COMMUNITY AND INNOVATION REDEFINED
The ability to bring the next great discovery to the world becomes exponentially greater when you are in a collaborative environment designed to foster creativity, ideas—and success. Innovation Square has all the dynamics in place to empower forward-thinking companies to take breakthrough ideas from mind to market.

• Enabling companies to harness the innovations of researchers at the University of Florida
• Serving as a live/work/play community to foster the collision of ideas and the collaborative spirit of today’s researchers and entrepreneurs
• Featuring a long-term, 40-acre urban plan that will include more than five million square feet of labs, offices, residences, shops, restaurants and more

“As we envision it, Innovation Square will be unlike anything you’ve ever seen. In fact, it will be nothing short of a complete re-invention of the town square concept.”

- UF President Bernie Machen
Imagine...
Access to cutting-edge research from the University of Florida—named the number-one public university for transferring technology to the marketplace by the Milken Institute.
Tapping the minds of nationally recognized research faculty at a university that was granted $619 million in research awards in 2010-2011.
Peer-to-peer collaboration for knowledge sharing, connections with venture capitalists—everything needed to commercialize your research discoveries.
It’s the new paradigm for creating ideas that impact lives.

INNOVATION SQUARE
the new paradigm for innovation

Being research and business together and you inspire people to think bigger. Different disciplines interact. Researchers work smarter. Creativity is unleashed. Development accelerates. And the world soon discovers a product exponentially greater than the sum of its parts.
The National Business Incubator Association reports that 87 percent of companies that start in an incubator are still thriving five years after they graduate.

The Florida Innovation Hub at UF is a 48,000-square-foot facility, just a few blocks from campus, housed in Innovation Square, which serves as an incubator for start-up companies based on technologies emerging from university laboratories. The Hub’s main objective is to enable companies accepted into the program to devote their limited resources to technology and market development rather than operational infrastructure.

**A SUPER BUSINESS INCUBATOR**

Benefits of locating in the Hub include:

- Co-located service providers such as law, accounting and product design committed to providing pro-bono advice.
- Access to venture capital firms, already located within the same building.
- Modern laboratories with access to biological safety cabinets, fume hoods, deionized water, vacuum, gas, autoclave and more.
- Access to shared office technology, amenities and facilities.
- Short-term, all-inclusive leases that minimize financial commitment.
- Scheduled programming and events to enhance collaboration, i.e. “50 events in 50 weeks.”

**THE OFFICE OF TECHNOLOGY LICENSING**

Where science meets business. This is recognized as one of the nation’s leading academic technology transfer offices for its success in helping high-tech and biotech companies commercialize university research. Established industry can also tap the invaluable resource to expand product lines and improve processes for a competitive edge.

**UF TECH CONNECT**

Working capital for your life’s work. Funded by University of Florida and the Economic Development Administration, it serves as a catalyst for new business creation by fostering relationships with the private sector and connecting entrepreneurs with investors.

**INNOVATION HUB**

from breakthrough idea to positive impact
UF’s Innovation Academy is a four-year, multidisciplinary undergraduate academic program, with students merging an entrepreneurship minor with a traditional major. Over their academic careers, Innovation Academy students work toward developing an innovative, viable business. And as an academic and commercial incubator, Innovation Academy allows students to develop their business using the Florida Innovation HUB ecosystem, with the ultimate goal to take their ideas out to the world.

In addition to the Innovation Academy, UF will offer the nation’s first entrepreneurial-based academic community. INSPIREation Hall will be a new, state-of-the-art live/learn community located within Innovation Square.

By living and learning within the Innovation Square environment, students can interact with other like-minded students, faculty and business professionals. Immersed in an innovation-rich culture, students dedicate themselves to the pursuit of the next breakthrough idea. For more information on UF’s academic program, visit innovation.aa.ufl.edu and for information regarding the entrepreneurial residences, visit www.ufINSPIREationhall.com.

WHERE ENTREPRENEURSHIP LIVES.

UF Innovation Academy is a four-year, multidisciplinary undergraduate academic program, with students merging an entrepreneurship minor with a traditional major. Over their academic careers, Innovation Academy students work toward developing an innovative, viable business. And as an academic and commercial incubator, Innovation Academy allows students to develop their business using the Florida Innovation HUB ecosystem, with the ultimate goal to take their ideas out to the world.

In addition to the Innovation Academy, UF will offer the nation’s first entrepreneurial-based academic community. INSPIREation Hall will be a new, state-of-the-art live/learn community located within Innovation Square.

By living and learning within the Innovation Square environment, students can interact with other like-minded students, faculty and business professionals. Immersed in an innovation-rich culture, students dedicate themselves to the pursuit of the next breakthrough idea. For more information on UF’s academic program, visit innovation.aa.ufl.edu and for information regarding the entrepreneurial residences, visit www.ufINSPIREationhall.com.

UF INNOVATION ACADEMY
innovation space for imagination, research and entrepreneurism
Located adjacent to the Florida Innovation Hub, the Infusion Technology Center will encompass eight stories of custom-built, idea-inspiring, high-tech science and technology space, as well as laboratory, research and commercial spaces. Along with the state-of-the-art technology, people can be inspired by fresh air and sunshine on the relaxing rooftop terrace. Designed with today’s and tomorrow’s businesses in mind, the center offers:

- Cutting-edge space designed for your individual business needs.
- Modern designed, creative research and office space.
- Ground floor retail to support live/work environment.
- Rooftop garden for gathering with like-minded professionals.
- Certified sustainable design.
- Fiber optic Ethernet network with Internet access, gigabit per-second private lines, and videoconferencing rooms.

For more information on available space and terms, visit www.InfusionAtInnovationSquare.com.

WHERE MINDS, IDEAS AND CREATIVITY FUSE.
A CITY BEHIND INNOVATION.

Why move or launch a high-tech or biotech business in Gainesville? Some reasons are obvious. It’s home to the University of Florida, one of the premier research colleges in America. It’s also a young, growing “smart” city with the culture and diversity of a friendly college town. On the rise internationally, Gainesville attracts the best and the brightest for its combination of livability and career opportunity.

Gainesville was named:

• Top 25 of the Smartest Cities in America –forbes.com
• Top 50 Best Places to Live and Launch –Fortune Small Business Magazine
• Top 10 Places for Businesses and Careers the last four years –forbes.com
• Top 10 Greatest Cities in America –DailyBeast.com
• Gainesville is great place to live a fun, active lifestyle and put down roots. Consider this:
  • Four of Alachua County’s high schools are included in Newsweek’s 2010 list of “America’s Best High Schools.”
  • Gainesville is home to premier healthcare providers, including:
    – Shands HealthCare - Ranked in Top-50 America’s Best Hospitals (U.S. News & World Report)
    – North Florida Regional Medical Center – 5 Star Community Hospital (Health Grades)
  • Gainesville shines with great weather perfect for outdoor activities and sports of all kinds.
  • Being a college town, Gainesville is rich in culture with museums, art galleries, theatres and performing arts venues.
  • Gainesville’s giving spirit towards the betterment of the community is found in its many charitable organizations and initiatives.
  • Gainesville is also home to the Gator Nation. A community whose passion for the University of Florida extends beyond sports.

GAINESVILLE
more to gain by locating here
Innovation Square's smart growth initiative within the city of Gainesville is in lockstep with a paradigm shifting trend towards urban living among young professionals. Today’s “Creative Class”, as coined by author Richard Florida, craves a vibrant urban lifestyle with work, retail, entertainment and recreational amenities close at hand. Just look at what industry experts are saying:

Smaller housing units close to mass transit, work, and 24-hour amenities is gaining favor over large houses on big lots at the suburban edge. —Price Waterhouse Cooper 

Emerging Trends in Real Estate, 2010

Rich in networks and opportunities, these hyper-productive, hyper-consumptive centers act as magnets, sucking in talent and spewing out innovation. —Trendwatching, 2011

Simply put, Innovation Square is designed to attract and satisfying the creative class, offering an eco-friendly live/work/play/learn environment in a vibrant, energetic urban setting.

THE SHIFT TO URBAN LIVING

a vibrant walkable and sustainable environment

“A project like this one drives job creation and community development while opening up new opportunities for residents.”

- John Fernandez, U.S. assistant secretary of commerce for economic development
More than 100 biotechnology companies have emerged from UF research.

Innovation Square is a place of intellectual and social connections: where diverse, visionary minds cross paths at wet labs and the corner coffee shop, where fragments of ideas fuse, leading to the next breakthrough. It happens at the highest level. It’s where the University of Florida and the private sector collaborate, bringing technology, people and leading researchers together to help you achieve success on a higher level.

Urban economist Richard Florida named Gainesville as the biggest projected gainer in the U.S. for creative class jobs between 2008 and 2018. (Creative Class, 2010)
Location

Strategically located in the center of Gainesville, FL, Innovation Square is an inviting live/work/play community just a few short blocks from the University of Florida and Gainesville’s vibrant downtown.