients, such as software vendors and smart manufacturing equipment vendors who want protection against tampering, reverse engineering, code lifting and other forms of abuse. His technology does come from Purdue.

Lance Armstrong has said that it's not about the bike...and it's become clear to those involved with business incubation that it's not about the building.

It also takes services and programs that create an environment conducive to entrepreneurship – namely the Purdue Gateways Program, which takes emerging companies on a journey through market research, business plans, investment opportunities, the best way to build a management team, and other strategies.

# Professional Services



PRP Job Fair

High-Speed Internet & Purdue Connections



Specialized Laboratory Facilities



Professional Conference Facilities & Management with 2-Way Video



Purdue Equipment Access

The idea economy is here.®

# Professional Services



- Media Relations / Marketing
- Human Resources / Employment Assistance
- Flexible Space and Leases
- Gateways Program
- Conference & Gathering Areas
- Professional Conference Management
- Networking Opportunities
- Two-Way Video
- High-speed Internet & Wireless
- University Connections
- Pre-Seed Investments
- Business Plan Competition
- Access to Purdue Faculty
- Purdue Equipment & Facilities
- Technical Assistance Program
- Top Quality Business Equipment
- Reception and Admin Support
- Fiber Connection to Purdue University
- Fortune 500 Atmosphere
- Job Placements / Job Fair
- Community Vendor Access
- SBDC/IEDC Services
- Governmental Relations
- Industry Cluster Management
- Mail & Shipping
- Security

The idea economy is here.®

## Professional Services

- Offer 6 month leases
- Ability to be flexible
- Number of Conference Rooms located in PTC Bldg.
- 2004 we had 1,006 meetings in the PTC Bldg./Party In the park/Workshops
- We host the Burton D. Morgan:
  - Logistics
  - Sponsor
  - Give office space for 1 year to the winner
- Pre-seed Capitol
- TRASK fund
- Number of specialized facilities will allow clients to rent the space and help to facilitate the equipment
- PU Assistants at Federal and State Levels
- Life Science Research Council
- Key Fobe Access, Sign-in desk

# Media Relations & Marketing



- News release writing and distribution
- Photo and video production
- Television/radio placements
- Brochure design
- Trade show/event exhibit design



The idea economy is here.®

## Media Relations & Marketing

- Most clients are highly technical but have no experience in the Marketing themselves

# Purdue Research Park

"In the News"



The idea economy is here.®

## In the News

- We are developing a high tech community
- This was a grass roots effort

# Human Resources/Employment

- Counsel on standard HR practice
- Recruitment assistance
  - Technical Assistance Program (TAP)
  - Interns for Indiana
  - Center for Career Opportunity
  - Cooperative Education Program
  - Job Fairs
  - Dual Career Assistance Program

The idea economy is here.®

## **HR/Employment**

- Often find PHD's in pairs
- We assist in finding the other a job in the community

# Purdue Research Park

725 Acres Total



The idea economy is here.®

## Purdue Research Park

- 1950's was the first certified Research Park
- 1961 first Research Park began development
- 1-4 in the 60's we were on of those 4
- In Mid 90's PRP focused only on High-Tech
- Phase 2: 2M Under Roof
- Phase 3: 4M Under Roof
- Could be 6M
- 1<sup>st</sup> 30 years of the Research Park development was not closely managed

# Purdue Research Park



The idea economy is here.®

## Purdue Research Park

- Tan colored items represent existing locations
- Darker tan represents future locations
- Lake Serves as retention area
- Partnership with West Lafayette
  - Build Infrastructure
  - Road
  - Sewer
  - Lake
  - Trail System

# Purdue Research Park

Master Plan Phase 3



The idea economy is here.®

# Purdue Research Park

Master Plan Phase 4



The idea economy is here.®

# Expanding the Vision

Purdue Technology Center of Northwest Indiana



- Opened December 2004
- 48,000 S.F. of Office and Laboratory Space

The idea economy is here.®

- As part of Purdue University's strategic plan seeking excellence in the areas of discovery, learning and engagement, construction is set to begin on the university's first satellite business incubator - the Purdue Technology Center of Northwest Indiana
- The Purdue Research Foundation, set aside 40 acres of the 400 acres originally owned by the foundation for the technology center and other potential Purdue-related facilities.
- The property is west of I-65, near Merrillville, Ind. Construction of the 48,000 sqft
- The facility is the result of Purdue's vision and many Indiana communities' desire to expand the university's high-tech entrepreneurship acceleration services
- Combined with Congressman Pete Visclosky's (D-Ind.) efforts to secure federal funding for the facility's construction and initial operating costs
- Eligible tenants are companies that plan to develop technologies, possibly in the life sciences, information technology or advanced manufacturing fields.
- The Purdue Technology Center of Northwest Indiana will have many of the same features and [amenities](#) as the building it is modeled after in the Purdue Research Park, which is just north of the university's West Lafayette campus.
- The facility, designed by the CSO architectural firm of Indianapolis

# PTC NWI Impact



- \$52,000 Average Wage PTC NWI
- 19 Companies
- 13 Technology Based Companies
- 4 Non-Technology Based
- 2 Affiliate Client Companies
- AmeriPlex at the Crossroads is a Certified Technology Park:
  - 386 Acres
  - 179,000 S.F. Current Total
    - Purdue Technology Center of Northwest Indiana – 48,000 S.F.
    - Purdue Calumet Academic Learning Center – 48,000 S.F.
    - E-Law, LLC Office Building – 20,000 S.F.
    - Pinnacle Healthcare Hospital – 63,000 S.F.
  - Design Phase
    - STK Members Medical Office Building – 60,000 S.F.
    - The David E. Ross Building (flex Space) – 60,000 S.F.



The idea economy is here.®

# Indiana's 1<sup>st</sup> Certified Technology Park



The idea economy is here.®

## Indiana's First Certified Technology Park

- To qualify for this PRF had to show evidence of companies staying and growing IN economics
- The Purdue Research Park, Indiana's first Certified Technology Park
- In the past two years, the park has launched 23 technology startup companies
- The more than 100 companies in the Park
- Employ more than 2,500 people

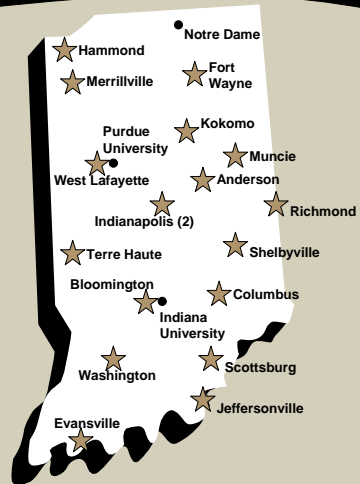
# We're Happening in Indiana



➤ Indiana is home to **18**

Certified Technology Parks:

- West Lafayette
- Indianapolis (2)
- Hammond
- Fort Wayne
- Kokomo
- Anderson
- Muncie
- Richmond
- Merrillville
- Terre Haute
- Shelbyville
- Bloomington
- Washington
- Columbus
- Scottsburg
- Jeffersonville
- Evansville



The idea economy is here.®

# Purdue Research Park Impact in Indiana



Purdue Research Park  
of West Lafayette



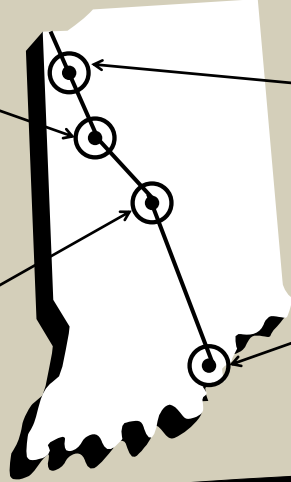
Purdue Technology Center  
of North West Indiana



Purdue Technology Center  
of Indianapolis



Purdue Technology Center  
of South East Indiana



The idea economy is here.®

# Discovery Park



- Discovery Park houses ten centers of innovation:
  - Burton D. Morgan Center for Entrepreneurship
  - Center for Advanced Manufacturing
  - Bindley Bioscience Center
  - Birck Nanotechnology Center
  - Center for the Environment
  - Cyber Center
  - Discovery Learning Center
  - E-Enterprise Center
  - Oncological Sciences Center
  - Energy Center



The idea economy is here.®

# Honors, Awards & Accomplishments



- Excellence in Technology Transfer Award  
(*Association of University Research Parks, 2005*)
- 7<sup>th</sup> place in Indiana's 25 Keepers (2005)
- CoreNet Global Innovators Award *finalist* (2005)
- Outstanding Science/Research Park Award (AURP, 2004)
- MIRA Award: Professional Service Provider category (Techpoint, 2003)
- Nation's top business acceleration program (University Business, 2003)
- Best industry practices recognition in "Bricks and Mortar"  
(National Business Incubation Association, 2000)
- Largest university technology incubation program in the U.S.  
(National Business Incubation Association, 1999)



The idea economy is here.®

# Affiliations



## ➤ Affiliations

- Association of University Research Parks (AURP)
- International Association of Science Parks (IASP)
- Indiana Economic Development Corporation (IEDC)
- Indiana Business Incubator Society (IBIS)
- National Business Incubation Association (NBIA)



The idea economy is here.®

# Purdue Research Park



*The idea economy is here.®*

Tim Peoples  
Director,  
Purdue Technology Centers  
3000 Kent Avenue  
West Lafayette, IN 47906  
Phone: 765-494-6630  
Email: [tpeoples@prf.org](mailto:tpeoples@prf.org)  
Web site: [www.purduresearchpark.com](http://www.purduresearchpark.com)



The idea economy is here.®