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The Parkview Mirro Center for Research and Innovation equips individuals and families, healthcare providers, healthcare organizations and entrepreneurs to face the future. The activities that take place at the Center are aimed at generating novel health care improvement ideas and products that enhance the health of our community and the work experience among Parkview co-workers.

The Parkview Mirro Center for Research and Innovation is home to:

Clinical Research founded in 1993 bringing over 150 Clinical Trials to patients and providers for novel, and potentially lifesaving, medical treatment. Our major focus has been Phase II and Phase III sponsored trials.

Health Services and Informatics Research founded in 2014 bringing concrete solutions to problems that patients, healthcare providers, the community, and the health care system face through traditional research studies, pilot studies, program evaluation and user experience research.

Advanced Medical Simulation Lab features some of the most advanced medical simulation technology available today including: OR Orientation, Primary Care/WIC Procedures, Anesthesia Sims, Athletic Training, and more. Our Simulation Lab is accredited by the Society for Simulation in Healthcare and provides advanced clinical training to physicians, clinical teams and other healthcare professionals.

Parkview Innovation Center is invested in cultivating the economic development of new companies in the health care sector. The staff at the Innovation Center works with local entrepreneurs and Parkview employees to develop their designs, test their products, and grow their brand. Using a multi-disciplinary team approach, Parkview's Innovation Center brings together innovation, simulation, and research to produce transformative solutions in healthcare. The Mirro Center hosts innovation competitions 2-3 times every year focused on pertinent health issues in the Northeast Indiana region.

The mission of the Parkview Mirro Center for Research and Innovation is to lead the discovery of "next-generation" technologies and medical practices that have potential to revolutionize healthcare and save lives. To learn more please visit our website at parkview.com/innovation

EVENT AGENDA

11:30a.m.

MOMENT OF SILENCE HONORING DR. DARYL R. YOST

11:31a.m.

WELCOME & HOUSEKEEPING

Mike Fritsch, NIIC Senior Entrepreneur in Residence, Director of Revenue

11:34a.m.

PURSUE YOUR VISION AT THE NIIC VIDEO

11:35a.m.

ABOUT WOMEN'S BUSINESS CENTERS (WBCS)

Sarah Lance, WBC EmPWR Program Manager

WEOC LAUNCH WOMEN BUSINESS BUILDERS AWARDS PRESENTATION

WEOC FOUNDER'S CUP AWARD PRESENTATION

11:44a.m.

THE MIRRO BUSINESS BUILDER AWARD PRESENTATION

11:46a.m.

Inbia congratulations to the NIIC

11:47a.m.

THE NIIC 20 YEARS OF INNOVATION

Karl R. LaPan, President, CEO, The NIIC

11:57a.m.

THE DR. DARYL R. YOST EXCELLENCE IN PHILANTHROPY AWARD PRESENTATION

11:58a.m.

KEYNOTE SPEAKER INTRODUCTION

Ted Baker, CEO/Executive Director, Innovation Connector

12:00p.m.

KEYNOTE SPEAKER

Wendy Kennedy, President, Founder, WKI-wendykennedy.com Ignite the Spark – Inspire Innovation During a Pandemic

12:45p.m.

QUESTIONS & ANSWERS

Wendy Kennedy, President, Founder, WKI-wendykennedy.com

12:55p.m.

CLOSING REMARKS

Larry Rowland, NIIC Board Chair

1:00 - 1:15p.m.

BREAK

1:15 - 2:00p.m. OPTIONAL

BONUS REIMAGINE AND RECHARGE SKILL BUILDER WORKSHOP

Wendy Kennedy, President, Founder, WKI-wendykennedy.com

2:00

CONCLUDE

VELCOME TO THE 7TH A DR. DARYL R. YOST

2020 was the year everything changed.

I would not have imagined after our 6th annual Ideas@Work in April 2019; we would be amid a pandemic in the first guarter of this year. We not only rescheduled our signature event twice (in April and October), our in-person entrepreneurial event bridged to a Livestream format. Today, we celebrate and shine a light on the confident business builders who persevered, despite adversity and uncertainty.

This pandemic has claimed over 200,000 American lives. It has also devastated small entrepreneurial businesses. Early estimates are business closure rates will exceed 20%. Closure rates will hit non-white companies even harder with rates nearing 30-35%.

Now, more than ever, entrepreneurs and business builders need a supportive and nurturing entrepreneurial community around them.

Small businesses faced cash flow problems pre-pandemic, but after the expiration of PPP loans and deferral or elimination of customer-funded projects, the liquidity crisis is even more severely jeopardizing their business ambitions. Look at the trauma of various sectors and the financial fragility - upward of one-third of non-profits are in trouble.

At least 1:4 existing businesses will likely close or substantially reduce employment, and over 7,500 retail stores have shuttered or bankrupted in 2020.

Contrast that with the end of 2019. Wages were growing. Our economy was nearing full employment. There was significant and unexpected growth in many sectors. GDP and consumer confidence were growing. However, as the pandemic eye of the storm materialized, with it came shelter in place orders across the country and world, lockdowns, and travel bans. Our global economy was pummeled and caused massive dislocations across many crucial supply chains and industries.



Despite the economic, social, and physical stress of the pandemic, I was reminded of the following:

1 Business Builders are resilient.

Companies launched new product innovations and reconfigured their value propositions. Existing companies mobilized to use their capabilities and capacity to produce life-saving equipment and PPE. We saw pharmaceutical discoveries accelerated beyond what was typically possible in this highly regulated industry. With those came hope to the world for controlling the pandemic.

2 Business Builders keep moving.

The best in class organizations didn't freeze and do nothing during the pandemic. Smart and savvy leaders mobilized, acted, invested, and reimagined their businesses and their business models.

3 Business Builders make tough choices and strategic investments.

The best leaders doubled down—reinvested in new and improved capabilities, diversified their core business, and enhanced customer experiences with enabling technologies.

4 Business Builders share a renewed optimism about the future.

The best leaders are confident yet admittedly uncertain. Smart yet humble. Grateful yet rattled by a potentially rocky future.

5 Business Builders face the brutal facts of their business reality.

The best leaders don't live in the rear-view mirror, wondering what might have been. They live in the windshield, where they make things happen.



NUAL IDEAS@WORK

We are very proud of our Launch Women Business Builders; Breakthrough Program cohort participants; NIIC, WEOC WBC, and WBC EmPWR clients. While some of them could not survive the pandemic, others chose to reapply their skills to other endeavors. Most remain optimistic and confident that their business resiliency and thriving business opportunities renew their business momentum.

It is no accident this year's Ideas @ Work keynote focus is on the fragility and power of ideas. While very few business ideas become blockbusters, we know firsthand that employee engagement rises significantly when creativity and innovation skills are brought out in the workplace.

When nearly 54% of workers are psychologically unattached to their work and company, there is no better place to start the reimagination process than with ideas.

Wendy Kennedy is a dynamic, powerful, encouraging force for unleashing and igniting the passion and purpose in individuals and organizations. Ideas flow more freely, are more well-developed, and more ready for their inevitable commercialization.

Thank you for joining us and for supporting our region's entrepreneurial community and us.

During this pandemic, we have not stood still.

We have virtualized business support services, expanded our resources and programs to meet the needs and challenges of business builders, reinvested in the key entrepreneurial success pillars, especially with our launch of a Kiva Northeast Indiana Hub, and doubled down on being **the "go-**"

to resource" for homegrown, locally owned and operated businesses in the pre-revenue and early stage of their development. We have also enhanced our support services for individuals in the pre-company stage, offering online learning, evidence-based tools, coaching, and mentorship support. We are adapting to this new normal.

In closing, we were incredibly honored to receive our industry association's top honors: Entrepreneurship Center of the Year in the Mixed-Use category and the prestigious Dinah Adkins Awards.

These awards are a testament to the vibrant entrepreneurial community in Northeast Indiana and the excellence of our programs. They are special honors and distinctions to us for the vital work we have done and continue to do, now in our 20th anniversary year.

Thank you to our sponsors. This event is only possible because of your loyal, ongoing support. We appreciate your commitment to us and especially to our clients.



In the Spirit of Innovation,

Karl R. LaPan President & CEO | The NIIC THE NIIC RECEIVES

GLOBAL RECOGNITION

FROM PEERS

INBIA PRESENTS TWO AWARDS TO THE NIIC

"Thank you for leading by example and providing inspiration to entrepreneurs across the globe," said Charles Ross, InBIA Interim President, upon presenting two global awards to The NIIC.

The International Business Innovation Association (InBIA) awarded the Northeast Indiana Innovation Center (The NIIC) with two prestigious awards:

The 2020 Dinah Adkins Award

The Entrepreneur Center of the Year 2020: Mixed Use Award.

International Business Innovation Association

Enterpieneur Center of the Year 2010:

Mitted-Use
Northeast Indiana Innovation Center Inc.





KEYNOTE SPEAKER

WENDY KENNEDY

Founder, WendyKennedy.com Inc.

WENDY KENNEDY is recognized internationally as the author and architect of the popular So what? who cares? why you?® commercialization methodology. Since 2005, Wendy's methodology offering a proven approach to turn ideas into business opportunities, has been adopted by incubation centers, research labs, innovation centers. universities and private corporations in more than 25+ countries.

As President of WKI (wendykennedy.com Inc.), Wendy and her team advise, train and coach organizations to advance their innovation, commercialization and entrepreneurship agendas.

Today, the WKI methodology and design frameworks have provided a platform to inspire, ideate and innovate in organizations including: The European Space Agency, Dundalk Institute (Ireland), Penn State University, Scottish Enterprise, the University of Texas, UF Innovate and Sid Martin Biotech, Air Force Research Laboratories, and many more. The WKI methodology is credited with helping to put ideas on the payload of a spacecraft, restore 20:20 vision, bring groundbreaking therapeutics and diagnostics to reality, and even launch new and delicious food products nationally.

Prior to founding WKI, Wendy was a member of the founding teams in six technology startups, all of which were inspired by founders with an idea on a napkin. She has special expertise in launching new technology innovations to market, gained from her experience launching one of the first

personal computers in the early 1980s. She has also launched early stage ideas including one of the first electronic banking services, an early innovation for wireless internet in motion, and several enterprise software solutions.

She also spent time as a teaching professor at Algonquin College, where she created and launched an innovative program for engineers, scientists, and technology entrepreneurs to discover the business value of their ideas.

Wendy holds a Masters Degree in Business from Queen's University and is a recipient of the Dr. Laurent Isabelle Award for innovation and excellence in education. Wendy is a founding member of the Canadian Advanced Technology Alliance, Women in Technology Forum, focused on mentorship development programs for women entrepreneurs in Canada.

She lives in Ottawa, Canada with her family. Learn more about Wendy Kennedy and WKI at www.wendykennedy.com.



EXCLUSIVEWORKSHOPS

Following the keynote presentation, we are offering this skill builder workshop at no additional charge.

Nov. 12 | 1:15-2:00p.m.-

REIMAGINE - RECHARGE SKILL BUILDER WORKSHOP WITH WENDY KENNEDY

Two additional BONUS upskilling workshops will be offered to round out this year's Ideas@Work.

Nov. 16 | 10:00-11:00a.m.

CREATING EXCEPTIONAL CUSTOMER EXPERIENCE WORKSHOP

WITH KARL R. LAPAN & TED BAKER

Nov. 18 | 10:00-11:00a.m.-

FAILURE IN A CULTURE OF INNOVATION WORKSHOP WITH KARL R. LAPAN



KEYNOTE

HALL OF FAME

2019

SANTIAGO JARAMILLO

CEO & CO-FOUNDER, EMPLIFY

LESSONS LEARNED FROM A PURPOSE-CENTERED ENTREPRENEURIAL JOURNEY



2018

ANGIE HICKS

CO-FOUNDER OF ANGIE'S LIST, CHIEF CUSTOMER OFFICER AT **ANGI HOMESERVICES**

WHAT DOES IT MEAN TO BE AN ENTREPRENEUR?



2017

DR. DONALD F. KURATKO (DR. K)

THE JACK M. GILL DISTINGUISHED CHAIR OF ENTREPRENEURSHIP; PROFESSOR OF **ENTREPRENEURSHIP; AND EXECUTIVE & ACADEMIC DIRECTOR OF JOHNSON CENTER** FOR ENTREPRENEURSHIP & INNOVATION AT THE KELLEY SCHOOL OF BUSINESS AT INDIANA UNIVERSITY

MYTHS AND REALITIES OF AN ENTREPRENEURIAL MINDSET: AN INDIANA PERSPECTIVE



SPEAKER

IDEAS@WORK PAST KEYNOTE SPEAKERS

The Ideas@Work Movement showcases and celebrates entrepreneurial excellence in Northeast Indiana. Our annual signature event speakers have inspired, motivated and encouraged entrepreneurs and business builders from all walks of life to reach their fullest potential and to unleash their entrepreneurial energy in pursuit of their dreams and ambitions. To access our keynote speakers' Key Takeaway Cards, please visit https://theniic.org/ideasatwork/.

2016

J.B. BERNSTEIN

NATIONALLY RECOGNIZED ENTREPRENEUR, **SPORTS AGENT AND AUTHOR**

HEY, WHERE'S MY BIG IDEA?

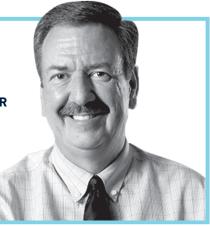


2015

CHUCK SURACK

FOUNDER AND PRESIDENT, SWEETWATER

CHUCK'S 5 RULES FOR SUCCESS IN LIFE



2014

ERIC DODEN

PRESIDENT. INDIANA ECONOMIC **DEVELOPMENT CORPORATION**

BARRIERS OF ECONOMIC **DEVELOPMENT: OBSERVATIONS** FROM A 92 COUNTY TOUR



— GROWING & INSPIRING — GLOBAL BUSINESS BUILDERS

The NIIC is committed to inspire and activate business builders here at home in Northeast Indiana and around the globe. This contributes to economic growth and innovative communities. It also leads to new venture formation, boosts the number of inclusive start-ups, increases matched grant funding and funds new, innovative projects.

We do this through focusing on our 3 Pillars of a Vibrant Entrepreneurial Community.



3 PILLARS OF A VIBRANT ENTREPRENUERIAL COMMUNITY





FOCUS:

Ensure equity in economic prosperity and invest in business potential

CURRENT PROGRAMS:

- Breakthrough (Allen County)
- Connected Health Lab (Statewide)

PRIORITY GOAL:

Increase venture formation rates





FOCUS:

An innovation hub championing entrepreneurial culture, collaboration and connections

CURRENT PROGRAMS:

- 55-acre Certified Tech Park Campus
- Innovation Village at College Park

PRIORITY GOAL:

• Growth of Park metrics (employment, capital, U.S. Patents and products)





CONFIDENT COMMUNITIES

FOCUS:

Increase access (on-ramps) for diverse Business Builders

CURRENT PROGRAMS:

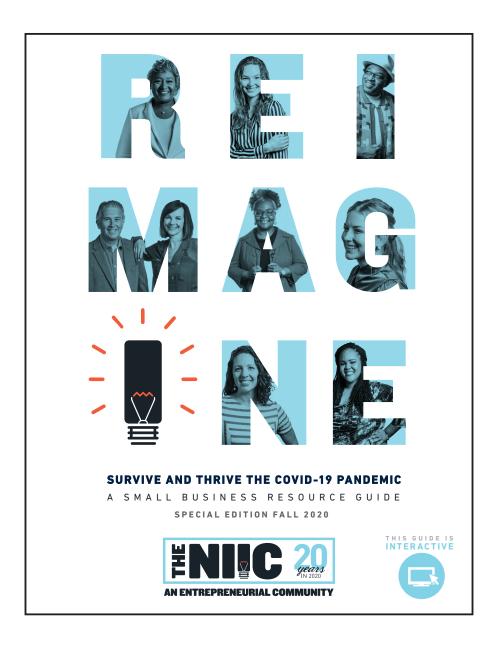
- WEOC Women's Business Center (16 counties)
- WBC EmPWR (statewide)
- Capital Access Programs (12 counties)
 - Kiva Hub/Kiva Northeast Indiana
 - Reimagine Fund
 - LEAP Fund

PRIORITY GOALS:

- Number of start-ups
- Number of start-ups (with funding)

THE

REIMAGINE SMALL BUSINESS RESOURCE GUIDE DIGITAL EDITION IS NOW AVAILABLE



Visit TheNIIC.org/reimagine/ to view this interactive guide.





CELEBRATING

ENTREPRE

Join us in shining a light on business builders in Northeast Indiana who are:

- creating jobs
- securing investments
- finding customers
- hiring employees
- doing the difficult work of starting and growing sustainable ventures

IN NORTHEAST INDIANA

Ideas@Work spotlights business builders, celebrates entrepreneurial success, and recognizes the important role entrepreneurial support organizations like The NIIC play in creating a climate and culture of entrepreneurship in Northeast Indiana.

The Mirro Business Builder Award

Established in 2015, the Mirro Business Builder Award was named after Dr. Mike Mirro, a prominent physician, entrepreneur, visionary, researcher, and community leader. Dr. Mirro was the Founding Board Chair of The NIIC. Originally, the award was presented to clients of The NIIC Student Business Builder Program. This has expanded to include clients of our WEOC WBC.

WEOC WBC Launch Women Business Builders Award

Each year we celebrate our graduates of this program, which is an accelerator for women in tech business owners. This program was designed for women who want to start, grow, and accelerate their digital, e-commerce, or web-based business.

WEOC Founder's Cup Award

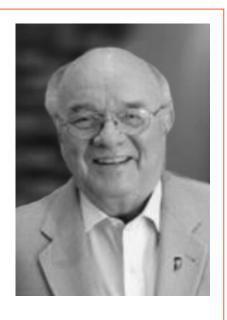
Female founders face unique challenges: one being access to capital. Not only do we see a bias in funding for women-run tech companies; but we also know product-based businesses geared toward women go underfunded as well. That is why we are proud to use a portion of Ideas@Work sponsorship dollars to fund this award, which includes \$500 to the award recipient.

The Dr. Daryl R. Yost Excellence in Philanthropy Award

This new award honors the spirit of our dear friend and colleague Dr. Daryl R. Yost. He was a vital part of The NIIC team. He served as our Community Director and a Mentor to NIIC President and CEO Karl R. LaPan.

Following are the criteria for this award, honoring the spirit of Dr. Yost.

- 1. The individual and/or his/her organization is a donor of record to The NIIC.
- 2. Reflects a spirit of selfless benevolence by practicing altruistic egoism—gains personal satisfaction by helping others.
- 3. Is a demonstrated change agent, difference maker, communitybuilder, ambassador—especially to those less fortunate or vulnerable.
- 4. Exemplifies, through example and actions, one or more of the following personal characteristics of Dr. Daryl R. Yost:
 - Intellectually Curious
 - Gritty—Passion + Perseverance
 - Servant Leader
 - Resilient and Determined



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TABLE VIP

















Sheila A. Roesler Matthew L. Henry Thomas R. Gearhart Grant T. Goeglein Jonathan M. Lehman

Randall T. Lehman Kevin J. Bontrager Rob M. Hayworth Mark R. Boyd



























ABLE SPONSORS













THE NIC THROL



DECEMBER 1999

With funding from the City of Fort Wayne, Allen County, Indiana-Purdue University Fort Wayne and the Greater Fort Wayne Chamber of Commerce, The NIIC receives its tax exempt status.

SEPTEMBER 2000

Indiana Governor Frank O'Bannon and Governor Joe Kernan transferred 55 acres of state owned land for the exclusive development of the NIIC campus.





AUGUST 2013

Entrepreneur magazine named The NIIC one of the four best underthe-radar business incubators in the United States.



OCTOBER 2009

The 33,000 square foot Emerging **Growth Center** (EGC) opened.



JUNE 2009

Student Venture Lab started with generous gifts from the Lincoln Financial Foundation, Wilson Foundation, and iAB Financial Bank.



APRIL 2014

Ideas @ Work Signature Celebration Event is launched.



DECEMBER 2014

NIIC celebrates 15th anniversary: Client Payroll on Campus reaches its highest level at \$9.5M.



APRIL 2015

WEOC Women's **Business Center** founded at The NIIC.



OCTOBER 2017

Former NIIC client Orthopediatrics celebrates with IPO.

METRICS & IMPACT

Creating access and on-ramps for diverse entrepreneurs



WEOC clients served, trained & counseled

Working with The NIIC equals higher likelihood of success



Business Survivability Rate*

Innovation Hub - Our clients transform ideas to marketable products and solutions.



467

New products launched* by our clients



Patents applied for or granted* to our clients

*CUMULATIVE SINCE CTP INCEPTION

GH THE YEARS



Karl R. LaPan selected as the first president and CEO of the Northeast Indiana Innovation Center.

AUGUST 2001

Innovation Center located at Raytheon, opened with the generous support and involvement from Raytheon.



MARCH 2002

With a generous gift from the Olive B. Cole Foundation, The NIIC opened the Center for Entrepreneurial Excellence (CEE) as a key program of The NIIC.



SEPTEMBER 2003

The State of Indiana approved \$6.5M construction and operating funds for the first building on the campus. NIIC successfully conducts Community Capital Campaign.



JUNE 2008

Additional \$5M State of Indiana was appropriated and released to construct a second facility on The NIIC campus.



JUNE 2005

NIIC achieves ISO 9001:2000 Registration... the first and only in our industry in North America.



NOVEMBER 2003

Innovation Center Campus renamed Northeast Indiana Innovation Park, Indiana's Fifth Certified Technology Park.



OCTOBER 2003

The City of Fort Wayne reconfirmed a previous commitment of \$1.5M for the construction of the first building and Allen County committed \$200,000 of operating funding.



JUNE 2018

The NIIC achieves ISO 9001: 2015 Registration, transitions to new quality standard.



FEBRUARY 2019

The Indiana Economic Development Corporation Extends Certified Tech Park status to the NIIC through December 31, 2021.



JUNE 2020

WBC EmPWR Program Established (Equity & Prosperity for Women Reimagining Their Businesses).



JULY 2020

NIIC receives InBIA (International Business Innovation Association) 2020 Dinah Adkins Award and The Entrepreneur Center of the Year 2020: Mixed Use Award.



JULY 2020

Kiva Northeast Indiana opened at The NIIC with the collaboration and support of The City of Fort Wayne, SEED, and the Indiana Economic Development Corporation.

LET THE NIIC HELP YOU TO ACHIEVE YOUR GREATEST SUCCESS.

Jobs Engine 30%+ higher wages than regional average



₹ \$54,527

Average Innovation Park wage rate*



of companies who participate in the NIIC's programs stay within the service area of the Park.



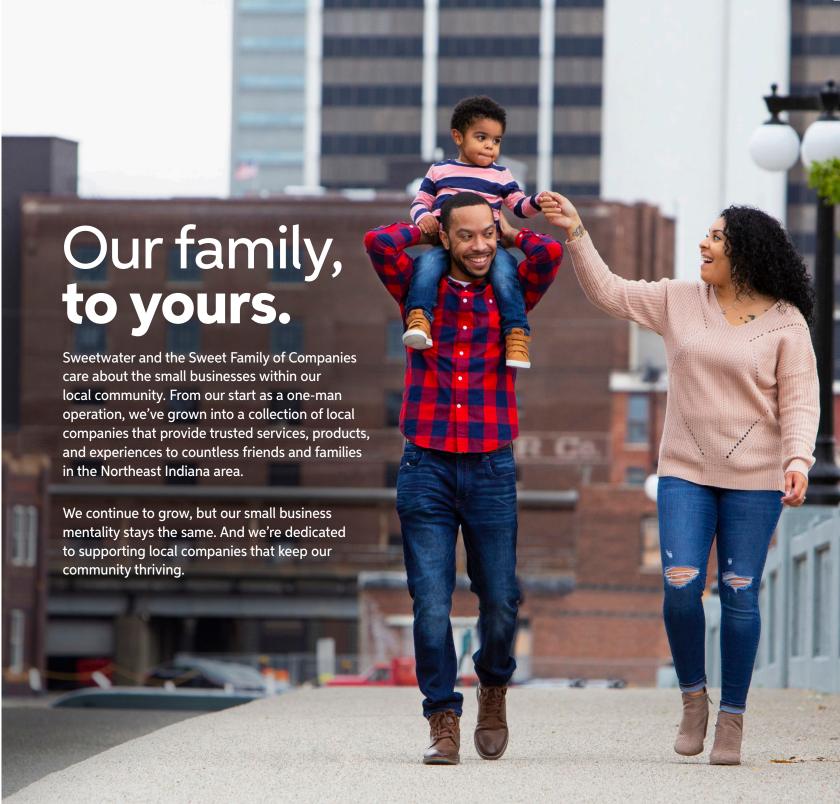
For every \$1.00 of TIF funding received by the NIIP, **\$2.59** was obtained from other sources.**



Total Direct/Indirect Jobs in the community*







Sweet Family of Companies













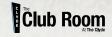
















THANK YOU FOR BEING A PART OF THE IDEAS@WORK MOVEMENT, CELEBRATING ENTREPRENEURSHIP IN NORTHEAST INDIANA!



LET'S STAY CONNECTED









The NIIC.org

The Breakthrough Program is funded through the Foellinger Foundation Connected Communities Breakthrough Program.

Connected Health Lab is funded by the Economic Development Administration 2018 Regional Innovation Strategies Program.

WBC EmPWR is a 12-month funding initiative funded by the U.S. Small Business Administration Office of Women's Business Ownership.

WEOC WBC is funded in part through a cooperative agreement with the U.S. Small Business Administration. \mid

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