

# XXII Century

Privatized Innovation  
Plan for America

Using a Competitive  
Franchising Business Model



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## Mission Focus

We must propel innovation in the US and take our nation to the next level. We must restore America's number one slot as the greatest and most innovative nation on the planet. We will focus our intent and will on start-up concepts using an entrepreneurial, free-market, and competitive approach to advancing technology, science, inventions, design, and the best ideas we can find. We will assist our passionate inventors, entrepreneurs, and intellectual thinkers to push their concepts to the forefront. We will take this model and duplicate establishing our plan in every region of our nation, sparking the innovative thirst of future generations. We will lead the world and leave all other nations in the dust, period.

## Outline of Plan

### Phase I

Set up a large industrial building or aircraft hangar. Acquire use of such a building through leasing, renting, or borrowing from a Government agency or Non-profit entity. Inside of this facility will be 16 squares, sectioned off. Bring in high-speed Internet, electricity, and lighting to each individual square. Each square becomes its own garage start-up. The end squares will have access to pneumatic tools and air for prototyping. Half of the units will have actual garage enclosures simulating a garage start-up in the literal sense of the concept. There will be an observation area loft over-looking the floor plan, which will serve as a break room, rest area, and additional research library like area with coffee, food, and conference area off to the side.

Outside will be a "play pen area" set up for robotic testing, prototype practices, and media demos. Various obstacles, stairs, jumps, simulated terrain.

Weekly Think Tank Meetings will take place in the loft, along with local economic development committees, Mayor's business round table, and angle investor's meetings.

There will be offices and a lobby area outside the secured "Garage Start-up Cluster" area. In these offices will be a director and 2 assistants. There will also be four other components to assist the cluster. These will be the support team of for all 16 individual technology startups:

- General Business Services (executive office rental type services): copy machine-scanning-printing, Secretary to answer phone calls during business hours, answering service, email accounts, fax machine, mail boxes, incoming package delivery, etc. Additionally; book keeping services will be available for the start-ups. The secretary will be personable, efficient, nice, polite, and have previous office manager experience.
- Legal Department: To help with non-disclosure agreements, initial patent filings, attaining ISBN numbers, help in locating outside lawyers for business contracts, arrangements, and to negotiate deals for the start-ups. Also basic assistance in setting up LLCs, partnership agreements, and help with background checks procedures

(preventing spies). This department will handle simple things, the rest is to be sent out. Regulatory compliance monitoring; Hazmat materials, etc. This will be a paralegal with experience working within a patent attorney's office, or previously with an intellectual capital attorney.

- PR and Marketing Department: Create press releases, Write Articles, newsletters, and stay in contact with media, innovation venues, and industry and continuing investor relations for the startups. Setting up investor day walk-thrus for VC, Angles, Investment Banks, Corporate R and D executives, Government and Political photo-ops. Help assistance in creating reports, and proofing research papers. This department will be run by a semi-retired PR person with lots of experience working part-time and overseeing interns. The interns will also receive "bonus pay" with regards to their endeavors.
- Vendor and Sponsor Relations: Help in getting local companies and corporations around the country to give steep discounts on supplies, materials, and even donating items for the discreet prototyping process or to join a corporate sponsor. This department will be run by a semi-retired and highly experienced individual with non-profit fundraising and corporate experience, with a team of interns under them.

**Cost to new start-ups:** \$10,000 for first six months and 2% of their innovation and business. After six months evaluation will be provided for another six months stay or new negotiated deal, or ejected from program with assistance to another incubator, commercial space, or help them transfer their concept to corporate R and D, military, government, university, or other.

Since space is limited each start-up must submit a business plan, outline, executive summary of their project. If they need assistance in the cost, we may refer them to an angle investor for a meeting at our facility. Every quarter or 6-months we will have business plan and concept contests and invite VC, angles, and investors to propel competitive innovation.

**Cost to set up Incubator Prototype Model:** Estimated \$1.2 million, plus 2-years expenses or \$400,000 until cash flow catches up with expenses.

## Phase II

We will take our Business Innovation Cluster Incubator Program and franchise it to all major DMAs, and regions of our country. The franchisor will take 1% of the stake in each business, and the franchisee will take the other 1%. We expect the franchise fee to be \$50,000 and the franchisees start-up costs to secure a building and complete the tenant improvement work to be approximately \$1 million. The franchisees will run their business model like our prototype as per the Confidential Operations Manual.

We expect local investors, universities, economic development associations to be the franchise buyers working together to bring new high-tech jobs to their areas and fund their on-going program to enhance economic vitality into the 22<sup>nd</sup> Century.

We will set up competitions and each franchise will have friendly competition against each other for the best of category, best innovation for the year, greatest revolutionary concept for

humanity, best green or alternative energy concept, and biggest game changer of human society.

We will set up mini-units to work with the larger clusters for small towns, working under a local franchisee with a regional development sub-agreement and certification with us. Eventually these smaller units can grow into full-fledged Business Innovation Cluster Incubator Franchisees based on performance, and progress.

### Phase III

In the future there will be a much more secure secondary program, very discreet. This will be a row of buildings for military tech. Each with three offices, and a roll up door, all buildings will have a secured fence line behind the row. These buildings, industrial type tilt-up construction, will be literally locked down and each individual unit secure. Still, they will have the main building for the support services, all in the same area, within a short walking distance.

### Phase IV