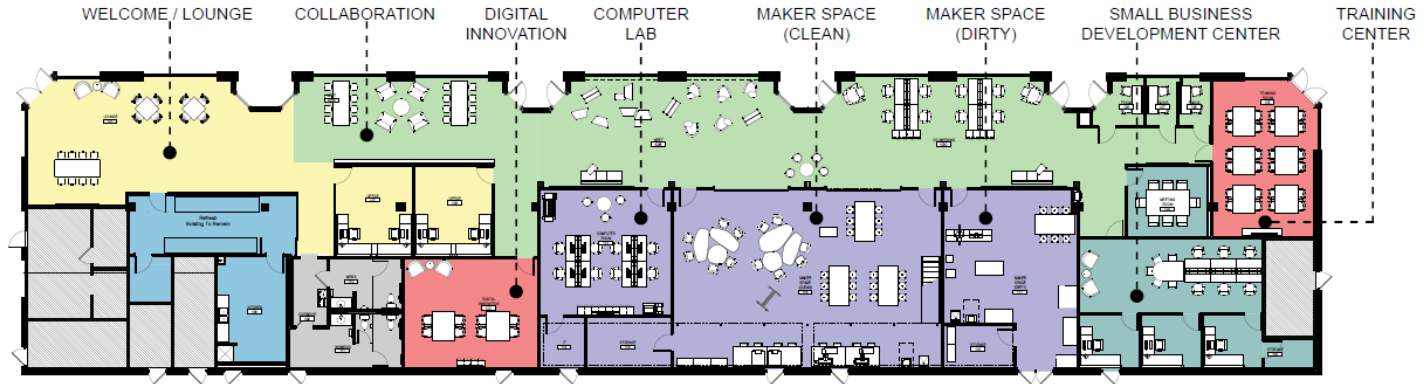


# SEED

INNOVATION HUB



FLOOR PLAN



**SEED**  
INNOVATION HUB

SEED INNOVATION HUB AT MIDTOWN SQUARE  
LONGWOOD UNIVERSITY REAL ESTATE FOUNDATION  
EDA PROJECT: 01-79-15286

**LITTLE**  
DIVERSIFIED ARCHITECTURAL CONSULTING



# Resources @ SEED

- **Entrepreneurial training and consulting** - Goal - Increased business growth - jobs, capital, tax base
- **Ideation and prototyping (Clean and “Dirty” Makerspaces)** - University, K-12, and community access to hands-on prototyping, product development, ideation
- **Digital innovation lab** -University, K-12 and community access to digital skills resources
- **Collaborative and flexible co-working, conferencing and training spaces-** University, K-12 and community access for meetings and advanced conferencing equipment
- **Virginia's Heartland Regional Economic Development Alliance**



# Outside Investment Past, Present and Future

## Planning and Construction Grants

- 2020/2021: Go Virginia EII Planning Grant \$50,000
- September 2021: VA Tobacco Region Revitalization Commission \$500,000
- December 2021: GO Virginia Per Capita Fund for Equipment \$674,304
- August 2022: U.S. Economic Development Administration \$1,943,222

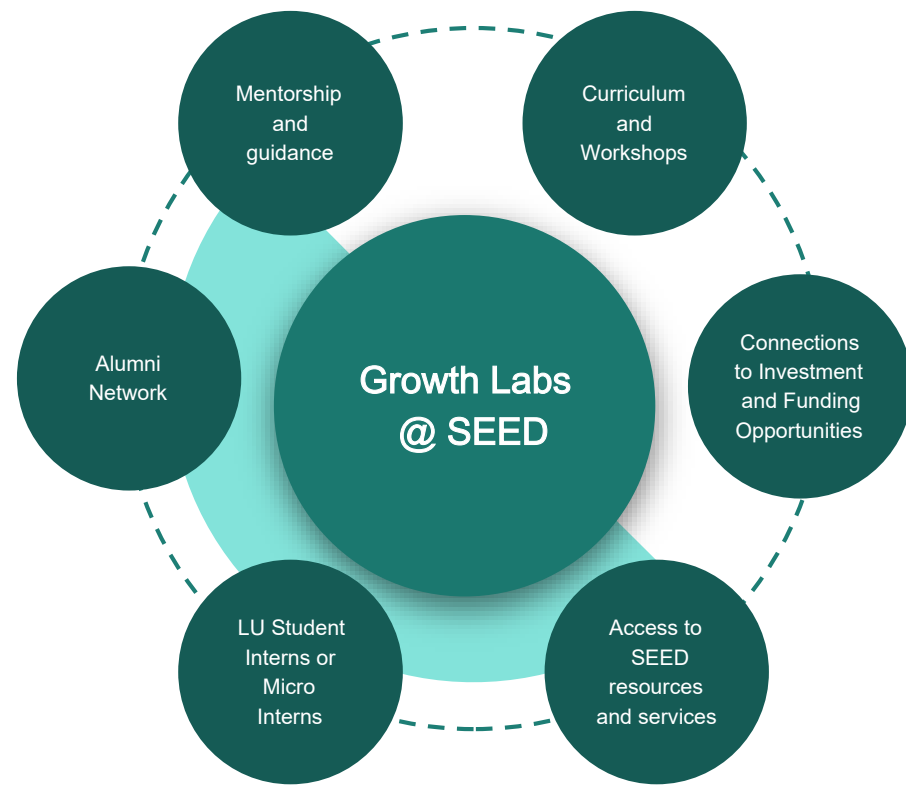
## Programmatic Grants Associated with SEED

- September 2023: National Science Foundation EPIIC Grant \$400,000
- July 2024: National Science Foundation Application ITTIP+SEED \$948,676

# Programs @ SEED

## Growth Labs @ SEED

- Built upon resources and expertise of our local SBDC, VA SBDC ICAP, and strategic partners, on and off campus
- Structured consulting engagement platform for existing businesses in traded sectors who are seeking strategic analysis, well researched growth opportunities and recommended paths forward.



Increase in traded sector companies

Increase in revenue

Increase in jobs

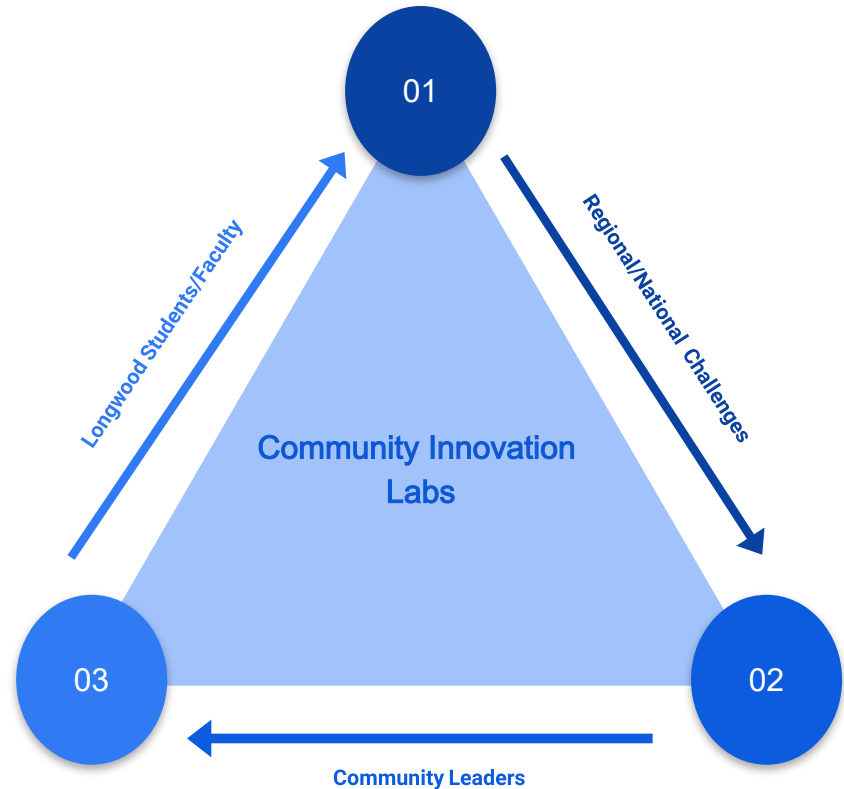
# Programs @ SEED

## Community Innovation Labs @ SEED

At SEED we see regional and national challenges as opportunities for research, innovation, and learning.

Thought leaders and innovators within the community will be invited, through facilitated opportunities, to engage as a team with university leaders and students to solve real problems, contributing to the overall health of our region in the following pillars of regional economic development:

- Health
- Education
- Amenities
- Housing
- Leadership Development
- Environmental Health and Resources

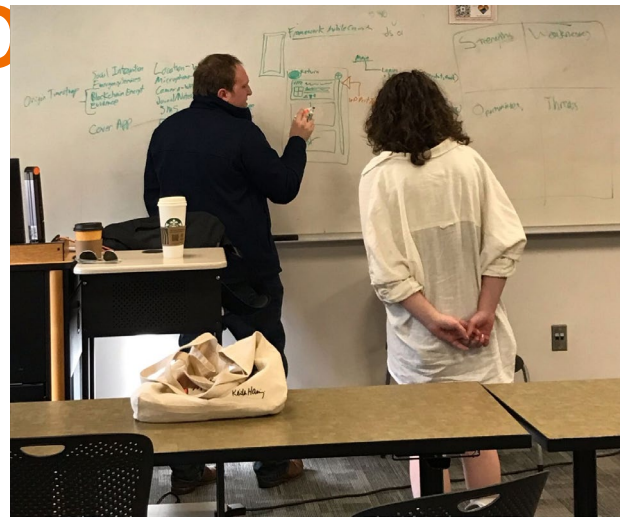


# Programs @ SEED

## Entrepreneurship Studies @ SEED

Longwood University and Hampden-Sydney College have teamed together to jointly lead a collegiate entrepreneurship course. This original collaboration began during the planning phase of GO Virginia's Entrepreneurship and Innovation Investment Strategy and continues today. This course, and others like it, will migrate to SEED. Results are measured in student learning outcomes.

- LU Ent and Innovation Minor
- LU/HSC shared course
- Civitae Embedded Courses
- Any course with an innovation focus...



# Programs @ SEED

## Youth Entrepreneurship and STEM @ SEED

- OCED and SBDC staff are actively working with Longwood's Institute for Teaching through Technology and Innovative Practices (ITTIP) to host learning experiences and teacher education experiences in the makerspaces at SEED.
- Summer camps and after school experiences will be integrated into SEED offerings as we learn from these initial partnership activities.
- Results are measured in the numbers of students exposed to careers in STEM and entrepreneurship as well as the changes in self perception and intention of students exposed to these areas.







# Programs @ SEED

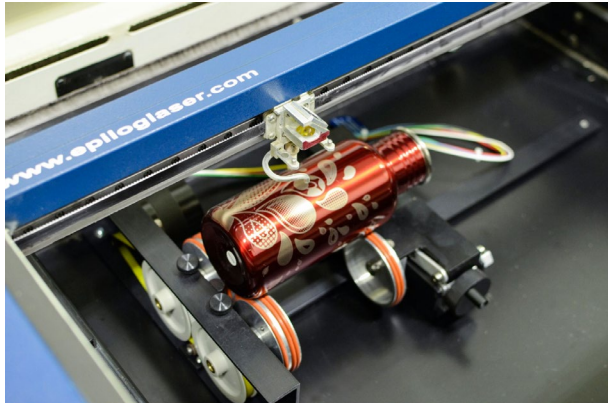
## Makers' Workshops @ SEED

SEED will host fee based workshops led by our staff or others in the community featuring projects that can be made within the makerspaces at SEED. The Farmville region has many artisans who are already skilled in utilizing some of our makerspace equipment. Some have expressed an interest in leading courses.

K-College Educational Pipelines

----- Community Innovation

----- Startup Acceleration





# Programs @ SEED

## Community Innovator Memberships @ SEED

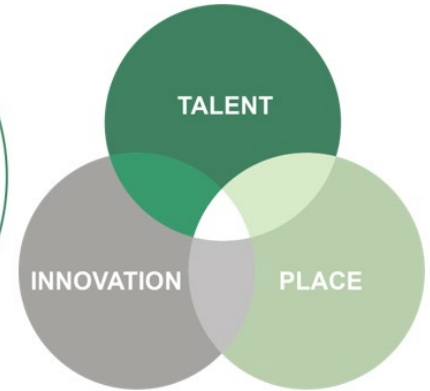
- SEED will offer community memberships for a nominal monthly fee, allowing community members access to maker spaces with discounts for courses at SEED.
- Access to the various makerspaces will be controlled through the membership application process and card access. Training will be required prior to usage of the makerspaces.
- We envision recruiting community “captains” for each section of the makerspace. The captains will be experienced community members who will exchange their expertise and time in monitoring and assisting in the makerspace for memberships, discounts or a small stipend.



# Programs @ SEED

## Economic Development @ SEED

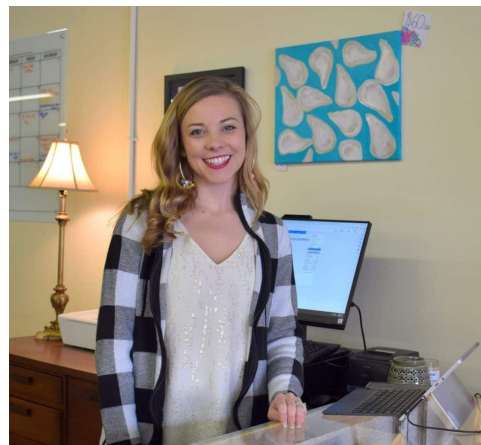
- OCED staff serve as advisory and working committee members in the formation of a new regional economic development alliance which will be located at SEED.
- Virginia's Heartland Regional Economic Development Alliance (VHREDA) will be a central point of contact for business recruitment and retention, and will be the region's point of contact for Virginia Economic Development Partnership.



# Programs @ SEED

## SBDC @ SEED

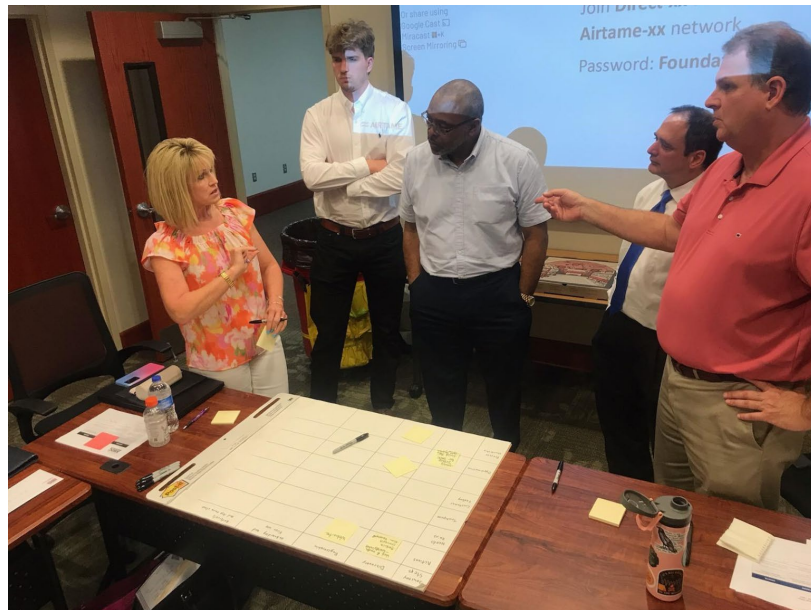
- Small business startup consulting utilizing SBDC staff, Longwood and HSC faculty and students, will continue to flourish at the heart of SEED.
- Regionally, SBDC consults with over 300 new or existing business owners every year, assisting them to create hundreds of jobs and, on average, raise a total of \$10 million in new capital.
- The location at SEED will allow SBDC to provide consulting and host events in a community accessible space with technology to connect across the region to other hubs and beyond.



# Programs @ SEED

## Meetings @ SEED

- General meeting, training and coworking spaces can be reserved for use by community members and organizations.
- A nominal fee schedule will be developed to help cover overhead.



# Growing the Innovation Pipeline

## NSF EPIIC Grant- Enabling Partnerships to Increase Innovation Capacity

- Awarded 2023 - \$400,000 over 3 years
- Collaborative grant focused on enhancing innovation and knowledge transfer
- Funds half of the SEED Innovation Hub Director position
- Funds faculty stipends to:
  - Develop Intellectual Property
  - Create an innovation course at SEED
  - Pursue additional grants to enhance research and commercialization opportunities

# Clean Maker Space

## 3D Printing/Scanning



## Sewing and Textiles



## Electronics and Robotics







# Dirty Makerspace

CNC Router



Laser Cutter



Vinyl Cutter/Printer



Resin Printer



Bandsaw



Drill Press



Bandsaw



Soldering Kits



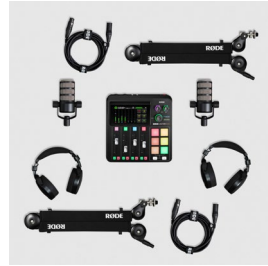


# Digital Media Innovation Room

Virtual Reality



Music/Podcast Recording



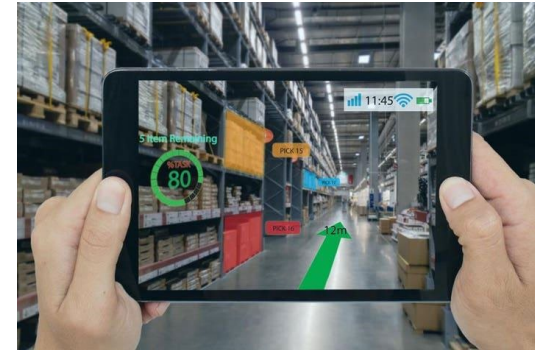
Video Production



ESports



Augmented Reality



Lead	Details	Analogy	Focus Area
<b>Evan Jones</b> Director of SEED	<b>Educate + Explore</b> <ul style="list-style-type: none"> <li>- Youth Programs (K-12), Community Maker Workshops</li> <li>- Operations Management</li> <li>- Technical Equipment</li> </ul>	Nutrients	Youth Programs Community Programs
<b>Jacob Dolence</b> Director of Educational and Entrepreneurial Ecosystems	<b>Connect + Cultivate</b> <ul style="list-style-type: none"> <li>- Collegiate Ecosystem</li> <li>- Community Innovation Labs</li> <li>- Regional Innovation Ecosystems</li> <li>- Connectivity, People, Ideas, Solutions</li> </ul>	Seeds	Collegiate
<b>Dana Knott</b> SBDC - Central Region Director	<b>Build, Grow + Fund</b> <ul style="list-style-type: none"> <li>- SBDC + Growth LABS (Support for Business at every stage)</li> <li>- New Business Formation</li> </ul>	Greenhouse	SBDC (Small Business Development Center)
<b>Sheri McGuire</b> Associate Vice President for Community and Economic Development <b>Jen Cox Carne</b> Director of Local & Community Relations	<b>Maximize + Strategize</b> <ul style="list-style-type: none"> <li>- Community + Partner Relations</li> <li>- Budgeting + Fundraising</li> <li>- Maximizing Economic Output: Healthy, Durable, Resilient, Competitive</li> </ul>	Sun / Rain / Fungi (All aspects increase a plant's ability to absorb nutrients and water from the soil)	OCED (Office of Community and Economic Development)
<b>VHREDA</b>	<b>Business Attraction + Retention</b>	Pollinators	Regional ED Org