

11-TTAG-014

Company Name	Virtual Incubation Company, LLC
NAICS	541720
Address	535 W. Research Center BLVD Suite 135
City	Fayetteville
State	AR
ZIP	72701
County	Washington
Number of Employees	13
Year Established	2003
Company Web Site	http://virtual-incubation.com
Contact Person	Calvin Goforth
Title	President
Phone	479-571-2592
Email Address	calvin.goforth@virtual-incubation.com
Fax	479-571-8814
Secondary Contact Name	Mark Kidd
Secondary Contact Title	Vice President of Finance and Administration
Secondary Contact Phone	479-571-2592
Secondary Contact Email	mark.kidd@virtual-incubation.com
Resource Provider	Virtual Incubation Company, LLC
RP Address	535 W. Research Center BLVD Suite 135
RP City	Fayetteville
RP State	AR
RP ZIP	72701
RP County	Washington

RP Project Contact	Mark Kidd
RP Title	Vice President of Finance and Admin
RP Phone	479-571-2592.
RP Email	mark.kidd@virtual-incubation.com
RP Fax	479-571-8814
Project Area	None of the above - 32 - (Please provide short description in box provided below)
Project Area Brief Description	NASA'S Human Research Program Technologies
Federal Agency	National Aeronautics and Space Administration
Project Title	11-TTAG-014 - A New Approach to Commercialization of NASA's Human Research Program Technologies
Competitive Challenges	Virtual Incubation Company is a technology venture development firm. We develop young companies that own innovative technology with significant commercial potential. By partnering technology entrepreneurs with business and technology experts and knowledgeable investors, we provide the companies with senior management experience, knowledge of technology company start-up, and proven processes to execute business strategies.
Specific Problem	X12.03 Lab to Marketplace: Commercializing Spaceflight Biomedical and Behavioral Research Tools Lead Center: JSC NASA and SBIR invest a significant amount of funds in the development of new technologies to study human physiology and behavior during spaceflight.
Solution	Virtual Incubation Company is a technology venture development firm that grows new enterprises based on technologies licensed from U.S.-based universities and federal laboratories. We currently have 12 portfolio companies ranging from new established companies that are seeking first funding to established ventures with growing production and sales. Our business development team has proven expertise in executive management, strategy development, financial management, funds acquisition, IP management, legal support, SBIR/STTR grant writing, market research, and negotiating sublicense and partnering agreements. This proposal outlines Virtual Incubation's business development model, demonstrates the breadth of its experience in creating actionable business plans for various stage technologies, and provides examples of product development and company development successes. Virtual Incubation Company has the experience and expertise necessary to help drive improved commercialization of NASA's

	Human Research Program Technologies.
Implementation Plan	1. Demonstrate that Virtual Incubation Company's professional team has the required experience and expertise to prepare actionable and strategically-sound business plans for the commercialization of NASA's Human Research Program technologies. 2. Demonstrate relevance of past experience in preparing and executing on business plans involving market analysis, gap analysis, funding strategy and acquisition, and commercialization strategy development. 3. Demonstrate that Virtual Incubation Company's technology development model is the appropriate choice for NASA to entrust it's technologies for commercial development.
Maintenance Plan	Virtual Incubation Company, LLC will maintain the solution by obtaining any federal regularity. Also, Virtual Incubation Company, LLC will seek investment funding
Step 1	Preparatory Work -Define Research Objectives - Outline Proposal - Discussions with funding agencies - Literature sales and Review Identification of potential users and partners
Step 1 Time	20.00
Step 1 Budget	\$1,000
Step 2	Proposal Content Development - Technology description and significance - Work plan development - Budget development - Commercialization Plan
Step 2 Time	50.00
Step 2 Budget	\$2,500
Step 3	Final Proposal Preparation -Proposal review -Formatting and proofreading - Letters of support, consultant letters - Agency forms - Cover letters, copies, mailing
Step 3 Time	30.00
Step 3 Budget	\$1,500
Increased Sales	\$0
Retained Sales	\$0
CS Inventory	\$0
CS Labor	\$0
CS Materials	\$0

CS Other	\$0
II Plant	\$0
II IS	\$0
II Workforce	\$0
II Research	\$0
II Other	\$0
AUI	\$0
SOI	\$0
Job Retention	0
Job Creation	0
YN 90Days	No
YN Affiliation	Yes
YN Agreement	Yes
YN Total Project Price	Yes
Explain Total Project Price	
YN Cash Match Agreement	Yes
Copied	No
TTAG ID	11-TTAG-014
Signature Panel - RP AR Name	Mark Kidd
Signature Panel - RP AR Email	mark.kidd@virtual-incubation.com
Signature Panel - Enterprise AR Name	Virtual Incubation Company, LLC
Enterprise - Email	calvin.goforth@virtual-incubation.com
Signature Panel - Enterprise AR Email	calvin.goforth@virtual-incubation.com
Include in Batch	Yes
Batch Number	NA
Application Status	Pending

Organization	ASTA
BatchTest	Processed
Batch Date	
Set Batch Number	
Lvl4	No
Application Description	8-Biotechnology, Bioengineering & Life Sciences
SBIR-STTR	Yes