

## **Business Group Guide**

(Company/Corporate Representatives who are not scientists/Economic Development Groups)

- I. Introduce yourself to the group leader or members  
Offer the DP Engagement card as well as your own
- II. Welcome group to Discovery Park/Thank them for coming
- III. Ask group:
  - A. How they learned about Discovery Park
  - B. What the purpose of the visit is
  - C. What is their time schedule
- IV. Explain the overall tour plan
  - A. Who will speak; will you show a video; what buildings will you tour, and how long will you take?
  - B. Encourage questions
- V. Show introductory video or discuss one page handout briefly
- VI. Facilitating Business Incubation--Hand out case studies
  - A. Offer a handout on the Purdue Research Park if the group is not going there and explain that a strong partnership exists between the Purdue Research Park and Discovery Park--shared staff, shared programs, collaboration on the development of start-up companies.
  - B. Mention that the Birck Nanotechnology Center has a Business Incubator for company research. Questions should be directed to Dr. Tim Sands.
- VI. Stress entrepreneurial culture at Discovery Park facilitated by programs in the Burton Morgan Center for Entrepreneurship for faculty and students (Academic Bootcamp; Entrepreneurial Lectures; staff support; Entrepreneurial Leadership Academy; Business Plan Competitions for faculty and Interns for Indiana; Entrepreneurial Certificate Program; and Business Plan Competitions)
- VII. Optional--handout Facilities Brochure and point to major features of Burton Morgan
  - A. As you walk to other buildings, point out features from the Facilities Brochure
- VIII. Tour Facilities--keep note of questions
  - A. If an answer is needed, please e-mail question to Valerie
  - B. Keep track of recurrent questions and pass to Valerie for a FQA sheet
- IX. At conclusion--Thank them. Contact Beth for any questions, who will e-mail them for feedback on their experience