



## INNOVATE NORTH DAKOTA

### FUNDING THE ENTREPRENEURIAL ECOSYSTEM IN NORTH DAKOTA

Innovate ND is a voucher reimbursement program to help North Dakota entrepreneurs further their business by supporting customer and market research. Through expert guidance from business coaches at Entrepreneur Centers, Innovate ND provides resources to help turn an innovative idea into a profitable business.

### PROGRAM PHASES

Each participant is eligible for up to \$22,500 in reimbursable expenses through two phases offering \$7,500 and \$15,000 respectively. The participant has up to three months per phase, for a total of six months, to complete all requirements of the program.

### PROGRAM GOALS

- Grow the entrepreneurial ecosystem in North Dakota and enhance economic development and economic diversity in the state.
- Educate and assist participants on the lean business model canvas, value proposition, and customer identification.
- Assist participants to validate their product and market by tracking metrics such as investment, sales, or customer interviews.
- Support the development of new, innovative businesses with clear potential for Primary Sector Certification.

### PROGRAM QUALIFICATIONS

- Headquartered in North Dakota.
- Registered and in good standing with the North Dakota Secretary of State's Office.
- Scalable business with potential to become a certified primary sector business.

Demonstrate understanding of:

- |                       |                         |
|-----------------------|-------------------------|
| • Founding Team       | • Product               |
| • Problem             | • Go-to-Market strategy |
| • Value proposition   | • Business model        |
| • Customer validation | • Business roadmap      |

# ENTREPRENEUR CENTERS

Innovate ND is administered through four Entrepreneur Centers

- 1 ND Women's Business Center - *Bismarck*
- 2 Jamestown Regional Entrepreneur Center - *Jamestown*
- 3 NDSU Research and Technology Park - *Fargo*
- 4 UND Center for Innovation - *Grand Forks*

## EXAMPLE OF SUCCESSFUL PROGRAM ENTREPRENEURS



Zegacy LLC is a Software as a Service (SaaS) platform designed to bridge the gap between potential homeowners and individual real estate investors through its innovative Lease Purchase Option Marketplace. The platform simplifies rent-to-own transactions, making them more accessible and transparent, providing a win-win solution for both parties. Renters can live in their desired home with the option to purchase, while investors access a streamlined, secure way to invest in single-family rentals with predictable returns. Zegacy's business model capitalizes on the growing demand for alternative homeownership solutions and the increasing interest in passive real estate investments.



Thin Air Surfaces, a medical device company based in Wahpeton, is dedicated to delivering innovative support surfaces designed to minimize the risk of pressure injuries in clinical environments. The team is currently in the final stages of product development and preparing to introduce ThinAIR to the market for customer evaluation.

## TRIMYXS®

The Trimyx is a revolutionary lawn care innovation that represents the first-ever string trimmer attachment designed to be seamlessly integrated with a push lawnmower. This innovative technology combines the functionality of a string trimmer with the convenience of a traditional mower, offering users a more efficient and streamlined approach to lawn maintenance. With its innovative design and practical functionality, the Trimyx aims to enhance the outdoor maintenance experience for homeowners and professionals, offering a versatile and convenient tool for achieving professional-quality results.

