



Welcome to High Tech Rochester, the organization with the business, entrepreneurial and technical expertise to help propel your company on its path toward success.

### Your road to success starts here.

Whether you're a high-tech start-up with the next "big thing" or an established manufacturer looking to spark new growth and increased profits, you'll go through predictable stages as you progress.

Innovators and entrepreneurs who plan to build high-growth businesses find HTR's **Innovate** and **Incubate**-stage services to be most valuable as they help a newer company create the path and make the connections that put it on the right course for takeoff.

Established companies, especially manufacturers, find the most relevant HTR services in the **Grow** stage as HTR's expertise helps them address challenges in sales, productivity, efficiency and quality, and offers them new ways to innovate—ultimately leading to growth and sustainability. A one-stop shop for manufacturers, HTR not only helps you navigate the vast uncharted array of services out there, it provides you with a wealth of trusted and reliable connections to local and national funding sources, vendors and service providers, and other economic development resources.

*HTR services and programs are a continuum, flowing from one stage of development to the next. No matter where you enter the HTR continuum, we tailor our services to meet your precise needs.*



## INNOVATE

You've had the "aha" moment, that wake-up-in-the-middle-of-the-night-and-write-it-down idea for a new product, process or service. Now what? HTR can help you take that idea and put it on the path toward commercialization with the following:

- Market Opportunity Assessment
- Pre-Seed Workshop
- Business Plan Development
- HTR LaunchPad for Software Developers
- Technology Commercialization
- Funding Assistance from SBIR/STTR
- Clean Energy Proof of Concept Center

## INCUBATE

If an airplane clears the trees on takeoff, it usually finds itself on course. The Incubate stage is not about forming your company. It's about clearing the trees. HTR offers a number of services that help you reach your destination:

- Residency at Lennox Tech Enterprise Center
- Residency at Rochester BioVenture Center
- Entrepreneur Affiliate Program
- NYSERDA Entrepreneur-in-Residence
- Funding Assistance
- Capital Readiness
- Batting Cage Preparation for Investor Presentations

## GROW

There's a better bottom line waiting for you at HTR. We help small and mid-sized manufacturing companies in all areas of their business—from new product development, to market penetration, to the finer details of manufacturing—putting manufacturers on course to yield healthy levels of revenue and profit.

- Business Assessment
- Innovation Engineering
- Design & Prototyping Services
- New Market Development
- Sales & Marketing Training & Services
- Productivity Improvement
  - Lean Manufacturing Services
  - Quality Management Services
  - Energy Reduction
  - Lean Office Management

As a New York State Division of Science, Technology and Innovation (NYSTAR)-designated Regional Technology Development Center, and an affiliate of the National Institute of Standards and Technology's Manufacturing Extension Partnership, HTR provides high-value, metric-driven solutions for Rochester-area manufacturers needing help in addressing a variety of business challenges.



## The Entrepreneurs Network

Created by Monroe County Executive Maggie Brooks and managed by HTR, The Entrepreneurs Network (TEN) is an innovative program that blends Innovate, Incubate and Grow concepts for Upstate New York's new ventures and small businesses. TEN businesses share peer-to-peer learning and 1:1 coaching, and gain significant hands-on exposure to, and interaction with, national and regional experts and funding sources to drive improved business performance.

## Educational Programs

In its ongoing mission to help Rochester-area entrepreneurs and their start-ups, HTR offers a variety of educational programs, presentations, workshops and seminars for entrepreneurs, innovators, researchers, scientists, engineers, software developers, executives and others.

Programs are organized by HTR and feature presentations by local and out-of-town attorneys, accountants, CEOs, scientists, sales executives, management consultants, investment advisors and others with meaningful and useful information to share.

Check the HTR website at [HTR.org](http://HTR.org) for the latest educational events.

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Established in Rochester, NY, in 1987, High Tech Rochester is a nonprofit whose mission is to be a catalyst for entrepreneurship and innovation-based economic development. We do this by applying business expertise and network connections to aid in the formation and profitable growth of companies in the Rochester area and the Finger Lakes Region of Upstate New York.

HTR provides a suite of services, including technology commercialization for very-early-stage opportunities, business incubation for high-growth-potential start-ups, and growth services for existing manufacturing companies seeking to improve their top- and bottom-line performance.

HTR's locations include the Lennox Tech Enterprise Center, conveniently located in West Henrietta, and The Rochester BioVenture Center, also located in Henrietta.

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a NIST | Network  
MEP | Affiliate

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**innovate** and commercialize new ideas

**incubate** and accelerate start-up ventures

**grow** manufacturers' revenues and profits

