

**Northeast
Indiana
Innovation
Center**

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niic.net
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— 2023 —
**IMPACT
REPORT**

niic

niic



“ We believe in entrepreneurship for all. We want to ensure all aspiring business owners have the opportunity for economic prosperity through entrepreneurship. ”

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NIIC ANNUAL IMPACT

Entrepreneurship for All.



1,764

Clients served

Creating access and on-ramps for diverse entrepreneurs.



\$32.4M

Capital Accessed by Clients

Business Builders access grants and capital to jump start their success at NIIC.



1,473

Coaching Hours

426

Training Hours



\$74,816

Avg. Innovation Park Client Wage



18.5M

Total Park Payroll

249

Direct Park Jobs

Total Direct/ Indirect Jobs in the Community

1,250



— 2023 ECONOMIC IMPACT —

\$131.5 Million

— from Resident Tech Companies —

Mas Mujer

WORKING WITH WEOC

Mas Mujer (“More Women”) was established just over five years ago in Mexico by Elizabeth Taylor and a colleague to empower their fellow businesswomen with opportunities to promote their enterprises and grow sales. When Elizabeth moved to Fort Wayne in the spring of 2021, she brought the Mas Mujer concept with her and became associated with the NIIC. Mas Mujer has engaged thousands of social-media followers in our region and attracted scores of participants to six events, including the organization’s anniversary celebration at the NIIC.

Learn more about Mas Mujer’s support for Latino entrepreneurship in our regional community: masmujer.net



A photograph of three women smiling and standing in front of a brick building. The image is faded and serves as a background for the text. A large orange circle is visible on the left side of the page.

WEOC (WBC) provides unique business direction, accountability, and support through ALL stages of a business venture.

This includes resources and tools to **advance women owned businesses toward success**

Ready to Build Your Business?

WEOC (WBC) provides support through all stages of your business venture. Business ownership means wearing a lot of different hats you may feel overwhelmed and wonder about your next steps.

Don't journey the path alone. Join the 2,000+ Northeast Indiana business builders who use the resources of WEOC (WBC)



Women's
Business
Center

Jillian Lee

COMMUNITY NAVIGATOR CLIENT

Encouraged by an acquaintance's compliment on her custom-decorated Converse shoes, Jillian Lee was inspired to become the founder of UniqueLee Creations. Her entrepreneurial journey began with a Women's Build presentation at the NIIC in 2019. Fueled by others' support and her own vision of style, Jillian's business gained traction. With a robust social media presence on platforms like Instagram and Facebook, her blinged-out sneakers even caught the attention of Oprah Winfrey.

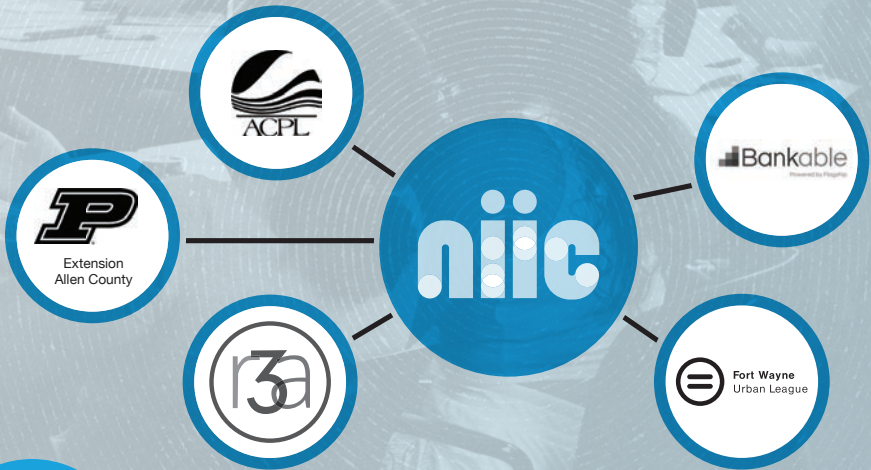
“It really helped my business and helped me make genuine lifelong connections.”

– JILLIAN LEE



Community Navigator

The Community Navigator was launched by the Small Business Association (SBA) in 2020 as a hub-and-spoke model program, providing business assistance during COVID. NIIC became a Community Navigator hub in 2021, partnering with spoke organizations **Allen County Public Library, Bankable, Fort Wayne Urban League, Purdue Extension, and Region 3A**. This win-win collaboration has become the basis for Entrepreneurship For ALL.



Program Outcomes

1. 376 Unique Clients (200 Loan Applications, 40 Grant Applications, 136 other applications)
2. 355 Counseling hours (50 Credit Counseling/ Financial literacy, 300 Business Technical Assistance, 5 Contracting/ Procurement)
3. \$13 million of Requested Funds Completed (\$10 million loans and \$3 million grants)
4. 250 Jobs created/retained

About Venture Hub

The NEIN Venture Hub is a free online platform providing tools, events, and resources for individuals who need help to start, launch, and grow their businesses—all available in a single space. Now, entrepreneurs and small business owners can access all of the region's supports, for free, 24/7. The Venture Hub is powered by NIIC, but it belongs to the whole Northeast Indiana Ecosystem.



Wabash

VENTURE HUB COMMUNITY PARTNER

Carly Hawkins leveraged a high-school internship with Downtown Wabash, Inc., into a career as her hometown's Downtown Coordinator. She organizes the flourishing Downtown Wabash Farmer's Market and coordinates other events in the city's central business district, including Wabash First Fridays (a monthly street festival), Trick-or-Treat Extravaganza, and Jingle Jubilee. Attendance at all Downtown Wabash, Inc., events in 2023 topped 40,000. Carly appreciates the business-building advice and support she, market vendors, and downtown merchants have received from the NIIC and its regional Venture Hub.

”It’s great to see all these business owners getting important resources they need through the NIIC.”

– CARLY HAWKINS

Venture Hub
NEIN
powered by NIIC

JOIN THE
VENTURE HUB



JetPro Pilots

TECHNOLOGY PARK CLIENT

JetPro Pilots is meeting the kind of challenge every business is eager to confront: How best to manage its growth. The pilot-owned business aviation staffing service has operated from the NIIC since its founding in 2009. After the pandemic's global economic shake-up, business aviation rebounded, and JetPro's pilot and flight attendant assignments have soared. "We focus hard on doing things right, which helps build our brand and reputation, and this past year we've been able to maneuver into the drone market, which helps us diversify," COO and Partner Jason Wardwell says of the company's new flight plan. "It's good, healthy growth."

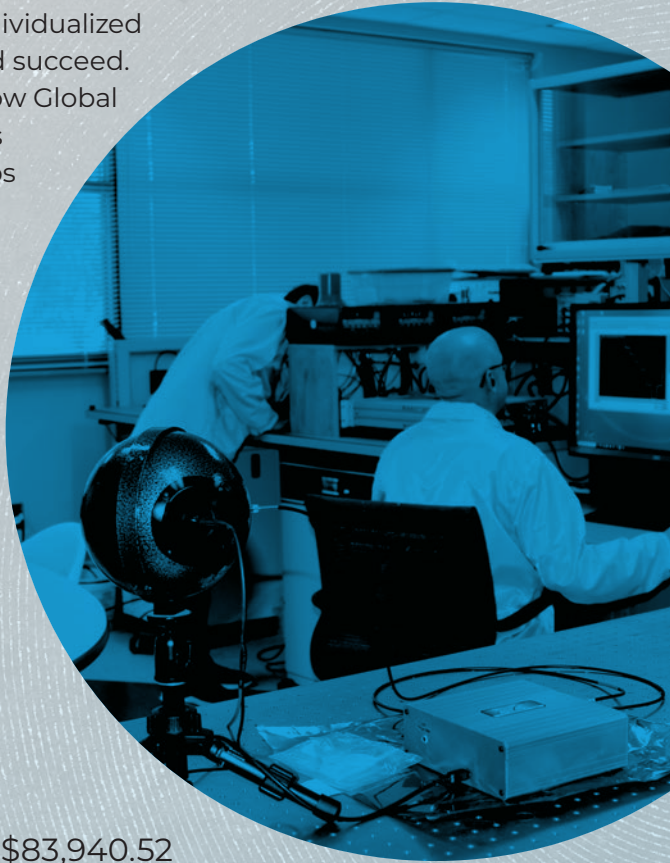
“After a brief market correction in Q1, we resumed our growth trajectory over the last three quarters and finished the year strong.”

– JASON WARDWELL



Certified Technology Park

Since 2003, NIIC's incubator has been designated a Certified Tech Park. Developed to attract and grow high-tech businesses in Indiana, NIIC's Tech Park is entrepreneurial focused and provides residents with venture management and individualized resources to grow and succeed. One of only five Morrow Global Accelerator Network's entrepreneurship hubs in the U.S., NIIC's Tech Park and has been recognized by Entrepreneur Magazine and was awarded Incubator of the Year by the International Business Innovation Association in 2020.



Results

Jobs – 208

Average Salary – \$83,940.52

Indirect Impact – \$23,824,809.45

nic Goals

1. To be the most effective entrepreneurship organization in the state.



3. To be a sustaining entrepreneurship operation.



2. To be all inclusive throughout operations and programming.



Our Partners

AccelINX

AMP Lab

Be Noble

Believe In A Dream

Better Business Bureau

Brightpoint

Community Development
of Northeast Indiana

Community Foundation
of Greater Fort Wayne

Cookspring

Creative Women of the World

Downtown Wabash

Elevate Ventures

Foellinger Foundation

Gener8tor

Greater Fort Wayne, Inc.

Grow Wabash

Indiana Economic
Development Corporation

Innovation Connector

Invest Steuben

Ivy Tech

Junior Achievement

Mirro Center for
Research & Innovation

Orthoworx

Society of Innovators at
Purdue Northwest

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President & CEO

CANDACE DELANOY

Executive Assistant | Human Resource Manager

JAMI THOMAS

SR. Director | Business Development

RHONDA LADIG

Director of Strategic Initiatives

LESLEE HILL

Director of Entrepreneurial Services | WEOC WBC Director

STEPHANIE TAYLOR

Entrepreneurship Coach

ROSALINA PEREZ

Entrepreneurship Coach

DR. ANGELA HARRISON

Entrepreneurship Coach

SAMANTHA CAZARES

Concierge | Triage Coach

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