

Business Resources for Innovation, Technology & Exporting



BRITE Center

Assisting High-Potential Small Businesses with Pathways to Commercialization

DIRECTOR: KARL KLEIN, CVA, CEPA

ASSISTANT DIRECTOR: LAURIE PIEPER, PH.D., CGBP



Funded in part through a Cooperative Agreement with the U.S. Small Business Administration.

WHO ARE WE?

WE ARE PASSIONATE ABOUT SUPPORTING INNOVATION, TECHNOLOGY & EXPORTING BUSINESSES!

Assistant Director

LAURIE PIEPER, PH.D., CGBP



Experience:
Tech Director
America's SBDC Iowa

Director

KARL KLEIN, CVA, CEPA



Experience (Current):
Regional Director
WU KSBDC

Tech Consultant

TOM BYLER, CEPA



Experience:
Regional Director
ESU KSBDC

BACKGROUND

Matching team capabilities with regional needs

Through working with small businesses and other resources in the State of Kansas – and through learning about support systems available in other areas - we identified gaps in regional system for innovation, technology and exporting businesses: startup assistance, management support, access to capital and resources.

Our combined experience, certifications, partnerships and professional connections are well-suited for our team to offer focused, higher-level services to innovation, technology and exporting businesses needing assistance to fill in these gaps.

BRITE Center

OUR MISSION

The mission of BRITE Center is to cultivate and assist small businesses involved in innovation or technology, and those with potential for exporting, in order to generate economic prosperity for our region. Key activities of the BRITE Center include delivering high-level advising and educational programs, collaborating with partners and serving as a conduit to resources and capital.

VISION

To become the primary centralized resource in our region for small businesses in technology, innovation and exporting and for relevant stakeholders.

Context

- The world needs innovations to meet our needs and solve our shared problems.
- To keep up with the world, as a region, we need to support innovation, technology and exporting businesses.
- 95% of the world's population lives outside of the U.S.

Objectives

- Focus higher-value services on high-potential clients
- Strengthen collaboration with resource partners
- Support businesses with the most potential to have lasting economic impact
- Help businesses be more resilient during economic downturns



THE WORLD NEEDS INNOVATIONS

Example Areas:

Agriculture
Animal health
Artificial intelligence
Biosecurity
Climate change
Communications
Cybersecurity
Disaster response
Disease prevention
Energy



Engineering
Environmental protection
Fin tech
Food systems
Health care
Human resources
Informatics
Insurance
Logistics
Materials
Medical technology
Nutrition
Plant health
Pollution control
Soil management
Space
Transportation
Waste management
Water management
Weather prediction



Small Firms Exporter Stats

Of the 3,341 firms that exported goods from Kansas in 2018, 2,770 (82.9%) were small businesses.

- This is just over 1% of the 256,950 small businesses in Kansas.
- Small firms generated 25.6% of Kansas' \$10.2 B in total exports.
- Kansas goods exports in 2016 supported an estimated 60K jobs.

Nationally, jobs supported by goods exports pay up to an estimated 18% above the national average.

Nationally, 97% of exporters are small businesses.

- This is < 1% of small businesses nationally.

(Sources: International Trade Administration, SBA Office of Advocacy, Office of the United States Trade Representative, SCORE)

BRITE Center: *What We Do*

Team Advising

- Utilize BRITE team and resource partners
- Track client needs and progress
- Develop long-term relationships

Educational Events

- Cybersecurity
- Pre-export
- Pre-launch for innovation and tech
- Access to capital

Programs Development

- Proof of concept
- Go to market
- Management capacity
- Export-readiness
- Lender-readiness
- Investor-readiness

Partner Engagements

- Co-referrals
- Co-consulting
- Rural outreach
- University engagement
- Collaboration on programs

Upcoming Events

January 19th 11:30 – 1:00

Cybersecurity Essentials for Small Businesses Webinar (1 of 4 cyber trainings for 2021) –
Michael Aumack, SBA

Registration link: https://zoom.us/webinar/register/WN_xUc3M-aCRQiXVzNRfzsf_g

Feb. 17th – Noon – 1:30

Roundtable on How to Connect with Export-Potential or New-to-Export Businesses
(How to Interest Regional Small Businesses in Exporting)

Registration by invitation

Email karl.klein@washburn.edu to be put on our events calendar mailing list



WASHBURN[®] UNIVERSITY

BRITE Center

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Commercialization

Our Asks Today

- ✓ Let people know about BRITE Center
- ✓ Let us know if you want to be on our email list
- ✓ Attend our trainings
- ✓ Help promote our events
- ✓ Let us know about needs that you see
- ✓ Invite us to collaborate



BRITE Center

THANK YOU!

wubritecenter.com

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