

Center of Entrepreneurship & Outreach

Facility Guidebook

Managed by:

- MSU Center for Entrepreneurship & Innovation
- MSU College of Business Office of Outreach and Corporate Engagement

101 McCool Hall

40 Old Main
Mississippi State, MS 39762

Welcome

Welcome to the Mississippi State University **Center of Entrepreneurship and Outreach (CEO)**! Located in McCool Hall Suite 101, the 2,000 sqft office was opened in to 2016 and is dedicated to helping students, faculty, staff and community members start and grow successful innovation-driven companies.

Inside the CEO office are two organizations:

The Center for Entrepreneurship and Innovation directs student & faculty programs. It provides first-class strategic guidance and mentorship, builds financial and other tangibles resources to support business start-ups, forges new partnerships with industry thought leaders, enhances interdisciplinary relationships, and actively promote outreach to new students.

The Office of Outreach and Corporate Engagement is an EDA federally funded University Center whose mission is to leverage university resources for economic/community development and job growth. Ongoing programs include MBA field study teams. These teams consist of graduate students who do applied research projects for start-ups, entrepreneurs and established businesses. The office assists entrepreneurs in developing comprehensive business plans using the FastTrac program developed by the Kauffman Foundation as well as other business training programs.

The CEO exists to support academic and co-curricular entrepreneurial activities and efforts of Mississippi State University. Users will be exposed to a variety of growing businesses headed by tenacious, dedicated entrepreneurs, which we anticipate to generate an environment conducive to successful startup companies.

The purpose of this guidebook is to inform you of the policies and procedures enacted in the CEO. Additional information and requests for special services should be directed to the Center for Entrepreneurship & Innovation (E-Center) personnel. The CEO is an organization of the College of Business.

Support

The MSU Center of Entrepreneurship and Outreach was funded by:

Thad Cochran Endowment for Entrepreneurship, Yokahoma Tire Corporation, MS Farm Bureau Insurance, Mr. Greg Rader, BankTel Corporation, Mr. Boyce Adams, ...

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HOLD HARMLESS PROVISION

Nothing contained in this guidebook shall be deemed to constitute nor be construed or implied to create the relationship of principal and agent, partnership, joint venture or any other relationship between the parties hereto, other than the relationship of the Center of Entrepreneurship and Outreach (CEO) and any student, faculty, staff, or community member (Client). In this regard, although Client will have benefit of various business, financial, technical, shop and management services offered through the CEO, Client hereby acknowledges, understands and agrees that the CEO shall not be liable for the advice, depth, extent, quality and/or quantity of such management, financial, business, technical and/or shop services offered to Client hereunder. Furthermore, Client acknowledges and understands that such services, and the people and entities performing them pursuant thereto, are merely advisory in nature without binding effect on Client and that Client may accept and/or reject such advice and services offered to it. Accordingly, Client agrees that Client shall not hold any of the providers of such services responsible or accountable for such services and shall hold such providers harmless from all damages, whether direct, indirect or consequential. Additionally, Client shall hold harmless the CEO from all damages or/losses whether direct, indirect or consequential or resulting from the use or occupancy of any CEO space. By accepting these services, Client acknowledges that it is responsible for all decisions with respect to its own business and is free to accept and/or reject any advice.

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Access

The CEO exists to support MSU students, faculty, and staff members who are working on entrepreneurial pursuits and is generally not available as study or lounge space. Reservations will be permitted for special events.

Business Hours

The CEO office is open during normal university business hours: Mon–Fri, 8am–6pm, and via appointment.

Special Events

The CEO office is available for use for special events by MSU departments and student organizations. The Gallery, Parlor, and Situation Room may be reserved in advanced at no charge, as long as they do not conflict with CEO-hosted events. It is important to remember that the first priority of the facility is provide a home for startup companies, and effort should be taken not to disrupt the general flow of activity.

- The Gallery – 322 SF, Open Area
  Three tables & seating capacity for 20. Features HD projector, Bose audio, wireless mics
- The Situation Room – 135 SF, Conference Room
  Conference table and seating capacity for six. Features 3x HDTVs and HD telecon system.
- The Parlor – 100 SF, Lounge Area
  Open double booth, sofa, armchairs, high bar and seating for 12. Features 2x HDTVs.

Reservation requests should be directed to Eric Hill at ehill@ecenter.msstate.edu or by phone at (662) 325-3521.

Card Access

Keycard access is required outside of normal business hours. MSU employees, student entrepreneurs, and members of the student Entrepreneurship Network may apply for access subject to review of program administration. Approved cardholders are permitted up to 5 guests.

- Card access is required outside of normal business hours Mon–Fri, 8am–6pm.
- Each cardholder is permitted up to **5 guests**. Guests are the responsibility of the cardholder.
- After hour access to the offices of the directors is not permitted without written permission.

There are two levels of card access control in the CEO suite:

Level I – CEO Office Suite Access

Card access to the office suite is available through a rear entrance mechanical lock. The entire suite is accessible via this door when the front double-doors are locked.

Level II – Locked Student Area (The Corner Office)

The Corner Office has an additional card access magnetic lock, separate from the exterior door. This office enables additional security for startups that may have additional sensitive information or physical prototypes that may need to be protected.

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Applicants for card access must agree to comply with the following terms:

- Card users will not allow anyone access to the CEO or McCool Hall, even if they know him/her.
- Card users will abide by and assist in enforcement of all policies in the CEO Facility Guidebook.
- Card users will not lend, exchange or give my MSU ID to anyone at any time.
- Card users will not prop open any doors at any time and will report suspicious or unlawful immediately to Campus Police at (662) 325-2121
- Card users will immediately report the loss of my MSU ID. Lost or non-functional MSU ID cards must be replaced at the Campus Card office in 108 Allen Hall.
- (Level II only) Card users will ensure that the locked student area door remains closed.
- Card users may be held responsible for any loss or damages resulting from failure to observe or enforce any CEO policies.

Policies

General Policies

- No canvassing, general solicitations, or distribution of political, religious, or cause literature will be permitted.
- The CEO facility shall not be used for over-night occupancy and is closed from 2am–6am.
- All shipping, receiving, and carrying-in/carrying-out of materials and office records shall be restricted to normal business hours.
- No firearms, intoxicating drugs, explosives, fireworks, flammable, radioactive, or potentially contagious/hazardous materials will be permitted in the CEO facility without disclosure to and specific permission from the center director.
- It is important to note that the entire CEO facility is very visible from outside the facility. Users should make effort to keep the facility neat and tidy and refrain from behavior that would reflect poorly on MSU.

Alcohol

Alcoholic beverages are not allowed in any area of the CEO facility. Personnel retain the right to have any person removed from the CEO office who is in violation of this policy or appears to be intoxicated.

Alteration and Use of Premise

- Users and startup residents shall not alter, repair, add to, deface, improve or in any way change the CEO facility in any manner whatsoever, without the prior written consent of CEO personnel.
- Users and startup residents shall be responsible for any costs to repair or replace property damaged, stolen, or lost as a direct result of users' actions.
- Users and startup residents shall not erect or operate on the premises without prior written consent, any machinery or equipment operated by explosive or highly flammable substances.
- Users and startup residents shall not install or plan to install any wires or electrical or other appliances, without prior written consent.

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- The use of nails, tacks, screws, staples, tape or similar articles on walls, floors or plaster surfaces is not allowed. All decorations shall be mounted without defacing the building and shall be subject to the supervision and approval of CEO personnel.
- Users and startup residents are responsible for any and all damages caused by acts of the users or its agents, employees, patrons, and guests, whether accidental or otherwise.
- Open flames may not be used in the CEO office.

Emergency Procedures

- In the event of an emergency, CEO personnel will follow published emergency action procedures established by the College of Business for McCool Hall.
- CEO personnel on duty will notify appropriate emergency medical services in the event of an emergency. All expenses incurred in such regard will be the responsibility of the person transported and/or treated.

Food and Drinks

Kitchen facilities are available to users of the CEO office. Equipment provided includes a beverage cooler, refrigerator, icemaker, coffee grinder and maker, Keurig and a microwave oven. Users are expected to clean the appliances and counters after use.

- Food and beverages are permitted in the CEO office, however food consumption is restricted to non-carpeted areas of the CEO office only. It is the responsibility of each individual to discard trash in containers and keep the area clean of food waste.
- No coffee grounds, lunch or snack remains, sweepings, rubbish, rags, paper towels or other non-intended substances shall be flushed or washed down drains. Damages resulting from any misuse of plumbing fixtures shall be responsibility of individual or his/her invitees who caused the damage.
- No dirty dishes may remain overnight in the kitchen. Personal dishes (such as coffee mugs, cups, plates, and utensils) may be stored only where appropriately marked.
- All personal food and drinks in the refrigerators will be discarded every Friday at 4:00pm.

Coffee

There are two coffee machines in the common area available for use: a regular 12-cup machine and a Keurig. Please use the 12-cup machine during morning business hours so other users may enjoy coffee. Use the Keurig during afternoon or less busy hours.

Refrigeration

There are two refrigerators – the beverage center located in the kitchen is for drinks only and food is prohibited. A smaller mini-fridge is available in the Corner Office for use of food.

No personal electrical appliances such as coffee makers, microwaves, mini-fridges, or space heaters are permitted in workspaces.

Furniture and Modifications

The CEO office will furniture for all available workstations. Users should treat with care. Startup Residents are permitted, if needed, to supplement the basic furniture with bookcases, file cabinets, guest chairs, etc.; however, all modifications must be approved in advanced by the center director.

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Noise

Because of the unique industrial design, users of the CEO office should be cognizant of noise. In general, users should to refrain from unusual or loud noises that disturb startup residents. Phone calls with more than three individuals should be taken in the EIR office or the Situation Room.

Safety

The CEO office is equipped with a fire alarm system. If you activate the alarm, the alarm sounds directly to the fire department. Please call campus police at 662-325-2121 or 9-1-1 to report a fire. If the alarm sounds, please evacuate the building immediately.

Accidents can and do occur. There are many objects, devices and instruments that can cause injury to Incubator tenants. The observance of the following safety rules would tend to reduce the possibility of injury.

1. Keep desk drawers, files, and other shelves closed after use.
2. Never open more than one file drawer at a time to prevent the file cabinets from tipping over. File cabinets should be bolted to the walls, or when there is more than one file cabinet, they should be bolted to one another to prevent safety.
3. Use handrails, and watch your step when using stairs. Wear sensible footwear; spike heels are extremely unsafe.
4. Do not stand or lean back on chairs. This is particular true of chairs on casters.
5. Do not use wastebaskets for ashes, cigarettes, discarded matches, or for broken glass, razor blades, needles, etc. McCool Hall is a non-smoking facility.
6. Never place electrical cords or extensions across aisles or looped around desks or chairs. This creates a serious tripping hazard.
7. Never attempt to clean, adjust, or repair “office” machines during operation.
8. Do not keep loose thumb tacks or razor blades in desk drawers.
9. Never carry pens or pencils in pockets with exposed point upward.

Startup Resident Workspaces

The CEO features 8 workspaces and 16 locking cabinets located in two work areas – the Ground Floor and the Corner Office. These workspaces are shared by 16 total startups, two to a workstation. Technology is available to outfit each workspaces with dual 24” display PC workstations, 2016 model 27” iMacs, or simply an extra 24” LCD display for laptop users.

Applications will be accepted at any time, for the current or immediate upcoming academic semester. Successful applicants will be assigned a Startup Resident Workspaces on a per semester basis.

Workspaces are available on a first-come first-serve basis. In the event of more applications than available workspaces, assignments will be made based on average score of reviewers.

Applicant Qualification

- Must be a current enrolled MSU student in good academic standing.
- Must have demonstrated sufficient development and initiative in entrepreneurial pursuit.
- Annual revenues less than $12,500. May be waived if research park incubator is full.
- All applicants must be registered members of the Entrepreneurship Network

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Admission Process

1. **Completion of CEO Startup Resident Application Form.** The application should sufficiently detail the startup and aspects of its intended business activity as well as sufficient detail as to how workspace can benefit the development of the applicant's company.

2. **Applications Evaluated by E-Center Staff.** New applications are reviewed in three categories:
    a. **Product / Service Definition** – The product is complete and clearly defined, understood, and feasible. Contains scalable core innovation.
    b. **Customer Understanding** – There is a clear grasp of who is the customer and evidence presented of product interest.
    c. **Revenue Model** – The company has a strong revenue strategy and has shown evidence of embrace.
    d. **Market Potential & Scale** – There is a large potential market clearly identified that can be reasonably captured.
    e. **Sales Channels and Path** – A clear path to reaching potential customers exists and realistic sales plan has been established.
    f. **Distinctive Advantage** – The company provides something novel, unique, and/or special that gives it a competitive advantage.
    g. **Workspace Impact** – CEO Startup Workspace would have significant impact on this business's viability and growth rate.

    Each category is scored from 1 to 5, and startups must have an average score of **3.5 or higher** to be admitted.

3. **Approval for space.** Upon review of application and scoresheets by CEO personnel, the E-Center Director will approve or disapprove the applicant. The board will consider

Performance and Progress

Startup Residents will be required to make continued, satisfactory performance on development of their respective businesses. Startup Residents who appear to be no longer pursuing business development or using its assigned workspace may be removed at the discretion of the CEO personnel and reassigned to another waiting applicant.

All Startup Residents must meet with CEO personnel monthly to review progress.

Services Provided

Janitorial Services

Janitorial service will be provided weekly for the startup resident workspaces, including routine cleaning and refurbishment of spaces, and trash removal.

If you have trash that does not fit in your trash receptacles, please place it outside your door and clearly mark it "TRASH" or "GARBAGE." Any trash left in the hallway must not obstruct normal passage and preferably should be put out towards the end of the workday. All boxes that are discarded must be empty and broken down (flattened).

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Internet Connection

The CEO office utilizes the standard shared 10Gbps campus internet connection. Wireless internet is provided via msu1x. Wired Ethernet connections are available throughout the facility in most floor and wall boxes. CAT6 cables are available use and may be borrowed at the front desk. Documentation regarding internet is found here: http://www.its.msstate.edu/services/internet/.

Telephone Service

Telephones are available at each workstation in the CEO office. These phones are available for campus and local calls. Phones in the Corner Office all share the same line and phones in the Ground Floor all share a different line. Inbound calls are permitted and may be answered by CEO office receptionist. Individual long-distance service can be established for outbound calling at a flat rate of $0.10/min via https://w.msstate.edu/feeds/its/forms/services/request/personal_lds.php

Copy Services

The multifunction printer/scanner/copier is located in the Corner Office of the CEO facility. The copier is available to all startup residents at no charge; however, users are asked to restrict use to normal everyday business function. Large print jobs should be conducted in computer labs or library facilities.

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