



*WNY Incubator Network (WIN) operates as a consortium of the region's business incubators and startup business programs to help incubator clients achieve sustainable growth. WIN is managed by the University at Buffalo Office of Science, Technology Transfer and Economic Outreach (UB STOR).*

The **Embedded Consultants program** links scalable, technology-based, growing ventures with outside consultants to work past specific, impactful milestones. The program may be used as a means to pair potential executives, advisors or investors with a venture.

Typical projects will last from 3-5 days, with consultants being compensated at a rate of \$500/day. Arrangements can also be made for mentoring projects as small as .5 days and more in depth projects as large as 15 days. Incubator Clients participating in the Embedded Consultants program will be eligible for WIN to meet up to 80% of consulting fees.

**Ventures looking to leverage this program must meet each of the following criteria:**

- ✓ Incubated in good standing with a WIN incubator
- ✓ Projects must be specific and impactful to the ongoing development of the incubated venture
- ✓ Venture must be a scalable, technology-driven business working toward graduation from the incubator
- ✓ Proposed project must serve to inject new knowledge or skillsets into the company
- ✓ Proposed project must be endorsed by host incubator manager

**Potential projects may include:**

- **Legal:** company formation, bylaws, FEIN application, stockholder agreements, stock option planning, employment agreements, NDAs
- **Business Planning:** business plan development, market research, financial projections, assistance with hiring and incorporation decisions, fundraising
- **SBIR Assistance:** finding solicitation and agency fit, SBIR process guidance, draft budget, writing assistance, project management, registrations and submission
- **Commercialization:** pricing research and model development, sales plans, voice of the customer and market research, pitch coaching, marketing plans

**Limitations:**

- Proposed consultant cannot be a family member or prior vendor to the venture

**Process:**

1. Incubator client submits a brief (1-2 page) scope of work outlining issue/opportunity, proposed time, and final deliverable(s). Potential consultants may be identified by the venture, host incubator, or WIN.
2. Host incubator director submits a letter of support.
3. Proposals are vetted and selected based on scalable impact on and potential of the venture.
4. Upon project completion and invoice, incubator client pays 20% of project cost to embedded consultant and submits documentation to WIN.
5. WIN portion (80%) is paid to embedded consultant.