

# ARC Grant Proposal Form

Title of Proposal

Principal Investigator (PI) Name

Principal Investigator Position/Job Title

Contact E-mail Address:

Contact Phone:

PI School:

PI FSW ID #

Co-Principal Investigator Name(s) and Position/Affiliation(s) (if needed)

Proposed project start and completion month/year

Funding Requested

ARC Research Type

ARC Research Types: **Action** research describes research into new facets of learning or learning methods to be completed in the classroom or with FSW students as part of the faculty's instructional role in an effort to pilot or clarify pedagogical or learning support pathways. **Classical** research describes the classical or typical academic research where the PI is seeking to add to generalizable knowledge in the field of study which can be applied in other settings. **Experiential** research describes research that might be considered classical (social research) in the sense that it is seeking to add to generalizable knowledge in the field of study but it is conducted on FSW students or the FSW community. **Discovery** research describes research in which some travel may be required to extract rare, unusual, or otherwise isolated data such as oral histories or archived manuscripts that will add to generalizable knowledge in the field of study.

Will proposed research require IRB approval?

Will proposed research require FSW IT support?

\_\_\_\_\_  
*Principal Investigator Signature*

\_\_\_\_\_  
*Printed Name*

\_\_\_\_\_  
*Date*

\_\_\_\_\_  
*Co-Principal Investigator Signature*

\_\_\_\_\_  
*Printed Name*

\_\_\_\_\_  
*Date*

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*Co-Principal Investigator Signature*

\_\_\_\_\_  
*Printed Name*

\_\_\_\_\_  
*Date*

\_\_\_\_\_  
*Department Chair/Coordinator Signature*

\_\_\_\_\_  
*Printed Name*

\_\_\_\_\_  
*Date*

## Dean Approval

Method complies with practices of department/division and equipment requests are justified based on methodology.

Approved  Not approved

\_\_\_\_\_  
*Dean Signature*

\_\_\_\_\_  
*Printed Name*

\_\_\_\_\_  
*Date*

# Grant Budget Breakdown

Please provide a description and purpose for the requirements needed for the proposal in the appropriate area below along with expected costs.

## Equipment Requirements & Purpose (complete page 3 of this form if this section is needed)

## Equipment \$

## Travel Requirements & Purpose (complete page 4 of this form if this section is needed)

Travel to /from USF Connect, Tampa (346) miles round trip w/ one night hotel.  
Travel to/from Florida Polytechnic University, Lakeland (308) miles round trip w/ one night hotel.

## Travel \$

\$328.00

## Student Stipend Requirements & Purpose

I anticipate two student researchers working 100 hours each. The student stipend will total 200 hours of work at \$10 per hour.

## \$ (Max \$10/hr)

2000

## Supplies (General supplies, texts, etc.) Requirements & Purpose

General office supplies: Paper, pens, markets, poster boards, copies of reports.

## Supplies \$

\$500.00

## Technology Requirements (Hardware/software) & Purpose

## Technology \$

## Other Requirements & Purpose

Reserved rooms for meetings/presentations and IT services if needed.

## Other \$

\$500.00

# Grant Equipment Breakdown

to be completed only if equipment requirements were listed on page 2

Equipment Storage Location (include Campus, building, and room numbers)

List items to be purchased and estimated cost.

1.	Item:	<input type="text"/>	Estimated Cost:	<input type="text"/>
2.	Item:	<input type="text"/>	Estimated Cost:	<input type="text"/>
3.	Item:	<input type="text"/>	Estimated Cost:	<input type="text"/>
4.	Item:	<input type="text"/>	Estimated Cost:	<input type="text"/>
5.	Item:	<input type="text"/>	Estimated Cost:	<input type="text"/>
6.	Item:	<input type="text"/>	Estimated Cost:	<input type="text"/>
7.	Item:	<input type="text"/>	Estimated Cost:	<input type="text"/>
8.	Item:	<input type="text"/>	Estimated Cost:	<input type="text"/>
9.	Item:	<input type="text"/>	Estimated Cost:	<input type="text"/>
10.	Item:	<input type="text"/>	Estimated Cost:	<input type="text"/>
11.	Item:	<input type="text"/>	Estimated Cost:	<input type="text"/>
12.	Item:	<input type="text"/>	Estimated Cost:	<input type="text"/>
13.	Item:	<input type="text"/>	Estimated Cost:	<input type="text"/>
14.	Item:	<input type="text"/>	Estimated Cost:	<input type="text"/>
15.	Item:	<input type="text"/>	Estimated Cost:	<input type="text"/>
16.	Item:	<input type="text"/>	Estimated Cost:	<input type="text"/>
17.	Item:	<input type="text"/>	Estimated Cost:	<input type="text"/>
18.	Item:	<input type="text"/>	Estimated Cost:	<input type="text"/>
19.	Item:	<input type="text"/>	Estimated Cost:	<input type="text"/>
20.	Item:	<input type="text"/>	Estimated Cost:	<input type="text"/>

Please describe any in-kind services that are anticipated for the research

# Grant Travel Worksheet

to be completed only if travel requirements were listed on page 2

## Transportation

**Airfare:**  **Please List Flights:**

**Rental Car(s):**

**Rental Car Fuel:**

**Mileage (@ \$0.445/mi):**

**Total Miles:**

**Parking Costs:**  **Parking Description (e.g. hotel):**

**Taxi / Car Service:**

**Transportation TOTAL:**

## Lodging

**Hotel Total:**  **Hotel Rate & # of Nights**

## Meals

**Breakfast (@ \$6/day):**

**Lunch (@ \$11/day):**

**Dinner (@ \$19/day):**

**Meals TOTAL:**

**ARC GRANT PROPOSAL**  
**ENTREPRENEURIAL CENTER**

Faculty Name: Dr. Anita Rose (PI)  
Job Title - Professor on Business: Management and Entrepreneurship  
School of Business and Technology

anita.rose@fsw.edu

239.732.3982 (O), 908.797.7022 (C)

TOTAL FUNDING REQUEST: \$3,328

\$1,328 for travel and supplies

\$2,000 to pay two student researchers

## Table of Contents

1. Introduction and Background .....	1
1.1 Goals and Significance .....	2
1.2 Timeline .....	4
2. Research Design.....	5
2.1 Research Question and Hypothesis .....	5
2.2 Conceptual Framework.....	6
2.3 Purpose Statement .....	6
2.4 Rival Explanations to Research.....	7
3. Resesarch Methodology .....	7
3.1 Type of Research.....	7
3.2 Outline of Methods .....	7
3.3 Data Collection.....	7
3.4 Evaluation/Outcome Measurements .....	8
4. Future Research .....	8
5. Principal Investagor's Background .....	9
6. Budget .....	9
References.....	10

## **1. Introduction/Background**

According to the Bureau of Labor Statistics, (20%) of small businesses either fail or are no longer in business by the end of the first year. The trend worsens to (34%) by the second year, (50%) by the fifth year, and (70%) by the tenth year (BLS, 2017). Research by CB Insights polled entrepreneurs whose small business failed, which revealed that (42%) of these small businesses lacked market need for their product or service, (29% ) had a lack of sufficient capital, (23%) did not have the right team, while (19%) of these small businesses fail due to superior competition (Griffith, 2014). Thereby, (61%) in total lacked a market feasibility analysis of their product or service (42%) or insight about industry competitors (19%) as the reason for failure.

General business statistics, such as NAICS, FedStats, U.S. Census Bureau, and U.S. SBA are helpful to small businesses. However, it is more difficult to obtain specific industry performance on non-public companies. Most successful entrepreneurs equip themselves with detailed knowledge about the industry and the competitive market (Rose, 2015). Further, to keep up with the latest small business trends it is important to gain a sense of the specific market share that will impact business profits (SBA, n.d.). The key to defining a competitive edge that creates sustainable revenue is developing a competitive analysis that helps business owners learn from businesses competing for the same potential customers (SBA, n.d.). Entrepreneurs armed with specific industry competitor knowledge and a market feasibility study were found to have a competitive edge (Rose, 2016). While entrepreneurs who were mentored received helpful example of values, attitudes, and behavior (Bosma et al., 2012).

The National Business Incubation Association (NBIA, 2014) defines business incubation as “a business support process that accelerates the successful development of start-

up and fledgling companies by providing entrepreneurs with an array of targeted resources and services”. Incubators foster financially sustainable businesses equipped to succeed and grow year-after-year (Motoyama & Knowlton, 2017).

### **1.1 Goals and Significances**

This project’s goal is to research resources to start an Entrepreneurial Center at the FSW Naples campus. This opportunity will allow student entrepreneurs (across disciplines) to start and/or grow a business ventures by gaining guidance, support, and resources beyond the classroom. Such guidance and support will include the following:

#### **Resource Software**

- IBISWorld – Industry reports on strategic insights and analysis on 1,300 U.S. Industries.
- Dun & Bradstreet First Research – Industry Profiles on 1000 industry segments with trend predictions and financial ratios.
- The Risk Management Association (RMA), Small Business Risk Management Study - Through its Small Business Risk Management Study, industry-wide comparisons of small business portfolios including detailed financial ratios of non-publicly traded companies.

#### **High-level Mentor Engagement and Training Program**

- Pitch practice training for State Competitions, event showcases, and trade shows.
- Workshops by community business service providers including intellectual property lawyers, accountants, manufactures and designers.
- SCORE- Retired business executives matched to mentor entrepreneurs in similar industries to grow and succeed.



- Fusion Point – A group of seasoned entrepreneurs, mentors, and investors of private, public, and philanthropic leaders assisting early stage entrepreneurs to grow and attract capital investment.

### **Additional Resources**

Additional resources to startup and develop a successful Entrepreneurship Center will be explored through two successful entrepreneurship ecosystems. James Taylor, who started and delivered the USF Student Innovation Incubator (SII) at USF Connect at the University of South Florida Center for Entrepreneurship and Justin Heacock, who set up an entrepreneurial ecosystem at Florida Polytechnic and is now its Entrepreneurship Center Coordinator. The Florida Poly Entrepreneurship Center was under one year old when one of the entrepreneurial teams, under the direction of Heacock, finished third place with a \$1,500 prize at The Governor's Cup, an entrepreneurial competition hosted by the Roundtable of Entrepreneurship Educators of Florida (REEF).

This proposal seeks to explore and understand the resources required to develop an environment where FSW entrepreneurs are provided with the tools and resources to create a holistic, actionable businesses. The additional resource information collected from Jim Taylor and Justin Heacock will be examined and explored to further develop a vibrant entrepreneurial center at the FSW Naples campus. The resource software along with mentor and training engagements will be applied and evaluated by student entrepreneurs.

## **1.2 Timeline**

This timeline feasible for completion in one year with fiscal responsibility. In anticipation of this approved proposal, the organizations listed have been contacted and expect to hear from me if this proposal is approved.

### **September 2018**

- 1.** Contact mentors: Members of SCORE, Fusion Point, and other community entrepreneurial providers. Arrange mentoring and pitch practice judging for January 2019 – March 15, 2019.
- 2.** Contact community business service providers: Intellectual property lawyers, accountants, manufactures, and designers. Schedule workshops/presentations for January 2019 – March 15, 2019.
- 3.** Contact entrepreneurship ecosystem expert James Taylor and Justin Heacock to schedule an Interviews for October 2018.

### **October 2018**

- 1.** Setup software vendor trial with IBISWorld, First Research, and The Risk Management Association for January to March 15, 2019.
- 2.** Interview entrepreneurship ecosystem experts James Taylor and Justin Heacock.

### **November 2018**

- 1.** Analyze qualitative data collected from the two case study interviews and write report.
- 2.** Test all software

**December 2018** – Prepare quantitative student surveys and qualitative interview questions for student focus group to be administered April 15, 2019.

**January 15, 2019 – March 14, 2019 - Project Start:** Students use software, mentor services, and attend community service provider workshops.

**March 15, 2019 – March 22, 2019** Survey students and hold focus group(s)

**March 25 – March 29, 2019 –** Write up results and prepare for submission to SoBT Dean and prepare for ARC Research Lecture Series for April 2019.

**April 2019 -** Prepare a grant proposal with findings from this project for submission of FSW Foundation Education Excellence (FEE) Award.

## **2. Research Design**

This research will be mixed methods of both quantitative and qualitative approaches.

1. Qualitative - Case study design to interview with open-ended questions, observation, documentation, audiovisual data, themes and patterns interpretation.
2. Qualitative – Focus group design to interview students in a group(s) will use open-ended questions, observation, documentation, audiovisual data, themes and patterns interpretation.
3. Quantitative - Survey design will be instrument-based with closed-ended questions for statistical analysis and statistical interpretation.

### **2.1 Research Question and Hypotheses**

#### **2.1.1 Research Question**

##### **Qualitative**

1. What are the resources needed in the case of creating an effective vibrant entrepreneurial center at the FSW Naples Campus?

##### **Quantitative**

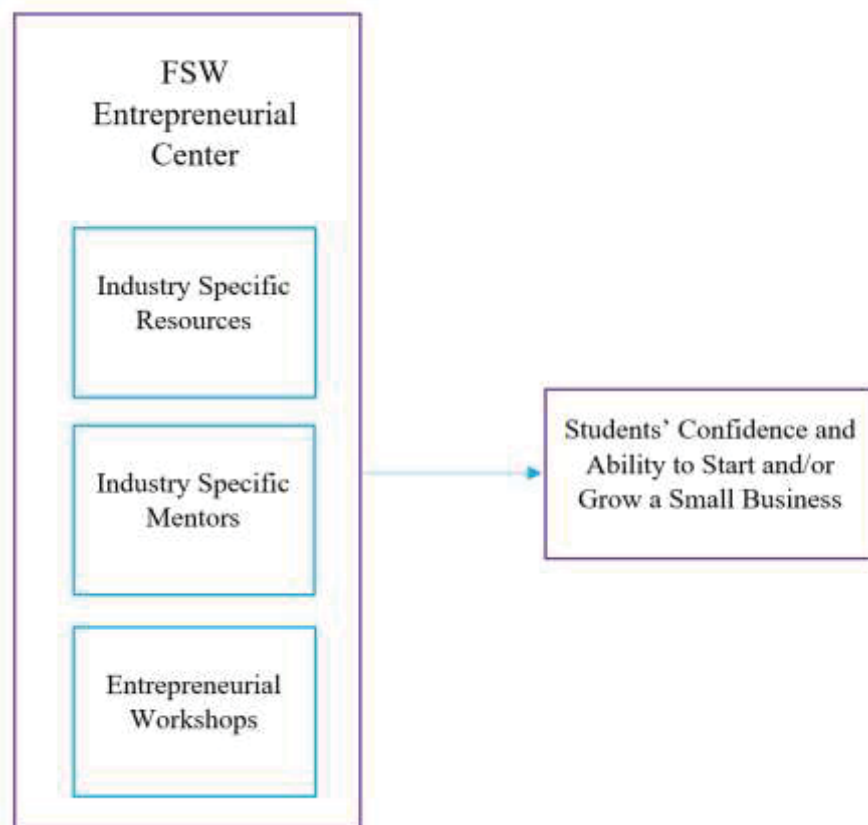
2. How influential is an FSW entrepreneurial center equipped with industry specific

resources, mentors, and workshops in predicting students' confidence and ability to start and/or grow a small business.

### 2.1.2 Hypothesis

Industry specific resources, mentors, and workshops will show a positive relationship with students' confidence and ability to start and/or grow a small business.

## 2.2 Conceptual Framework



*Figure 1.* FSW Entrepreneurial Center and Students' Confidence and Ability to Start and/or Grow a Small Business

## 2.3 Purpose of the Study

The purpose for this study is to determine if industry specific resources, industry specific mentors, and entrepreneurial workshops will show a significantly increase in FSW students' confidence and ability to start and/or grow a small business.

## **2.4 Rival Explanation to Research**

The rival explanation to this research may be that there are moderating variables or information not considered at this proposal stage. Such moderating variable may be discovered after collecting qualitative data from interviews with James Taylor and Justin Heacock. A benefit of discovering such information is that it can be included with the resources for students prior to the January project start. Additionally, confounding variables such as students seeking alternative entrepreneurial assistance providers outside of the research supported resources may be a rival explanation. To limit this rival issue, students will be questioned about outside assistance providers as part of the quantitative survey.

## **3. Research Methodology**

The research will be mixed methods of both qualitative and quantitative approaches.

### **3.1 Type of Research**

The type of research will be action research.

### **3.2 Outline of Methods**

#### **Qualitative**

1. Interview with entrepreneurial ecosystem experts prior to the start of the project with students.
2. Focus Group with students at the end of the project.

#### **Quantitative**

Student surveys after each workshop, mentor meeting, and at the end of the project.

### **3.3 Data Collection**

The collection of data will proceed in four stages. First, my student research assistants and I will comb through and cull my entrepreneurial training notebooks and materials from my

work over the past 20 years and correlate with additional online resources that fit the entrepreneurial ecosystem development profile. In many respects, my work with FSW student assistance will resemble a directed-study course in entrepreneurial ecosystem development.

Second, data from interviews will be collected from interview notes, recordings, and observations from the entrepreneurial ecosystem experts. My student assistants and I will analyze the data for themes and patterns interpretation.

Third, survey data will be collected after each workshop and mentor session. My student research assistants and I will apply statistical analysis and statistical interpretation of the data collected.

Four, data collected from the student focus group interview will be notes, recordings, and observations will be analyzed for themes and patterns by my student research assistants, under my close supervision.

### **3.4 Evaluation/Outcome Measurements**

The research program will be successful if the data indicates a significant increase in students' confidence and ability to start and/or grow a small business.

### **4. Future Research**

Ultimately the goal is to develop a vibrant Entrepreneurial Innovation Incubator at FSW Naples campus to include the following:

- Infrastructure and amenities that include dedicated office and co-working space, meeting venues with conferencing technology, and 3D-printing equipment.
- Participation in business pitch competitions and access to venture capital.
- Cultivate successful businesses for economic growth in southwest Florida.

However, such an endeavor requires stages. In the second stage, the data obtained from this ARC grant project will be used for submitting a grant proposal for an FSW FEE grant in December 2019. The third stage, a government grant will be sought to assist with the growth and infrastructure of the FSW Entrepreneurship Innovation Incubator.

## **5. Principal Investigator's Background**

Dr. Anita Rose has assisted hundreds of entrepreneurs to start and grow their businesses. As a certified business analyst, she served as Business Consultant with the Florida Small Business Development Center (SBDC) at USF. Her background includes over 20 years of experience as an entrepreneur of four small businesses. She has taught entrepreneurship courses in higher education and in practice for more than 10 years. See addendum for Principle Investigator's Curriculum Vitae.

## **6. Budget**

See addendum for ARC Grant Budget Form.

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- U.S Small Business Administration Business Guide. (n.d.). Plan your business. Marketing research and competitive analysis. Retrieved from: <https://www.sba.gov/business-guide/plan-your-business/market-research-competitive-analysis>